

RADIO

ANNUAL

—

TELEVISION

YEAR BOOK

Half-hour  Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring
DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour  Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in
"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour  Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in
"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour  Topical

"MEET THE MENJOUS"

co-starring
**ADOLPH MENJOU
VEREE TEASDALE**

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

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"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

Radio's number one Adventure-Detective show. Consistently tops all shows in the "top-audience" mystery field. Filmdom's most lovable sleuth pulls in volume sales regularly!

Quarter-hour  Music

"THE BARRY WOOD SHOW"

with
MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour  Serial

"DEAREST MOTHER"

A Thrilling Day-to-Day
Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

Quarter-hour  Comedy

"EASY ACES"

America's Funniest
Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

WINNING MOVES
FOR AGENCIES, STATIONS and SPONSORS

ZIV

Shows deliver
**LOWER COST PER LISTENER...
STEADY RENEWALS... EASIER SALES!**

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Half-hour  Drama

"FAVORITE STORY"

with
RONALD COLMAN

Features the favorite stories of famous people. A show-case of the entertainment world—with inspired performances in vital roles... Big audiences—and sales!

Half-hour  Music

"THE WAYNE KING SHOW"

Narrated by
FRANKLIN MacCORMACK

Fabulous showmanship and brilliant direction hold an enormous audience week after week. Glorious singing and soothing music put record-breaking audiences in the mood to listen—and buy!

Quarter-hour  Serial

"FORBIDDEN DIARY"

The Shadow of Her Past Menaced
the Lives of 4 People

A human—"down-to-earth" show that is tremendously successful in all markets. Has all the elements needed to attract a "woman's audience."

Half-hour  Mystery

"PHILO VANCE"

Exciting Crime Series

Exciting mystery thrillers that get and hold big audiences. Top-flight talent—production and popularity.

Quarter-hour  Music

"KORN KOBBLERS"

Radio's Funniest Musical

Zany entertainment by the band of a thousand gadgets and a million gags. Fun and furor with plenty of sales-making appeal for all!

Quarter-hour  Variety

"SING AND DANCE WITH KENNY BAKER"

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It is (almost) sure of a large audience in the program's capacity of making songs that attract our biggest big audiences from coast to coast.

Quarter-hour  Mystery

"MANHUNT"

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Adventure

Exciting mystery thrillers that get and hold big audiences. Top-flight talent—production and popularity.

Quarter-hour  Variety

"SHOWTIME FROM HOLLYWOOD"

Starring
FREDDY MARTIN

A glamorous musical variety show. Excitingly different—a galaxy of stars join the masses of mad-on-music in a dynamic presentation of mad-on-music content.

Quarter-hour  Western

"OLD CORRAL"

starring
PAPPY CHESHIRE

Western stories and music. Its outstanding record proves it's sure-fire for all age groups. This fine Western show builds top audiences and sales!

Half-hour  Music

"PLEASURE PARADE"

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 NEW YORK HOLLYWOOD



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P R E S E N T S

THE 1952
RADIO
ANNUAL

Edited by
JACK ALICATE

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FIFTEENTH ANNUAL EDITION

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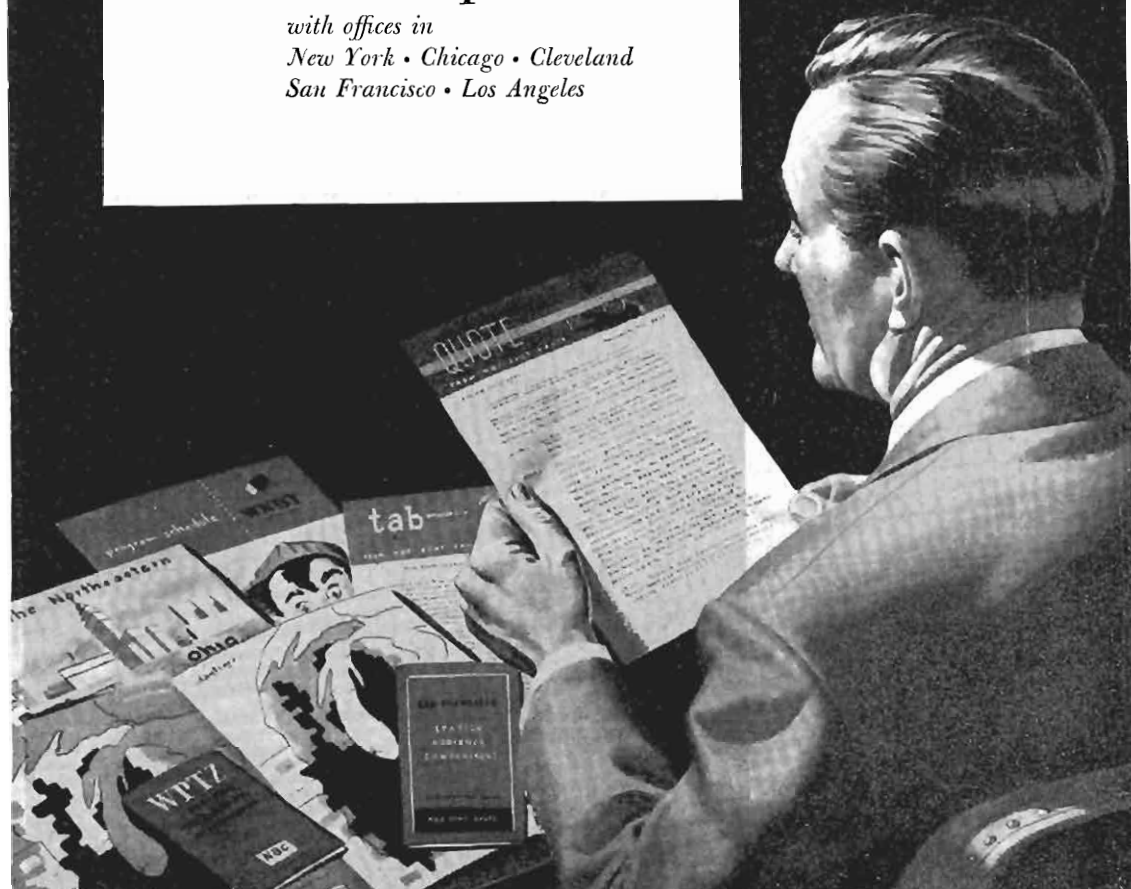
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Radio's Fourth Decade



ADIO in this year 1952 enters its fourth glorious decade as a communications service.

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

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

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

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

Jack Alicoate
Editor-in-Chief

FOR WORLD-WIDE NEWS...

**FOR CLEAR, COMPREHENSIVE
COVERAGE...**

AP

FOR:

AM-FM-TELEVISION

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

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1952

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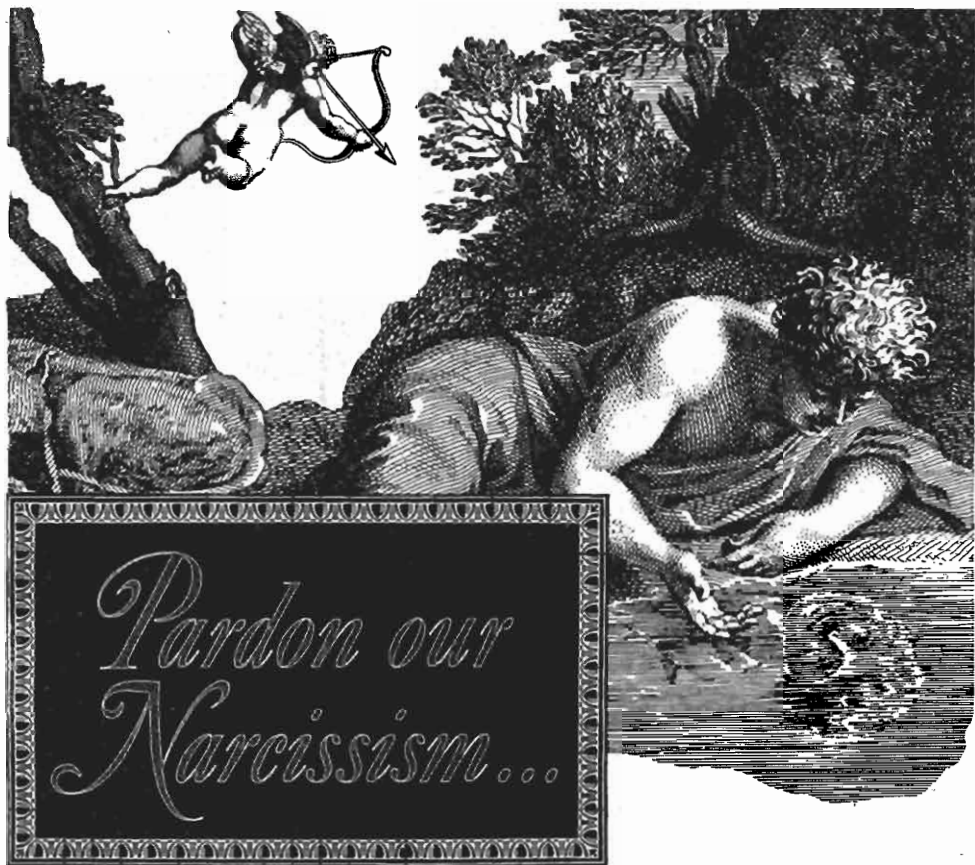
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Audio-Video Recording Company, Inc.

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HARRY WISMER

SPORTS HIGHLIGHTS

radio

television

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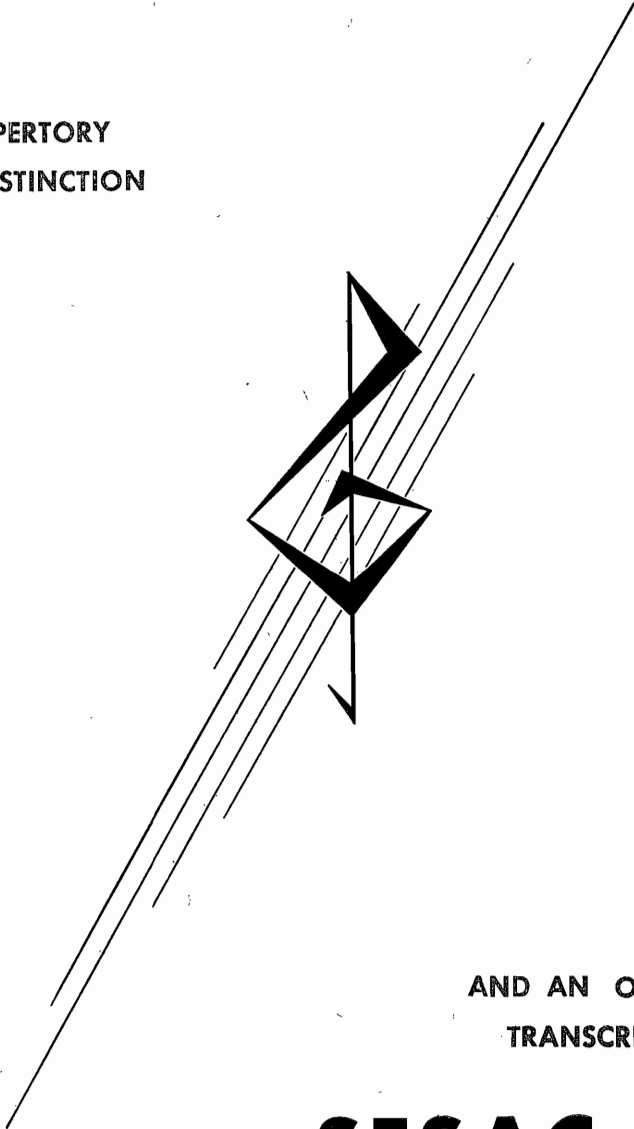
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United Press news programs for radio

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	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Women in the News	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Your Home	5	Saturday
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every Day
	Daily Farm Market Survey	5	Monday through Saturday
	Rural Roundup	5	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
	United Press Reporting	15	Sunday
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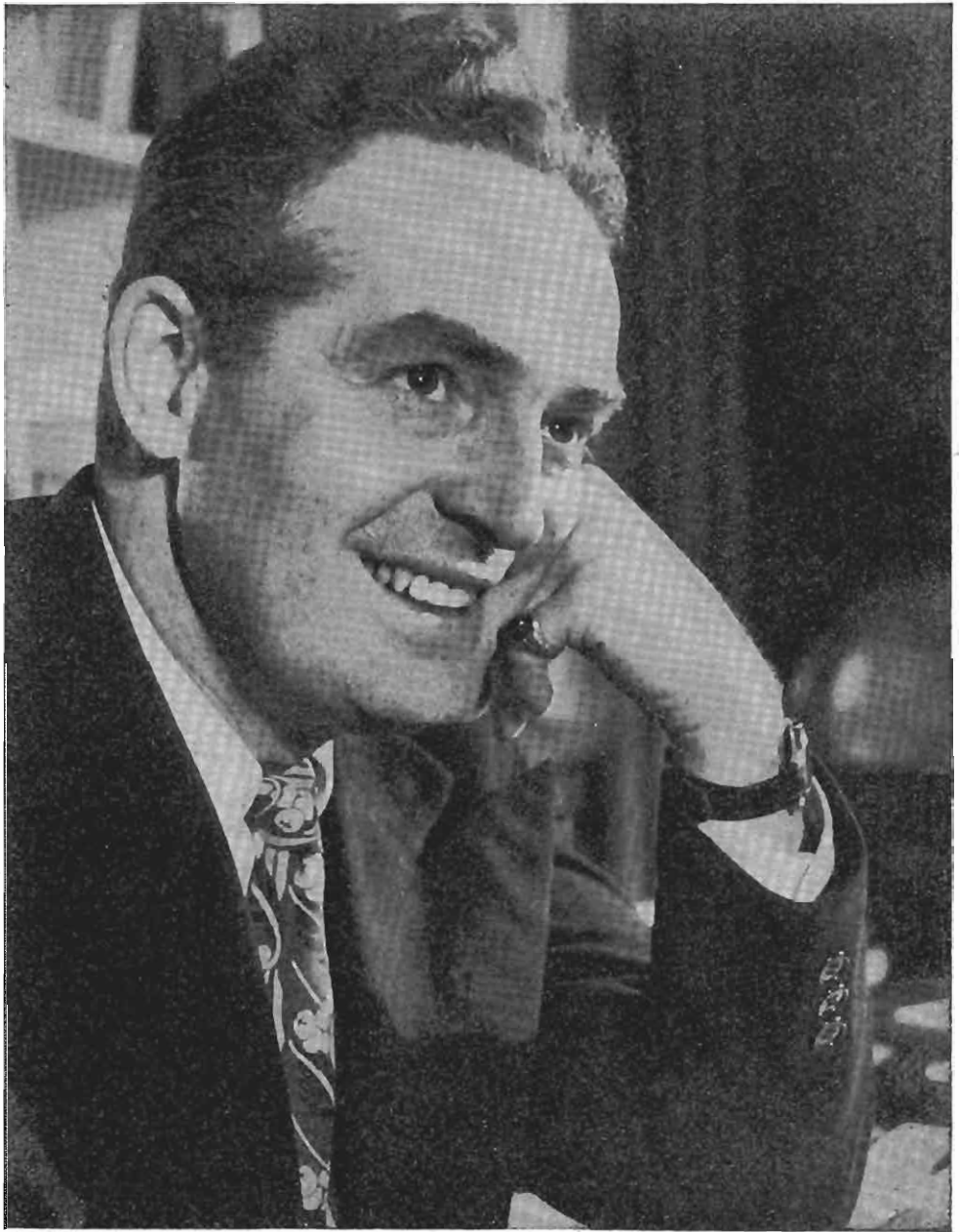
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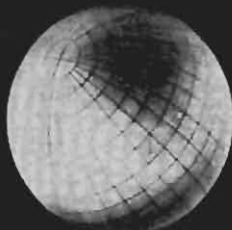
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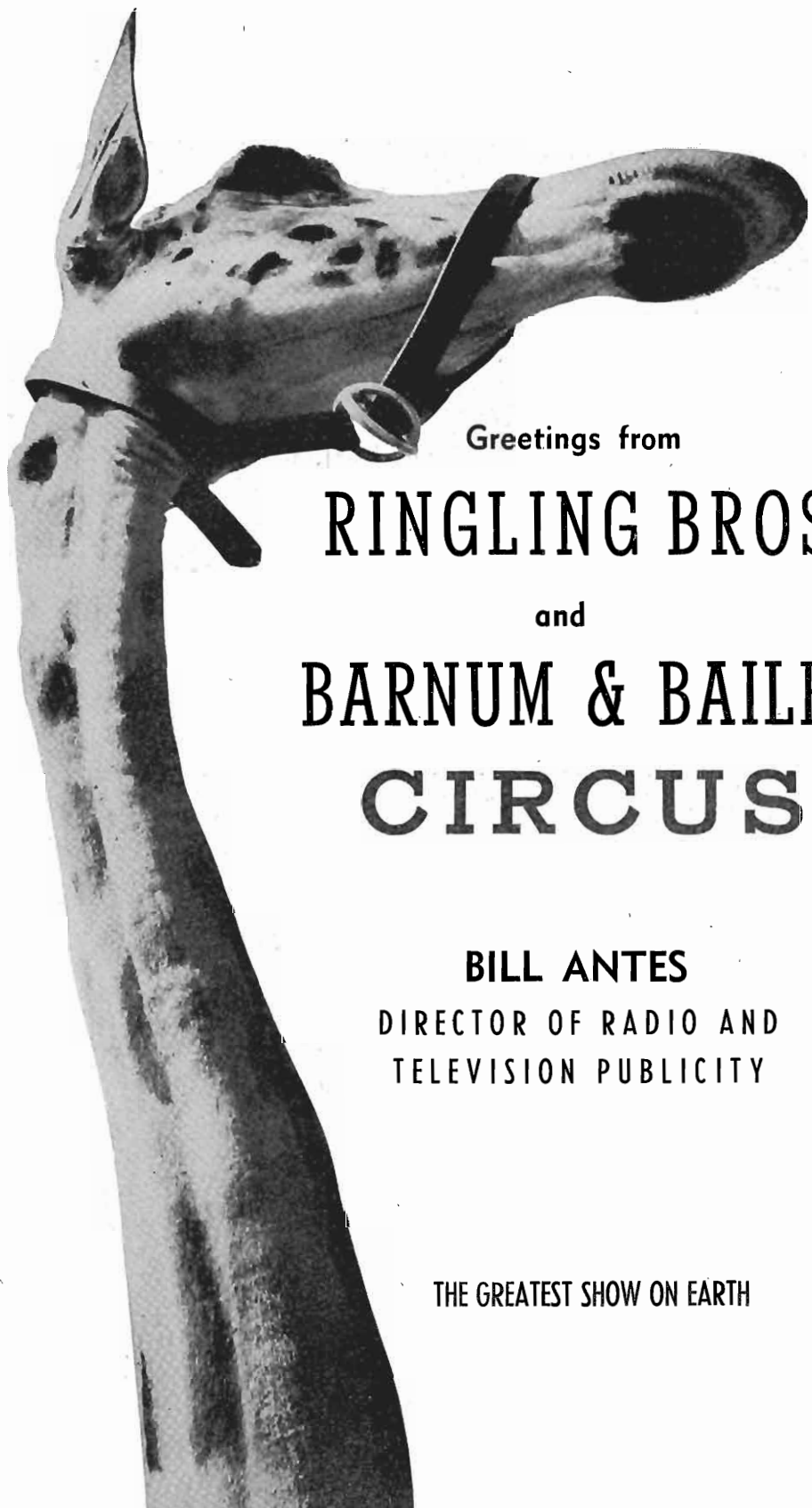
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Greetings from

RINGLING BROS.

and

**BARNUM & BAILEY
CIRCUS**

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

MEMORABLE YEAR AHEAD

EXPANSION OF VIDEO WILL HIGHLIGHT ACTION

By **PAUL A. WALKER**
Chairman

Federal Communications Commission



THE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

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

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

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

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

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

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



GUY LOMBARDO

and his

Royal Canadians

AMERICA'S NUMBER ONE BAND

LUCKY STRIKES' "YOUR HIT PARADE", NBC

HOTEL ROOSEVELT GRILL, NEW YORK

F. W. ZIV CO. TRANSCRIPTIONS

DECCA RECORDS

C O N C E R T S

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

NARTB PROGRESS REPORT

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

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



Fellows

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

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

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

I am confident that when the "freeze"

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

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

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

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

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

(Continued on Page 74)

JACK BENNY

RADIO-TV FORGING AHEAD

By FRANK BURKE, Editor of Radio-Television Daily

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

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

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

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

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

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



Burke

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

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

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

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

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

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

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



MR. TELEVISION

TEN TOP RADIO-TV NEWS EVENTS OF 1951

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

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

Outstanding Broadcasts

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

HOPE



1952

**CHESTERFIELD PROGRAM
PARAMOUNT PICTURES**

BAB'S REALLY IN BUSINESS!

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

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

First, a little background information.

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

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

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

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

Both of these were accomplished.

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

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

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

BAB's national promotion department



Ryan

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

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

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

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

BAB's local promotion falls into two basic categories:

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

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

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

(Continued on Page 74)



RED SKELTON

TELEVISION

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

RADIO

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

MOTION PICTURES

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

ADVERTISING OUTLOOK—1952

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

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

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

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

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

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

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

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

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

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

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



Gamble

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

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

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

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

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

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

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

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

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



SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

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

TELEVISION PROGRESS REPORT

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

TELEVISION in 1951 revealed a number of significant advances that portend a great future.

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

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

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

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

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

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

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



Sarnoff

than all other media of public contact combined.

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

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

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

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

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

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

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

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



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

PRODUCTION REPORT FOR '51

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

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

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

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



Secrest

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

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

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

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

★

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

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

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

★

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

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



FAYE EMERSON—SKITCH HENDERSON

RCA INCREASES PRODUCTION CAPACITY

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

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

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

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

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

In addition to RCA's military develop-



Folsom

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

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

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

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

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

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

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

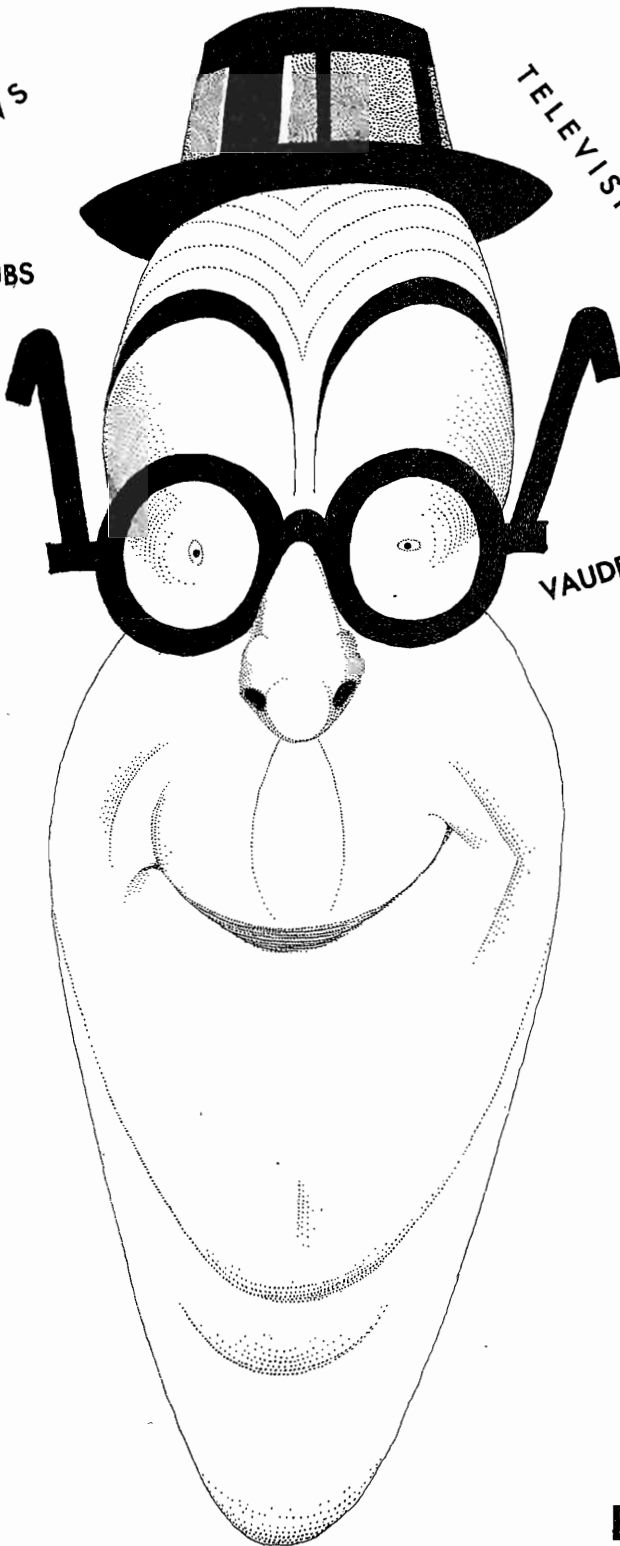
1902

MY FIFTIETH THEATRICAL YEAR

1952

WAGON SHOWS
NIGHT CLUBS

TELEVISION
RADIO
MUSICAL COMEDY



CIRCUS
CONCERTS

VAUDEVILLE

REPERTOIRE

REVUES

DRAMA

MOTION PICTURES

ED WYNN

C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

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

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

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



Neill

committee backing up the Association brief.

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

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

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

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

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



Exclusive Representative:

Ted Ashley Associates

Press Relations:

Solters-O'Rourke Associates

ALL EYES ARE ON TV!

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

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

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast: Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Kefauver's crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.

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



Brown

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

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

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

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

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

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

Best Wishes

Kate Smith

THIS IS U. N. RADIO

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

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



Mrs. Lewis

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

* * *

U. S. COVERAGE

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

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

2. Inauguration of the "Citizens of the

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

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

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

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

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

RALPH EDWARDS

Having wonderful
fun now on TV.
Meet me today!



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

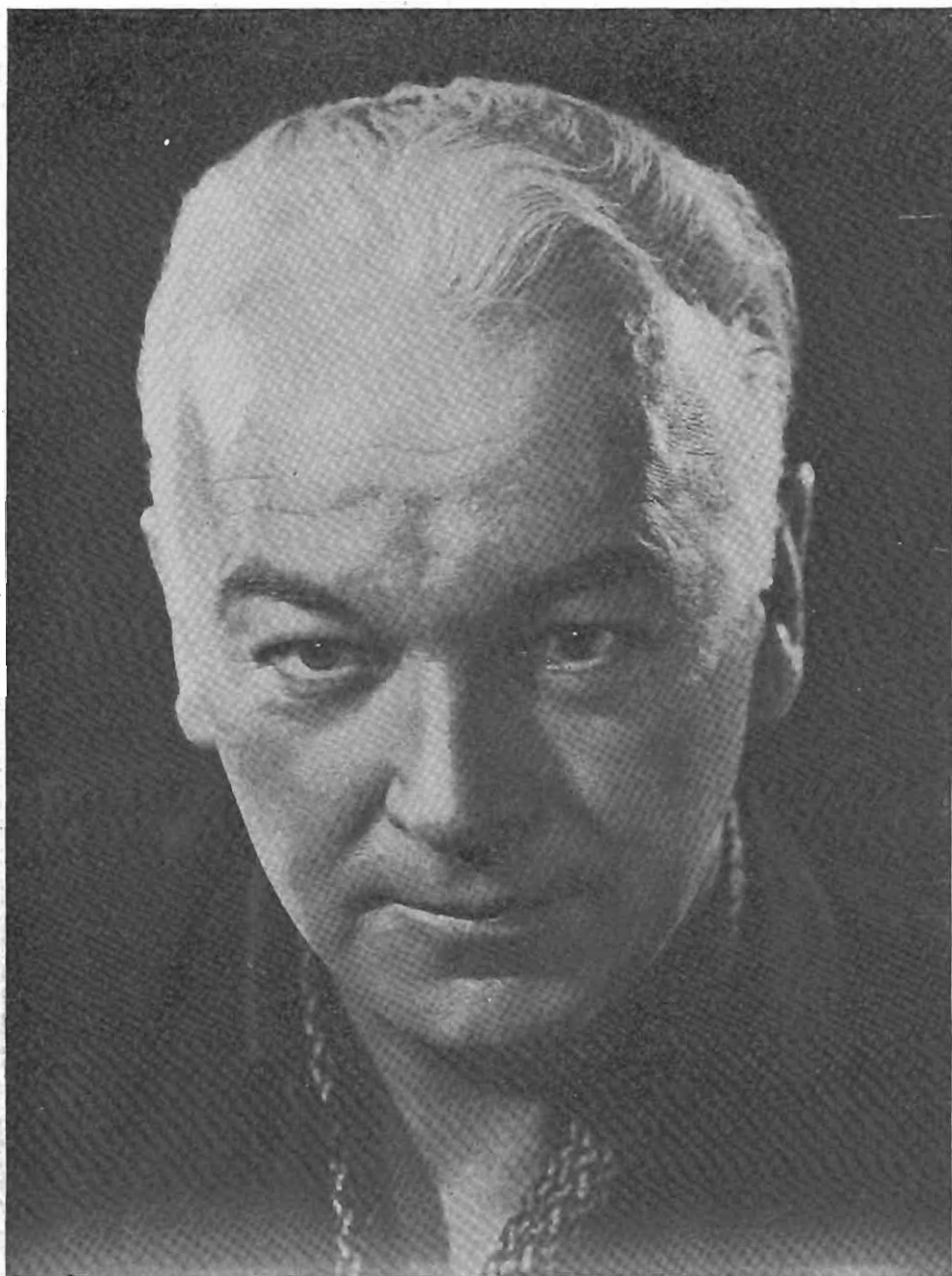
TV SONG HITS OF '51

(January 1, 1951 to January 1, 1952)

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

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

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WILLIAM BOYD

"Hoppy"

FAVORITES OF 1951

As Selected by Nation's Radio-TV Editors

RADIO

TELEVISION

— **MAN OF THE YEAR** —

JACK BENNY
CBS

ARTHUR GODFREY
CBS-TV

— **WOMAN OF THE YEAR** —

TALLULAH BANKHEAD
NBC

IMOGENE COCA
NBC-TV

— **DRAMATIC SHOW OF THE YEAR** —

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

— **COMEDY SHOW OF THE YEAR** —

JACK BENNY
CBS

RED SKELTON
NBC-TV

— **COMMENTATOR OF THE YEAR** —

EDWARD R. MURROW
CBS

JOHN CAMERON SWAYZE
NBC-TV

— **DOCUMENTARY OF THE YEAR** —

"THE NATION'S NIGHTMARE"
CBS

"CRUSADE IN THE PACIFIC"
ABC-TV

— **QUIZ SHOW OF THE YEAR** —

"YOU BET YOUR LIFE"
NBC

"YOU BET YOUR LIFE"
NBC-TV

— **SPORTSCASTER OF THE YEAR** —

HARRY WISMER
ABC

JIMMY POWERS
NBC-TV

— **CHILDREN'S SHOW OF THE YEAR** —

"LET'S PRETEND"
CBS

KUKLA, FRAN AND OLLIE
NBC-TV

— **SONG HIT OF THE YEAR** —

"TENNESSEE WALTZ"
BMI

"BECAUSE OF YOU"
BMI



MEL ALLEN

NATION'S RADIO SETS INCREASE

Results of Joint Radio Network Committee Survey

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

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

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

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

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

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

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

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

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

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

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

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

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

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



"Be Good To Yourself"

is the wish of

DON McNEILL

TOASTMASTER of The

Breakfast Club

**SWIFT
PHILCO
JELL-O**

19th Year

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

Top Ten News Selections of Networks for 1951

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

— NBC —

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

— CBS —

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

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

— ABC —

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

— MBS —

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



Burr Tillstrom
with
Kukla, Ollie and Fran Allison

KUKLA . FRAN and OLLIE

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

NBC Television Network

RADIO IN PUERTO RICO

By TOMAS MUNIZ, President of the Puerto Rican Broadcasting Association

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



Muniz

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

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

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

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

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

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

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

STOCKS IN REVIEW 1951

Compiled from daily listings published in
RADIO-TELEVISION DAILY.



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

☆ ☆ ☆
NEW YORK STOCK EXCHANGE

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

☆ ☆ ☆
NEW YORK CURB EXCHANGE

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

☆ ☆ ☆
OVER THE COUNTER

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson .	13	14 ¹ / ₂	12 ³ / ₄	14 ¹ / ₄	11	12 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂

"YOUR SHOW OF SHOWS"



**GEORGE
McGARRETT**

Supervisor

"Your Show of Shows"

NBC-TV



HAL JANIS

Associate Supervisor

"Your Show of Shows"

NBC-TV

"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows"—WNBT

"YOUR SHOW OF SHOWS"



CHARLES SANFORD

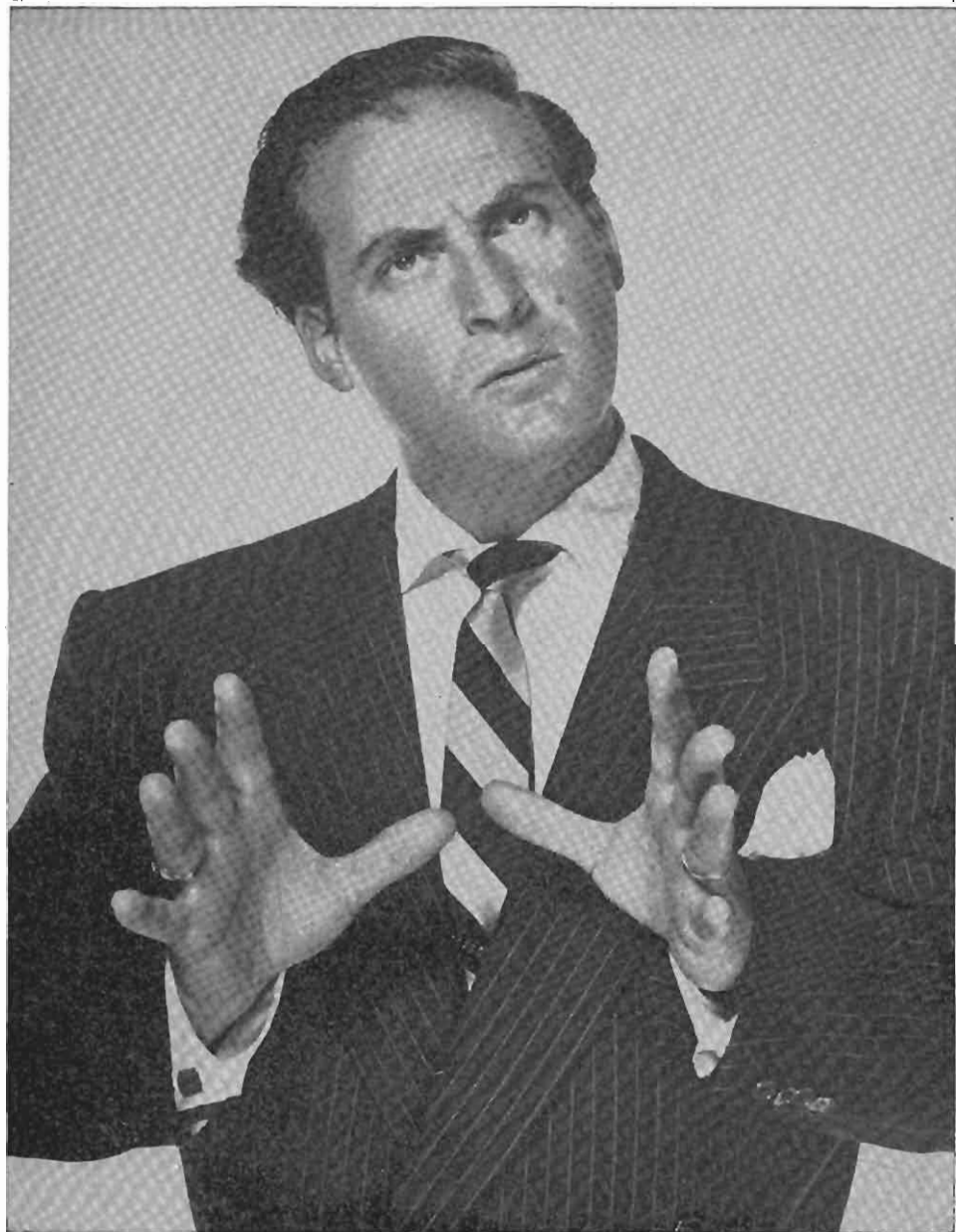
MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV

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NBC-TV—9-10:30 P. M. Sat.

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

NBC-TV

"YOUR SHOW OF SHOWS"



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



JUDY JOHNSON
FEATURED SINGER
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JACK RUSSELL
ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



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

NARTB PROGRESS REPORT

by
HAROLD E. FELLOWS

(Continued from Page 35)

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

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

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

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

B.A.B.'s REALLY IN BUSINESS

by
WILLIAM B. RYAN

(Continued from Page 41)

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

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

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

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

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

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

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

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

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

1952

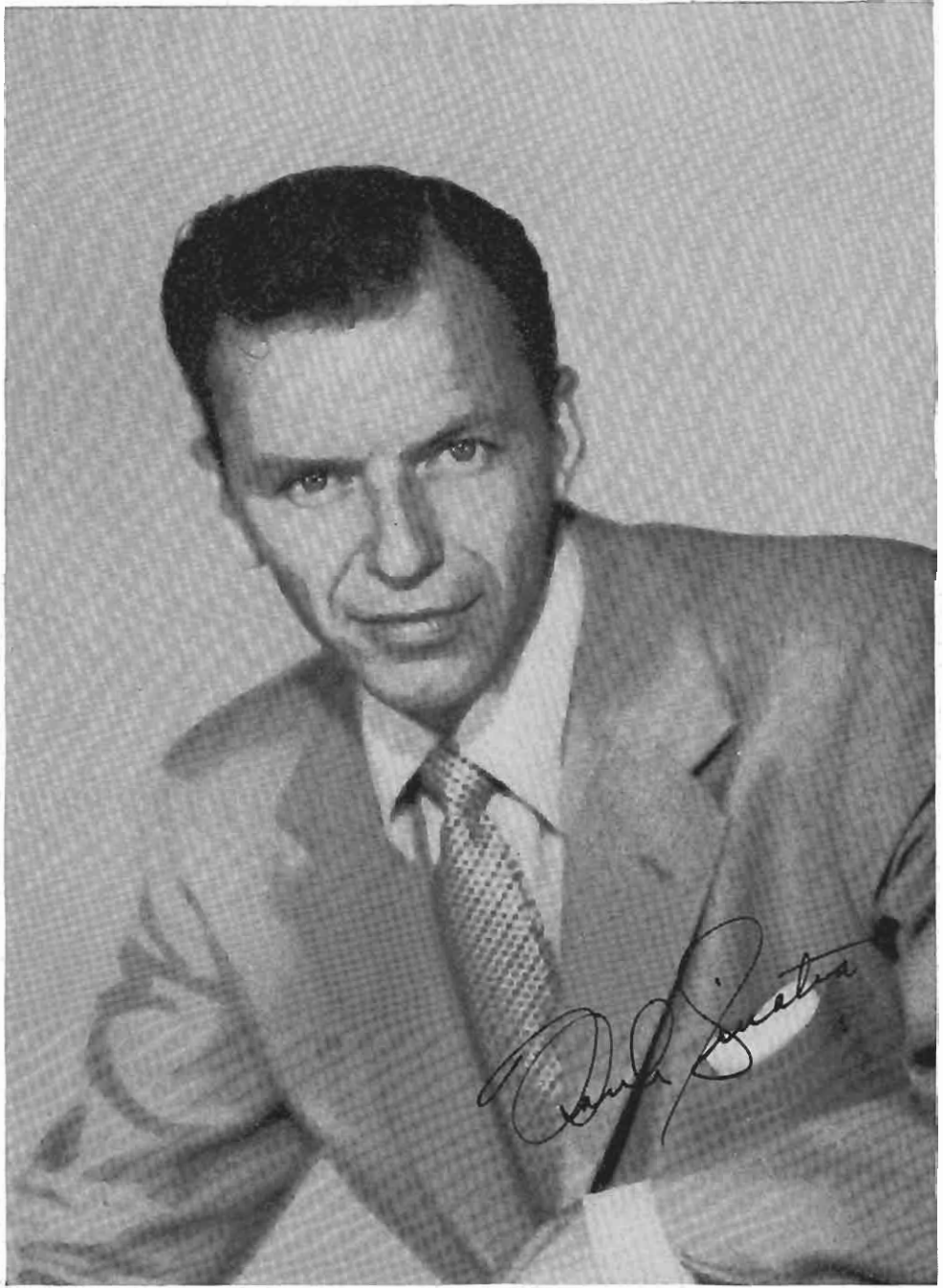
January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Emancipation Proclamation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Ratified the U. S. Constitution (1778). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson, Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

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





**RICHARD STARK
"DICK"**



"DANGER"

FOR
AM-MI-DENT

"THE PERRY COMO SHOW"

AND

"GANGBUSTERS"

FOR
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"

FOR
CAMAY

WALTER WINCHELL

FOR
RICHARD HUDNUT

LEXINGTON 2-1100

Holidays and Special Events Almanac

- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs (1945).
George Herman ("Babe") Ruth born (1895).
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
George 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).
Ash Wednesday.
- 29: Leap Year. The name given to every year of 366 days.

March

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



ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV

Holidays and Special Events Almanac

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

April

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

May

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



MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row

Nick Carter

Family Circle

Stop the Music

Holidays and Special Events Almanac

- Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
 - 11: Minnesota Admitted (1858).
 - 12: Florence Nightingale Born (1820).
 - 13: Mother's Day.
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
 - 14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
 - 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
 - 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
 - 18: World Good-Will Day, formerly Peace Day.
 - 19: First American Confederation of United Colonies of New England (1643).
 - 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
 - 21: Lindberg's Flight to Paris (1927).
 - 22: National Maritime Day.
 - 23: South Carolina Admitted (1788).
 - 24: First Telegraph Message Sent (1844).
 - 25: Ralph Waldo Emerson Born (1803).
 - 27: Golden Gate Bridge, San Francisco opened (1937).
 - 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
 - 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
 - 31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).
- ### June
- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
 - 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
 - 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
 - 7: Daniel Boone Day (Kentucky).
 - 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
 - 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
 - 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
 - 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
 - 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
 - 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
Father's Day; 3rd Sunday in June.
 - 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
 - 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
 - 18: Battle of Waterloo (1815).
 - 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
 - 20: West Virginia Day.
 - 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
 - 22: Bolivarian Day (Canal Zone).
 - 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
 - 25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
 - 26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).



JOHN GART

COMPOSER - CONDUCTOR

PAUL WINCHELL — JERRY MAHONEY SHOW
WNBT

Holidays and Special Events Almanac

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

July

- 1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).

- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

August

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



GUS LESNEVICH

FORMER WORLD'S LIGHT-HEAVYWEIGHT CHAMP

vs.

BOB EMERICK

HIS VERBAL SPARRING PARTNER

Management: Lohmann-Kroll
1650 Broadway
New York City
Circle 5-9110

Holidays and Special Events Almanac

Germany Declared War on England and France (1914).

Columbus Sailed from Spain (1942).

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

September

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



ROY ROGERS
“King of the Cowboys”
AND TRIGGER

Radio — NBC Coast-to-Coast and Canada

Sponsored by Post Cereals
A Division of General Foods

Television — NBC Coast-to-Coast

RCA Victor Recording Artists

Motion Pictures — “Son of Paleface”
A Paramount Picture in Technicolor

Exclusive Management
ART RUSH, INC.
Hollywood

Public Relations
A. L. RACKIN
Hollywood

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood

Holidays and Special Events Almanac

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

October

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

November

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

DANNY THOMAS

Holidays and Special Events Almanac

- 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: Pike's 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).
James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).
- December**
- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
- Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge. (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army 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.



"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

NEW ERA OF COOPERATION

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

SOMETHING pretty wonderful has happened in America during the past 10 years, and virtually everyone in advertising and broadcasting has been a part of it.

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

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

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

This Spring The Advertising Council will be ten years old.

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

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



Kinney

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

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

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

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

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

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

PIANO PLAYHOUSE

A Maggy Fisher Production

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

all this and the one and only

MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

MGM PIANO PLAYHOUSE ALBUM (Volume II)

now being released

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

LOW CO-OP COST

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

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

Represented by The William Morris Agency

THE IMPORTANCE OF RADIO NEWS

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

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

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

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

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

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



Bormann

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

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

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

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

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

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

NOW...THE ULTIMATE IN CUSTOM RECORDING!



CAPITOL RECORDS OFFERS

a complete

Studio and

Recording Services

Division

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



STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif.

HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville

TV FILMS BEST BET FOR SPONSOR

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

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

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

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

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

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

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

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

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



John L. Sinn

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

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

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

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

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

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



BMI

... OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

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

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

ACCORDING TO THE RECORD (five minutes, daily)

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

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BROADCAST MUSIC, INC.

580 FIFTH AVENUE

NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

BMI ... ALWAYS AT YOUR SERVICE

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

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

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

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

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

New York • Chicago
Hollywood • Toronto
Montreal

Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

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

FM Radio Stations

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

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
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
Hil F. Best	LEXington	2-3783
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	6-6263
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	Plaza	5-2000
CBS TV Spot Sales	Plaza	5-2000
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Devney & Co.	MURray Hill	7-5635

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

Advertising Agencies

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

Radio-TV Telephone Numbers in New York

Ruthrauff & Ryan, Inc. MURray Hill 6-6400
 Sherman & Marquette, Inc. PLaza 7-6400
 Street & Finney, Inc. WATkins 4-8510
 Sullivan, Stauffer, 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 4-5800
 William H. Weintraub & Co., Inc. MURray Hill 8-3901
 Weiss & Geller, Inc. PLaza 3-4070
 Ward Wheelock Co. PLaza 3-7120
 Young & Rubicam, Inc. MURray Hill 9-5000

Publications

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

RADIO-TELEVISION DAILY

Wisconsin 7-6336
 Radio & Television Weekly WAlker 5-2576
 Sales Management LEXington 2-1760
 Sponsor MURray Hill 8-2772
 Standard Rate & Data Service. LEXington 2-6611
 Television Magazine PLaza 3-3671
 Tide MURray Hill 3-7700
 Variety LUXemburg 2-2700

News Associations

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

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
 Gale, Inc. PLaza 7-7100
 William McCaffrey Agency. ELdorado 5-1076
 Management Corp. of America. PLaza 9-7500
 Music Corp. of America. PLaza 9-7500
 William Morris Agency, Inc. JUDson 6-5100
 Marjorie Morrow CHickering 4-0644
 National Concert & Artists Corp. PLaza 9-6000
 Robbins Bros. MURray Hill 7-2033

Organizations, Unions and Government Agencies

Actors' Equity PLaza 7-7660
 Advertising Federation of America. BRyant 9-0430
 AAAA LEXington 2-7980
 American Communications Assn. COlford 7-1374
 American Federation of Musicians. PLaza 8-0600
 AFRA VANDerbilt 6-1810
 ASCAP MURray Hill 8-8800
 American Television Society MURray Hill 6-0238
 AMPA LUXemburg 2-1790
 Broadcast Music, Inc. PLaza 7-1800
 Federal Communications Comm. WATkins 4-1000
 Federal Trade Commission. WHItethall 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 6-5252
 SESAC, Inc. MURray Hill 5-5365
 Song Writers' Protective Assn. COLUMbus 5-3758
 Television Broadcasters' Assn., Inc. LACKawanna 4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service. Circle 5-6873

Advertisers Recording Service, Inc. Circle 6-0141
 Affiliated Program Service, Inc. MURray Hill 7-1881
 Air Features MURray Hill 9-5900
 Alton Alexander Productions. LOrraine 8-3100
 American Institute Food Products. MURray Hill 8-4900
 Apex Recording Studios, Inc. PLaza 7-7067
 Arts Recording Studios. PLaza 8-0407
 Associated Program Service. PLaza 7-7710
 Associated Radio & TV Production. MURray Hill 6-2523
 Audio-Video Recording Co. PLaza 7-0780
 Jack Barry Productions, Inc. ORegon 9-3118
 Basch Radio & TV Productions. MURray Hill 2-8877
 V. S. Becker Advtg. Service LUXemburg 2-1040
 Ford Bond Radio Productions, Inc. Circle 7-2236
 Byron Productions Co. Circle 6-2677
 The Bruce Chapman Co. WIsconsin 7-9244
 Cinefacts, Inc. Circle 6-0951
 Cinemart, Inc. MURray Hill 4-1562
 Coastal Recording Co. Circle 6-3900
 Columbia Transcriptions Circle 5-7300
 Louis G. Cowan, Inc. PLaza 9-3700
 Frederic Damrau, M.D. PLaza 5-3638
 Gordon M. Day Productions. ORegon 9-3595
 Decca Records, Inc. COLUMbus 5-2303
 Roy DeGroot, Consultants, Inc. MURray Hill 7-9135
 Empire Broadcasting Co. PLaza 9-4500
 Mildred Fenton Productions PLaza 9-8266
 Fisher Productions PENnsylvania 6-9557
 Allen A. Funt Radio Productions. JUDson 6-5227
 Gale, Inc. PLaza 7-7100
 General Artists Corp. Circle 7-7543
 John E. Gibbs & Co. COLUMbus 5-7504
 Harry S. Goodman Radio Productions. PLaza 5-6131
 Laurence Hammond Productions, Inc. PLaza 9-2210
 Arthur Henley Productions. ILLinois 9-6729
 Hudes & Lind BOulevard 8-3065
 Hummert Radio Features. MURray Hill 9-5900
 International 16mm Corp. PLaza 7-2265
 Roger Kay Enterprises Circle 5-7880
 Keystone Broadcasting System, Inc. PLaza 7-1460
 Lang-Worth Feature Programs, Inc. JUDson 6-5700
 Bob 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. JUDson 6-5100
 Murphy-Lillis Productions, Inc. PLaza 7-8144
 Music Corp. of America PLaza 9-7500
 Muzak Corp. PLaza 7-7710
 NBC Radio Recording Div. Circle 7-8300
 National Concert & Artists Corp. PLaza 9-6000
 Nelson Productions, Inc. MURray Hill 6-5862
 Press Associations, Inc. PLaza 7-1111
 Prockter Productions, Inc. JUDson 6-4830
 Radio Artists Corp. MURray Hill 8-0940
 Radio Events, Inc. MURray Hill 7-1668
 Radio Features of America LUXemburg 2-5130
 Radio-Video Associates PLaza 5-5781
 Reemack Enterprises, Inc. MURray Hill 7-7979
 Reeves Sound Studios, Inc. ORegon 9-3550
 Rockhill Radio PLaza 9-7979
 Bernard L. Schubert, Inc. MURray Hill 8-0940
 SESAC, Inc. MURray Hill 5-5365
 K. R. Smith JUDson 2-3791
 Henry Souvaine, Inc. Circle 7-5666
 Richard Stark & Co. Circle 6-7337
 Irvin Paul Sulds, Inc. TEMpleton 8-7025
 Television Screen Productions, Inc. PLaza 5-8088
 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	EASgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-7800
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	CLIFFside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MICHigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBassador	2-1128
WEFM	STate	2-1357
WEMS	CLIFFside	4-7411
WMOR	ANdover	3-6050
WOAK	SACramento	2-6272
WXRT	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	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

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

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

Advertising Agencies

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

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STate	2-8999
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CENtral	6-5275
Hollywood Recorded Features, Inc.	Longbeach	1-6790
William Morris Agency	STate	2-3632
Jewell Radio Productions	FINancial	6-4474
Beulah Karney, Inc.	STate	2-5060

Radio and Television

TELEPHONE NUMBERS

CHICAGO WASHINGTON

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

News Agencies and Ass'ns.

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

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

Federal Departments and Agencies

American National Red Cross.....	REpublic	8300
Archives, National.....	REpublic	7500
Capitol U. S. (Senate, House of Reps.).....	NAtional	3120
Census, Bureau of the.....	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.....	EXecutive	6800
Government Printing Office.....	DIstrict	6840
Interior, Department of.....	REpublic	1820
Justice, Department of.....	REpublic	8200
Labor, Department of.....	EXecutive	2420
National Labor Relations Board.....	STerling	7373
National Military Establishments		
Air Force, Department of The.....	LIberty	5-6700
Army, Department of The.....	LIberty	5-6700
Navy, Department of The.....	LIberty	5-6700
National Production Authority.....	STerling	5200
National Research Council.....	EXecutive	8100
Patent Office.....	STerling	9200
Post Office Department.....	STerling	3100
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.).....	NAtional	3120
State, Department of.....	REpublic	5600

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	3902
Radio Corporation of America.....	DIstrict	1260
Westinghouse Radio Stations.....	STerling	0903
	NAtional	8843

AM Radio Stations

WARL.....	OWens	7800
WEAM.....	OWens	7100
WFAX.....	FAills 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

FM Radio Stations

WARL-FM.....	OWens	7800
WASH.....	DIstrict	1356
WBUZ.....	Hillside	8796
WCFM.....	REpublic	8688
WGAY-FM.....	SHepherd	1050
WGMS-FM.....	EXecutive	8676
WMAL-FM.....	NAtional	5400
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
Transradio Press.....	NAtional	1178
United Press.....	EXecutive	3430

Networks

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

Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALL (Pasadena)	RYan 1-7149
KBIG	HEmpstead 3025
KECA	HUDson 2-3141
KFAC	DUNkirk 4-1231
KFI	DUNkirk 2-2121
KFMV	HILLside 7406
KFOX	MAAdison 2247
KFVD	DUNkirk 8-2345
KFWB	HEmpstead 5151
KGER	MAAdison 2551
KGFI	HILLside 0201
KGIL (Sherman Oaks)	STANley 7-3467
KHJ	HUDson 2-2133
KIEV (Glendale)	CHARteston 5-2388
KLAC	HUDson 2-7311
KMGM	TEXas 0-3311
KMPC	HOLLYwood 9-5341
KNX	HOLLYwood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUCKer 7111
KUSC	RICHmond 7-2295
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUDson 2-3141
KKI-FM	DUNkirk 2-2121
KFMV	HILLside 7406
KHJ-FM	HUDson 2-2133
KKLA-FM	DUNkirk 8-7793
KMGM	TEXas 0-3311
KMPC-FM	HOLLYwood 5341
KRKD-FM	TUCKer 7111
KUSC	RICHmond 7-2295

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUNkirk 2-2121
KLAC	HUDson 2-7311
KNBH	HOLLYwood 9-6161
KTLA	HOLLYwood 9-3181
KTSL	HOLLYwood 9-1212
KTTV	HUDson 2-7111

Networks

American Broadcasting Co.	HUDson 2-3141
Columbia Broadcasting System, Inc.	HOLLYwood 9-1212
National Broadcasting Co.	HOLLYwood 9-6161
Mutual-Don Lee Broadcast System	HUDson 2-2133
Pacific Regional Network	HILLside 7406
Liberty Broadcasting System, Inc.	HUDson 2-7471

Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodell, Inc.	TU 2435
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 Repls., Inc.	HILLside 2450
Free & Peters	HO 9-2151
Gene Grant & Co.	YO 8812
W. S. Grant Co.	CR 6-3400
Irene Griffith Co.	HILLside 3921
Headley-Reed Co.	HILLside 7738
George P. Hollingbery	MAAdison 6-3633
The Katz Agency	TUCKer 3219
Keenan & Eckelberg	DUNkirk 2-8458
Joseph Hershey McGilvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLLYwood 9-5408
NBC-KNBH Spot Sales	HOLLYwood 9-6161
Harlang Oaks Assoc.	DUNkirk 2-3250
Lee F. O'Connell Co.	CRestview 5-2022
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	ALchigan 8-729
Radio Sales	HOLLYwood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUDson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	HILLside 8611

Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk 7-7305
Ad Associates	TUCKer 5713
Advertisers Production Agency	PROspect 7761
Advertising Engineers Corporation	MUTual 5039
Alber, R. H., Co.	HOLLYwood 9-8273
Allen & Marshall Adv. Agency	DUNkirk 7-5163
Allied Advertising Agency	DUNkirk 7-7331
Altman, Bruce, Adv. Agency	BRAdshaw 2-5446
Anderson-Bever-Grant, Inc.	ANgelus 3-7177
Anderson-McConnell Adv. Agency	WEbster 1-8138
Arnold, Rupert, Adv. Agency	PROspect 1782
Asay, Wm. F., Agency	LONG beach 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
Ball, Ted H., & Co.	HOLLYwood 9-7127
Benning Co.	DUNkirk 8-3456
Barnes Chase Co.	DUNkirk 4-1193
Barnes, John, & Assoc.	HEmpstead 0387
Bass, Louis, Co.	BRAdshaw 2-3396
Bates, Ted., & Co.	HOLLYwood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLLYwood 9-7337
(Los Angeles)	WEbster 1-1234
Beadle, H., Hammond Agency	DUNkirk 7-7777
Beaumont & Hohman, Inc.	MAAdison 9-2676
Bennett, Harry, Adv. Agency	TRinity 2391
Benton & Bowles, Inc.	HILLside 9151
Berghoff Associates, Inc.	BRAdshaw 2-2652
Besel Advertising	ANgelus 3-5121
Biow Co., Inc.	HEmpstead 2377
Bishop & Assoc. Inc.	MAAdison 6-1221
Black, Robt. J. Adv.	BRAdshaw 2-4072
Block Advertising Agency	HUDson 2-3668
Blythe, W. L., Co.	TUCKer 5410
Bogarts, The	HEmpstead 6871
Booker-Cooper, Inc.	HUDson 2-3205
Bothwell, W. Earl, Inc.	GRAnite 6114
Bowman, Devite, Cummings, Inc.	PROspect 9806
Boyd, John R., Co.	LOGan 1644
Brand, Michael, Assoc.	CRestview 6-2991
Brisacher, Wheeler, & Staff	WEbster 1-8143
Broadcasting Advertising	DUNkirk 9-1339
Brooks Advertising Agency	TRinity 0558
Buchanan & Co., Inc.	CRestview 5-5231
Burnett, Leo, Co., Inc.	DUNkirk 8-8131

Radio-TV Telephone Numbers in Los Angeles

Byoir, Carl, & Assoc., Inc. TRinity 6421
 California Advertising Agency HEmpstead 8008
 Calkins, Holden, Carlock, McClinton
 & Smith, Inc. YOrk 5145
 Campbell-Ewald Co. Richmond 6204
 Caples Co., The DUnkirk 7-4255
 Carroll Dean HOLLYWOOD 9-1681
 Case, Jack, Adv. Counselor NORmandy 1-1820
 Case, Roger T., Assoc. Long Beach 7-4474
 Cecil & Presbry, Inc. HEmpstead 2324
 Cinema Advertising Agency PProspect 2141
 Citizen Advertising Agency, Inc. MADison 6-4383
 Clark, Darwin H., Co. MADison 9-1661
 Cloward Velma, Advertising DUnkirk 4-2558
 Cole, Val, Advertising Agency WAlnut 5182
 Coleman-Jones Advertising MADison 6-5859
 Collard, Clark, Adv. Agency Mlchigan 2211
 Columbian Advertising Agency HOLLYWOOD 9-7187
 Compton Advertising, Inc. HOLLYWOOD 9-8107
 Consolidated Adv. Directors CRestview 4-6108
 Counselors, The Hillside 0263
 Crank Chet, Co. HEmpstead 5129
 Crossley & Jeffries, Inc. CLevland 7-0617
 Culp Earl R., Co. DUnkirk 2-8406
 Cunningham & Walsh, Inc. GRanite 6131
 Dancer-Fitzgerald-Sample, Inc. HUDson 2-3256
 Davis, Charlie, Advertising AXminster 3-5508
 Davis & Company Mlchigan 3908
 Davis-Harrison-Simmons, Inc. HUDson 2-2311
 Davis-Hood & Assoc., Inc. STANley 7-4638
 Dennis, Robert F., Inc. TRinity 4691
 Donald, Dick, Adv. DUnkirk 8-2371
 Dozier & Eastman Adv. PProspect 7091
 Dunkle, W. Donald, & Assoc. DUnkirk 3-3054
 Durstine, Roy S., Inc. DUnkirk 8-3411
 Ebberts, Dan, Adv. Serv. Logan 4242
 Edwards, Adv. Agency, The BRadshaw 2-5616
 Edwards, John F. & Assoc. VAndike 1061
 Ehler, Grace, Broadcast Adv. VAndike 3164
 Eisenberg, Ralph, Advertising VAndike 0349
 Erwin, Wasey, & Co., Ltd. WEBster 1-1211
 Ewell & Thurber Assoc. HOLLYWOOD 9-4994
 Factor, Ted H., Agency DUnkirk 8-8111
 Fagan, O. K., Advertising Agcy. VAndike 2192
 Fehلمان, Warren P., Adv. Co. KImball 9296
 Fishell, Dick & Assoc. CRestview 5-4557
 Foote, Cone & Belding (Hollywood) HOLLYWOOD 9-6265
 Foote, Cone & Belding (Los Angeles) Mlchigan 7651
 Ford-Harshberger HEmpstead 8193
 Forester, Gene, & Assoc. STANley 7-4037
 Free, Newton A., Co., The Mlchigan 1195
 Freiburg, John, & Co. NORmandy 3-2111
 Fritzen, Henry, Adv. Agcy. MADison 6-0555
 Gardner, H. M., & Assoc. MADison 6-4397
 Geissinger, W. B., & Co. WEBster 3-7178
 General Advertising Agcy., Inc. HEmpstead 5128
 George, Ernest N., Co. GRanite 8962
 Geoffrey Wade Adv. Hillside 7457
 Gill Clifford Agency BRadshaw 2-4239
 Glasser-Gailey, Inc. DUnkirk 4-2141
 Glenn Advertising, Inc. AXminster 2-3063
 Gonda, Francis D., Adv. Agency DUnkirk 7-6126
 Goodman, Kent HOLLYWOOD 9-7992
 Grant Advertising, Inc. HOLLYWOOD 9-5371
 Grant, Will Adv., Agcy. TRinity 1384
 Greenthal, Monrow, Co., Inc. STANley 7-5953
 Gregory, Willard G., & Co. TRinity 0531
 Harrington-Richards WEBster 3-5577
 Harvey, William W., Inc. Century 2-0136
 Heasley & Heasley Adv. Agcy. CRestview 5-6875
 Heintz & Co., Inc. Mlchigan 6061
 Hensell, Elliot C., Adv. DUnkirk 9-1225
 Hill, Don TUCKer 3818
 Hillman, David S., Inc. BRadshaw 2-6586
 Hixson & Jorgensen, Inc. MADison 6-5811
 Hoel, John D., Adv. Agcy. RYan 1-7131
 Houston Adv. Services Co. PProspect 9654
 Huber-Whiteman, Advertising PProspect 8131
 Hunter Advertising Agcy. NORmandy 3-1178
 Industrial Adv. Assoc. NORmandy 2-8362
 Irwin Co., Inc. BRadshaw 2-5455
 Jaffee & Jaffee Adv. Agcy. CRestview 1-6211
 Johantn Adv. Agcy. Oregon 7-1904
 Johnson, J. Howard Mlchigan 8464
 Jones, Dana, Co. TUCKer 6131
 Jordon Co., The DUnkirk 2-2248

Juneau, C. B., Inc. WEBster 3-7131
 Kaufmann, Hans E., & Co. GLadstone 1127
 Keane, Raymond Adv. Agency WEBster 3-9221
 Kelloga, Edward S., Co. DUnkirk 7-5213
 Kelso, M. H., & Co. DUnkirk 2-2072
 Kenyon & Eckhardt, Inc. HEmpstead 2101
 Kester, William, & Co. Hillside 9251
 Kimball, Abbott, Co. of Calif. DUnkirk 7-7305
 KlingelSmith & Co., Inc. DUnkirk 8-3013
 Klitten, Martin R., Co., Inc. DUnkirk 7-8396
 Knight Advertising BRadshaw 2-5401
 Lannen & Sanders, Inc. MUTual 8060
 Lawrence Co., The BRadshaw 2-5820
 Lennen & Mitchell, Inc. CRestview 1-7221
 Lenz, J. M., Advertising HOLLYWOOD 9-3906
 Little & Co. DUnkirk 9-1267
 Lockwood-Shackelford Adv. DUnkirk 8-3121
 Logan, Dudley L., Adv. MADison 9-1604
 Mack-Wharton, Advertising Richmond 7-5477
 Mann Advertising Co., Inc. DUnkirk 2-1179
 Marketers, Inc. DUnkirk 7-5303
 Martna's Adv. Service MADison 6-4897
 Marro, Walter, Adv. Agcy. SYcamore 6-2239
 Matthews, Anne D., Adv. Agency SYcamore 2-3816
 Mayers Co., Inc., The DUnkirk 8-2111
 Mayne, Charles H., Co. DUnkirk 7-4363
 Mays & Co., Advertising TRinity 8534
 McCann-Erickson, Inc. (Los Angeles) MUTual 1181
 McCarty Co., The PProspect 7011
 McCreery, Walter, The BRadshaw 2-2168
 McElroy Advertising Agency PProspect 2047
 McKee, Burns Advertising DUnkirk 7-8377
 McNeill & McCleery HUDson 2-2337
 Meany, Phillip J., Co., Adv. Agency Mlchigan 3601
 Mercury Adv. Agency, Inc. BRadshaw 2-2207
 Miner, Dan B., Co. DUnkirk 8-3301
 Magge-Privett, Inc. YOrk 7243
 Moody, Thomas & Assoc. DUnkirk 2-0544
 More, C. Church, & Co. TRinity 8043
 Morgan, Raymond R., Co. HEmpstead 4194
 Murray, Dymock, Carson, Inc. BRadshaw 2-2719
 Nathan, Edw. N., Adv. Agency PProspect 1767
 Neale Adv. Assoc. Mlchigan 2149
 Needham, Louis & Brorby, Inc. HUDson 2-2391
 Nelson Advertising Service Mlchigan 0548
 Newman, Mike, & Assoc. RPublic 5137
 Newman, N. J., Adv. Agency TRinity 7664
 Noble Advertising Co. MADison 6-5359
 O'Neil, Larson & McMahon GLadstone 2578
 Ostrander, Russell P., Co. DUnkirk 3-3179
 Pacific Advertising Service PProspect 5803
 Patch & Curtis Adv. Agcy. Long Beach 6-1259
 Pardee Co., The HUDson 2-7306
 Pendleton, Larry & Assocs. HUDson 2-3205
 Perrett Co., The MUTual 2388
 Peters, Lyman, Inc. CHARleston 5-3619
 Porter, Wesley H., Adv. AXminster 3-0400
 Productive Advertising Agcy. DUnkirk 8-2251
 Raymond, Larry Co. YOrk 8125
 Ringer, Lee, Advertising DUnkirk 7-8131
 Riordan, John H., Co. MADison 6-2291
 Roberts, Jack, & Associates, Inc. TEXas 0-2842
 Robins-Newton-Chapman Hillside 0255
 Robinson, Elwood J., Adv. MUTual 6293
 Roche-Eckhoff & Associates HOLLYWOOD 9-5363
 Rockett-Lauritzen RPublic 2-9141
 Ross, Charles, Adv. Agency HUDson 2-1184
 Ross, Ellsworth, Inc. DUnkirk 8-3608
 Ross Gardner, & White Advertising DUnkirk 7-7211
 Ross, Roy, Inc. HOLLYWOOD 9-6263
 Ross, W. B., Assoc., Adv. DUnkirk 8-7194
 Rouse, A. James, Co. BRadshaw 2-5608
 Routhrauff & Ryan, Inc. Hillside 7593
 Sawyer, Koss, Advertising RYan 1-8453
 Scholtz Advertising Service Mlchigan 2396
 Schurrer, Lou, Advertising GLadstone 1127
 Seubert, J. B., Adv. Agcy. MADison 6-9397
 Seeds, Russell M., Co., Inc. HUDson 2-1206
 Seidel Advertising Agency Hillside 0255
 Shane, Leonard, Agency, The Mlchigan 3231
 Shaw Co., The MUTual 5161
 Sheldon, Lisle Adv. HEmpstead 2366
 Shore Assocs. BRadshaw 2-6241
 Sieck H. Chas. Inc. BRadshaw 2-6403
 Simmons, Dean WEBster 1-1311

Radio-TV Telephone Numbers in Los Angeles

Simmons Co.	BRadshaw 2-5319	Marquis, Arnold Productions, Inc.	HOLLYWOOD 95119
Smalley, Levitt & Smith	Mutual 5336	Mayfair Transcription Co.	CRest 18151
Smith & Bull Adv.	HEmpstead 5671	Mitchel, Les, Productions, Inc.	FL 31105
Smith, Robert Adv. Agcy.	TRinity 9529	Monogram Radio Programs, Inc.	GLadstone 8045
Smith, T. Tyler, Adv. Agcy.	HEmpstead 9239	National Film Attractions, Inc.	GLadstone 4750
Stahl, Chas.	MAdison 7844	Oxarart & Steffner, Inc.	HOLLYWOOD 91171
Stebbins, Barton A., Adv.	TRinity 8821	Patin, Ray, Productions	NORMandy 12174
Stebbins, Hal, Inc.	PRospect 5317	Peerless Film & Radio Prod.	GLadstone 5613
Steller, Millar & Lester, Inc.	DUnkirk 7-5377	Proctor & Gamble Prods., Inc.	GRanite 6566
Stevens, J. G., Inc.	DUnkirk 2-8271	Raison, Dorothy N.	Hillside 8266
Stevens, Stuart	GLadstone 8645	Proscenium Productions, Inc.	WEbster 11147
Stiller, Geo. & Assoc.	WEbster 1-1688	Reynolds, Stru, Prod.	CRestview 16155
Stodel Adv.	DUnkirk 4-2133	Rockett, Frederick K. Co.	Hillside 3183
Straus, J. W. & Co.	DUnkirk 3-5072	Rocket Pictures, Inc.	GRanite 7131
Sudler Co.	TRinity 0709	Ross, Jack	HOLLYWOOD 94019
Sullivan Stauffer Colwell & Bayles, Inc.	Hillside 2119	Rourke, Jack, Productions	HEmpstead 7178
	MAdison 6-5521	Rubens Productions	GRanite 6930
Swafford & Co.	WEbster 3-8108	Sande, Robert	STanley 72382
Taggart & Young	WEbster 3-8108	Snader Telescriptions Corp.	CRestview 54451
Theatrical Adv. Agcy.	Michigan 7761	Songs Ads	HOLLYWOOD 95449
Thompson, J. Walter, Co.	MAdison 2661	Standard Radio Transcription Service	
Tullis Co., Inc., The	HEmpstead 6831	Inc.	WEbster 89181
Universal Advertising Agency, Inc.	HEmpstead 8218	Stokey, Mike, Productions	Hudson 21241
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk 2-6203	Sutherland, John Prods., Inc.	DUnkirk 28211
Van-Scott, Inc.	DUnkirk 9-2300	Telefilm, Inc.	HOLLYWOOD 97205
Vaughn, Jack Adv. Agcy.	ROchester 9-2535	Telepix Corp.	Hillside 8351
Victor, A. J. Co.	GRanite 7161	TV Ads, Inc.	DUnkirk 81323
Warwick & Legler, Inc.	HEmpstead 8163	TV Spots	GLadstone 8243
Webster, R. W., Adv.	MAdison 9-2283	TeeVee Co., The	CRestview 51076
Weitzman, Louis J., Adv. Agcy.	DUnkirk 8-3115	Telemount Pictures, Inc.	HOLLYWOOD 98321
Welsh-Hollander Advertising	Michigan 0876	Tele-Sound Productions	HEmpstead 2131
Wessells, George M., Company	YORk 8258	Television Guild Productions	HOLLYWOOD 92895
Western Adv. Agcy., Inc.	DUnkirk 7-7367	Teleways Radio Productions, Inc.	BRadshaw 12447
Westwood, Tom, Advertising Agcy.	TRinity 8496	Thomas Co., The	Hillside 6564
Wheelock, Ward, Co.	Hillside 9221	Vallee-Video	Hillside 6118
Wilder, Alvin	HEmpstead 1116	Van Ronkel Productions, Inc.	DUnkirk 78184
Willis, Harry G., & Assoc.	CHARleston 5-3325	Wilding Picture Prods. of Calif.	WEbster 0183
Wynne-Alexander Adv. Agcy.	PYramid 1-2319	Wiley, Fletcher Prods.	HOLLYWOOD 91212
Young & Rubicam, Inc.	HOLLYWOOD 9-2731	Wixson, Herbert	SUNset 23580
		World Broadcasting System	HEmpstead 5121
		Wright, Carter, Enterprise, Inc.	HOLLYWOOD 93636
		Ziv, Frederic W.	HEmpstead 5121

Radio-TV Program and Transcription Cos.

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

Radio and TV Artists Agencies

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

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

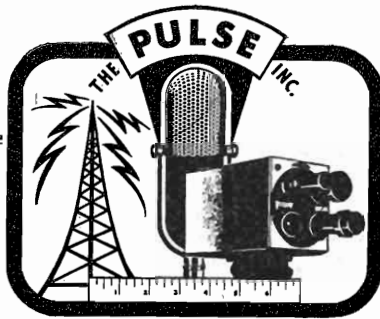
Federal TV	CRestview 45488	Perkins, Lynn	GLadstone 8778
Feins, Bernard	CRestview 51155	Personalities, Inc.	CRestview 15147
Ferry & Pickman	CRestview 54588	Phillips, Ed Paul	Hillside 8266
Friggs, Jurt	CRestview 16115	Pomeroy, Jack	CRestview 45148
Fralick, Freddie	CRestview 56111	Powers, Richard	CRestview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

Publications

Broadcasting-Teletasting	Hempstead 8181
Hollywood Reporter	Hillside 7411
RADIO DAILY	GLadstone 8436
Radio Life	Hillside 9275
Radio News	TUcker 9213
Variety	HOLlywood 1141
Radio Artists Directory	Hillside 0101

Radio-TV Audience Surveys

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



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

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Phone: PRinceton 335
6305 Yucca St., Hollywood, Calif.
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330 W. 42nd St., New York 18, N. Y.
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And
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Phone: Marine 8794

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Dry Hill, Norwalk, Conn.
Phone: NORwalk 8-0606

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

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.

270 Park 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

43-18 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

RESEARCH SERVICES, INC.

1441 Welton St., Denver 2, Col.
Phone: CH 2742

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

420 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 4-4328-9

VIDEODEX

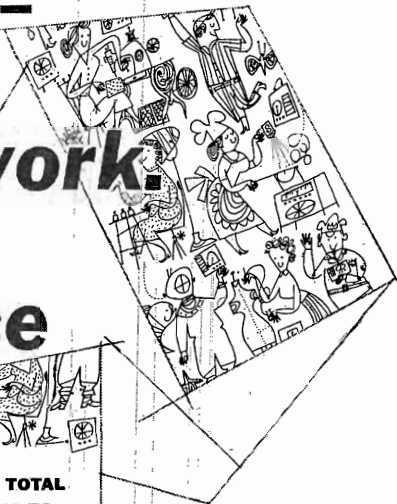
JAY & GRAHAM RESEARCH, INC.

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

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

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

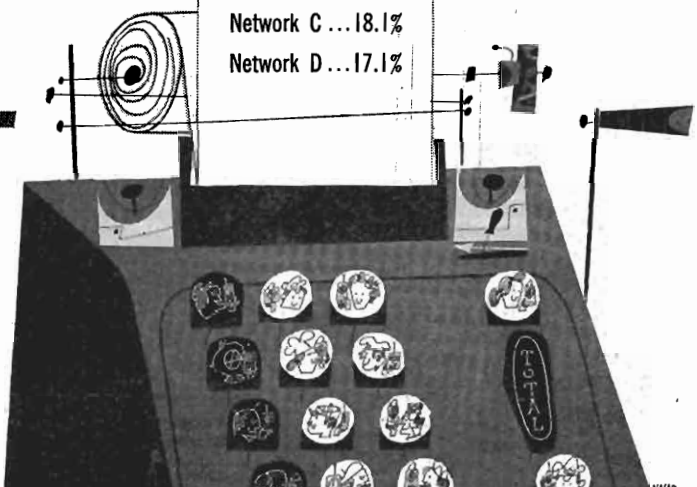
**and listen longer—
to any other network.
every month since
regularly
one-third
listening.**



SHARE OF TOTAL LISTENING TO NETWORK STATIONS

First 10 months of 1951, NRI

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



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



**the
MUTUAL
broadcasting
system**

INTERNATIONAL RADIO—WHAT IS IT?

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

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



Crenesse

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

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

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

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

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

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

Two striking examples came out of the

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

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

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

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

NBC RADIO

IS

STRICTLY

BUSINESS

a statement by the National Broadcasting Company

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

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

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

Tandem Plans 1 and 2

Guaranteed Advertising Attention Plan

National Merchandising Plan

Market Basket Plan

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

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

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



radio network

a service of Radio Corporation of America

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books



WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

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

NON-COMMERCIAL AM STATIONS

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

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
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	5000 d; 1000 n,
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 d
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire.....	1380	5000
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	250
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



Air-Wick

American Bakeries

American Chicle

Bristol-Myers

Burton-Dixie

Camels

Carter Products

Club Aluminum

Dr. Billy Graham

Dulany Food

Equitable Life Assurance

Free Methodist Church

General Foods

General Mills

General Motors

Gillette

Goodyear Tire & Rubber

Gospel Broadcasting

H. J. Heinz

Institute of Religious Science

Kellogg

Lever Bros.

Old Gold

Philco

Philip Morris

Prudential Insurance

Ralston-Purina

Serulan

Sterling Drug

Stokely-Van Camp

Swift

Sylvania

The Christian Science Monitor

The Texas Company

The Voice of Prophecy

Warner-Hudnut

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

ABC RADIO
American Broadcasting Company

As the year begins...

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

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

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

TELEVISION SHOWS

- "Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.
- "Young Mr. Bobbin" for the General Foods Corporation.
- "Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
- "Mr. District Attorney" for the Bristol-Myers Company.
- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "It's News to Me" for the General Foods Corporation.
- "The White Owl Sports Spot" for the General Cigar Co.
- "Herb Shriner Time" for Cluett, Peabody & Co.
- "We, the People" for the Gulf Oil Corporation.
- "Playhouse of Stars" for the Jos. Schlitz Brewing Company.
- "Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.
- "Roy Rogers" for the General Foods Corporation.

DAYTIME TELEVISION

- "Kate Smith Show" for the Singer Sewing Machine Company.
- "Kate Smith Show" for the Simmons Company.
- "Garry Moore" for the General Electric Company.
- "Bert Parks Show" for the General Foods Corporation.
- "Bill Goodwin Show" for the General Electric Company.
- "Kate Smith Show" for Hunt Foods Inc.
- "Kate Smith Show" for Cannon Mills, Inc.
- "Kate Smith Show" for Johnson & Johnson.

RADIO SHOWS

- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "Halls of Ivy" for the Jos. Schlitz Brewing Company.
- "Counterspy" for the Gulf Oil Corporation.
- "Mr. District Attorney" for the Bristol-Myers Company.
- "Hopalong Cassidy" for the General Foods Corporation.
- "Gangbusters" for the General Foods Corporation.
- Allan Jackson & the News for the Metropolitan Life Insurance Company.

DAYTIME RADIO

- "Give & Take" for Cannon Mills, Inc.
- Don McNeill's "Breakfast Club" for the General Foods Corporation.
- "Second Mrs. Burton" for the General Foods Corporation.
- "Brighter Day" for the Procter & Gamble Corporation.
- "Lorenzo Jones" for the Procter & Gamble Corporation.
- "Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

YOUNG & RUBICAM, INC. ADVERTISING

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

BUSINESS

Agency and Sponsor Network Billings

•

News Services

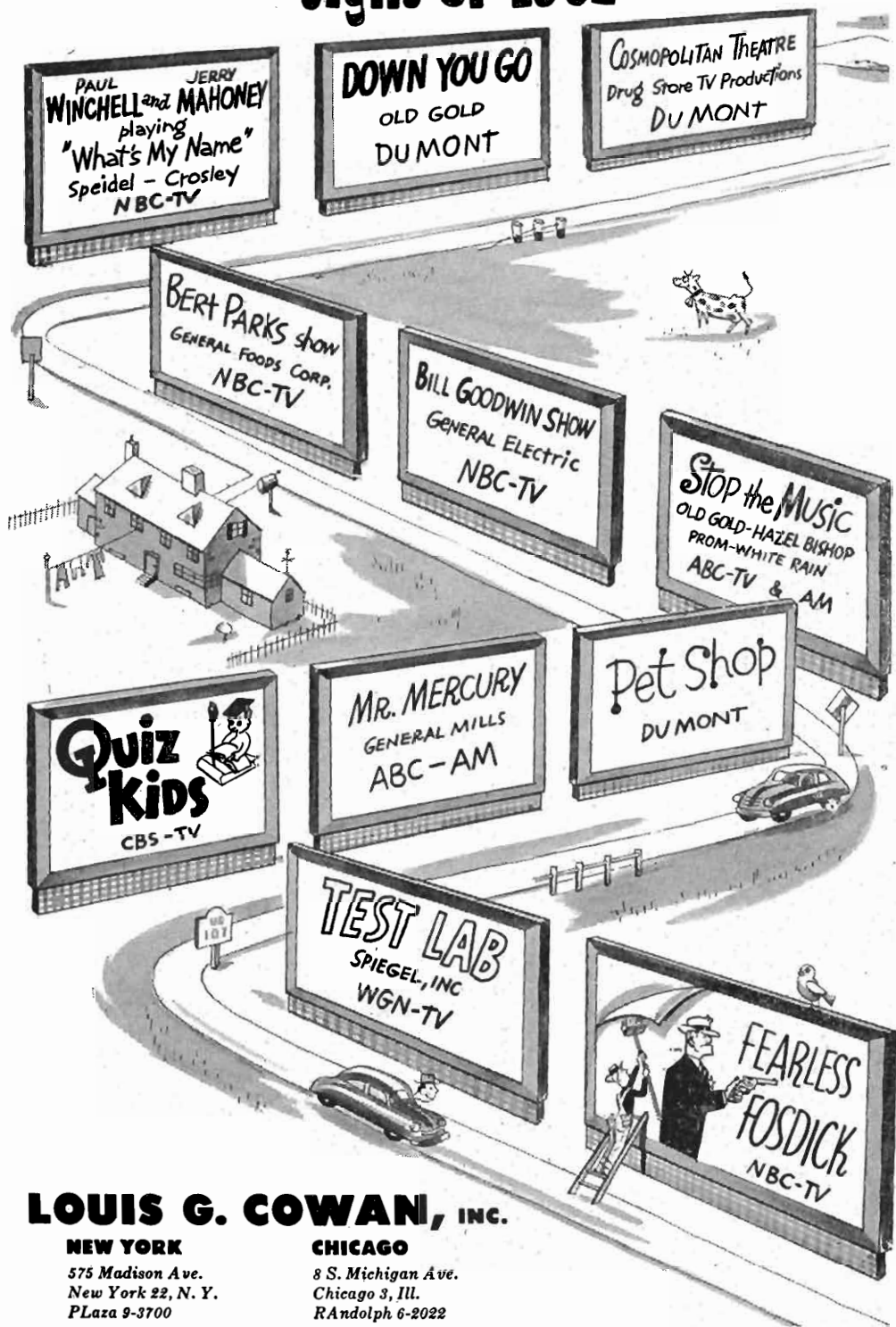
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Advertising Agencies

•

Radio-TV Station Representatives

Signs Of 1952



LOUIS G. COWAN, INC.

NEW YORK

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

CHICAGO

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

NETWORK BILLINGS

AGENCY AND SPONSORS

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

Dancer-Fitzgerald-Sample, Inc.	\$5,930,627
Cecil & Presbrey, Inc.	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon, Inc.	1,713,293
Lannon & Mitchell, Inc.	1,495,217
Hutchins Advertising Co., Inc.	1,469,649
Kudner Agency, Inc.	1,310,036
Roy S. Durstine, Inc.	1,271,024
Knox Reeves Advertising, Inc.	1,008,044
Leo Burnett Co., Inc.	986,291
Warwick & Legler, Inc.	923,771
Young & Rubicam, Inc.	884,199
Kenvon & Eckhardt, Inc.	881,616
R. H. Alber Co.	789,544
William Esty Co., Inc.	683,107
Tatham Laird, Inc.	668,390
Kaster, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Associates	599,941
Walter F. Bennett Co., Inc.	524,238
William H. Weintraub Co., Inc.	485,101
Grant Advertising, Inc.	480,670
Calkins, Holden, Carleck, McClinton & Smith	410,269
N. W. Ayer & Son, Inc.	386,202
Compton Advertising, Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Advertising Agency	377,568
Grey Advertising Agency	371,767
Pedlar & Ryan, Inc.	347,043
McManus, John & Adams, Inc.	331,882
Western Advertising Agency	238,761
Federal Advertising Agency	237,036
Matheson Associates	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,880
Henri, Hurst & McDonald	141,738
McCann, Erickson, Inc.	129,273
J. M. Camp	121,988
Gardner Advertising Co.	118,474
Walton Butterfield Advertising	111,911
Gotham Advertising Co., Inc.	99,770
Milton Weintraub Advertising Agency	92,161
Raymond Spector Co., Inc.	91,323
Benton & Bowles	88,351
Magge-Privet, Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles, Inc.	53,295
Albert J. Silberstein—Bert Goldsmith	48,333
Joseph Caster & Associates	42,164
Campaigns, Inc.	36,837
Foote, Cone & Belding	31,980
Buchanan & Co., Inc.	27,857
Brooks Advertising Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Advertising	17,416
Charles W. Hoyt Co., Inc.	13,043
Batten, Barton, Durstine & Osborne, Inc.	12,966
Honig Cooper Co.	11,928
Alvin Wilder Advertising Co.	7,332
Schwimmer & Scott, Inc.	5,105
Quality Bakers of America Cooperative	3,460
Dorland, Inc.	2,618
Walter McCreery, Inc.	1,554
Erwin Wasey Co. of Canada	1,375

\$33,242,182

American Broadcasting Co. TV Gross Network Sales 1951 Classifications

Food & Food Products	\$4,346,396
Automobiles, Trucks & Accessories	2,434,113
Radio, Ref., Electrical Appliances	2,155,490
Beverages	1,792,856
Drugs and Toilet Goods	1,203,458
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	934,302
Cigars, Cigarettes & Tobacco	827,787
Religion	754,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,184
Lubricants, Petroleum Products and Fuel	194,133
Publications	76,405
Politicals	30,545
	\$18,297,589

American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

General Mills, Inc.	\$1,160,037
Kellogg Company	1,032,972
Lorillard Corp.	799,455
Nash Kelvinator	751,141
The Goodyear Tire and Rubber Co., Inc.	751,095
Ralston Purina	689,568
Bendix Home Appliances	647,006
Canada Dry Ginger Ale, Inc.	626,565
Schlitz Brewing Co.	540,704
Gruen Watch Co.	496,408
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp.	405,730
Cluett Peabody	387,648
Procter and Gamble	354,777
Peters Shoes	335,977
B. T. Babbit Co.	329,913
M. & M. Ltd.	315,090
McKesson, Robbins	314,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Div. of Chrysler Motors	290,055
Young Peoples Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreisler	233,265
Seaman Bros.	231,159
C. A. Swanson	228,694
Warner Hudnut	212,472
Best Foods	197,311
Anthraxite Institute	195,868
Arnold Bakers, Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Schenley, Inc.	153,653

BEANY and

4TH YEAR ON TV

CECIL

THE SEA SICK SEA SERPENT

CREATED BY

BOB CLAMPETT



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

"TIME FOR BEANY"

AVAILABLE THRU . . . JOHN HOWELL

Paramount Television Prod., inc.
NEW YORK

Agency—Network—Sponsor Billings

Maiden Form Brassiere, Inc.	147,363
Sterling Drug Co.	138,930
Seiberling Rubber Co.	136,098
Brown Shoe Co.	123,330
Rhodes Pharmacy	123,071
Ranger, Joe, Inc.	118,570
Celanese Corp.	115,400
Ronson Art Metal Works, Inc.	113,023
Blatz Brewing Co.	111,410
Masland & Sons	111,350
Mason Au Muegenheimer	107,351
U. S. Air Force	106,627
Hollywood Candy Co.	94,882
American Safety Razor	91,605
Toni Co.	87,925
American Dairy Assn.	86,967
Bauer & Black	85,279
Billy Graham	83,025
Gospel Broadcasting Associates	79,095
Wander Co.	78,875
Bonaacide	72,675
Hazel Bishop	71,940
America For Christ.	65,357
Times, Inc.	62,138
General Shoe	59,177
Northam Warren	55,139
Word of Life Fellowship	48,720
Rosefield Packing Co.	48,000
Minute Maid	47,087
American Bakeries	46,891
Kaiser-Frazer, Inc.	45,850
Bristol Meyers	45,695
Block Drug Co.	42,625
Sam Smith Shoe Co.	42,617
Clq Club	40,370
Fred Amen	40,050
Carter Products	39,450
Crosley Division	37,571
Sundial Shoe	37,383
Chlorex Co.	36,596
American Vitamin Co.	36,550
Jene Sales Corp.	36,270
Edgewood Shoe Co.	29,690
American Tobacco Co.	28,332
Swanson	28,000
Dupont	19,210
Beatrice Foods	18,740
Lutheran Laymens League.	18,615
Frigidaire	16,700
Campana Sales	16,350
Cresta Blanca	10,500
Pontiac Motor Division.	8,101
United Fruit	4,762
Florsheim Shoes	4,350

\$18,297,589

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

Month	1951	1950
January	\$3,132,359	\$3,454,221
February	2,694,998	3,147,208
March	2,868,970	3,454,338
April	2,969,864	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,249,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
* December	3,167,619	2,926,270

TOTAL \$33,242,182 \$35,124,625

* Estimated.

American Broadcasting Co. 1951 Industrial Classifications

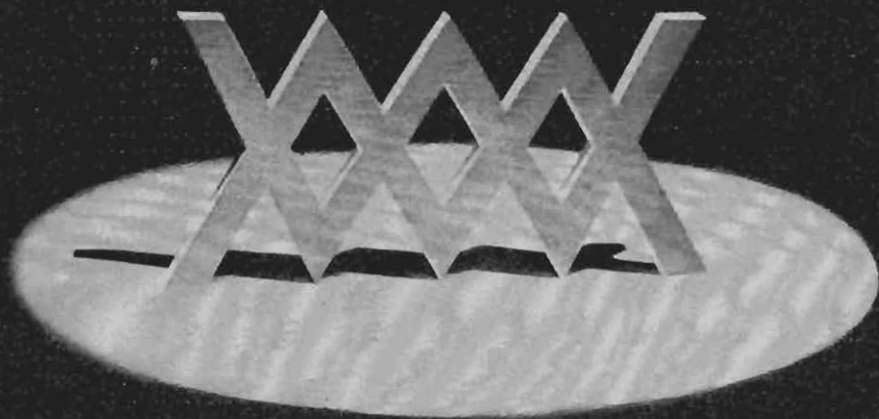
Food and Food Products	\$9,565,175
Cigars, Cigarettes and Tobacco	4,409,670
Drugs and Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Elec. Appliances	1,610,149
Automobiles Trucks and Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings and Acc.	874,054
Beverages	840,117
Clothing and Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products and Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation and Travel	44,782

\$33,242,182

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

General Mills	\$4,612,376
Sterling Drug Co.	2,707,239
Swift Company	2,386,810
Philip Morris & Co., Inc.	2,231,345
P. Lorillard Company	1,495,217
Phileo Corporation	1,469,649
Serutan, Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Meyer Co.	607,409
Jergens Co.	599,941
General Motors, Inc.	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chicle Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy, Inc.	238,761
Texas Company	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peter Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwich Pharmacal Co.	82,405

Since 1898



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

Agency—Network—Sponsor Billings

Sylvania	82,283
Ben Hur Products Inc.	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van.	42,164
Club Aluminum Products Co.	41,924
Simon & Schuster, Inc.	41,360
Shadow Wave	38,646
American Medical Association	36,837
Pontiac Division	34,000
Dulaney Co.	31,980
National Optic	29,364
M J B Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corporation of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,416
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Association	8,054
Fisher Body Division of G. M.	7,842
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Company of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,460
Airways, Inc.	2,618
Acousticon	1,554
McCull Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Association	340
F. Scully	320

\$33,242,182

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

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

TOTAL ... \$18,297,589 \$6,470,916

* Estimated.

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

Young & Rubicam, Inc.	\$2,050,932
Dancer-Fitzgerald-Sample, Inc.	1,949,426
Kenyon & Eckhardt, Inc.	1,245,444
Tatham, Laird, Inc.	1,116,649
William H. Weintraub Co., Inc.	863,528

Lennen & Mitchell	799,455
Geyer, Newell & Ganger, Inc.	751,141
Ruthrauff and Ryan	713,184
Gardner Advertising Co.	689,568
J. M. Mathes, Inc.	681,704
Brooke, Smith, French, & Dorance, Inc.	564,680
Leo Burnett Co., Inc.	486,278
Erwin Wasey & Co.	477,659
Stockton, West & Burkhardt, Inc.	440,000
Hutchins Advertising Co., Inc.	410,782
Henri, Hurst & McDonald, Inc.	376,027
William Esty Co., Inc.	315,090
J. D. Tarcher Co.	314,380
Weiss & Geller Inc.	310,572
J. M. Camp Co.	289,398
Hirshen Garfield, Inc.	233,265
Benton and Bowles, Inc.	227,361
Earle Ludgen & Co.	197,311
J. Walter Thompson Co.	195,868
Grant Advertising, Inc.	184,592
Turner & Dyson, Inc.	172,709
Western Advertising Agency	170,402
Blow Agency, Inc.	153,653
Meldrum & Fewsmith, Inc.	136,098
Walter F. Bennett Co.	131,745
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen, Inc.	118,570
Ellington & Co., Inc.	115,400
Grey Advertising Agency	113,022
Anderson & Cairns, Inc.	111,350
Campbell Mithum, Inc.	86,967
Ted Bates & Co. Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency	72,675
Raymond Spector Co., Inc.	71,940
McCann, Erickson, Inc.	56,407
Guild Bascom & Bonfigli	48,000
BBD & O.	47,542
Tucker Wayne & Co.	46,891
Ceell & Presbrey, Inc.	42,625
Frank Weston Advertising	40,370
Haag & Prevandie, Inc.	37,383
Honig & Cooper	36,596
Schwimmer & Scott, Inc.	36,550
Sherwin, Robert, Rodgers	36,270
Anderson, Davis & Platte, Inc.	29,690
Politicals	25,783
Gotham Advertising Co., Inc.	18,615
Kaster, Farrell, Chelsey & Clifford, Inc.	16,350
J. J. Weiner Advertising	10,500
McManus, John, & Adams, Inc.	8,101
Maxon, Inc.	4,762
Gordon Best Co.	4,350

\$18,297,589

Mutual Broadcasting System 1951 Agency Gross Billings*

J. Walter Thompson	\$ 1,899,926
Wm. H. Weintraub & Co., Inc.	1,430,744
Lennen & Mitchell, Inc.	1,245,415
Furman, Feiner Co., Inc.	1,208,675
Sherman-Marquette, Inc.	1,056,596
Leo Burnett Co., Inc.	895,651
Needham, Louis & Brorby, Inc.	800,635
BBD & O.	737,744
Harry B. Cohen Adv. Co.	704,077
Geoffrey Wade Advertising	677,834
Grant Advertising, Inc.	549,390
Kenyon & Eckhardt, Inc.	512,249
Aubrey, Moore & Wallace, Inc.	463,497
Dancer-Fitzgerald-Sample, Inc.	462,236
Olian Advertising Co.	430,120
Gotham Advertising Co., Inc.	381,355
Grey Advertising Agency	376,138
McCann-Erickson, Inc.	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Advertising Agency	307,156

Best Wishes



DEAN & JERRY

Agency—Network—Sponsor Billings

Maxon, Inc.	296,193
Glenn-Jordan-Stoetzel, Inc.	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284
J. D. Tarcher Co.	232,534
Wm. Gleason & Co.	230,933
O'Neill, Larson & McMahon	183,618
Al Paul Lefton Co., Inc.	163,172
Benton & Bowles, Inc.	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co., Inc.	115,700
Blaine-Thompson Co., Inc.	77,165
St. Georges & Keyes, Inc.	69,563
Mathison & Associates	68,156
Atherton Advertising Agency	63,316
Footo, Cone & Belding	59,000
Fitzmorris & Miller	48,883
J. M. Mathes	40,189
Tracy-Locke Co., Inc.	39,780
Huber Hoge & Sons	35,887
Sidney Garfield & Associates	29,444
Duane Jones, Inc.	28,304
Ruthrauff & Ryan, Inc.	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Advertising Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt	9,335
Dorland, Inc.	8,536
Henri, Hurst & McDonald, Inc.	8,496
Grady & Wagner Co., Inc.	8,176
Lambert & Feasley	7,583
Walter McCreery	5,723
Campaigns, Inc.	5,608
Weston-Barnett, Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Advertising	2,202

TOTAL\$17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Gross Billings*

	Monthly	Cumulative
January	\$ 1,542,887	\$ 1,542,887
February	1,426,705	2,969,592
March	1,648,006	4,617,598
April	1,539,801	6,157,399
May	1,510,818	7,668,217
June	1,191,691	8,859,908
July	1,347,841	10,207,749
August	1,329,375	11,537,124
September	1,324,061	12,861,185
October	1,759,468	14,620,653
November	1,583,291	16,203,944
December	1,671,814	17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Sponsor Expenditures*

Kellogg Co.	\$ 1,407,900
Johns-Manville Corp.	1,375,723
B. T. Babbitt, Inc.	1,245,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs, Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	592,342
Derby Foods, Inc.	545,217
Pearson Pharmaceutical Co.	464,444
Williamson Candy Co.	463,497
Sterling Drug, Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	376,138
Beltone Hearing Aid Co.	372,560
National Biscuit Co.	358,945

Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy, Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs., Inc.	267,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	247,016
Persona Blade Co., Inc.	232,534
Dawn Bible Students Ass'n	230,933
Noxzema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co., Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmaceutical Co.	139,672
Admiral Corp.	127,157
Wildroot Co., Inc.	118,835
E. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products, Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,470
Toni Co.	50,000
Orange-Crush Co.	48,883
Amurul Products Co., Inc.	43,946
Capehart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Associates	35,887
Harrison Products, Inc.	29,444
American Chiclo Co.	25,268
Motorola, Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health & Accident Ass'n	14,325
Shrine East-West Football Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,335
A. O. Smith Corp.	8,496
S. C. Johnson & Son, Inc.	8,402
Waflex, Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Ass'n	5,608
Curtis Circulation Co.	4,907
American Bird Products, Inc.	3,922
Kiplinger Washington Agency, Inc.	2,306

TOTAL\$17,875,758

Note: December billings estimated.

Mutual Broadcasting System '51 Industrial Classifications*

Food and Food Products	\$ 4,115,127
Drugs and Toilet Goods	3,257,343
Cigars, Cigarettes and Tobacco	2,240,719
Laundry and Household Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor and Politics	1,208,675
Confectionery and Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine and Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	144,444
Miscellaneous	95,836
Paints	69,563
Publishing and Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583

TOTAL\$17,875,758

Note: December billings estimated.

MARJORIE MORROW

casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW

Co-ordinated Casting Consultants

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

Paramount Bldg.
1501 Broadway

NEWS SERVICES



Associated Press

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

Executives

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

International News Service

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

Executives

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

Press Association, Inc. (Associated Press)

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

Executives

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

Reuters

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

Executives

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

Transradio Press Service, Inc.

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

Executives

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

United Press Associations

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

Executives

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



BEST TEST PATTERN
FOR SHOW RECEPTION

KUDNER AGENCY, INC.
for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON

ADVERTISING AGENCIES

Radio & Television

Personnel

-

Addresses

-

Phone Numbers

-

Membership

-

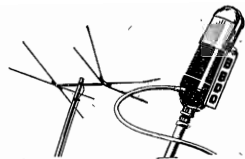
Network Accounts

-

Local Accounts

BBDO

RADIO ★ TELEVISION ★



National Network Programs

RADIO

AMERICAN SAFETY RAZOR CORP.

Blue Star and Treet Razor Blades

"The Red Skelton Show"

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"The Jack Benny Program"

"Your Hit Parade"

ARMSTRONG CORK COMPANY

Quaker Rugs

"Theatre of Today"

CREAM OF WHEAT CORPORATION

Cream of Wheat

"Let's Pretend"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—
You Bet Your Life"

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

"Cavalcade of America"

EMERSON DRUG COMPANY

Bromo-Seltzer

"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY

Canned Meat Products

"Music With the Girls"

REXALL DRUG COMPANY

Drug Products

"Amos 'n' Andy"

U. S. STEEL CORPORATION

"Theatre Guild on the Air"

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*

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

TELEVISION

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"Robert Montgomery Presents—
Your Lucky Strike Theatre"

"The Jack Benny Television Show"

"This Is Show Business"

"Your Hit Parade"

"Meet the Champ"

ARMSTRONG CORK COMPANY

Floor Coverings, Building Materials

"Armstrong's Circle Theatre"

CURTIS PUBLISHING COMPANY

The Saturday Evening Post

"Keep Posted"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—
You Bet Your Life"

GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

THE B. F. GOODRICH COMPANY

Silvertown Tires

"B. F. Goodrich Celebrity Time"

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising

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

ADVERTISING AGENCIES



— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.

Phone: REctor 2-0795

Owner.....A. D. Adams
Radio Accounts: Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.
TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.

A. W. ADV., INC.

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

Phone: MU 4-3320

ANPA—APA

PresidentBliss Woodward

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: Hlgate 4-6580

CNPA

Owner & President.....Ad Fried
 Radio & TV Timebuyer.....Barbetta G. Taylor
 Program Manager.....Elaine Trigger
 Music Director.....Elaine Trigger
 Production Mgr.....Don Armstrong
 Radio & TV Library.....Babs Taylor
 Radio & TV Director.....Ad Fried
Radio Accounts: American Upholstering Co. (Furniture), Oakland, Calif.; Bigelow Films (Motion Picture Films), Berkeley, Cal.; Cochran & Celli Chevrolet Dealers, Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Dean Bros. (Heavy Duty Construction Equip.), Oakland; Crescent Jewelers (Jewelry), Hayward, Oakland, etc.; Betty Elizabeth Shampoo, Oakland; Davi Miracle Foam (rug & upholstery cleaner), Oakland; Henry G. DeLugach (Real Estate), Concord, Calif.; Morwear Paint Co. (Paints), Oakland; Holly Meat Co. (Holly Brand Products), Oakland; Oakland Frame & Axle Co., Oakland, Calif.; Rocsil's Shoe Co. (Vitality Shoes), Oakland; Roerber's (Plumbing Fixtures), Hayward-Oakland; Fidelity Roof Co. (Roofing Materials), Berkeley, Cal.; Rhodes-Jamieson, Ltd. (Building Materials), Oakland; Troiel

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

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

WILLIAM HART ADLER, INC.

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

Phone: WHitehall 4-5210

Pres.-Treas.....William Hart Adler
 V.-P., Secy., Art Dir.....Warren Shuster



America runs on
BULOVA
TIME

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

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

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

Advertising Agencies

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

ADMASTERS ADVERTISING, INC.

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

ABP—PPA

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

ADVERTISERS' B'CASTING CO.

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

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

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

ADVERTISING, INC.

1523-31 Central National Bank Bldg.,
 Richmond 19, Va.
 Phones: 3-2800

ABP—ANPA

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

Radio-TV Dept.

TV Director.....Aubrey F. Watson
 Production Manager.....F. T. Cooke
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), Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributor), Virginia Hospital Service Assn. (Blue Cross), Lawyers Title Ins. Corp.
TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Ajax Tidewater Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

AGENCY SERVICE CORP.

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

ABP—ANPA—APA—NOAB

Exec. V.P. & Secy.....Alfred C. Houser
 Publicity Director.....Walter J. Fay
 Space & Time Buyer.....F. J. Kurtzweil
Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.
TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

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

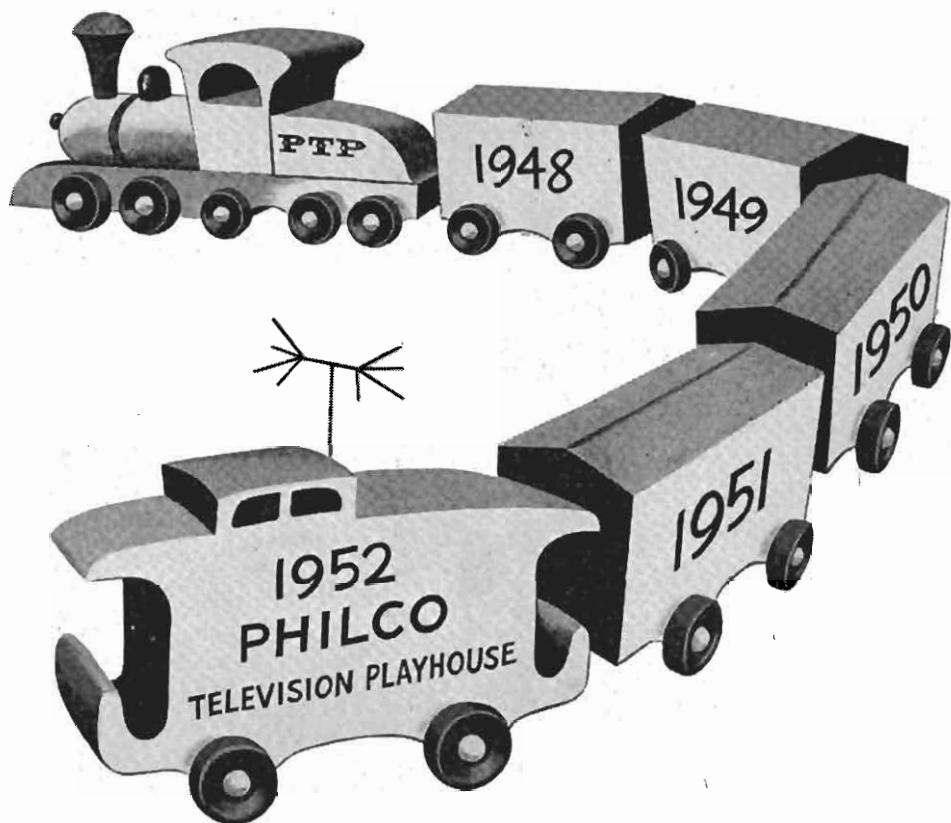
AAAA—APA—NOAB—ABP—ANPA
 PPA—ABC—BMB

Senior Partner.....H. H. Kynett
 Partners.....A. K. Aitkin,
 M. E. Goldman, H. A. Medholdt
 Art Director.....F. Wade Lane
 Production Manager.....W. B. Turner
 Media Analysis.....B. Hallowell
 Media Rate Dept.....E. M. Gretz
 Acct. Execs.....George B. Barnard,
 Harold B. Montgomery, Allen C. Smith,
 C. W. Eigenbrot, M. H. Sloman
Radio Accounts: Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens; Pennsylvania Refining Co.; Stephano Brothers; Van Wagenen & Schickhaus Co.

R. H. ALBER CO.

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

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



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

PHILCO TELEVISION PLAYHOUSE

Sundays • 9-10 P.M. E.S.T. • NBC-TV

Advertising Agencies

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

DON ALLEN & ASSOCIATES, Advertising

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

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

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
 Omaha 2, Neb.
 Phone: Atlantic 4445
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TV Accounts: T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

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

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

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

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

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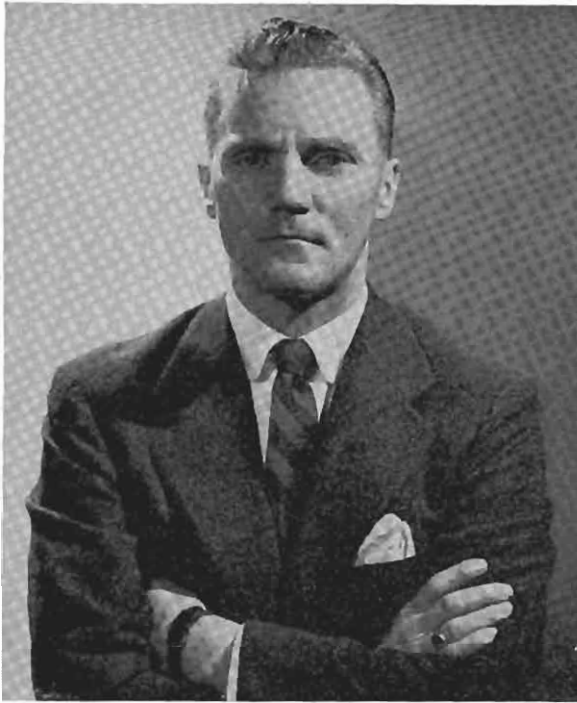
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Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.

TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility); The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

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Radio Accounts: Capital Building & Loan Association (Loans), Baton Rouge, La.; Fidelity National Bank (Banking), Baton Rouge, La.; Kornmeyer Furniture Company (Furniture), Baton Rouge, La.; Longwood Plantation (Syrup), Baton Rouge, La.; Levenson's (Decorators), Baton Rouge, La.; United Credit Company (Loans), Baton Rouge, La.

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TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

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Products, Diamond Crystal Salt, Maxwell

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Condiments, Baker's Chocolate, Certo, Sure-

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

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

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Radio Director.....Alfred Paul Berger
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Radio Director.....T. P. Wallower
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TV Accounts: Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

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51 Madison Ave., New York 10, N. Y.
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TV Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.; Milner Products Co., Chicago.

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ExecutiveJack Runyon
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Travel & Boat Shows (Sport Shows), San
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TV Accounts: E. H. Bendiksen Co. (East
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Evaporated Milk), San Francisco, Calif.;
Poultry Producers of Central Calif. (Nulaid
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Clothes), Portland, Ore.; Bell Brook Dairies, Inc. (Dairy Products & "Slim" Milk), San Francisco, Calif.; Idaho Advertising Commission (Idaho Potatoes & Onions), Boise, Idaho; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.

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

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Branch Office

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Phone: MUrray Hill 2-0086

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

BOZELL & JACOBS, INC.

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

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

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

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Secretary.....Dorothy Mellen
Space Buyer.....John A. Lorimer

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Sec.-Treas.....A. R. Monroe
Production.....June Brantley

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Phone: Howard 134
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Vice-President.....Victor G. Geisel
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Assoc. Radio Dir.....Julian A. Kirk
Associate Art Dir.....M. Getz
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Phone: GRanite 3051

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350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide
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Production Manager.....John G. Fryer
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Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

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Phone: VALley 2-9700

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

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

Chairman of Board.....Sturges Dorrance
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Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.

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

BROOKS ADVERTISING AGENCY

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

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

Secretary.....Barbara Vosburgh
Radio-TV Accounts: Bekins Van and 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-AFA

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Executive Vice President. Clarence Hatch, Jr.
Vice Presidents.....Joseph S. Howell,
Carl Georgi, Jr.

Secretary-Treasurer.....C. J. Rudesill
Account Supervisors...Clarence Hatch, Jr.,
Joseph S. Howell
Account Executives.....Guy S. Warren, Jr.,
Wendell Holmes

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

FRANKLIN BRUCK ADVERTISING CORP.

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

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

Branch Office

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

Phone: Hillside 7237

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

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

CHARLES BRUNELLE ADV. AGENCY

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

ABP-PPA-APA

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

Advertising Agencies

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

ABP—ANPA—APA—NOAB—PPA

Partner.....C. Coe Buchanan

Partner.....Lyman H. Thomas

Director Radio-TV.....Adam Reimemund

BURLINGAME-GROSSMAN ADV.

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

Phone: FInancial 6-4616

Owner.....S. W. Grossman

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

Art Director.....Al Jacobs

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

Media Manager.....Fred Walder

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

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

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

Window Material), Blue Crown Spark Plug

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

Bros. (Bedding), Chicago, Ill.

TV Accounts: Bell Electric Co. ("No-

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

Blue Crown Spark Plug Co.

BURNET-KUHN ADV. CO.

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

Phone: SUperior 7-3800

ANPA—APA—PPA

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

Ellis T. Gash

Secretary.....James H. Kristof

Radio Director.....William Coop

LEO BURNETT COMPANY, INC.

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

Phone: CEntral 6-5959

AAAA

President.....Leo Burnett

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

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

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

Branch Offices

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

Phone: PLaza 9-7552

Manager.....Donough Prince

3632 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 8-8131

Manager.....William Coons

Radio Accounts: Bauer & Black (Curity

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

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

Club Aluminum Products Co. (Club Alu-

minum, Cooking Utensils), Chicago, Ill.;

Kellogg Company (Rice Krispies, Corn

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

Mars, Inc. (Milky Way, Three Musketeers,

Cocoonat Bar, Snickers), Chicago, Ill.;

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

olis, Minn.; The Pure Oil Company (Petro-

leum Products, Bedtime Horlicks), Chicago,

Ill.; 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—AFA

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Gus K. Bowman, Joel Burghalter

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

John D. Metzger

Account Executives.....Sandy Hallock,

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

nard, Gene Hameroff

Radio Accounts: August Wagner Breweries

(Gambrinus Beer), Columbus, O.; August

Wagner Breweries (Augustiner Beer),

Charleston, W. Va.; Ashland Oil & Refining

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

Foods (Potato Chips), Franklin Glue Co.

(Household Glue), State of Ohio (Annual

Fair), City National Bank, Columbus, Ohio.

TV Accounts: The Ohio Fuel Gas Com-

pany (Public Utility), August Wagner Brew-

eries (Gambrinus Beer), Buckeye Foods

(Potato Chips), Kahn Jewelers (Jewelry),

Columbus, O.; Cream Cone Machine Co.,

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

Springfield Furn. Co., United Appeals Cam-

paign.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA—ABP—ANPA

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

Langley C. Keyes, Russell Hunt, Peter

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

William H. Ganick, George R. Griffin

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

Production Manager..Phyllis L. Burlingame

Copy Chief.....Henry W. Patterson

Art Director.....William H. Ganick

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

Radio Accounts: Adams & Swett (Rugs),

Advertising Agencies

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

TV Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.

CAHN-MILLER, INC.

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

President.....Louis F. Cahn
Vice-Pres. & Treas.....C. LeRoy Miller
Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

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

CALKINS & HOLDEN, CARLOCK,

McCLINTON & SMITH, INC.

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

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Copy Director.....George S. Thomson
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Research Director.....Thomas P. Croluis

Branch Offices

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

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

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

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

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Sr. V.P. Radio & TV.....Winslow H. Case

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714 W. Olympic Blvd., Los Angeles 15,
Calif.

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SUtter 1-8736

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

Phone: Lamar 3858

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

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

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

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 Secretary.....Evelyn Brugette
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 Production.....Doug. Gabrielson
 Production.....Mort Henderson,
 Arnold Aslakson, Leon Kennedy
 Copywriters.....Myrna McCauley,
 Bill Wheeler, Jerry Crawford, Angeline
 Clement, Dorothy Lowe, Mary Ellen
 Locken

Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.
 Phone: DELaware 7-7553

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

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

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
 Phone: LO 7-8141
 PPA-ABC-ABP-ANPA

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

CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.
 Phone: HA 1356
 ABP-ANPA-APA-NAAN-NOAB
 PPA

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

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

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

CASMIER ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2/2014

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

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
 Phone: BRyant 9-0390

ABP-APA-ANPA-PPA

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

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

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

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
 Phone: MURray Hill 8-1234

AAAA-ANPA-APA-NOAB-PPA-ABC
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 Thomas, Samuel Dalsimer, Harvey L.
 Kneeland, David G. Lyon, T. F. MacGrath,
 Thomas J. Maloney, Kenneth Twyman,

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

Branch Office

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

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

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

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

NELSON CHESMAN COMPANY

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

ABP—APA—SNPA

President Harry A. Lundborg
 Secy.-Treas. Richard H. Leiper
 Vice-Pres., Gen. Mgr. Sara Kelly
 Art., Prod. Mgr., Copy Chief, Radio-TV Talent Buyer Richard H. Leiper
 Media, Radio Time Buyer Sara Kelly,
 R. H. Leiper

Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

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

CHICAGO ADV. AGENCY

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

ANPA—PPA—APA—ABC

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

JAMES THOMAS CHIRURG CO.

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

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—SNPA

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

Branch Office

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

Phone: MURray Hill 7-5040

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

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-4179

ABP—ANPA

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

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.

Phone: 3-5486

ANPA—PPA—SNPA—NOAB

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

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-0236

ANPA

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

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.

Phone: MURray Hill 8-3030

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

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

Advertising Agencies

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

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

THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.
Phone: PLaza 7-7730

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

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
APA—ANPA—PPA—ABP

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

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2800
ANPA—PPA—NOAB—ABC—APA
ABP—AAAA

President.....Robert D. Holbrook
Vice-Pres. & Secy.....Leonard T. Bush
Vice-Presidents.....Frank Griffin,
Barton Cummings, Allen Flouton, Willard
J. Heggen, Alfred J. Seaman, Jr., Loren B.
Stone, Seaward M. Woodard, Edward
Battey, Merrell E. Boyce, George Chat-
field, Chester Dullely, C. James Fleming,
Jr., Wm. O. Geoghegan, John A. Hise, Jr.,
L. O. Holmberg, Jack Rees
V.P. & Dir. of Radio &
TV Prod.L. H. Titterton
TV Exec. Prod.....Brewster Morgan
V.P. & Dir. of Radio &
TV Copy.....Muriel Haynes
Mgr. of TV Comm. Prod.....Lloyd Durant
Dir. of Publicity.....Joseph Field
V.P. & Dir. of Media.....Guy Richards
Asst. Media Dir.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Francis Velthuys,
Martin Hansen, Richard Hurley, Alfred
Ritter, Genevieve Schubert, Donald Car-
ret, Jeanne Bahr, John Neale
Branch Offices
Bd. of Trd. Bldg., 141 W. Jackson Blvd.,
Chicago 4, Ill.
Manager.....L. O. Holmberg

Gwynne Bldg., Cincinnati, O.
Manager.....Robert P. Marsh
744 N. 4th St., Milwaukee, Wis.
ManagerRichard Davis
6253 Hollywood Blvd., Hollywood, Calif.
ManagerFloyd Holm
Radio and TV Accounts: The Allis Cham-
bers Manufacturing Company; Campbell
Soup Company (Campbell's Tomato Juice &
Campbell's Pork & Beans); The Cochran
Foil Company (Aluminum Foil); M. K.
Goetz Brewing Company (Country Club
Beer); The Goodyear Tire & Rubber Com-
pany, Inc. (Shoe Products); The Hubinger
Company (Quick Elastic Starch); Kelly
Springfield Tire Company; New York Life
Insurance Company; The Personal Products
Corporation (Yes Tissues); The Procter &
Gamble Company (Ivory Soap, Ivory Flakes,
Crisco, Duz and Drene); The Socony-Vacu-
um Oil Company; Standard Brands, Inc.
(Chase & Sanborn Coffee, Instant Chase &
Sanborn Coffee, Tender Leaf Tea, Instant
Tender Leaf Tea).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
Phone: MOhawk 2252
ABP—ANPA—AFA

Partner.....Henry W. Comstock
Partner.....H. Earl Close
Partner.....Frank J. Hess
Dir. of Media &
Research.....T. Sloane Palmer
Account Executives.....L. W. Simonds,
John B. Morton, Sterling J. Hiles, William
J. Daley, Jr.
Time Buyer.....Donald K. Beyer
Radio-TV Director.....Mrs. Esther Huff
Radio Accounts: Manufacturers and Traders
Trust Company (Banking Services),
Buffalo, N. Y.; "Gold Seal" Urbana Wine
Co. (Wines), Hammondsport, N. Y.; O-
Cel-O, Inc. (Cellulose Sponges), Buffalo,
N. Y.; Bell Aircraft Corp. (Aircraft), Ni-
agara Falls, N. Y.; Frontier Oil Refining
Corporation (Gasoline & Oil), Buffalo,
N. Y.; Hygrade Food Products Corporation
(Food Products), Buffalo, N. Y.; Semet Sol-
vay Division (Coal), Buffalo, N. Y.
TV Accounts: Manufacturers and Traders
Trust Company (Banking Services), Buffalo,
N. Y.; Frontier Oil Refining Corporation
(Gasoline & Oil), Buffalo, N. Y.; Hygrade
Food Products Corporation (Food Products),
Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose
Sponges), Buffalo, N. Y.

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ABP—ANPA—APA—NOAB—PPA
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Advertising Agencies

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

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas

Phone: G 3456

AAAA—ABP—ANPA

Pres.....Thomas F. Conroy
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Acct. Exec.....Jack Keasler
Acct. Exec.....Paul R. Ferwerda
Art Dir.....Albin J. Paulson
Auditor.....F. E. Weinholt
Director.....Robert M. Richards
Production Dir.....James F. Davis

Radio Accounts: Anderson, Paul, Co. (Sta-
tioners), San Antonio, Texas; Bohnet Bak-
ing Co. (Baking), San Antonio, Texas;
Comal Cottons (Manufacturing), New
Braunfels; Fomby's (Men's Clothing), San
Antonio, Texas; Hoffman & Hayman Coffee
Co. (Coffee), San Antonio, Texas; House-
hold Furniture Co. (Furniture), San An-
tonio, Texas; Lone Star Brewing Co. (Beer),
San Antonio, Texas; Mode O Day (Ladies
Ready to Wear), San Antonio, Texas; Mis-
sion Provision (Meat Packers), San An-
tonio, Texas; Ormsby Chev. Co. (Automob-
ile), San Antonio, Texas; Perry Shankle
Co. (Wholesale Distr.), San Antonio, Texas;
Pioneer Flour Mills (Millers' Flour), San
Antonio, Texas; Russ & Co. (Investments),
San Antonio, Texas; Security Finance
(Loans), San Antonio, Texas; Sommers Drug
Stores (Chain Drug Stores), San Antonio,
Texas; Steves Lumber Co. (Lumber, Build-
ers' Supplies), San Antonio, Texas; Studers,
Inc. (Photo Finishers), San Antonio, Texas;
Zale Jewelry Co. (Retail Jewelry), San An-
tonio, Texas.

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

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Treasurer.....Irving Herz
Vice President.....Matty Miller
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Charlotte Armstrong
Time Buyer.....Irving Herz

Radio Accounts: Claridge Foods (Ham-
burgers & Meat Balls), New York, N. Y.;
Sunrise Food Stores (Super Markets), Long
Island, N. Y.; Diamond K & Food Town
(Super Markets), Westchester, N. Y.; Snappy
Cheese, New York, N. Y.

TV Accounts: Associated Food Stores
(Super Markets), New York, N. Y.; Man-
hattan Food Stores, New York, N. Y.; Van
Houton Instant Cocoa, New York, N. Y.;
Myer 1890 Beverages, New York, N. Y.;
Ehlers Coffee, New York, N. Y.; Foremost
Dairy Products (Ice Cream), New York,
N. Y.; Bond Bread, New York, N. Y.

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Phone: MUrray Hill 2-0940

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Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.
Radio Accounts: Schieffelin & Co. (Pears
Soap), Frank G. Shattuck Co. (Schraffts
Stores & Restaurants), New York.
TV Account: Pears Soap.

JOHN GILBERT CRAIG ADV., INC.

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Phone: 5-6185

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

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

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

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Production Chief.....J. J. Franz, Jr.
Merchandising.....James Loughran

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Phone: SUPERior 7-3061

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Radio-TV Director.....John Sheehan
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Branch Office

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

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

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

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114 Sansome Street, San Francisco 4, Calif
Phone: DO 2-5107

President Charles MacDougall
Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., American Chicle Co.

TV Accounts: Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble, American Chicle Co., Cory Co., Campbell Soup Co.

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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.

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Phone: MAIn 0790-1

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Pres., Space Buyer..... James M. Daugherty
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Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., Blancke-Baer.

TV Account: Pepsi-Cola.

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

ANPA-PPA

Partner..... Robert J. Davis
TV Director..... R. J. Davis, Jr.
Radio Time Buyer..... Marilyn Morisset
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products.

TV Accounts: Scudder Food Products,

Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

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Production Manager..... Mildred Juneau
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APA-SNPA

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DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193

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Media Buyer..... Miss G. P. Wagner
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Dir. of Radio & TV.... Chester MacCracken
Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

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Talent Buyer.....T. Michaux Moody

Media & Space Buyer (Mag.)..Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

ManagerPhilip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,

Chesterfield Hat Corp., Richmond, Va.;

Southland Wine Co., Inc.; Dixie Wine Co.,

Inc.; W. H. Miles Shoe Co., Inc.

TV Accounts: Landers, Frary & Clark Co.
(Stroke Saver Irons).

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Phone: COLUMbus 5-4252

ABP—ANPA—APA—NOAB—PPA

SNPA

Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod

Time Buyer.....Evelyn Jones

Writer-ProductionWalter Collins

Writer-Acct. Exec.....Latham Ovens

Radio Accounts: New York Herald Trib-

une, New York World-Telegram & The Sun,

Carolina Rice (River Brand Rice Mills,

Inc.), M-G-M, New York, N. Y.; Atlantic

Ale & Beer, Atlanta, Ga.; Messing-Cornell

Bread; Inst. of Commercial Art; Monarch

Wine Co.; Brandt Theaters; Atlantic Ale &

Beer.

TV Accounts: Gold Medal Candy Corp.

(Bonomo's Turkish Taffy), New York, N. Y.;

Scripto, Inc. (Pens and Pencils), Atlanta,

Ga.; M-G-M, New York, N. Y.; N. Y.

W-T & Sun; Monarch Wine Co.; Irish Linen

Guild; Inst. of Commercial Art.

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Branch Office

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

Phone: DEa 2-4676

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Radio Accounts: Big Bear Markets (Super-

markets), 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), Hab Appliance Stores

(Appliances), Speedway Petroleum Corp.
(Gasoline), Detroit, Mich.; Weil & Co.
(Dept. Store), Detroit, Mich.; Federal Dept.
Stores; Buckeye Beer, American Savings,
Lasky Furniture.

TV Accounts: Annis Furs (Furs), Big
Bear Markets (Supermarkets), Famous Fur-
niture Stores (Furniture), Faygo Beverage
Company (Soft Drinks and Mixers), Federal
Department Stores (Dept. Stores), Glendale
Sausage Co. (Meat Packers), R. R. Pressel
Sausage Co. (Meat Packers), Richard's
Drive-In (Drive-Ins), Rose Jewelry Com-
pany (Jewelry Chian), Speedway Petroleum
Corp. (Gasoline), Studebaker Dealers of
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eye Beer; Dye Home Improvement; Cherrin
Bros.; Crown Furniture; Delsoy Distributing
Co.

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53 State St., Boston 9, Mass.

Phone: LAfayette 3-0770

Senior V.P.....Chas. W. Morse

1518 Walnut St., Philadelphia 2, Pa.

Phone: Pennypacker 5-4477

V.P.....E. Howard York

425 Bush St., San Francisco 8, Cal.

Phone: Yukon 2-4080

V.P.Ronald Brindley

Radio Accounts: Chemical Bank & Trust

Company (Bank), New York City; Kidder,

Peabody & Co. (Brokerage), Philadelphia,

Pa.; Goodbody & Co. (Brokerage), New

York City; Provident Trust Co. of Phila-

delphia (Bank), Philadelphia, Pa.; Kidder,

Peabody & Co. (Brokerage), New York City;

Wellington Fund (Mutual Fund), Philadel-

phia, Pa.; Troy Savings Bank (Savings

Bank), Troy, New York; The Methodist

Radio Society of the Phila. & N. J. Annual

Conferences (Radio Society, Philadelphia,

Pa.; Boston Federal Savings & Loan Assoc.

(Bank), Boston, Mass.; Dayton & Gernon

(Brokerage), Minneapolis, Minn.; Boston

Five Cents Savings Bank (Bank), Boston,

Mass.; St. Paul Federal Savings & Loan As-

soc. (Bank), Chicago, Ill.; Estabrook & Co.

(Brokerage), Boston, Mass.; Lawn Savings

& Loan Association (Bank), Chicago, Ill.;

Waltham Federal Savings & Loan Assoc.

(Bank), Boston, Mass.; American School

(Home Study), Chicago, Ill.; Diamond

Match Co. (Lumber Matches), Boston, Mass.;

Crocker First National Bank (Bank), San

Advertising Agencies

Francisco, Calif.; Seiler's, Inc. (Frozen Foods), Boston, Mass.

TV Accounts: Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

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

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 Radio & TV Dir.....Alex Courtney
 Radio-TV Time Buyer.....Lucille Dreher
Radio Accounts: A. S. Beck Shoe Corp., Lanvin Perfumes.

TV Accounts: A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUbbard 2-3050

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 Asst. Radio & TV Dir.....Helen Garabedian

Branch Offices

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

Phone: MU 8-1275

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* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Select Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

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 Exec. Vice-Pres.....Edmund F. Johnstone
 Treasurer.....Edward D. Parent
 Secretary.....Harold Tuers
 Radio-TV Director.....William H. Eynon
 Radio & TV Time Buyer.....Betty Nesse
Radio Accounts: Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; The American Protam Co., Save-By-Mail, Inc.; Dormin, Inc.
TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

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APA

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 Production Manager.....Georgiana E. Park
 Radio Time Buyer.....Hazel R. Belman
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Phone: PLaza 7-0750

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 V.P. Radio & TV Dir...Thomas A. Wright, Jr.

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

Phone: Circle 6-1400

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Phone: DUmkirk 8-3411

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

Phone: YUKon 6-6239

Exec.-in-Charge.....Robert B. England
Radio Accounts: The Serutan Co. (Serutan, 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.

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Acct. Exec.....Madeline Feeny
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TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Festival (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

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Raftery, William A. Bartel, Hal James
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Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane
Prod. Asst.....Kay Woelfle
Radio Production.....Jim Haugpt
Radio Accounts: Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).
TV Accounts: Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); White Star Luggage.

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Secretary & Treasurer.....Wallace F. Elliott
Account Executive.....Katherine Doyle Spann
Radio and TV Accounts: KPIX-TV, San Francisco; KSFO-AM, San Francisco.

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Jerome R. Ellis
Radio-TV Director.....Josephine Williams
Branch Offices
96 King St. W., Toronto, Ont.
Phone: Wa 9902
Manager.....Al May
448 Seymour St., Vancouver, B. C.
Phone: Ma 2631
Manager.....W. Van Warren

Radio Accounts: Nemmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Maunz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).
TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

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Advertising Agencies

TV Art Director.....Fred Waller
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Branch Offices

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 Phone: Rittenhouse 6-5491

ManagerAl Fingerman
 270 Park Ave., New York, N. Y.
 Phone: PLaza 5-4952

Vice-Pres.Howard Enders
 6611 Santa Monica Blvd., Hollywood, Calif.
 Phone: Hillside 6118

ManagerJohn Swallow
 1176 Sherbrooke St., W., Montreal, Canada
 Phone: Plateau 4181

ManagerDave Kaplan

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; 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, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; 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), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric),

Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

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185 N. Wabash Ave., Chicago 1, Ill.
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 Vice-Pres. & Sec.....M. L. Engel
 Art Dir. & Copy Dir.....A. A. Lausmann
Radio Accounts: Superior Match Pants Co.

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218 Anglo Bank Bldg., Fresno, Calif.
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 Art Director.....Milton M. Young
 Radio Director.....Lon McAdams
Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

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ManagerBrian Devlin
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Advertising Agencies

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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.; Seeck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

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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.

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100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1000
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V.P. Chg. TV..... Kendall Foster
Bus. Mgr. Radio..... Charles White
Chief Executives..... Wendell Adams.
Stan Lomas, Sam Northcross, Helen Phillips, Max Wylie, Jack House, Edward Montague
Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.
TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co.

(Camel Cigarettes, Cavalier Cigarettes),
Coca Cola Bottling Co.

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Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

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Gordon N. Teague, Stanley Schlenther
Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Danes; Ft. Worth Macaroni Co.
TV Accounts: Williamson Dickie Mfg. Co.; Forth Worth Macaroni Co.; Alcohol Drug-gist.

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
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Art Director..... John Robert Work
Continuity Director..... Imogene Kundig
Radio Accounts: Axtell Kramer; B & F Toggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink's Cleaners; First National Bank; Hills Bros. Co.; Jack Harman's Super Service; John S. Harnis; Kennedy Laundry & Dry Cleaners; Lloyd's Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland's; Royal Crown Bottling Co.; Seck DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield RefinOil Co.; Swanson Camera Shop; Arch Wilson Inc.

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1015 Chestnut St., Philadelphia 2, Pa.
Phone: Market 7-2617
ABP—APA

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V.P. & Dir. of Art..... Reynold Abbruzzi
Radio Accounts: Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone 3-7333

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Vice-President..... Ted R. Darvoe
Secretary..... Roger H. Williams
Treasurer..... Jay C. Anderson
Radio-Television..... John T. Farquhar
Media Buyer..... Elmore M. Farquhar
Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.

Advertising Agencies

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

FEDERAL ADV. AGENCY, INC.

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

Phone: MURray Hill 8-4200

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Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.

Asst. to Mr. Barton.....Eleanor L. Larsen
Time Buyer.....Penelope A. Simmons
Copywriter-Radio & TV....."Pat" Bartels,
Asst. to Mrs. Simmons.....Jacqueline Ruta

Radio Accounts: American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Stromberg-Carlson (TV Sets), New York, N. Y.

TV Accounts: General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 4-1536

ANPA—NOAB—PPA

Partners.....Harry Feigenbaum,
David Werman

Radio & TV Director.....Franklin Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weis (Furriers), Philadelphia, Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.

Phone: CO 5-3642

Pres. & Radio Time Buyer,

Account Executive.....Robert Feldman
Sec. & Treas.B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman

Radio Accounts: Nevelea Country Club,

Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Blvd., Syracuse, N. Y.

Phone: 2-4175, 2-4176

ABP—APA

Pres., Space & Radio Time Buyer

Byron F. Fellows, Jr.

Secretary-TreasurerMarjorie Hughes

Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

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Phone: NATIONAL 7713

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525 N. Charles St., Baltimore, Md.

ManagerPhil Jackson
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Manager.....H. P. Martin

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TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

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149 Madison Ave., New York 16, N. Y.

Phone: MURray Hill 9-7100

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 Vice-PresidentPhilip Lukin
 Space Buyer.....Miss Selma Grosswirth
 Art Director.....Stanley Dusek
 Production Manager.....Hal Cooke
 Radio-TV Time Buyer, Dir...Jos. H. Mintzer

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Warner Bldg., Nashville 3, Tenn.
 Phone: 6-1977

ABP

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 Account Executive.....W. R. Culbertson
 SecretaryA. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee),
 St. Bernard Coal Co. (Coal), Coal Heating
 Service (Coal), Milk for Health, Inc.
 (Milk), Nashville, Tenn.

TV Accounts: Nashville Pure Milk Co.
 (Dairy Products), Nashville; Moore Handley
 Co. (Hardware); Red Ace Petroleum Co.
 (Coal & Oil).

FIRESTONE-GOODMAN ADV. AGENCY, INC.

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 Treas. & Art Director.....Archie Goodman
 Secretary.....R. S. Firestone
 Space Buyer.....L. Koehler

M. M. FISHER ASSOCIATES

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 Time Buyer.....Helene Heinz
 Radio & TV Dir...Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bass Bros. Furniture Co.,
 Chicago, Ill.; Bell Savings & Loan Assn.
 (Local Radio), Cook Co. Central Demo-
 cratic Committee—Political (Radio-selected
 Localities), National Foundation for Infan-
 tile Paralysis (Midwest Rep.), New York &
 Chicago; Tam O'Shanter Country Club (Golf
 Tournaments Only), Chicago; United Artists
 Corp. (Motion Picture), Chicago (Radio Se-
 lected Localities); Universal-International
 Pictures (Motion Pictures), Chicago (Radio
 Selected Localities).

TV Accounts: Cook Co. Central Demo-
 cratic Committee (Political), Chicago (Se-
 lected Localities); Tam O'Shanter Country
 Club (Golf Tournaments), Chicago; Harvey
 Lumber Co., Chicago; Lowebo, Inc. (Wil-
 solve & Concrete), Nat'l. Foundation for In-
 fantile Paralysis, Chicago & N. Y.; Phillips
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 Artists Corp.; Universal-International Pic-
 tures Corp.

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 TV Director.....Tom Newman
 TV Production.....A. David Cloud

Radio Accounts: Alabama-Georgia Syrup
 Co. (Alaga Syrup), Montgomery, Ala.; Pan-
 Am. Southern Corporation (Petroleum
 Products), Jackson Brewing Company (Jax
 Beer), Wesson Oil & Snowdrift Sales Co.
 (Snowdrift Shortening, Wesson Oil), South-
 ern Cotton Oil Co. (Crustene and Scoo
 Shortening), New Orleans, La.; Blue Plate
 Foods, Inc. (Coffee, Mayonnaise, Salar Dress-
 ing, Margarine, Jellies and Preserves, Peanut
 Butter), H. G. Hill Stores (Grocery Store
 Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company
 (Jax Beer), Godchaux Sugars, Inc. (God-
 chaux Sugar), H. G. Hill Store (Grocery
 Store Chain), Higgins, Inc. (Flooring &
 Institutional); La. State Rice Milling Co.
 (Mahatma, Fag, Water Maid Rice); So. Cot-
 ton Oil Co.; Wesson Oil & Snowdrift Sales
 Co. (Wesson Oil, Snowdrift).

FLACK ADV. AGENCY, INC.

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 Account Executives.....Claire Evans,
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 Sec.-Treas., Space Buyer...Helen M. Little

Radio Accounts: I. J. Fox, Inc. (Retail Fur-
 rier), Morton S. Pine Co. (Day's Pine
 Cleanser), Cleveland, O.

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1528 Walnut St., Philadelphia 2, Pa.

Phone: KINGSley 5-1560

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 V.P.-Gen. Mgr.....A. Edward Morgan
 V.P.-Media Director.....Wesley Winning
 Copy Director.....Raymond Barr
 Radio-TV Director.....Frank M. Knight, Jr.

Radio Accounts: Abbotts Dairies, Inc.,
 (Milk, Cheese & Ice Cream), Beneficial
 Saving Fund (Banking), Delaware Steeple-
 chase & Race Assn. (Horse Racing), Wil-

Advertising Agencies

mington, Del.; Harford County Fair Assn. (Horse Racing), Bel Air, Md.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Becker-Mills, Inc. (Pontiac Autos); Louis Burk, Inc. (Meats).

FOOTE, CONE & BELDING

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

Phone: MUrray Hill 8-5000

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Phone: SUperior 7-4800

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Phone: MIchigan 7651

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Phone: SUtter 1-2355

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Media Director. Llew A. Jones
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Radio Time Buyer. Grace Spanihel
Pacific Bldg., Portland 4, Oregon

Phone: ATwater 8181

Leith F. Abbott

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—Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone: Gilberty 2-3645

APA

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Publicity Director. William Queale
Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

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Radio Accounts: Lion Chemical Co., Rolin

Sales, Valmor Prod.

TV Account: Rosin-Starr.

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TV Accounts: Supreme Wines (Wine),

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Pa.; L. Fish Stores (Furniture), Chicago,

Ill.; Hecht's Department Stores (Depart-

ment Stores).

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Radio Accounts: Adler Shoes, New York;

Milrose Products (RAD Cleaner), New

York; The Reporter (Magazine), New York;

Gilbert Mfg. Co. (Electrical Prod.), New

York.

TV Accounts: Adler Shoes for Men, Mil-

rose Products (RAD Cleaner), Vim Elec-

tric Co. (Hallcrafters TV & Norge), New

York.

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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.

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Radio Accounts: Columbia Baking Co.,

Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH

& ASSOCIATES

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Phone: NEWstead 0037

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Radio Accounts: Mercantile Commerce

Bank & Trust Co., Dixie Mills, H. P. Coffee

Company, Meletio Sea Food Company, Whis-

tle & Vess Beverages, Inc., St. Louis; Fed-

eral Savings Bank, R. E. Funsten Co., Gen.

Electric Appl. Co., Inc., St. Louis, Mo..

TV Accounts: Whistle & Vess Beverages,

Inc., St. Louis Federal Savings & Loan Assn.,

R. E. Funsten Co., Christian Peper Tobacco

Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

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Radio & TV Dir., Time Buyer

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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 &

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bridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Coal Co. (Fuel), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (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.

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Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

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Branch Office

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Phone: COlumbus 5-2000

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Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

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TV Accounts: Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

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Branch Office

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Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

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Radio-TV Accounts: Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.

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TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard; Zippo Mfg. Co. (Lighters), Bradford, Pa.; U. S. Industrial Chemicals, Inc., N. Y.

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(Bem Brand Fertilizer), Joplin, Mo.; Hale-

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and Cookies), Ft. Smith, Ark.; Tom P. Mc-

Dermott, Inc. (Tires, Service & Recapping

and Appliances), Tulsa, Okla.; Jenkins

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pliances), Tulsa, Okla.; Sand Springs Home

Farms (Turkeys and Eggs), Sand Springs,

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pany (Milk and Beverage Bottles), Sapulpa,

Okla.; Pedrick Laboratories, Inc. (VIGO

Dog Food), Sand Springs, Okla.; H. M. Mc-

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Ornamental Iron Works (Ornamental Iron),

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(Ready-to-wear and home needs), West

Tulsa, Okla.; Prayson Candies Co. (Candies

and Yogurt), Tulsa, Okla.; Hope Lumber

and Supply Co. (Paint, Appliances & Lum-

ber), Tulsa, Okla.; Whitaker Manah (TOK

Meat Tenderizer), Tulsa, Okla.; Comet Mov-

ing & Storage Co. (Moving & Storage Ser-

vice), Tulsa, Okla.

TV Accounts: National Bank of Tulsa

(Banking and Trust Services), Tulsa, Okla.;

Hope Lumber & Supply Co. (Paint, Ap-

pliances and Lumber), Tulsa, Okla.; Tom

P. McDermott, Inc. (Appliances, Tires, Re-

capping Service, Motor Oil), Tulsa, Okla.;

State Federal Savings & Loan Ass'n. (Sav-

ings and Investments), Tulsa, Okla.; Wortz

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Radio Account: Pomatex, Inc. (Hairdress'ing and Pomade).

Radio & TV: Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Nan Duskin, Inc. (Women's Specialty Store).

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Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake; City, Utah; Colville Ice Cream Co. (Ice Cream,

Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

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Radio & TV Executive.....Verne Laustsen

Radio Accounts: Allis-Chalmers Mfg. Co.

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TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

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Branch Office

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Phone: EXbrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

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Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

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Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The

Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

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Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

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Radio-TV Dir.....J. C. Hirst

Radio Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Capital Bakers, Inc. (Bread), Harrisburg, Pa.; Bell Tele. Co. of Penna. (Service), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club, (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.; Spring Garden Institute (Service),

Advertising Agencies

Philadelphia, Pa.; Sunshine Brewing Company (Beer); Reading, Pa.

TV Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Sunshine Brewing Company (Beer), Reading, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.

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Art Director.....Cecil Baumgarten
Production Director.....Melford Brodie
Copy Chief.....Mark Issacs

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

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Business Mgr. Radio-TV.....Barbara Jones
TV Prod. Mgr.....Robert Peyson
Radio Prod. Mgr.....Gerald F. Ford
Time Buyer (AM-TV).....Philip Leshem

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaco Laboratories, Inc. (Admiracion Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Bond Stores, Inc., Bernard Ulmann & Co., Inc., Long Island City, N. Y.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur AmSCO (Cameras), N. Y.; I. P. Kleinert Rubber Co., Inc., New York.

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TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

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Radio Accounts: Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

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Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

TV Accounts: IUE-CIO (Trade Union), Schenectady, N. Y.

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TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.; Wegman's Supermarket Chain, Rochester, N. Y.

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TV Accounts: Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.

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TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

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Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Gallard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Feeds), Louisville, Ky.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

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waukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; King Braeger Chevrolet (Auto Dealer), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; J. E. Rau Cigar Company (Cigars), Milwaukee, Wis.

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Radio-TV Time Buyer.....Florence Smith
TV Art Director.....William Binzen

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TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

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TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

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12 Orange St., Haymarket, W.C. 2,
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Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentiss Clothes (Men's & Women's Clothing), Truval Sportswear (Men's Wear); Lane's Dept. Store, New York.

TV Accounts: Burlington Mills (Ribbons), New York; Jacques Kreisler Mfg. Corp. (Watchbands), New York; Lane's Dept. Store, New York.

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TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

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TV Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

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TV Accounts: Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

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TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil).

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Ill.; Linoleum City (Floor Coverings), Chi-
cago, Ill.; Balaban Floor Covering (Floor
Coverings), Chicago, Ill.; Chicago Furniture
Mart (Furniture), Chicago, Ill.; Martin Jew-
elry (Jewelry), Chicago, Ill.; Atlas Piano
Co. (Pianos), Chicago, Ill.; Town House—
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ing), Chicago, Ill.; M. B. Auto Sales, Inc.
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licity Corp. (Advertising Clocks), Chicago;
Roxy Rug & Linoleum Co. (Floor Cover-
ings), Chicago; Nortown Currency Exchange

(Currency Exchange), Chicago; Lake TV
Sales (Television Sets), Chicago.

TV Accounts: Balaban Floor Coverings
(Floor Coverings), Chicago, Ill.; Cole
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cago, Ill.; Eeon Products (Novelties), Chi-
cago, Ill.; Modern Merchandisers (Cleans-
ers), Chicago, Ill.; Wolack & Bauer (Wom-
en's Shoes), Chicago, Ill.; United Slip Cover
Co. (Slip Covers & Draperies), Chicago, Ill.;
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Pillowcases), J. W. Valentine Co., Inc. (Insti-
tutional), New York, N. Y.

TV Accounts: Pequot Mills.

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Production Mgr.....Gerald DaCosta

Radio-TV Dir.....Brent Groves

Time Buyer.....Sarah Yores

Radio Accounts: National Re-Clean Corp.
(Home Cleaner), Brooklyn, N. Y.; Vitamin
Corp. of America (Rybutol, Jevanal,
Vyons), Newark, N. J.

TV Accounts: National Selected Products,
Inc. (7-Minit Pie Crust, Corn Muffin Mix,
Lemon Pie, Coconut Pie, Chocolate Pie,
Pumpkin Pie, etc., 6-0'Clock Vanilla Cream
Pudding, Chocolate Tapioca Pudding), New
York; Vitamin Corp. of America, Newark,
N. J.

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Radio Accounts: Bavarian Brewing Co.,
 The Kroger Company, Miami Margarine
 Company, Martin Rosenberger Wallpaper
 Co., Cincinnati, O.; Ten-B-Low Company,
 Columbus, O.; Heekin Incorporated, The
 Drackett Company (Charge Division), Cin-
 cinnati, O.

TV Accounts: Bavarian Brewing Co., The
 Kroger Company, Miami Margarine Com-
 pany, Martin Rosenberger Wallpaper Co.,
 Cincinnati, O.; Ten-B-Low Company, Co-
 lumbus, O.; The Drackett Company (Charge
 Division), Cincinnati, O.

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Copy Chief.....Fred M. Harris
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 V.P. & Copy Chief.....Ashley Belbin
 Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co.
 (American Family Flakes), International
 Milling Co. (Robin Hood Flour), Union
 Starch & Refining Co. (Pennant Syrup).

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 Radio & TV Dir.....Harry Walsh

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333 N. Michigan Ave., Chicago 1, Ill.
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Vice-President.....David D. Brown
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 Schnefel Bros., Newark, N. J.; Jeris Hair
 Tonic, New York; Pierce's Proprietaries,
 New York.

TV Account: Blatz Brewing Co., New York,
 N. Y.; Hockok Mfg. Co., Rochester, N. Y.

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 Time & Space Buyer.....Alice Ross

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10 W. Chase St., Baltimore 1, Md.
 Phone: LexingTOn 1500

Radio Director.....Robert G. Swan
 Media Director.....J. T. McHugh

Radio Accounts: American Oil Co., Globe
 Brewing Co., Madera Bonded Wine & Liquor
 Co., Maryland Pharmaceutical Co., Pompeian
 Co., Inc., Cellowax Company (Cellowax &
 Bluko), Baltimore, Md.; Fish Dry Cleaning
 & Laundry, Baltimore, Md.; Shields-Com-
 monwealth Co. (Custom-built Kitchens,
 Heating & Plumbing Equipment), Baltimore,
 Md.; S. & N. Katz, Inc. (Jewelers), Balti-
 more, Md.; Block Drug Company (Minipoo
 Dry Shampoo, Alkalds), Jersey City, N. J.

TV Accounts: American Oil Co., Globe
 Brewing Co., Maryland Pharmaceutical Co.,
 Baltimore Contractors, Inc., Baltimore, Md.;
 Fish Dry Cleaning & Laundry, Baltimore,
 Md.; Madera Bonded Wine & Liquor Co.,
 Baltimore, Md.; Maryland Drydock Com-
 pany, Baltimore, Md.; Pompeian Olive Oil
 Co., Baltimore, Md.; Motor Sales Co., Balti-
 more, Md.; Arthur Murray Dance Studios,
 Baltimore, Md.; Wonder Clothes, Baltimore,
 Md.; Block Drug Company (Minipoo Dry
 Shampoo, Alkalds), Jersey City, N. J.

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 nell, B. K. Silverman, K. White Sonner,
 L. Dobrow

Production Manager...Betty Darling Gwyer
 Space Buyer.....Mary M. McDougall
 Media & Research Director....Faith Feltus

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 Radio-TV Creative Dir....Robert S. Maurer
 Continuity Writer.....Louise Packard
 Continuity Writer.....Eunice Rein
Radio Accounts: The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash, D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Small, Jr., Inc. (Ford Dealers).

TV Accounts: Giant Food Stores (Grocery); Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dlr.), Wash., D. C.

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 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.

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Asst. Secretary.....Lenore R. Martin
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Media Dept. Mgr.....Mary C. Dill
 Vice-President.....Lowell H. Stormont

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind., Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
 Phone: Parkway 1310

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 Radio-TV Director.....A. A. Radkey

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117 W. 46th St., New York 19, N. Y.
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 J. Keilson, I. Keilson

Art Director.....Janet Sternberg
 Time Buyer.....J. Keilson
 Program Director.....Phyllis Pion

Branch Office

120 N.E. 6th Street, Miami, Fla. 18
 Phone: 2-1141

Partner.....M. Keilson

Radio Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Wolf's Buckwheat), Penn Yan, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHNRDT & KELLY, INC.

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 Radio Director.....David C. Chopin
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Richard Hudnut Sales Co., Inc. (All Prod-
ucts), Beechnut Packing Co. ("Gum" and
Baby Food), Bristol Meyers Co. (Resistab),
Piels Beer (Piels Beer), Allied Chemical Co.
(Swerl), Kellogg Company (Cereals), Lin-
coln-Mercury Dealers (All Products), Gen-
eral Electric Company, (Air Conditioning
Units and Home Heating), Industrial Tape
Corp.

TV Accounts: The Kellogg Co. (Cereal),
Ford Motor Co. (All Products—Inst.), Lin-
coln-Mercury Div. (All Products), Beechnut
Packing Co. (All Products), Bristol Meyers
Co. (Resistab), General Electric Co. (Air
Conditioning), Richard Hudnut Sales Co.
(All Products), White Rock Corp. (All
Products), Piels Brewing Company, (Piels
Beer).

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Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir.....Joseph A. Jenkins
Asst. Radio & TV Dir.....Ray E. Scott
Radio & TV Timebuyer.....James B. Tafel

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1627 K Street, N.W., Washington, D. C.

Field Rep.....W. J. McIlhenny
1801 Central Nat'l Bank Bldg.,
Richmond 19, Va.

Field Rep.....Robert Mildford

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Pittsburgh, Pa.; Colonial Trust Company,
Pittsburgh, Pa.; Thorofare Markets, Pitts-
burgh, Pa.; Hamburg Brothers, Pittsburgh,
Pa.; Chevrolet Zone Dealers, Pgh., Harris-
burg, Maryland, Virginia.

TV Accounts: Peoples Natural Gas Co.,
Pittsburgh, Pa.; Natural Gas Companies,
Pittsburgh, Pa.; Pittsburgh Zone Chevrolet,
Pittsburgh, Pa.; Virginia Zone Chevrolet,
Norfolk, Va.; Colonial Trust Company, Pitts-
burgh, Pa.; East Ohio Gas Company, Cleve-
land, O.; Rieck-McJunkin Dairy Co., Pitts-
burgh & Johnstown; Thorofare Markets, Inc.,
Pittsburgh, Pa.; Hamburg Brothers, Pitts-
burgh & Johnstown; Westinghouse NCAA
(Football only).

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Radio-TV Talent,

Program Buyer.....Michael Gargiulo
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Radio-TV Copy.....Gloria Brown
Radio-TV Data.....Helen Wanamaker
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Batha-
sweet Bath Products), Standard Laboratories
(Sloan's Liniment and Balm), Norwich Phar-
maceutical Co. (NP-27 for Athlete's Foot), Nor-
wich, N. Y.; Royal Lace Paper Works, Inc.
(Roylace Paper Products); V. La Rosa &
Sons, Inc. (La Rosa Macaroni Products);
Stern's Nurseries (Nursery Products), Gene-

Advertising Agencies

va, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Lintment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries.)

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Van Ness at Wilshire, Los Angeles, Calif.

Phone: SUperior 7-5929

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155 Sansome St., San Francisco, Calif.

Phone: EXbrook 2-6275

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4015 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 7-7305

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TV Accounts: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.; C. & A. Brenninkmeyer (Women's Specialty Shop), New York; British Woolens.

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 Radio & TV Dir. Jack Beveridge
 Radio Director Ray Boley

Branch Office

233 E. Congress St., Tucson, Arizona

Branch Mgr. Orland Fiandaca

Radio Accounts: First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; F. & S. Construction Co. (New Homes), Phoenix-Tucson, Ariz.; Western Village (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrifty Promotion), Phoenix, Ariz.; Network Productions Inc. (Radio Productions), Phoenix, Ariz.

TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

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 Treasurer & Gen. Mgr. Carter B. Helton
 Art Director Floyd Johnson
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 Metcalfe, Norman Van Zant, C. B. Helton
 Radio & TV Dir. C. B. Helton
 Radio-TV Acct. Execs. James E. Venable,
 Susanne Hinckley, Ralph Kaufman

Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Amole Company (Lime Frappe—cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Jack Werst, Jeweler (Jewelry), Dayton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

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Phone: LAMar 3682

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575 Madison Ave., New York, N. Y.
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 Copy Chief (Radio & TV) Norman Nash

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 681 Market St., San Francisco 5, Calif.
 Phone: GARfield 1-5433

Executive in Charge J. H. Hornell
Representative

Albee Bldg., Washington, D. C.
 Phone: National 5506

Representative Frank Getty
Radio Accounts: General Motors, Good-
 year Tire & Rubber Co., United States
 Tobacco Co.

TV Accounts: The Texas Co., United States
 Tobacco Co., Shick, Inc.

KUFF & FELDSTEIN

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 Media Director Patricia Coan

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 Sec. & Treas. C. D. Kuttner
 Res. & Prom. Dir. S. S. Korshak
 New York, N. Y.

130 W. 57th St., New York, N. Y.
 Phone: JUDson 6-2358

Executive in Charge F. S. Kuttner
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 (Club), Chicago; Community Builders
 (Builders), Skokie; Royal Metal Mfg. Co.
 (Furniture), Capitol Dairy (Dairy), Finders
 Mrg. Co. (Hollywood Broilers), Chicago, Ill.;
 Shainberg Dry Goods Co. (Dept. Store),
 Memphis, Tenn.; Holleb and Co. (Wholesale

Grocers), Frank's Dept. Store (Dept. Store),
 Jo Bell Products (Kurl Klasp), Essaness
 Theaters (Chain of Theaters), Chas. Doppelt
 and Co. (Leather Goods), Washington Shirt
 Co. (Men's Clothing), Chicago, Ill.; Doug-
 las Lumber Co., Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance
 Distr.), Finders Mfg. Co. (Hollywood Broil-
 er), Chicago, Ill.; Community Builders
 (Builders), Skokie, Ill.; Television Engi-
 neers (Servicing), Chicago, Ill.

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Radio Center Bldg., Memphis 3, Tenn.
 Phone: 5-1571

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 Radio Time Buyer Mrs. L. Simmons
 Production Manager Mrs. M. Parker
 Publicity Director Al R. Capley
 Acct. Executives David Davidson,
 Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S.
 Bedding Co., Childs' Razor Blade Co., Jones-
 boro, Ark.; Liberty Petroleum Co., Mt. Ver-
 non, Ill.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

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 Production Manager Walter Mazurek
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 Acct. Executives James G. Lamb, Sr.,
 K. G. Keen, Jr., E. D. Garth, John O.
 Ellington, Jr., Thomas G. Brennan, Jr.,
 Norman S. MacAfee
TV Accounts: John Wanamaker, Ranger
 Joe Cereal, Linton's Friendly Restaurants,
 P. J. Ritter Company, Keystone Macaroni
 Mfg. Co. (San Giorgio).

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 Phone: MURray Hill 7-8980
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 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.

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810 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone: MO 9500

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 Art Director Harold F. Feltz

Advertising Agencies

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E. T. Drullard

Radio Accounts: P. J. Garvey Storage
(Storage and Carting), Buffalo, N. Y.; Ken-
dall Refining Company (Gasoline and Oil),
Bradford, Pa.; Liberty Bank of Buffalo
(Banking), Buffalo, N. Y.

TV Accounts: Crawford Garage Doors
(Garage Doors), Buffalo, N. Y.; Liberty
Bank of Buffalo (Banking), Buffalo, N. Y.

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Secretary.....N. E. Lane
Account Executive.....Michael G. Perlman
Television Accounts: Diane Beauty Salon,
Ansonia DeLuxe Shops Inc. (Retail Shoe
Chain); Sheer Bros. (Fabrics).

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1010 Euclid Ave., Cleveland 15, O.

Phone: MA 1-6579

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V.-P.-Treasurer.....Fred P. Stashower
Director Radio-TV.....Alvin B. Fisher
Asst. Dir. Radio-TV.....Robert F. Gibbons
Chief Time Buyer &

Asst. Dir. Radio-TV...Mary Jayne Haring
Prod. Mgr. Radio-TV.....John Cremer

Radio Accounts: The Bib Corporation
(Canned Orange Juice for Baby), Lakeland,
Fla.; Brewing Corp. of America (Beer and
Ale), Cleveland, O.; The Burrows Brothers
Co., Inc. (Office Supplies, Books, Equip.),
Cleveland, O.; General Electric Supply Corp.
(Electrical Appliances), Cleveland, O.; High
Level Used Car Center (Used Car Dealers),
Cleveland, O.; The Miller-Becker Company
(Beverages), Cleveland, O.; Arthur Newman
Music Shop (Sheet Music, Records, Musi-
cal Instruments), Cleveland, O.; Sears, Roeb-
uck & Company, Cleveland, O.; Yellow
Cab Co., Cleveland, O.

TV Accounts: The Bib Corporation, Lake-
land, Fla.; Brewing Corp. of America, Cleve-
land, O.; General Electric Supply Corp.,
Cleveland, O.; The Kaynee Company (Boys'
Wear), Cleveland, O.; The Miller-Becker
Company, Cleveland, O.; The Ohio Mattress
Company, Cleveland, O.

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Radio Accounts: Mueller-Selby, Inc. (Dis-
tributors—Motorola), Omaha, Neb.; Metro-
politan Chevrolet Dealers (Chevrolets),
Omaha, Neb.; Omaha Zone Chev. Dirs. Assn.
(Chevrolets), Omaha, Neb.; Mid-America
Appliance Corp. (Distributors—Servel, Uni-

versal Ranges, Apex), Omaha, Neb.; Inland
Manufacturing Company (Radiator Repair
Equipment), Omaha, Neb.; Carl A. Ander-
son, Inc. (Distributor—Rislone), Omaha,
Neb.

TV Accounts: Omaha Real Estate Board
(Real Estate), Omaha, Neb.; Mueller-Selby,
Inc. (Distributors—Motorola), Omaha, Neb.;
Omaha Zone Chev. Dirs. Assn. (Chevrolets),
Omaha, Neb.; Metropolitan Chevrolet Deal-
ers (Chevrolets), Omaha, Neb.; Carl A. An-
derson, Inc. (Distributor—Rislone), Omaha,
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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
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Hotel Bar Butter, New York, N. Y.;
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Radio Accounts: Colgate-Palmolive-Peet
 Company (Lustre-Creme Products, Shampoo
 & Hairdressing, Lustre Color Home Hair
 Coloring), Jersey City, N. J.; Lehn & Fink
 Products Corporation (Lysol Disinfectant),
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 Water Associated Oil Co. (Tydol Gasoline,
 Veedol Motor Oil), New York, N. Y. &
 Tulsa, Okla.; Weekly Publications, Inc.
 (Newsweek Magazine), New York, N. Y.

TV Accounts: Colgate-Palmolive-Peet
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 poo & Hairdressing), Jersey City, N. J.;
 Lehn & Fink Products Corporation (Lysol
 Disinfectant), New York, N. Y.; Lorillard,
 P., Co., Inc. (Old Gold Cigarettes, Briggs
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 Cigars,) New York, N. Y.; Tide Water As-
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 (Cathode-ray Tubes), Allen B. Du Mont
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 components), East Paterson, N. J.; Henry
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 trial Instruments (Electrical Test Instru-
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 ney Sweep), West Orange, N. J.; Cook and
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 Upham (Brokerage), New York; Sophie
 Mae (Candy), Newark, N. J.; Rostwick, Inc.
 (Air-Gene); Bridgeport, Conn.

TV Accounts: Borck and Stevens (Bak-
 ery), Bridgeport, Conn.; Chambers Gas
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Company.

TV Accounts: Brock Candy Co., H. W.
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ston, W. Va.; Holsum Bakery, Ft. Wayne,
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Bakery Co., Lewiston, Ida.; Holsum Bread
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Co., Harlingen, Tex.; Holsum Baking Co.,
Lubbock, Tex.; Ideal Baking Co., Tyler,
Tex.; Jamestown Baking Co., Jamestown,
N. Y.; Lee Baking Co., Victoria, Tex.;
Master Baking Co., Mt. Vernon, Ill.; Mc-
Gogh Bakeries Corp., Birmingham, Ala.;
Meadville Bread Co., Meadville, Pa.; The

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TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Phoenix Holsum Bakery, Phoenix; Fuchs Baking Co., So. Miami, Fla.

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TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

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TV Accounts: Maplecrest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

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111 Sparks St., Ottawa, Ontario
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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' Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks) Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

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TV Accounts: Pontiac Motor Div.

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Radio Accounts: Dad's Root Beer, Hollands Jewelers, Chicago Coliseum, Foherman Motors, Joy Candies, Ambrosia Brewing (Nectar Beer), Legion Ice Cream Co. (Ice Cream).

TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Foherman Motors (Autos), Hudson Dealers

Asso. (Autos), Hollands Jewelers, Dad's Root Beer Co. (Dad's Root Beer), Ambrosia Brewing Co. (Nectar Beer), Roller Derby (Sports Event), New York, N. Y.; Rubin's (Women's Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

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TV Accounts: R & F Company (Toys), New York, N. Y.; Garrick Music Shops (Music), Chicago, Ill.; Plantation Estates (Real Estate), New York, N. Y.; Mizin Mfg. Co. (Furniture Accessories), New York, N. Y.; Raven Mills Corp. (Textiles), New York, N. Y.; B & B Toy Mfg. Co. (Educational Toys), New York, N. Y.; Camer

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TV Account: Esso Standard Oil Co. (Pe-
troleum), New York, N. Y.

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Reading, Pa.; The Pure Food Co., Inc.,
Mamaroneck, N. Y.; Union Carbide & Car-
bon Corp., New York, N. Y.

TV Account: Canada Dry Ginger Ale, Inc.,
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Radio & TV Director.....S. James Andrews
664 N. Rush, Chicago 11, Ill.
Manager.....L. J. Sholty
Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
Phone: DUUnkirk 8-2111

ABP—APA—NOAB—PPA—ANPA

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Vice-President.....Forrest Dolan
Secretary.....Sophie Mayers
Treasurer.....James P. Shelley
Production.....Edith Hemphfling
Media Director.....Madelyn Miles
Radio Accounts: Gordon Bread Co., Hoff-
man Candy Co., Adolps Foods Products
(Meat Tenderizer), Pennzoil Co. (Oil & Lub-
ricants), Sears Roebuck & Co. (Retail De-
partment Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Re-
tail Department Store), Adolps Food Pro-
ducts (Meat Tenderizer).

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400

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Vice Pres. of Radio-TV
Programs.....Alfred J. Scalpone
Vice Pres. of Radio-TV
Services.....William C. Dekker
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Producer.....Dorothy B. McCann

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 Dir. of Radio-TV Commercial
 Copy.....Charles H. Wolfe
 Mgr. of Hollywood
 Office.....J. Neil Reagan
 Mgr. of Radio-TV Time
 Buying.....Robert M. Reuschle
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 647 Griswold St., Detroit 26, Mich.
 Vice Pres.-Mgr.....Paul Holder
 707 Terrace Plaza Bldg., Cincinnati 2, O.
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 318 S. Michigan Ave., Chicago 4, Ill.
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 A. Wells
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 612 S. Flower St., Los Angeles 17, Calif.
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 114 Sansome St., San Francisco 4, Calif.
 Vice Pres.-Mgr.....H. Q. Hawes
 Vice Presidents.....Roswell H. Cochran,
 Clarence Hestorff, Frederick H. McCrea,
 Robbins Milbank
 310 Public Service Bldg., Portland 4, Ore.
 Mgr.....Willard E. Wilson

Radio Accounts: Altes Brewing Co., American Trust Co., American Safety Razor Corp., Broadway Dept. Store, Inc., California Packing Corp., California Wine Association, Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Coldstream Products Co., Columbia Records, Inc., Cowles Magazines, Inc., Crowell-Collier Publishing Co., Frank Fehr Brewing Co., Gruen Watch Co., W. P. Fuller & Co., Lee Pharmaceutical Co., The Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., The Ohio Bell Telephone Co., Pacific Power & Light Co., Pharma-Craft Corporation, Portland Gas & Coke Co., The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Trans-Canada Air Lines.

TV Accounts: Altes Brewing Co., American Safety Razor Corp., Bell Brand Foods, Ltd., California Packing Corp., Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Clark Brothers Chewing Gum Co., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Co.,

Frank Fehr Brewing Co., W. P. Fuller & Co., Gruen Watch Co., Hale Bros., Inc., "Junket" Brand Foods, Lehn & Fink Products Corp., The Leisy Brewing Co., Lucky Lager Brewing Co., Manufacturers Trust Co., The Maytag Company, Milk Foundation, Inc., National Biscuit Co., The National City Bank of Cleveland, The Ohio Bell Telephone Co., Pepsodent Div.—Lever Bros. Co., Pharma-Craft Corporation, The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Vim Electric Co., Inc., Westinghouse Electric Corp.

McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
 Phone: 6-5333

NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
 Art Director.....Stefan Kramer
Radio Accounts: Shamrock Oil & Gas Corp.

L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC

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 Exec. V.P., Copy Chief....Howard W. Roper
 Secretary.....John W. Brennan
 Art Director.....Samuel Josephs
 Production Manager.....James J. Preston
 Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
 Phone: LOcust 7-4737

ANPA—PPA—APA

President.....Roy J. McKee
 Vice-Pres. & Treas.....David R. Albright
 Vice-Pres. Radio-TV....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Vice-Pres., Mdse.....Howard H. Yaw
 Secretary.....T. E. Libby

Radio Accounts: Western Maryland Dairy, Phila. & Reading Coal & Iron Co., General Ice Cream Corp., Breyer Ice Cream Co., Breakstone Bros., Inc. (Dairy Products), New York, N. Y.

TV Accounts: General Ice Cream Co., Breyer Ice Cream Co., Phila. & Reading Coal & Iron Co., Breakstone Bros., Inc., Renuzit Home Products Co., Keebler-Weyl Baking Co. (Biscuits & Crackers), Phila.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
 Phone: Lancaster 5192

ANPA—ABC—APA

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 Vice-Pres., Sec.-Treas.....J. W. Thain

Branch Offices

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 Manager.....E. W. Brodie

Advertising Agencies

Paris Bldg., Winnipeg, Man., Canada
 Manager.....A. A. Brown
 Province Bldg., Vancouver, B. C., Canada
 Manager.....W. J. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
 Phone: Bridgeport 1225
 ANPA—PPA—NOAB—APA—SNPA
 President-Treasurer.....Louis Melamed
 Vice-President.....S. E. Melamed
 Secretary.....M. O. Gooder
 Media Director.....Jon Bjornson
Branch Offices

E. 906 First National Bank Bldg., St. Paul 1, Minn.

Manager.....E. T. Holmgren
 Melamed-Hobbs, Baskin & Livingston
 333 . Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co.,
 Lan-O-Sheen, Inc., Minnesota Farm Bureau
 Federation, Milk Foundation of Minnesota.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7860

ANPA—PPA—AAAA—NOAB—APA

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 General Manager.....J. H. Black
 Financial Manager.....J. A. Johnston
 Director of Radio & TV..Benjamin J. Green
 Assoc. Radio & TV Dir.....George Rich III
 Radio Time Buyer.....Carol Colby
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Mil-
 waukee Elec. & Transport Co., Wisconsin &
 Michigan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Chicago Transit Authority, Clark's Super
 Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-1010

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

President.....C. L. Miller
 Treas., Radio & TV Dir.....G. V. Carhart
 Sec., Radio & TV Dept.....L. L. Hoffman
 Secretary.....P. P. Hoffman
 Spot Time Buyer.....Miss R. Driscoll

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
 Phone: CEntral 6-1640

Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Karo, Mazola, Linit, Niagara Starch),
 Bachman Choc. Mfg. Co. (Old Sol Bar);

Circle Line Sightseeing Yachts, Blue Chan-
 nel Corp. (Harris American Crabmeat, Har-
 ris American Deviled Crabmeat).

TV Accounts: Corn Products Sales Co.
 (Niagara Starch).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301

AAAA—ABC—ABP—ANPA—APA—CAN
 NOAB—PPA

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 Vice-Presidents.....I. M. Greer,
 Hildred Sanders, Richard Glover

Secretary-Treasurer.....M. R. Sweeney
 V.P. in Chg. Radio & TV....Hildred Sanders
 Asst. Radio & TV Dirs.....Robert Black,
 Arthur Trask

Radio TV Accounts: American Beauty
 Macaroni (West Coast Div.) (Macaroni), Los
 Angeles; Forest Lawn Co. (Mortuary &
 Cemetery), Glendale; Lakewood Park, Inc.
 (Houses), Lakewood Park; Interstate Ba-
 keries Corp. (Weber Bread), Kendall Foods,
 Inc. (Dog Foods), Smart & Final Co.
 (Foods); Bu-Tay Products Ltd. (Rain-
 drops); Freeman Frozen Foods (Fish);
 Blue Cross Plan (Health Insurance).

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
 Phone: CO 5-2480

ABP—ANPA—PPA

President.....Emil Mogul
 Secretary-Treasurer.....Helene Mogul
 Exec. Vice-Pres.....Charles L. Rothschild
 Vice-Presidents.....Seth D. Tobias,
 Myron A. Mahler, Rino Negri, Milton
 Guttenplan

TV Dir.....Carlo de Angelo
 Radio & TV Time Buyer...Helen Munroe
 TV Producer.....Lee Reynolds
 Production Manager.....Al Mauro
 Art Director.....William Jacoby
 Media & Research Dir.....Joel Martin
 Copy Chief.....Maxwell Sapan

Radio Accounts: Barney's Clothes (Men's
 & Boys' Clothing), Beriolo Import Co.
 (Berio & Francesconi Oil), New York,
 N. Y.; Gem Oil, Brooklyn, N. Y.; Napa
 Valley Grape Prod. (Colombo Wine), New
 York, N. Y.; Canadian Fur Corp. (Women's
 Furs), New York and New Jersey; Ronzoni
 Macaroni Co. (Macaroni & Spaghetti Prod.),
 Long Island City, N. Y.; National Shoes
 (Children's, Women's & Men's Shoes),
 Somnyl Pharnacal Corp. of America (Nu-
 Pax), New York; Blue Ridge Textile Co.,
 New York; Klein Bros. (Kaybee Silks),
 New York; Knomark Mfg. Co., Inc. (Esquire
 Boot Polish), N. Y.; Modern Industrial
 Bank, New York; Rock-Flint (Flints), Far
 Rockaway, N. Y.; Stone-Tarlow Co., Inc.
 (Shoes), Brockton, Mass.; M. Wile & Co.,

Advertising Agencies

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: Parkway 1178

PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

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

Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
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V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
V.P. & Copy Chief.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir.....Walter J. Andree
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Time Buyer.....Kathryn Shanahan

Branch Office

9 Rockerfeller 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

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Account Executives.....Jack Kerr,
L. W. Hobson, John Burton

V.P. in Chg. Radio-TV.....James C. Morgan
Production.....John Burton
Time Buyer.....Terry Brady
Copy Chief.....Audrey Sharpe

Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOUGlas 2-6073

Manager.....Porter Anderson

Affiliate

Goodkind, Joice & Morgan, Inc.

Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Chief Executive...Raymond R. Morgan, Jr.
Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap); Institute of Religious Service, Neb. Beverage Co.

TV Account: Neb. Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

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

Phone: OREGon 9-4600

APA—PPA—NOAB

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Director of Prod.....M. K. Burkett
Group Prod. Mgrs.....W. W. Williams,
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Sr. Art Director.....L. Szalay
Group Art Directors.....E. Ellis,
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Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland,
Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.

Phone: MURray Hill 2-4939

PPA—ANPA

Partners.....Henry Eisen,
Rose Moselle

Copy Chief, Publicity Dir...Mildred Barsky
Art Dir., TV Prod...Frederick H. Cassens
Production Manager.....M. Baumstein

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 4-6141

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Account Executives.....Arthur S. Cotins,
James N. Brown, L. B. Reigler, Geo. P.
Hodges, Robert F. MacFarland, Harry T.
Duffy, Kenneth S. Duffes

Radio Accounts: Animal Foundation, Inc.

Advertising Agencies

(Hunt Club Dog Food), Sherburne, N. Y.;
C. A. Durr Packing Co. (Meat Products),
Utica, N. Y.; Empire Crafts Corp. (Silver-
ware), Newark, N. J.

TV Accounts: C. A. Durr Packing Co.
(Meat Products), Utica, N. Y.; General
Ice Cream Corp. (Sealtest Ice Cream), Utica,
N. Y.; Honey Butter Products Corp. (Honey
Butter), Ithaca, N. Y.; Animal Foundation,
Inc. (Hunt Club Dog Food), Sherburne,
N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377

ABC—ABP—ANPA

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Vice-President.....Martin W. Jacobson
Radio & TV Dir.....Miles Shefferman
C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FIancial 6-3481

ABP—ANPA—PPA

President.....C. W. Muench
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Glenn E. Martin

Radio Accounts: Adams Corp. (Snacks—
Korn Kurls), Beloit, Wis.; Monarch Brewing
Co. (Beer), Chicago, Ill.; Maurer-Neuer Co.
(Meat Products), Kansas City, Mo.; A. F.
Schwahn & Sons Co. (Meat Products), Eau
Claire, Wis.; L. C. Forman & Sons Co. (Con-
diments), Pittsford, N. Y.; Fanny May Candy
Co. (Candy), Fox De Luxe Foods, Inc.
(Poultry), Chicago, Ill.; Pavelka Brothers
(Meat Products), Cleveland, O.; Triangle
Restaurant Co. (Restaurant), Chicago, Ill.;
Toffenetti Restaurant Co. (Restaurant), New
York, N. Y.

TV Accounts: The Griffith Laboratories,
Inc. (Spices); Monarch Brewing Co.
(Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Radio & TV Director.....James G. Zea
Time Buyer.....Harriette Belille

Radio and TV Accounts: American Safety
Razor, Borden Co., Electric Auto-Lite, Ester-
brook Pen, H. J. Heinz, Lambert Pharmacal
Co., Lever Brothers (U. S.), National Car-
bon Co., Quaker Oats Co., Ruppert Brewery,
W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151

AAAA—ANPA—PPA—NOAB—APA

ABC—ABP

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Wm. D. Horne, Jr., Wm. P. Bager, Wm.
H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir...Allan Wallace
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman
Radio Accounts: Kraft Food Co., S. C.
Johnson & Son, Swift & Co., Wieboldt Stores,
Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-4230

Pres., Radio Time Buyer...William Rogow
Account Executive...Stewart Pierce Brown,
Yale Shafer

Personnel Director.....Harriet Barnett
Radio Accounts: Melville Shoe Corp.
(Shoes), Joseph Martinson & Co. (Coffee),
Bond Stores, Inc. (Clothing), New York,
N. Y.

TV Accounts: Melville Shoe Corp.
(Shoes), New York, N. Y.; Bond Stores,
Inc. (Clothing), New York.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555

APA

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Secretary.....Irene A. Bass
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co.
(Hooked Rug Materials), Springfield; Wilke
Laboratories (Poultry & Livestock Remedi-
es), West Plains; Old Nick Seed Co. (Seed
Corn & Treatment), St. Joseph; Meek Lum-
ber Cos. (Lumber Yard Chain), Lockwood;
Pioneer Products, Inc. (Cough Medicine),
Hoffman-Taff, Inc. (Chemicals), Springfield;
Independent Stave Co. (Wood Products),
Lebanon; Reynolds Mfg. Co. (Reyco Tan-
dem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

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Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: CIrcle 5-5431

Assoc. TV Producer.....Jack Landt

Advertising Agencies

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), 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.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Radio Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.; Perma Stone Co. (Bldg. Materials), Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Hosid Prods., Inc. (Rug Cleaner), Syracuse; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Golub Corp. (Super markets), Schenectady; Hosid Products, Inc.; Empire State Distributors (Arvin TV); Na-

tional Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

Owner Ted Nelson
Script Director..... Ralph Tollnis
TV Directors..... Perry Bruskin,
Charles Durand

Radio Accounts: Edlie Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York.

TV Accounts: Authentic Publications, New York; Gothams Professional Basketball Team, New York.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.

Phone: 3-4435

ABP—ANPA—APA—NOAB

Ch. of Bd. & Treas. M. T. Newman
Pres., Radio Dir. Hunter Lynde
Exec. Vice-Pres. Kenneth F. Small
V.-P.-TV Dir. David E. Robeson
Secy. & Pub. Dir. Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres. Hunter Lynde

Branch Office

1313 Congress Bldg., Miami, Fla.

Phone: 3-6359

Vice-President. Allan C. Gottschaldt

Radio Accounts: Jax Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer), Jacksonville, Fla.

ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.

Phone: MU 8-2937

Owner Elliott Nonas
Art Director..... Bert Lief
Media Director..... Margo Burke
Production Mgr. Ava Morgan

Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

AAAA—ABP—ANPA

President. R. T. O'Connell

Advertising Agencies

Exec. Vice Pres.....Ethel Merklen
 Vice President.....George Miller
 V.P. Chg. of AM-TV.....David D. Polon
Radio Accounts: Champion Implement Corp. (Spray Gun), New York, N. Y.; Dean Ross Piano Studios, Inc. (Piano Method), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Noble Pine Products Co. (Pharmaceutical Products), Newark, N. J.; Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.
TV Accounts: Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
 Phone: CEntral 8380
 ABP—ANPA—PPA—APA—NOAB

President.....Irwin A. Olian
 Vice-Presidents.....Harold A. Thomas, J. W. Goldstein
 Radio-TV Director.....Margaret H. Nelson
 Account Executives.....H. A. Thomas, J. W. Goldstein, James Spencer, M. H. Nelson, R. Mahon, James J. O'Neal
Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.
TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.; General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
 Phone: ATlantic 8166
 AAAA—ABC—ABP—ANPA—AFA

Partner.....Ward H. Olmsted
 Partner.....John T. Foley
 Acct. Executive.....Clarence H. Russell
 Dir. of Radio & TV.....James D. McTighe
 Acct. Executive.....John K. Mortland
 Acct. Executive.....Robert B. Pile
Radio Accounts: 1st National Bank, Minneapolis, Minn.; King Midas Milling Company (King Midas Flour & King Midas Feeds), Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes — Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer Dealers, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.
 Phone: And. 3-4470
 ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
 Partner.....Edw. H. Larson
 Exec. V.P.....Walter Zivi
 Controller.....J. O. Webb
 Sr. Acct. Exec.....W. P. McWilliams
 New Bus. Dir.....F. G. Stein
 Acct. Execs.....Elmer Silha, John Cherbo, Norman Larson
 Merch. Mgr.....R. J. Smasal
 Merch. & Pub. Dir.....J. Littleton
 Media Dir. & Radio-TV Buyer
 Marshall Edinger
 Prog. Director.....Stan Kaatz
Branch Offices
 290 Madison, New York City
 Phone: MU 5-1464
 ManagerM. Robinson
 7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
 Phone: PLaza 9-8050
 ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
 Vice-Pres.....Eldon Sullivan
 Vice-President.....Arthur Livingston
 Sec.-Treas.....Robert P. Clark
 Radio-TV Director.....Lou Ergman
Branch Offices
 9130 Sunset Blvd., Los Angeles, Calif.
 Exec-in-Chge.Richard Diggs
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.
TV Account: Andrew Jergens Co.; Bosco, New York, N. Y.

Advertising Agencies

OWEN & CHAPPELL, INC.

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

Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
 Executive Vice-Pres.....Charles Chappell
 Vice-Presidents.....Marc Seixas,
 William J. Jost, John J. Schneider
 Director of Media.....James B. Daly, Jr.

Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern
Radio Accounts: National Bohemian
 (Beer), National Premium (Beer), Balti-
 more, Md.

TV Accounts: National Bohemian (Beer),
 National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11,
 Kans.

Phone: Dr 7250

ABP—ANPA—APA—PPA

President.....Merritt Owens
 Vice-President.....R. Grant Neds
 V.P. & Production Mgr.....Glenn A. Scott
 TV Director.....Earl Allvine
 Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company,
 Inter-State Moving & Stor. Co., Sulfa-Dent,
 Kansas City, Mo.; Davidson Brothers Motor
 Co., Kansas City, Kan.; Joe M. O'fill Motor
 Co. (Nash Dealer), Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning
 Co., Joe M. O'fill Motor Co., Kansas City,
 Kan.; Feld Chevrolet, Kansas City, Kansas;
 Gorman's (Dept. Store); Home Federal Sav-
 ings & Loan Assn.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,
 Carl W. Sickler

Radio Accounts: First Savings & Loan
 Assn., Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—NOAB

President.....W. H. Horsley
 Secretary.....H. O. Stone
 V.P. & Radio TV Dir.....Trevor Evans
 Asst. Radio Director.....Mary Peacock

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitol 1021

V.P. & Manager.....Milton Foland
 601 Review Bldg., Spokane, Wash.

Phone: Madison 6479

Manager.....Vernon Cary
Radio Accounts: Fisher Flouring Mills Co.

(Pancake Mix, Biskit Mix, Fisher's Blend
 Flour, Zoom, etc.), Washington Co-Op Farm-
 ers Assn.—Lynden Products (Canned &
 Boned Turkey, Chicken, Chicken & Noodles,
 etc.), Seattle, Wash.; Seattle-First National
 Bank, Federal Old Line Ins. Co. (Insurance),
 Seattle, Wash. & Branch towns; Ivar's Acres
 of Clams (Seafood Restaurant), Cowman-
 Campbell Paint Store (Paint), Imperial
 Candy Co. (Candy), Wm. O. McKay (Ford
 Cars), Seattle, Wash.; Wash. State Fruit
 Company (Cherries, Apricots, Peaches, Pears,
 Prunes), Yakima, Wash.; Union Fed. Sav-
 ings & Loan Assn., Seattle; Lang & Co.
 (Gold Seal Coffee), Seattle; Oil Heat Insti-
 tute, Seattle.

TV Accounts: Pacific Lincoln Mercury
 Co. (Linc. & Merc. cars), Seattle-First Nat.
 Bank, Sherman, Clay & Co. (Music Store),
 Washington Co-Op Farmers Assn. (Lynden
 Products), Seattle, Wash.; Federal Old Line
 Ins. Co., Seattle; F. B. Connelly Co. (Home
 Appliance Distributor), Seattle.

PEARSON ADV. AGENCY, INC.

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

Phone: MUrray Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson
 Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co.
 (Banking), New York; Cooper Razor Blade
 Co. (Razor Blades), Brooklyn; National
 Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
 President.....Harry Krawit
 Vice-Presidents.....Norman Mack,
 Sidney Alexander, John Schuman

Radio-TV Director.....Arthur J. Daly
 Asst. Radio-TV Director... Donald Blauhut

Radio Accounts: Howard Clothes (Men's
 & Boys' Furnishings), Old Dutch Coffee &
 Caffe Espresso (Coffee), Charles of the Ritz
 (Cosmetics), Street & Smith Magazines
 (Charm, Mademoiselle, Living), Hearst Pub-
 lications (Cosmopolitan, Good Housekeep-
 ing), Excelsior Frozen Meat Products
 (Frozen Meat Products), Julian Freirich
 Company (Tongue & Pork Products), New
 York, N. Y.; Hartford Provision Company
 (Meat Products), Hartford, Conn.

TV Accounts: Howard Clothes (Men's &
 Boys' Furnishings). Old Dutch Coffee &
 Caffe Espresso (Coffee), Charles of the Ritz
 (Cosmetics).

PEDLAR & RYAN, INC.

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

Phone: PLaza 5-1500

AAAA—ABC—ABP—ANPA—APA

President.....Thomas L. Ryan

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Vice-Presidents.....T. C. Fisher,
Donald R. Shaw, Jack Skolnik, John Mac-
Kay, Wilfred Roberts
V.P. in Chg. Radio-TV..Wilfred S. Roberts
Media Director.....Richard S. Bean
Time Buyer.....Donald Quinn
Program Supervisor.....Elizabeth C. Shay
Program Asst.....Edward Brown
Radio and TV Accounts: Procter and
Gamble (Camay Beauty Shop), Cincinnati,
O.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122

Partners.....William L. Phillips,
Charles C. Ramsey
Account Executive.....Fred J. Volz
Media Director.....Robert F. Lewis
Radio-TV Prod. Dir.....Orva W. Huff
Radio Accounts: Arden Farms Co. (Dairy
Products), Silver Gate Bldg. & Loan (Savings
& Loan Assn.), Walker's (Dept. Store),
Dennstedt Electro Mart (Electrical Appli-
cances), Dennison Mattress Co., San Diego,
Calif.; First Nat'l. Bank, San Diego, Calif.;
Walt Tufford De Soto-Plymouth (Auto
Dealer), San Diego, Calif.

TV Accounts: Arden Farms Co., Denn-
stedt Electro Mart, General Electric Appli-
ance, Walker's, San Diego, Calif.; First
Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131

ABP—ANPA—AFA

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Riklin, Luke Collins,
Ben Tamborello
Public Relations Dir.....Jim Battersby
Radio Director.....L. Jerry Spengler
TV Director.....A. J. Zlabovsky
Radio Accounts: The Pearl Brewery
(Pearl Beer), San Antonio, Tex.; Joske's of
Texas (Department Store), San Antonio,
Tex.; Taylor Bedding Mfg. Co. (Morning
Glory Mattresses & Matching Box Springs),
Taylor, Tex.; Handy Andy Community
Stores), San Antonio, Tex.; Fehr Baking
Company (Fair Maid Bread & Cakes), San
Antonio, Tex.

TV Accounts: The Pearl Brewery (Pearl
Beer), San Antonio, Tex.; Joske's of Texas
(Department Store), San Antonio, Tex.;
Taylor Bedding Mfg. Co. (Morning Glory
Mattresses & Matching Box Springs), Taylor,
Tex.; Handy Andy Community Stores (Chain
Grocery Stores), San Antonio, Tex.; Fehr
Baking Company (Fair Maid Bread &
Cakes), San Antonio, Tex.

R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.

Phone: Gr 5775

ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeney

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.

Phone: Victor 9400

ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.—Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.

Phone: GARfield 6490

President.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Radio-TV Director.....George L. Prater
Radio Account: Falls City Brewing Co.,
Inc. (Falls City Beer), Louisville, Ky.

TV Account: Falls City Brewing Co., Inc.
(Falls City Beer), Louisville, Ky.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.

Phone: NE 7873-4

APA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. G. Petersen
Radio Dir. Chg. Research...J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.

Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec..Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
SecretarySol Chasoff
Prod. Mgr.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Account Executives...B. Wilman, G. Fiore,
J. Critelli

Radio Accounts: China Clipper (Restau-
rant), Jersey City, N. J.; D. Wolff & Co.
(Credit Clothing), Newark, N. J.; Stage
Coach Inn (Night Club), S. Hackensack,
N. J.; Alexander Beverages (Soft Drinks),
Paterson, N. J.; New School for Modern
Music (School), Newark, N. J.; Newark
School of Auto Body Repair (School), New-
ark, N. J.; Craft School of Auto Body Re-

Advertising Agencies

pair (School), Jersey City, N. J.; Globe-Brenner Fur Co. (Retail Furrier), New York, N. Y.; Rosant Schools of Upholstery (School), Newark, Passaic, Paterson, N. J.; Macude & Co. (Appliances), Union City, N. J.; Upholstery Institute (School), Camden, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Gus Lesnevich Champ Motors (Used Cars), Cliffside Park, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
 Vice-Pres. & Treas.....L. H. Copeland
 Vice-President.....N. B. Langworthy
 Art Director.....E. J. McCabe
 Radio Time Buyer.....Dorothy L. Parsons

Branch Office

Hollywood 28, Calif.

Exec. Vice-Pres.....E. G. Naeckel
 L. W. Ramsey Adv. Agency
 Davenport, Iowa, Union Arcade
 General Manager.....E. G. Naeckel

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: 7-1179

ABP

President.....Wilbur W. Randall
 Production Manager...Muriel M. O'Connor
 Art Director.....Bernard S. Vinick
 Radio & TV Director....Florence F. Grady

Radio Accounts: Sir Allo Shoe Clinic, Hartford & New Haven; Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.; State Line Potato Chips, N. Wilbraham, Mass.

TV Accounts: George E. Dewey Co.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.

Phone: CADillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB
 Pres. & Treas.....H. Ross Mack
 Vice-President.....Hal. G. Trump
 Secy. & Copy Chief.....George B. Dow

Radio Director.....R. D. Hughes
 Space & Radio Time Buyer

Charles E. Foerster

Art Director.....R. P. Lachenauer
 Production Manager.....George L. Husted
 Account Executives.....H. Ross Mack,
 Hal G. Trump, R. D. Hughes, Charles
 Foerster, Lee E. Crooks, P. F. Droege
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.

Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
 Art Director.....Henry Krupinski
 Production Manager.....Margaret McDade
 Publicity Director.....Rita Levine
 Research Director.....Shirley Trinker
Radio Accounts: K. Kaufman & Co., Inc.,
 Monroe Savings & Loan Assn., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.

Phone: MARket 3-5100

AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach
 Vice-Presidents.....Howard Sands,
 Francis R. Riskey
 Sec. & Art Dir.....Everett Sahrbeck
 Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

46 W. 55th St., New York 19, N. Y.

Phone: CIRCLE 5-4176

Vice-President.....Weston W. Hill
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: BRIDGEport 7701

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA

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 Executive Vice-Pres.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown, R.
 W. Stafford, E. K. Pottle, Dr. A. R. Root,
 Russell E. Neff, K. P. Torgerson, Wm. C.
 Schneider

V.P. & TV Dir.....R. E. Neff
 Radio Dir.....Wm. S. Shepherd
 V.P. & Media Director....K. P. Torgerson
 Time Buyer.....Philip Archer

Branch Office

625 Market St., San Francisco 4, Calif.

Phone: YUKon 6-0678

Exec-in-Charge.....H. R. Ohleyer

Advertising Agencies

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WWhitehall 4-7440

ABP—ANPA—APA—NOAB—PPA—CCA
PresidentWallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents.....Gordon Taylor,
C. C. Stevens, J. J. Finn

Radio-TV Director.....Frank M. Baker
Media Director.....Robert McKericher
Space Buyer.....J. F. Brown

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Lehon Co. (Mule-Hide Roofing), Chicago, Ill.; Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Powder-ene Rug Cleaner), Racine, Wis.; Photo Finishers (Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; Photo Finishers Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.; Weed Chains (Tire Chains), York, Pa.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CCapital 7-7611

ANPA—PPA—ABP—AAAA—APA
President & Treas.....Harry I. Reingold
Art Director.....Harry Goodman
Production Manager.....Robert W. Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Bowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester Pies.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408

ABP—ANPA
OwnerEmil Reinhardt
Director, Radio & TV.....Joseph Connor
Account Executives....James C. Prindville,
James B. Innis, Roland Irving
Timebuyer, Radio & TV....James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Grocers Milk Company (Milk & Dairy Products), Oakland, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.;

Old Home Bakers (Bread), Sacramento, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-8035

ABC—ABP—ANPA—APA
PresidentJoseph Reiss
Vice-PresidentHarold Reiss
Sec.-Treas.....B. M. Reiss

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), S. Klein (Retail Apparel), Princess House Closets (Closets & Accessories), Arthur Brown & Bro. (Art Supplies), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Slater Electric & Mfg. Co., Woodside, L. I.

TV Accounts: Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Gemex Co. (Watch Bands), Union, N. J.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAvery 6157
ABC

President.....Edward W. Reynolds
Vice-President.....C. W. Reynolds
Sec. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Manager.....M. Landmann
Copy Chief.....N. Stuart Walton
Radio Director.....G. E. Howard
Radio Time Buyer.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives....C. Warren Reynolds,
H. D. R. Newby, E. M. Spink, J. H. Mitchell

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
Phone: LAncaster 3745

Exec-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400

AAAA—ABP—ANPA—APA
NOAB—PPA
Chairman & Pres.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington,
Bradley A. Walker, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trelle Yocum
Sec.-TreasDuane W. Beurnmann
Vice-Pres. & Media Dir.....E. A. Elliott
Art Director.....John Sidebotham
Research-Mdsg. Direc.....William J. Shine
Copy Chief.....E. A. Gray

Advertising Agencies

V.P., Radio & TV Dir....John S. Davidson
 Time Buyer.....George Pamental

Branch Offices

221 N. La Salle St., Chicago, Ill.

Manager.....French L. Eason
HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.

Exec-in-ChargeEugene Harrington
 5816 Wilshire Blvd., Los Angeles, Calif.

Exec-in-Charge.....Greacen Mitchell

Radio Accounts: Natl. Sugar Refining
 (Quaker Sugar), Mishawaka Rubber &
 Woolen Mfg. Co., U. S. Rubber Co. (U. S.
 Royal Tires, Fisk Tires, U. S. Keds, U. S.
 Gaytees, Koylon Mattresses), Eastern Air
 Lines, Dixon Crucible Co. (Ticonderoga
 Pencils), Durham-Enders Razor Corp. (En-
 ders 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.....Morton Stern

Branch Office

230 Boylston St., Boston 16, Mass.

Exec-in-Charge.....Robert S. Richmond

Yucca 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.....Gloria Riebel
 Radio-TV Director....Robert W. Thompson

Radio Accounts: Bank of Louisville, Cooke
 Chevrolet Co., Cooke Pontiac Co., Com-
 monwealth Life Insurance Co., Howel Fur-
 niture Co., Liberty National Bank & Trust
 Co., Monarch Auto Co., Hurry-Up-Broad-
 way.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 7-8131

AAAA-ABP-ANPA-APA-PPA

PresidentLee Ringer

Production Manager.....Robert Brown

Art Director.....Russell Furstnow

Account Executives.....Charles Hawkins,
 Norman Church

Copy.....Carl C. Wickstrom

Head Radio-TV Dept.....Ilse Stein

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.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

OwnerDan Rivkin

Radio Accounts: John Kohler (Clothing),
 Ford Optical Co., Phila.; Royal Shoe Stores,
 Philadelphia and suburbs; Spiro's Apparel,
 Schulte Optical Co. (Optical), Philadelphia,
 Pa.; Huskey, Inc. (Furniture), Phila., Pa.;
 New York Sample Dress Shop, Phila., Pa.;
 Mitchell's Furniture, Phila., Pa.; Stanley's
 Correc. Shoes, Phila., Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MUTual 6293

ABP-ANPA-APA-PPA

President.....Elwood J. Robinson

Vice-President.....Melvin A. Jensen

Secretary.....Eola E. Gass

Radio Dir.....Larry Kraft

TV Director.....Talbot Johns

Production Manager.....T. H. Tomlin

Art Director.....Don Dubois

Media Dir.....R. C. Neuman

Branch Office

801 Kohl Bldg., San Francisco, Calif.

Phone: DO 5407

Radio Accounts: Cinch Products, Inc.
 (Cake Mixes, Cornbread Mix), Los Angeles,
 Calif.; California Federal Savings & Loan
 Association (Savings & Loan), Los Angeles,
 Calif.; Culver City Auto Dealers Assn.
 (Automobiles), Culver City, Calif.; Great
 Western Savings and Loan Association (Sav-
 ings & Loan), Los Angeles; Loma Linda
 Food Co. (Ruskets, Gravy Quik), Arlington,
 Calif.; Packard-Bell Co. (Radio and Tele-
 vision Receivers), Los Angeles, Calif.; Pas-
 adena Savings and Loan Association (Savings
 and Loan), Pasadena; Pioneer Savings and
 Loan Association (Savings and Loan), Los
 Angeles.

TV Accounts: Cinch Products, Inc. (Cake
 Mixes, Cornbread Mix, etc.), Los Angeles;
 California Federal Savings and Loan As-
 sociation (Savings and Loan), Los Angeles;
 Federal Savings & Loan Institute of Cali-
 fornia (Savings and Loan Association), Los
 Angeles; Loma Linda Food Co. (Ruskets,
 Gravy Quik), Arlington, Calif.; Packard-
 Bell Company (Radio and Television Re-
 ceivers-Mfg.), Los Angeles, Calif.; Frawley
 Corporation (Paper-Mate Ball Point Pens),

Advertising Agencies

(Ball Point Pens), Los Angeles, Calif.; Pasadena Savings & Loan Association (Savings and Loan), Pasadena, Calif.; Republic Federal Savings and Loan Association (Savings and Loan), Los Angeles; Western Federal Savings and Loan Association (Savings and Loan), Los Angeles; Wilshire Federal Savings and Loan Association (Savings and Loan), Los Angeles.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760

ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, H. M. Collier, M. F.
Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh
Radio Accounts: Chicago, Milwaukee, St.
Paul & Pacific R. R. (The Milwaukee Road),
Chicago; Hardware Mutual Casualty Co.,
Stevens Point, Wis.; John Puhl Products
(Fleecy White Bleach, Little Boy Blue Blue-
ing), Revere Camera Co. (Revere Cameras
& Projector), Stewart & Ashby Coffee Co.
(Stewarts Coffee), Chicago; The Studebaker
Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co.,
Chicago; The Studebaker Corp., South Bend,
Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MURray Hill 9-3850

ABP

Owner-CopyAllan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEArborn 2-0020

ABP—ANPA—APA—PPA—SNPA—NOAB

President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
Radio-TV Director.....Edward E. Kash

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.
Exec. V.P. & MgrB. G. Wasser

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975

AAAA—ABP—PPA

PresidentManus Roizen

Vice-President.....Arthur H. Rich
Radio-TV Dir.....Robert F. Frank

Radio Accounts: Magnus Beck Brewing
Co. (Beer, Ale), Buffalo, N. Y.; City Auto
Wash, Inc. (Auto Wash), Buffalo, N. Y.;
Music House (Radios, Phonographs, TV),
Buffalo, N. Y.; Neuman Motors, Inc. (New
Car Dealer), Buffalo, N. Y.; Parkside Fur-
niture Co. (Furniture Store), Buffalo,
N. Y.; Rich Ice Cream Co. (Ice Cream
Mfr.), Buffalo, N. Y.; Sattler's, Inc. (De-
partment Store), Buffalo, N. Y.; Saul's Auto
Sales, Inc. (New Car Dealer), Buffalo, N. Y.;
Vigorettes, Inc. (Vitamin Capsule), Buffalo,
N. Y.

TV Accounts: Magnus Beck Brewing Co.
(Beer, Ale), Buffalo, N. Y.; Geo. A. Knerr
Co. (Furnace Dealer), Buffalo, N. Y.; Rich
Ice Cream Co. (Ice Cream Mfr.), Buffalo,
N. Y.; Saltzman's (Bakery), Buffalo, N. Y.;
Sattler's, Inc. (Department Store), Buffalo,
N. Y.; Studebaker Dealers Assn. (Stude-
baker), Buffalo, N. Y.; Troup Engineering
Co. (Garage Door), Buffalo, N. Y.; Vigor-
ettes, Inc. (Vitamin Capsule), Buffalo,
N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471

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President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto)R. J. Avery
Treasurer.....Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward
137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....J. A. Reynolds
Radio Accounts: Dominion Government
(Army, Canada Savings Bonds), Ottawa;
Canadian Industries Ltd. (Agricultural
Chemicals Div., Paint & Varnish Division),
Bovril (Canada) Ltd. (Bovril), Canadian
Arena Co., Bristol Myers of Canada, Ltd.,
Montreal; Rexall Drug Co. Ltd., Niagara
Finance Co. Ltd., Trans-Canada Credit Corp.,
Toronto; Elizabeth Arden of Canada, Ltd.,
Grissol Bread Specialties Ltd. (Breadsticks).

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.
Phone: Superior 7-3486

ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
Art Dir.....Norman Helford
Space & Radio Time Buyers. William Perry,
M. B. Cooper

Radio Accounts: Auto Accessory Co.,
Charms & Cain, H. C. Evans & Co., Nu-Dell
Mfg. Co., Winkenweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOWer 1-6171

Advertising Agencies

Pres., Treas., Radio Dir.
 William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 Prod. Mgr.....Ina M. Peters
Branch Office
 3719 Reading Rd., Cincinnati 29, O.
 Manager.....L. C. Brown
Radio Accounts: Bailey Co., Cleveland
 Foundation, Higbee Co., Mass. Mutual Life
 Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
 Phone: LUXemburg 2-3550
 ABP—ANPA—APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Media Director.....G. M. Rundbaken
 Vice-President.....Vaughn G. Hannington
 Production Manager.....John A. 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.;
 Ask Pharmacal Co., Astoria, L. I., N. Y.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
 Phone: CHickering 4-4420

ABP—ANPA—NOAB—PPA—APA
 President.....Harold Chartow
 Vice-Pres.....Samuel Rubenstein
 Secretary.....A. A. Rosenberg
 Radio & TV Dir.....Lillian Klineman
Radio Accounts: Myer 1890 Beverages,
 Miner's Inc.
TV Accounts: Monarch-Saphin (Retail
 Store), New York.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 48, Calif.
 Phone: BRadshaw 2-5608
 ABP—APA

Owner—Radio Dir.....A. James Rouse
 Art Director.....John Fish
Radio Accounts: B.F.P. Enterprises
 (Toys); House of Fabrics (Fabrics), Los
 Angeles, Cal.

RUDER & FINN

32 E. 68th St., New York, N. Y.
 Phone: TRafalgar 9-3600

Partners.....David Finn, William Ruder

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: BAKER 4340

AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
 Vice-Presidents..G. M. Prince, H. R. Hanson
 Secy-Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.

AAA—ABP—APA—PPA—SNPA

President.....Lowe Runkle
 Vice-Pres.....Roger Pishny, Monty Mann
 Secretary.....Irene Gammel
 Production Mgr.....Ray Cooley
 Act. Execs....Harold Kranz, Roger Pishny,
 Howard Neumann, Monty Mann
 Dir. of Radio.....Howard Neumann
 Dir. of TV.....Bob Swysgood
 Art Director.....Hugo Lindberg

Radio Accounts — Arkansas City Flour
 Mills (Flour), Arkansas City, Kans.; Cain's
 Coffee Co. (Coffee, Tea, Spices), Dryer,
 Clark & Dryer Oil (Motoroil, Gasoline),
 Dulaney's (Appliance Distributors), Liberty
 Natl. Bank (Banking Needs), Merit Mills,
 Inc. (Feeds), Okla. Operating Co. (Laun-
 dries), Oklahoma City, Okla.; Simpson Auto
 Co. (Fords & Service), Oklahoma City,
 Okla.; Local Federal Savings & Loan, Okla-
 homa City, Okla.; O.K. Storage Co., Okla-
 homa City, Okla.

TV Accounts: Dulaney's (Appliance Dis-
 tributors), Oklahoma City & Tulsa, Okla.;
 Okla. Operating Co. (Laundries), South-
 western Bell Telephone (Public Relations),
 Cain's Coffee Co. (Coffee, Tea & Spices),
 Oklahoma City, Okla.; O.K. Storage Co.,
 Oklahoma City, Okla.; Liberty National
 Bank & Trust Co., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.

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

Phone: MURray Hill 6-6400

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

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 President.....Frederick B. Ryan, Jr.
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 V-P & Asst. Treas.....J. B. Ball
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 V. P. & Assoc. Dir.....Thomas G. Slater
 Business Mgr.....Grant Y. Flynn
 Prod. Mgr.....John G. Cole
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 Network Time Buyer...Bernard Rasmussen
 Dir. of Publicity.....Bernard Zwirn
 Exec. Prod. of Telev. Films...Marshall Grant
 Dir. Talent & New Pgms.....David Nyren
 Senior Director.....Robert S. Steel
 Canadian Liaison.....Louis de Milhau

Advertising Agencies

Casting DirectorKatherine McMahon
 Television Art Director.....Pud Lane
 Film Prod. Spvr.....Norman Mathews
 Asst. Supervisor.....Roly Howe
 Dir. of Radio & TV Cont....Frank Dennis

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.

Phone: FINancial 1833

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 Chicago Manager.....William P. Littell
 Sr. Vice-PresidentP. E. Watson
 Sr. Vice-PresidentW. P. Littell
 Director Radio & TV.....R. W. Metzger
 Charge of Production.....N. E. Heyne
 Time Buyer and Bus. Mgr....Holly Shively
 Asst. Time Buyer.....Victor Lund
 Commercial Director.....Irene Small
 Producer (TV)Lee Randon
 Producer (AM)Warren Johnson
 Producer (TV-AM)Frank Blotter
 Producer (TV)James Taylor
 Producer (AM-TV).....Walter Daspit

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 Carew Tower, Cincinnati 2, Ohio

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 505 N. Ervay St., Dallas, Texas

ManagerRoger Bacon
 812 Olive Street, St. Louis 1, Mo.

Senior Vice-Pres.Oscar A. Zahner
 712 Main Street, Houston 2, Texas

Vice-Pres. & Mgr.....W. Van A. Combs
 1218 Third Ave., Seattle 1, Wash.

V.P. & Manager.....F. G. Mullins
 235 Montgomery St., San Francisco 4, Cal.

V.P. & Manager.....John L. Harvey
 1680 No. Vine St., Hollywood 28, Cal.

V.P. & Manager.....Tod Reed
 2 Toronto St., Toronto, Ontario

ManagerGordon Ralston

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Brewery Co., American Kitchens, Ampro Corp., Autopoint Co., Baldwin Piano Co., Beltone Co., Burgess Batteries, Capitol Fritos Inc., Chasers Inc., Chrysler Corporation, Dodge Div., Comfort Mfg. Co., 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., Druggists Supply Corp., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Frankenmuth Brewing Co., Fritos Inc., Fyr Fyter Co., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Hollywood Candy Co., Horlicks Corp., Kentile Inc., Krey

Packing Co., Kroger Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Marhoefer Packing Co., Markus Campbell Co., Mason Shoe Co., Motorola, Inc., Arthur Murray School of Dancing, Muzak, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharmacia-Craft Co., Reddi-Wip Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Jacob Schmidt Brewing Co., Servel Inc., Servel International Inc., Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., Trailmobile Co., Turco Products Inc., United Wallpaper Co., Visking Corp., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co.

LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.

Phone: Re. 7606-78

AAAA-ABP-ANPA-PPA-SNPA-APA
 OwnerLewis Edwin Ryan
 Gen. Mgr.....J. Robert Corry
 Radio TV Div.....William J. Green

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 9-5141

ABP-ANPA-APA-NOAB-PPA
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 Exec. Vice-Pres.....Lloyd G. Whitebrook
 Vice-President.....Herbert L. Steiner
 Secretary.....M. A. Parmenter
 Treasurer.....Leonard H. Spring
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Production Manager.....Hugh A. Gigante
 Fashion Promotion Director..Ruth Hammer
Radio-TV Dept.

Research Director.....Sylvia Sackheim
 Assoc. Res. Dir.....Robert E. Williams
 Radio & TV Time Buyer..Leonard H. Spring
 Account Executives.....Jerome G. Hahn,
 Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; New York State Democratic Committee (Public Information); Peter Pan Foundations, Inc. (Merry-Go-Round") Brasieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); New

Advertising Agencies

York State Democratic Committee (Public Information), New York, N. Y.; Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180

ABP—ANPA—PPA—ABC

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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.; Biscaglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Biscaglia Bros. Wine Corp., Berk's-Lehigh Co-operative Fruit Growers, Inc.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.

Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio

Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Dir...Irving I. Sacks
Prod. Mgr., Research Dir....Jos. W. Bourke

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stacey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.

Phone: CRegory 3-1414

ABP—ANPA

President.....H. Harvey Salow
Art DirectorDonald Canter
Copy Chief.....Margaret Tepper
Production Dir.....Edward Paycheck
TV & Radio.....Paul Josephson

TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP—ANPA—NOAB—PPA—SNPA

OwnerWalker Saussy
Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.

Radio-TV Directors.....Nell W. Parker,
Ydeen Francis
Copy Chief & Acct. Exec.

Dorothea Schlesinger

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Claveries Motors Inc. (Ford Dealer), Gretna, La.; Consolidated Companies, Inc. (Autocrat Foods), New Orleans.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

FRANK B. SAWDON, INC.

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

Phone: PLaza 5-2516

President.....Frank B. Sawdon
V.P., Radio-TV Dir.....Jerry Bess
Secretary.....Victor Sawdon
Acct. Execs....Frank B. Sawdon, Jerry Bess

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

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.; Bond Television (Manufacturers of TV Sets).

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—PPA

President.....Julius Scheck
V. P. & Treas.....Morris Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Art Dir.Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy ChiefCarlton S. Smith
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Red-

Advertising Agencies

di-Wip Topping), Harrison, N. J.
TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 6-1600
 Pres., Media Dir., Space Buyer
 Sydney R. Raike
 Vice-Pres.....J. E. Schenker
 Art Dir.....M. Rickabaugh
 Radio Time Buyer & Prod. Mgr.
 Space BuyerC. D. Domin
 Account ExecutivesS. R. Raike,
 J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
 Phone: Michigan 2396
 Owner.....T. D. Schlots
 Radio-TV Dir.....Ruth S. Arnot
 Art DirectorL. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4813-4-5
 ABP—ANPA—APA—NOAB—PPA
 Pres. & Treas.....Gordon Schonfarber
 Vice-President.....Russell C. Edwards
 Secretary.....Amanda C. J. Olsson
 Radio & TV Director.....Claire R. Grenier
Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
 Phone: DEarborn 2-1815
 AAAAA—ABP—ANPA—PPA—APA
 Pres. & Treas.....R. J. Scott
 Vice-Pres.....W. Schwimmer
 Copy ChiefL. Krakover
 Time Buyer.....E. Vanderploeg
 Art. Dir.....A. Thaler
 SecretaryH. Heilig
Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorne-Melody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, London House Rest, F. & F. Laboratories (Cough Lozenges), Amer-

ican Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Crandall Co. (Everbest Preserves).

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
 Phone: Madison 6-9397
 ABP—APA

Owner & Director.....J. B. Sebrell
 Media.....P. W. Thomas
 Acct. Executives.....Harry Page, K. T. Pyle
 Radio DirectorJ. B. Sebrell
 Television & Time Buyer.....P. W. Thomas
Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.
TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-1045
 ANPA—APA—PPA

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 Exec. Vice President.....George Bayard
 Vice-Presidents.....A. D. Keyes,
 Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
 TreasurerJack Harding
 Secretary.....E. V. Owen
 Director of Res.....James Witherell
 Art Director.....Jerry Bryant
 Time BuyerMerle Myers
 Space BuyerA. H. Bergsten
 Radio-TV Director.....Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
 Phone: Market 1395
 V.P. in Chg.....Paul Richey
 1469 N. Vine St., Hollywood 28, Calif.
 Phone: Hudson 2-1206

Manager.....Lionel C. Place
Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Norge Div., Borg-Warner Corp.; Walt Disney Productions, Inc., Food Merchandising Div.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Walt Disney Productions, Inc., Food Merchandising Div.; Fitzpatrick Bros. (Kitchen Klenzer).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
 Phone: TRinity 3445
 Owner, Space Byr. Radio Dir...R. W. Segar

Advertising Agencies

Sec.-Treas., Acct. Exec.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace
 Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
 Phone: GARfield 1-0360

ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

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

Phone: MURray Hill 6-6368

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 Art Director.....Corienne Abbazia
 Media Director.....Walter B. Rios
 Publicity Dir.....Mallory Dorn
 Production Mgr.....George Fish
 Account Executives.....James C. Seix,
 Lue H. Witt, P. J. Rosaly, Martin Slattery,
 Herbert Cohon

Radio Account: Lincoln Warehouse Corp.
 (Mountain Vault Storage), New York, N. Y.

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.

Phone: Tu 2251

SNPA—ABP

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 Vice-Pres....R. V. Caire, Kenneth Thompson
 Production Mgr.....E. Leone

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.

Phone: MAin 2579

ANPA—APA—PPA

Partner-Space Buyer-Radio Dir.

Sam B. Margulis

Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.

Phone: LO 4-2877

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 Secretary.....Martin Sacks
 Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

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

Phone: DEarborn 2-5082

ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
 Secretary.....Augusta Young
 Copy Chief.....David E. Guerrant
Radio Accounts: Jacob E. Decker & Sons
 (Div. of Armour & Co.) (Meat), Mason
 City, Iowa; Drummond Packing Co. (Div.
 of Armour & Co.) (Meat), Eau Claire, Wis.;
 Chicago Laundry Owners Assn. (Laundry
 Service), Chicago, Ill.

TV Accounts: Standard Milling Co. (Fam-
 ily Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.

Phone: Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANdover 3-5966

ABP—APA

President.....Kenneth E. Shepard
 Vice-President.....B. F. Homan
 Art Dir.....Richard L. Felden
 Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National
 Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.

Phone: Delaware 7-8000

AAAA—ABC—ANPA—APA

NOAB—PPA—ABP

Partners..Arthur Marquette, Stuart Sherman
 Radio & TV Director.....Louis T. Tilden
 Branch Office

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

Phone: PLaza 7-6400

Radio & TV Dir.....Wm. B. Templeton
Radio Accounts: The Quaker Oats Co.,
 (Quaker Puffed Wheat & Puffed Rice, Pack-
 O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker
 Oats and Mother's Oats, Mother's Premium
 Oats), Chicago, Ill.; Oscar Mayer & Co. (Do-
 mestic Meats & Canned Meats), Madison,
 Wis.; Colgate-Palmolive-Peet Co. (Ajax
 Cleanser, Cashmere Bouquet Face Powder,
 Colgate Shave Creams, Colgate Talcum
 Powder, Colgate Tooth Powder, Cashmere
 Bouquet Soap, Halo Shampoo), Jersey City,
 N. J.

TV Accounts: The Quaker Oats Co.
 (Quaker Ots & Mother's Oats), Chicago, Ill.;
 Colgate-Palmolive-Peet Co. (Ajax), Jersey
 City, N. J.

THE SHERWOOD CO.

147 West 42nd St., New York 36, N. Y.

Phone: LO 3-0326

Partner—TV Dir.....Leo Greenland
 PartnerOscar S. Lerman
 Art Direc.....Bud Hirsh
 Account Execs.....Max Lerman, Phil Green

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—AFA—PPA

President.....Myron L. Silton
 Exec. V.P.....Jason N. Silton
 Treas.....Ramon N. Silton
 V.P. Art.....Andre B. Paquette
 Radio Director.....Jason N. Silton
Radio Accounts: Craftsman Insurance Co.
 (A. & H. Insurance), Boston; Rex Venetian
 Blind Co. (Venetian Blinds), Boston; Ace

Advertising Agencies

Vacuum Stores (Vacuum Cleaners), Boston;
Windsor Furniture (Furniture), Natick,
Mass.; Hotel Kenmore (Hotel), Boston;
Spencer Shoe Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co.
(Venetian Blinds), Boston; Mutual Shoe Co.
(Footwear Mfrs.), Marlboro, Mass.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Copy Chief.....W. B. Campbell
Radio Accounts: American Snuff Co.,
Donald Furniture Co., The Humko Co., Ro-
bilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons
VP & Sec.....Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio & TV Director.....R. N. Hughes
Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Koeplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), Pretzels, Marine Foods,
Inc. (Pepe Herring), Detroit, Michigan;
Marshall Drug Company (Drugs), Cleveland,
Ohio; Benjamin Rich (Real Estate), Sealy
Mattress Co. (Mattresses), Taylor's Inc.
(Dodge-Plymouth), Detroit, Michigan; Vel-
vet Peanut Products (Peanut Butter); E & B
Brewing Co. (Brew 103, Golden Ale); Ger-
son's Inc. (Jewelry); King Research Labs.;
People's Outfitting Co. (Dept. Store).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Koeplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Peo-
ple's Outfitting Co. (Dept. Store); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Pea-
nut Butter); E & B Brewing Co. (Brew 103,
Golden Ale); Marine Foods, Inc. (Pep-E
Herring); Zweiback, Inc. (Women's Wear).

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.

Phone: EL 9396

ABC

President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer.....M. M. Marugg
Space Buyer.....M. E. Craven
Managing Director.....G. A. Phare
Account Execs....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA—SNPA—ANPA

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Vice-Pres. & Secy.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....Julian L. James,
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith.

Radio Accounts: Peerless Mfg. Co., Strat-
ton & Terstege Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.

Phone: HEMPstead 5671

ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith
Partner.....Frank Bull
Gen. Mgr., Acct. Exec.....Mel R. Roach
Acct. Exec.....Rudy Perkal
Time Buyer.....Jane T. Darden
Space Buyer.....Marion Vilmure
Dir. of Publicity.....Henry R. Konysky
Radio & TV Supervisor.....Richard T. Parker

Radio Accounts: Seaboard Finance Com-
pany (Finance); Triangle Publications (Rac-
ing), Western Division); Marshall & Clam-
pett (Autos), Los Angeles, Calif.; C & B
Company Western Town (Toys); Western
Harness Racing Assoc. (Racing), Los An-
geles, Calif.; Clarite Battery Supply Co.
(Batteries), Los Angeles, Calif.; Los An-
geles Rams (Football), Los Angeles, Calif.;
My L. A., Ltd. (Musical), Los Angeles,
Calif.

TV Accounts: Seaboard Finance Company
(Finance); Marshall & Clampett (Autos),
Los Angeles, Calif.; C & B Co. Western
Town (Toys); Los Angeles Rams (Football),
Los Angeles, Calif.; Clarite Battery Supply
Co. (Batteries), Los Angeles, Calif.; My
L. A. Ltd. (Musical), Los Angeles, Calif.

Branch Office

333 N. Michigan Ave., Chicago, Ill.

Manager.....Georgina Small

Radio Accounts: Seaboard Finance Co.
(Finance), Triangle Publication (Western
Division) (Racing), Marshall & Clampett
(Autos), Los Angeles, Calif.; C and B Com-
pany-Western Town (Toy), Chicago, Ill. &
Los Angeles, Calif.; J. E. Coberly (Autos),
Milton J. Wershow Co. (Auctions), Western
Harness Racing Association (Racing), Los
Angeles, Calif.

TV Accounts: Western Harness Racing
Association (Racing), Seaboard Finance Co.
(Finance), Marshall & Clampett (Autos), Los
Angeles, Calif.; C and B Company-Western
Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA—APA—PPA

Advertising Agencies

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 Chairman of the Board..Robert M. Jenkins
 Television Dir.....Thomas J. MacWilliams
 Radio Director.....Les Sterne

Radio Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Pittsburgh Provision Co. (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Otto Creameries (Otto Dairy Products), Pittsburgh, Pa.; Spear & Company (Department Store), Pittsburgh, Pa.; Walter H. Burns Company (Food Products), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; The McKay Company (McKay Chains), Pittsburgh, Pa.; Homestead Valve Mfg. Company (High Pressure Jenny Steam Clnr.), Coraopolis, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.

TV Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.; Pittsburgh Provision Company (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; A. M. G. Company (Mail Order Products), Erie, Pa.

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

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 Vice-Pres.....O. D. McKasson, Jr.
 Secretary.....G. Hupp
 Treasurer.....N. H. Son De Regger
 Art Dir.....D. D. Neal
 Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.

Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
 Art Dir.....W. D. MacCourt
 Space Buyer.....D. Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: 3-4789

Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding

Secretary.....H. H. Hartwell
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice
 Acct. Execs.....Robert F. Hayward,

Robert B. Hanna

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.

Phone: 2-7228

ABP—ANPA

Owner, Acct. Exec.....William Spitz
 Art Director.....Wayne J. Lewis
 Copywriter, Research.....Janet R. Lyman
 Production Mgr.....Elmer E. Foote
 Space & Time Buyer.....Diane I. Davis

Radio Accounts: Empire Card Company (Greeting Cards), Elmira, N. Y.; Grange Silo Co., Inc. (Farm & Industrial Silos), Red Creek, N. Y.; Greenways, Inc. (Greenways Premium Beer, Ale), Syracuse, N. Y.; Oswego Soy Products (Soy Bean Processing), Oswego, N. Y.; Syracuse Card Co. (Greeting Cards), Syracuse, N. Y.; Syracuse Glass Co. (Store Fronts, Mirrors) Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse, N. Y.; E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Forsythe. Motors Corp. (Dodge-Plymouth Dealer), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.

TV Accounts: E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Bieber-Isaacs (Men's Clothing), Syracuse, N. Y.; Onondaga Supply Co., Inc. (Appliances), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

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 Gen. Mgr. & Sec.-Treas.....W. H. Reid
 Radio Director.....T. R. Hart
 Account Executives.....J. R. Charles,
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 Charles, L. F. McCartney, J. Bedford, G.
 M. MacDonald, R. W. Saunders, A. S.
 Rutter

Branch Offices

1010 St. Catherine St. W., Montreal, Quebec
 Phone: UNiversity 6-7801

Vice-Pres.....V. L. Hanna
 Acct. Exec.....D. McCrimmon
 Radio Director.....P. E. Corbeil
 675 West Hastings St., Vancouver, B. C.

Phone: PACific 2102

Acct. Exec.....J. H. Randle

Advertising Agencies

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellucotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Peet Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821

Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W. Gudelman
Program Director.....E. C. Bloodworth
Radio Accounts: Signal Oil Co., Certified Grocers of Cal (Perfect Host & Guest Coffees), Los Angeles, Calif.

TV Accounts: Beauty Sales (Shampoo Curl), Los Angeles, Calif.; Certified Grocers of Calif., Los Angeles, Calif.; Glamour Products (Vitrex), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 7, N. Y.
Phone: LOnacre 5-4614

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Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339

Owner.....Fred D. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03

AAAA—ABC—ABP—ANPA

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VP, Sec. & Copy Chief.....Ranald S. West
VP & Art Director.....C. Thomas Martin
VP & Dir. of Research.....R. A. McDowell

VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gene Starbecker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y...Richard Dunn
TV & Radio Time Buyer.....James Gray

Branch Office

501 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1041

Mgr., Radio & TV Div.....Richard Dunn
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140

V.P.—Radio & TV Dir. &

Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
Art Director.....Vincent Marcone

Radio and TV Accounts: Alling and Miles Inc. (Automobiles), Rochester, N. Y.; Community Savings Bank (Banking Services), Rochester, N. Y.; Cool Chevrolet Corp. (Automobiles), Rochester, N. Y.; Harry Forman Cl. Co. (Men's Clothing Manufacturer), Rochester, N. Y.; Gioia Macaroni Co. (Manufacturer of Macaroni Products), Buffalo, N. Y.; Hudson Dealers of Monroe Cty. (Automobiles), Rochester, N. Y.; International Home Improvement Co. (Construction), Rochester, N. Y.; Harry Levin Company (Women's Clothing), Rochester, N. Y.; Noah's Ark (Accessories), Rochester, N. Y.; Vaisey-Bristol Shoe Co. (Manufacturer of Children's Shoes), Rochester, N. Y.; O'Rourke Bakeries (Bakery), Buffalo, N. Y.; Perma-Stone Rochester Corp. (Construction), Rochester, N. Y.; Robot Electric Co. (Appliances), Rochester, N. Y.; Apetz Realty Co. (Real Estate), Rochester, N. Y.; Union Outfitting Co. (Furniture), Rochester, N. Y.; Universal Publishing Co. (Publishing), New York, N. Y.

Advertising Agencies

STORM & KLEIN, INC.

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

Phone: MUrray Hill 7-4460

ANPA—PPA

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 President, Secretary Allston E. Storm
 Executive Vice-Pres., Treas. . . Edward Klein
 V.-Pres. & Research Dir. . . . Harry Chapperon
 Time Buyer Arthur J. Klein
 Art Director Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.

Phone: HAncock 6-7644

AAAA—ABP—ANPA—APA—NOAB—PPA

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 Vice Pres. Robert N. Sullivan
 Treas. William H. Sullivan

Radio Accounts: 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 Newburgh), Pine Point, Me.; Budrell Packers, Inc. (Ministrone Soup & Corn Chowder), Everett, Mass.; DeHambro Radio Supply Co., Boston; R. H. White Corp. (Dept. Store); Studebaker Dealers, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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Phone: ORegon 9-2500

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 Radio-TV Bus. Mgr. Arthur S. Pardoll

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phones: Gladstone 5048; Hillside 2119

Vice-Pres. Jack Van Nostrand

Radio-TV Accounts: American Chicle Co.

(Adams Line of Chewing Gums), Long Island City, New York; American Cigarette & Cigar Co. (Pall Mall Cigarettes), New York; American Petroleum Institute, New York; Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream), New York; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antimine), St. Louis, Mo.; Lever Bros. Co. (Lifebuoy Health Soap, Silver Dust), New York; McCormick & Co., Inc. (McCormick Teas, Spices, Flavoring Extracts), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ontario; Rubsam & Horman Brewing Co. (R&H Beer & Ale), Staten Island, New York; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrups), Poughkeepsie, New York; Speidel Corp. (Watch Bands & Other Jewelry), Providence, R. I.; Whitehall Pharmaceutical Co. (BiSoDol Powder & BiSoDol Mints), New York.

J. D. TARCHER & CO., INC.

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

Phone: Circle 6-2626

AAAA—ABP—ANPA—APA
 NOAB—PPA

Pres. Jack Tarcher
 Vice-Pres. E. C. Ridley
 Space Buyer W. W. Kirchert
 Prod. Mgr. Jay R. Wieder
 Art Dir. Harry Prickett
 Copy Chief Otto Prochazka
 Research Dir. Leonard Tarcher
 Mgr. Radio-TV Bob Kelly

Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

TV Accounts: Benrus Watch Co., McKesson & Robbins.

J. WALTER THOMPSON CO.

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

Phone: MUrray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC

President Stanley Resor

Vice-Pres. in Charge of Radio & TV

John U. Reber
 Radio-TV Time Buyers James O. Luce,
 Anne Wright, Jayne Shannon
 Radio-TV Talent Buyers . . Virginia Spragle,
 H. Bart McHugh

Branch Offices

1549 North Vine St., 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.

Manager Fred Fidler
 Radio Time Buyer Frances Austin
 645 South Flower St., Los Angeles 36, Calif.

Advertising Agencies

Manager.....James L. Thompson
 Radio Time Buyer.....Jane Hubert
Radio-TV Accounts: Atlantis Sales Corp.; P. Ballantine & Sons; Fanny Farmer Candy Shops; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Northern Trust Co.; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; Washington State Apple Commission; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Anthracite Institute; Mentholatum Co.; W. F. Young, Inc.; Kilmer & Co.; Owens-Illinois Glass Co.; Puget Sound Black Ball Ferry Line; Hollywood Sugar Corp.; Pacific Mills; Michigan Hospital Service (Blue Cross); Douglas Aircraft Co., Inc.; Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commission; Olive Advisory Board; Southwest Airways Co.; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-4404
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 Treas. & Sec.....Geo. M. Pease
 Asst. Treas. & Sec.....P. A. Baecker
 Production Mgr.....C. R. Holmberg
 Radio & TV Director.....P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.; Chin & Lee Co., Inc. (Chinese Foods), New York.

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TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggard Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Borden Co., Southern Div.; Duncan Coffee.

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TV Accounts: Diaperwite, Inc. (Detergent), New York, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; S. W. Farber, Inc. (Farberware Cooking Utensils), New York, N. Y.; C. F. Matlage Sales Co. (Foods), New York, N. Y.; Morgan-Jones Inc. (Kitchen Cottons), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.

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 Secretary.....Ann T. Viola
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Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Italy Laboratories, New York.

TV Accounts: Pastene Products Co., Patterson, N. J.; Lazzara Breads & Cake Co.

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Buyer..... David S. Williams
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 Radio Director..... Forrest F. Owen
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 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.

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TV Accounts: Anderson Piano Co. (Dealer
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 solidation Coal Co. (Solid Fuels), Wilkins
 Jewelry (Jewelry), Galen Laboratories (Skin
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TV Accounts: Duquesne Brewing Co.,
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 Copy Chief..... Jenny Shenker
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TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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TV Accounts: Oklahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co., Tennessee Dairies.

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TV Accounts: Fairway Foods, Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist.

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 Time Buyer & Asst. Radio TV Dir.

Max Tendrich

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TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.; Albert Ehlers, Inc. (Ehlers Coffee), Brooklyn, N. Y.

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Vice-President.....Carroll Carroll
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TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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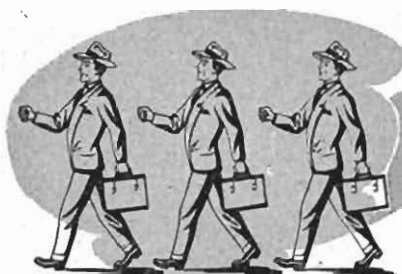
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TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.

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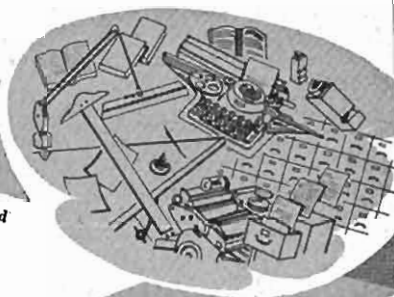


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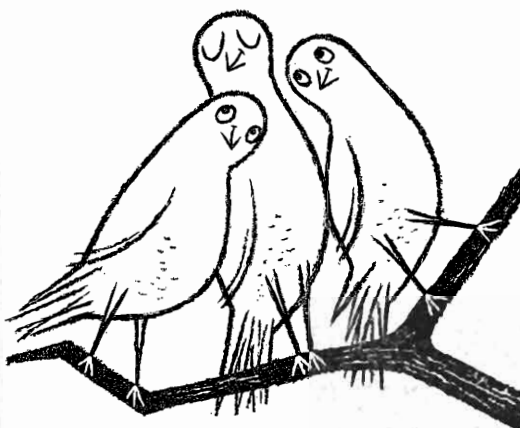
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 WROL . . . Knoxville
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 KTUL . . . Tulsa
 WRUN . . . Utica-Rome
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Mgr., Sales Development....H. A. Carlborg
Research Manager.....Richard Hess
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Phone: Memphis 67-8612

Sales Manager.....H. H. Holtshouser
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Sales Manager.....Ralph Patt
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Phone: Yukon 2-7000

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Office Manager.....Edna H. Brautigam
Account Executive.....Loren Sorensen

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Phone: MURray Hill 2-8755

President.....Joseph H. McGillvra

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Phone: State 2-5282

V.P. & Manager.....Hub Jackson
2330 West 3rd St., Los Angeles 5, Calif.

Phone: DUnkirk 7-4388

Manager.....Robert W. Walker
57 Post St., San Francisco, Calif.

Phone: SUTter 1-5568

Manager.....Rogers Parratt

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Phone: MURray Hill 2-2170

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Eastern Mgr. (Radio).....Louis J. F. Moore

Eastern Mgr. (TV).....Edgar B. Filron

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Phone: CE 6-1742

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8 West King St., Lancaster, Pa.

Phone: Lan. 5251

Manager.....Glenn Lau
6381 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HO 9-5408

West Coast Manager.....Tracy Moore
Russ Building, San Francisco, Calif.

Phone: YUkon 6-4940

Manager.....Don Pontius

AM & FM Stations Represented—KMOD, Modesto, Calif.; KCRA, Sacramento, Calif.; WDEL, Wilmington, Del.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WWXL, Peoria, Ill.; WTTS, Bloomington, WBAT, Marion, Ind.; WKBB, Richmond, Ind.; KOXX, Keokuk, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WKBB, Dubuque, Iowa; KVOL, Lafayette, La.; WCUM, Cumberland, Md.; KAUS, Austin, Minn.; KFSB, Joplin, Mo.; WKNE, Keene, N. H.; WCLI, Corning, N. Y.; WKNY, Kingston, WGAT, 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, WKST, New Castle, WRAW, Reading, WMBS, Uniontown, WORK, York, Pa.; WGKV, Charleston, W. Va.; WSAU, Wausau, Wis.; KVOS, Bellingham, Wash.; KWIE, Kenewick, Wash.; KPQ, Wenatchee, Wash.

TV Stations Represented—WDEL-TV, Wilmington, Del.; WTTV, Bloomington, Ind.; WGAL-TV, Lancaster, Pa.

Radio-TV Station Representatives

CLYDE MELVILLE CO.

402 Melba Bldg., Dallas, Tex.

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Guy & Sherbrooke Sts., Montreal, Quebec

Phone: FI 2439

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Eastern TV Sales Mgr.....Richard H. Close

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Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

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Central TV Sales Mgr.....Robert Ewing

NBC Bldg., Cleveland 4, Ohio

Phone: Cherry 0942

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TV Sales Representative....John C. Treacy

Sunset & Vine, Hollywood 28, Calif.

Phone: Hollywood 9-6161

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NBC Bldg., San Francisco 2, Calif.

Phone: Greystone 4-8700

Sales Representative.....Carl A. Nielsen

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KNBC, San Francisco, Calif.; KOA, Denver, Col.;

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WNBQ, Chicago, Ill.; WPTZ,

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Branch Office

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Phone: STate 2-7942

Manager.....Paul Elsberry

2647 Bryant Ave., N., Minneapolis, Minn.

Phone: HY 8639

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627 S. Lafayette Park Pl., Los Angeles 5, Cal.

Phone: DU 3200

Manager.....Harlan G. Oakes

260 Farrell St., San Francisco, Calif.

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3216 Pure Oil Bldg., Chicago, Ill.

Phone: State 2-7942

Branch Offices

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Phone: YUkon 6-5036

672 S. Lafayette Park Pl., Los Angeles, Calif.

Phone: DUmkirk 2-3200

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CFRN, Edmonton, Alta.;

CFCN, Calgary, Alta.;

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XEJ, Ciudad Juarez, Chih. (El Paso, Tex.);

KOPO, Tucson, Ariz.;

XEAC, Tijuana, B. C. (San Diego, Calif.);

KGST, Fresno, Calif.;

KYNO, Fresno, Calif.;

KCOK, Tulare, Calif.;

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XEMU, Piedras Negras, Coah. (Eagle Pass, Tex.).

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Phone: State 2-7942

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Phone: DU 2-3200

Executive-in-charge.....A. O. Dillenbeck

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Phone: YU 6-5936

Executive-in-chargeBurt Beggs

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SalesmanJohn Beecher

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Phone: Trinity 5-1803

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Phone: Emerson 2956

Executive-in-Charge.....Mrs. Alice Grant

2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8158

Exec-in-ChargeJess Laughlin

5 3d St., San Francisco 3, Calif.

Phone: Garfield 1-6740

Exec-in-ChargeJack Baker

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Sales Prom. Mgr.....Seth Dennie

Asst. Sales Prom. Mgr....Thos. B. Ellsworth

Research Mgr.William H. Steese

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Vice President..... Peggy Stone
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Mgr. Sales Development..... H. A. Carlborg

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902 Fisher Bldg., Detroit 2, Mich.
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Palace Hotel, San Francisco 5, Calif.
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Phone: Hollywood 9-1212

Manager..... Richard Elpers
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Secty..... Mary Rudd

Branch Offices

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Phone: And. 3-5566

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1746 N. Las Palmas Ave., Los Angeles 28,
Calif.

Phone: Hillside 0388

Exec-in-Charge Jack Porter
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Phone: Crestview 5-2022

Exec-in-Chg..... William A. Ayers
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Sales Mgr. (TV).....Ralph E. McKinnie
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Lawrence Van Dolan, Jr., John S. Hughes,
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Acct. Exec. (TV).....John R. Porterfield
Dir. Prom. & Resch.....Arthur C. Schofield
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Phone: Hubbard 2-3225

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Executive-in-Charge.....Robert B. Rains
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Executive-in-Charge.....John D. Gale
Phone: Hudson 2-2376

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San Diego, KMJ*, Fresno, KTMS, Santa
Barbara, KWG, Stockton, KXO, El Centro,
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York, N. Y.; WDNC*, Durham, N. C.;
WHKC*, Columbus, WKBN*, Youngstown,
WTOL*, Toledo, Ohio; WPRO*, Provi-
dence, R. I.; KIHQ, Sioux Falls, S. Dakota;
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kets Group.

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5225 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge.....Gene Grant
Phone: York 8812

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Phone: Yukon 6-0621

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WFUN, Huntsville, WHBB, Selma, WTBC,
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KVSM, San Mateo, Calif.; WLCR, Torrington,
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WHFC, Cicero, WCNT, Centralia, WOKZ,
Alton, WTMV, East St. Louis, WFRL, Free-
port, WGGH, Marion, WCVS, Springfield,
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Henderson, WHOP, Hopkinsville, WLOU,
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Mayfield, WPAD, Paducah, Ky.; KSLO,
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Gen. Sales Manager.....R. J. Judge
608 Keefer Bldg., Montreal, Quebec

Manager.....F. C. Murray
Phone: UNiversity 6291

1111 Childs Bldg., Winnipeg, Manitoba
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Phone: 925-097

846 Howe St., Vancouver, B. C.
Manager.....J. W. Stovin
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William, Ont.; CFOR, Orillia, Ont.; CFJR,
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Vice-Pres.....Howard B. Meyers

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Manager.....Fred Vance

Phone: Riverside 5633

638 Van Ness Ave., Los Angeles 13, Calif.

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Phone: DUnkirk 2-8458

235 Montgomery St., San Francisco, Calif.

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Phone: AN 3-5771

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How To Apply For FCC License



NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the

applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

How To Apply For FCC License

Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may

adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS



**Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 9300**

Officers

President—Harold E. Fellows

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Richard P. Doherty
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Director, FM
William L. Stubblefield
Dir., Station Relations
Vincent Wasilewski
Attorney

RADIO BOARD OF DIRECTORS 1951-1952

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
(To be elected)	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur	2	New York and New Jersey.
WSYR, Syracuse, N. Y.		
Leonard Kapner	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
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.		
Henry B. Clay	6	Arkansas, Louisiana, Mississippi and Tennessee.
KWKH, Shreveport, La.		
Robert T. Mason	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
Stanley R. Pratt	8	Indiana and Michigan.
WSOO, Sault Ste. Marie, Mich.		
Merrill Lindsay	9	Illinois and Wisconsin.
WSOY, Decatur, Ill.		
E. K. Hartenbower	10	Iowa, Missouri and Nebraska.
KCMO, Kansas City, Mo.		
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, Kan.	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, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
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 Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Albert D. Johnson..... KOY, Phoenix, Ariz.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
H. Quenton Cox..... KGW, Portland, Ore.	17	Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE

Large Stations

Paul W. Morency
WTIC, Hartford, Conn.
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

A. D. Willard, Jr.
WGAC, Augusta, Ga.
Hugh B. Terry
KLZ, Denver, Colo.

Small Stations

Edgar Kobak
WTWA, Thomson, Ga.
Lee W. Jacobs
KBKR, Baker, Ore.

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Michael R. Hanna
WHCU-FM, Ithica, N. Y.

TELEVISION BOARD OF DIRECTORS 1951-1952

Eugene S. Thomas, Chairman
WOR-TV, New York, N. Y.
Robert D. Swezey, Vice-Chairman
WDSU-TV, New Orleans, La.
Campbell, Arnoux
WTAR-TV, Norfolk, Va.
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WWJ-TV, Detroit, Mich.
Harold Hough
WBAP-TV, Fort Worth, Tex.
Clair R. McCollough
WGAL-TV, Lancaster, Pa.

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KTLA, Los Angeles, Calif.
W. D. Rogers, Jr.
KEYL, San Antonio, Tex.
George B. Storer
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Frank M. Russell
NBC, Washington, D. C.
H. V. Akerberg
CBS, New York, N. Y.
C. J. Witting
DuMont, New York, N. Y.

NARTB TELEVISION CODE

BOARD OF REVIEW

John E. Fetzer, Chairman
WKZO-TV, Kalamazoo, Mich.
J. Leonard Reinsch, Vice-Chairman
WSB-TV, Atlanta, Ga.
Mrs. Scott Bullitt
KING-TV, Seattle, Wash.

Walter J. Damm
WTMJ-TV, Milwaukee, Wis.
E. K. Jett
WMAR-TV, Baltimore, Md.

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

Bessemer Advertiser: **Bill Miller**
Birmingham News: **Lily Mae Caldwell**
Birmingham Post-Herald: **Claude Keithly**
Chilton County (Clanton) News: **Ben Tucker**
(Clanton) Union Banner: **Gene Wyatt**
Gadsden Times: **Frances Underwood**
Haleyville Advertiser: **W. D. Smith**
(Hamilton) Marion County News: **Frank McKenzie**
Mobile Press: **Mike McEvoy**
Mobile Register: **Vivian Cannon**
Montgomery Advertiser: **Fields Varner**

ARIZONA

El Sol (Phoenix): **Josephina Franco**
Graham County (Safford) Guardian: **Earl Hunt**
(Phoenix) Arizona Republic: **Ralph Mahoney**
Phoenix Gazette: **Bobbie Johnston**
Tucson Daily Citizen: **Norman Harrington**
Tucson Daily Star: **Dorothy Kalil**
(Tucson) Week End Reporter: **Fred Finney**
Yuma Daily Sun: **Karl Allen**

ARKANSAS

(Little Rock) Arkansas Democrat: **Bill Meehan**
(Little Rock) Arkansas Gazette: **Melvin McGaughey**
(Fort Smith) Southwest American: **C. C. Brown**
Fort Smith Times Record: **Bill Barksdale**
Pine Bluff Commercial: **Gordon N. Freeman**
Springdale News: **Ellis Stafford**

CALIFORNIA

Brawley News: **Carl Schoos**
(Coachella) Desert Barnacle: **Ward Grant**
(El Centro) Imperial Valley Post-Press: **Ray Barnes**
Hollywood Citizen-News: **Zuma Palmer**
(Los Angeles) Daily News: **Paul Price**
Los Angeles Examiner: **Jack Lait**
(Los Angeles) Herald-Express: **Owen Callin**
The (Los Angeles) Mirror: **Hal Humphrey**
Los Angeles Times: **Walter Ames**
Napa Register: **Jay Irving**
(North Hollywood) Valley Times: **Allen Rich**
Oakland Tribune: **James Abbey**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Charles Perlee**
(Petaluma) Argus-Courier: **Fritz Pumphrey**
San Diego Evening Tribune: **Charles Hull**
San Diego Union: **Robert MacDonald**
San Francisco Chronicle: **Terence O'Flaherty**
San Francisco Examiner: **Dwight Newton**
San Francisco News: **Dorothy Beck**
(San Francisco) Shopping News: **Tom Foster**
Sanger Herald: **Walter Gilbert**
(San Luis Obispo) Telegram-Tribune: **Robert W. Goodell**

Santa Ana Register: **Pete Cooley**
Santa Maria Times: **James Garret**
San Mateo Times: **Bob Foster**
(Santa Rosa) Press Democrat: **Chuck Carson**
(Vallejo) News Chronicle: **Wyman Riley**
(Vallejo) Times Herald: **Dave Beromio**
(Ukiah) Redwood Journal: **H. M. Ivey**

COLORADO

(Boulder) Daily Camera: **Arlene Neal**
(Colorado Springs) Free Press: **Henry Theiss**
(Colorado Springs) Gazette-Telegraph: **Harry Hailes**
The Denver Post: **Ken White**
Greeley Booster: **Loren Walling**
Greeley Journal: **Jule Edgerton**
Lamar Daily News: **Nate Neilson**
(Pueblo) Star Journal: **Ralph Taylor**

CONNECTICUT

Bridgeport Post-Telegram: **Fred Russell**
Bridgeport Sunday Herald: **Leo Miller**

Danbury News Times: **Frank Stevens**
Hartford Courant: **Viggo Anderson**
Hartford Courant: **M. Oakley Stafford**
The Hartford Times: **Anne Norman**
Meriden Journal: **Mary Malone**
Meriden Record: **William Gardner**
Meriden Star: **Colby Dreason**
Naugatuck Daily News: **Joseph Donahue**
New Haven Journal Courier: **A. J. Sloane**
Stamford Advocate: **Bill Brown**
Torrington Register: **Walter G. Gisselbrecht**
Waterbury American: **E. Christy Erk**

DISTRICT OF COLUMBIA

Washington Daily News: **Milton Pike**
Washington Evening Star: **Harry MacArthur**
Washington Post: **Sonia Stein**
Washington Times-Herald: **Bernie Harrison**

FLORIDA

Clearwater Sun: **Reinhold Rogers**
Ft. Lauderdale Daily News: **Orville Revelle**
Gainesville Sun: **Jim Camp**
Jacksonville Journal: **Bob Dow, Jr.**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitchison**
(Miami Beach) Florida Sun: **Diana Burkett**
(Acala) Marion Sun: **Clyde Hooker**
Ocala Star: **Banner R. N. Dosh**
Orlando Daily Newspapers: **Ed Ray**
Orlando Morning Sentinel: **C. L. Starnes**
Orlando Post: **Bill Albright**
Orlando Star: **Edee Green**
(Panama City) Bay County Citizen: **Ted Bryan**
(Panama City) News-Herald: **Ted Bryan**
(Pensacola) Escambia Press: **Bill Helie**
(Pensacola) News-Journal: **Harold Stoker**
St. Petersburg Evening Independent: **Howard Hartley**
St. Petersburg Times: **Jack Faulkner**
The (Sarasota) Breeze: **Bill Coe**
Sarasota Herald Tribune: **John Bloomer**
Tampa Morning Tribune: **Phil Barney**

GEORGIA

Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Sam Lucchesi**
Columbus Ledger: **L. B. Patterson**
Columbus Sunday Ledger-Enquirer: **Mike Milner**
Dalton News-Citizen: **Mark Pace**
(Decatur) De Klab New Era: **Dick Hatch**
Gainesville News: **Gordon Sawyer**
Hogansville Herald: **Don Downs**
La Grange News: **Jim Wood**
Rome News Tribune: **Edward I. Bernd**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Frank Rossiter**
The Toccoa Record: **Robert W. Graves**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

(Boise) Idaho Evening Statesman: **George Redmond**
(Kellogg) Shoshone Tribune: **Walter Larson**
(Pocatello) Idaho State Journal: **Bob Paulos**

ILLINOIS

Aurora Beacon-News: **C. W. Hoefler**
(Bellwood) Sentinel: **Paul Coffman**
(Bloomington) Pantagraph: **Lawrence Schroyer**
Canton Daily Ledger: **Jimmy Murphy**
Chicago Daily News: **Jack Mabley**
Chicago Herald-American: **Janet Kern**
Chicago Sun-Times: **Bill Irvin**
Chicago Tribune: **Anton Remenih**
Chicago Tribune: **Larry Wolters**
(Decatur) Herald and Review: **R. C. Schaub**
(Fairfield) Wayne County Record: **Howard M. Ready**
Flora Daily News: **Bill Naney**

Galesburg Daily Register Mail: **Charles Marrow**
 Jacksonville Journal & Courier: **W. A. Fay**
 (La Salle) Daily News Tribune: **Bob Johns**
 Marion Daily Republican: **Homer Butler**
 Moline Dispatch: **Lucia Carter**
 Olney Daily Mail: **Vincent Van Cleece**
 Peoria Journal Transcript: **R. Milo Shepherdson**
 Peoria Star: **Theo Jean Arhends**
 Rockford Morning Star: **Betty Thro**
 Rockford Register-Republic: **Betty Thro**
 The Rock Island Argus: **V. Vivian Headlund**
 (Springfield) Illinois State Journal: **Robert Harris**
 (Springfield) Illinois State Register: **Jim Armstrong**

INDIANA

(Anderson) Bulletin: **Juliet Crittenger**
 (Anderson) Herald: **Thom Gephardt**
 (Bloomington) Herald-Telephone: **Bruce Temple**
 (Blomington) Star Courier: **Leo Hickman**
 Indianapolis News: **Georgia Gianakos**
 Indianapolis Star: **Polly Cochran**
 Indianapolis Times: **Dick Mittman**
 Kokomo Tribune: **Kay Kuhns**
 (La Porte) Herald-Argus: **Joe Eiler**
 (Marion) News Herald: **Paul Hillsaumer**
 Marion Observer: **Ed Warfel**
 South Bend Tribune: **Paul Neville**
 South Bend Tribune: **Frank Schmidt**

IOWA

Boone News Republican: **Mary Garvey**
 The Cedar Rapids Gazette: **Edna A. Herbst**
 (Council Bluffs) Non-Parcel: **Dick Trembath**
 Davenport Morning Democrat: **Ina Wickham**
 Davenport Times: **Kon Lorenzen**
 Des Moines Register: **Paul Cotton**
 (Mason City) Globe-Gazette: **Don Harrer**
 Muscatine Journal: **Walter Russell**
 (Shenadoah) Sentinel: **Robert Tindale**
 Sioux City Journal-Tribune: **Willis Forbes**
 Sioux City Sunday Journal: **Kenneth Stock**

KANSAS

Atchison Daily Globe: **John Buckley**
 Coffeyville Journal: **Gene Sullivan**
 Dodge City Daily Globe: **Pete Barkley**
 Great Bend Tribune: **Hugh Jencks**
 The (Kansas City) Kansan: **C. H. Nohe**
 (La Crosse) Rush County News: **Dave Clymer**
 (Manhattan) Mercury Chronicle: **Jack Smith**
 Parsons Sun: **Jim Davis**
 Wichita Beacon: **Sid Coleman**
 Wichita Eagle: **Lovenia Lynberg**

KENTUCKY

Ashland Daily Independent: **John McGill**
 (Campton) Wolfe County News: **Mrs. Roy Cecil**
 Danville Advocate-Messenger: **Mrs. I. M. Tipton**
 Elizabethtown News: **Billy Merriott**
 Jackson Times: **Harold Holliday**
 (Louisville) Courier-Journal: **Bill Ladd**
 Louisville Times: **Angela Pres**
 Owensboro Inquirer: **John W. Potter**
 (Paducah) Sun-Times: **Bob Sandersen**

LOUISIANA

Alexandria Daily Town Talk: **Adras Laborde**
 (Baton Rouge) Morning Advocate: **Frank Wilson**
 (Baton Rouge) State Times: **Ernest Gueymard**
 New Orleans Item: **Ted Liuzza**
 New Orleans Times Picayune: **Ed Brooks**
 New Orleans States: **Bob Sublette**
 The Shreveport Journal: **Marie Gifford**
 The Shreveport Times: **Pericles Alexander**

MAINE

(Augusta) Daily Kennebec Journal: **Paul S. Plumer**
 Lewiston Evening Journal: **Miss Nicholson**
 (Lewiston) Le Messenger: **Guy Ladouceur**
 Portland Press Herald: **Robert B. Beith**

MARYLAND

(Aberdeen) Hartford Democrat: **Sam Lawder**
 (Annapolis) Evening Capital: **Elmer Jackson**
 The (Baltimore) Evening Sun: **Raymond Pryde**
 The Baltimore Morning Sun: **Robert Snyder**
 Baltimore News-Post: **Norman Clark**
 The Baltimore Sunday American: **Jennie Lee Bird**
 The Baltimore Sunday Sun: **Geoffrey W. Fielding**
 (Hagerstown) Daily Mail: **Garvin Hager**
 (Hagerstown) Globe Independent: **Stewart Douglas**
 (Hagerstown) Morning Herald: **Joseph Harp**
 (Havre de Grace) Democrat Ledger: **Charles Moore**

Havre de Grace Record: **Eddie Dwyer**
 The Salisbury Advertiser: **Frank Adler**
 The Salisbury Times: **Oscar L. Morris**

MASSACHUSETTS

Attleboro Sun: **Ethel MacDonald**
 (Boston) Christian Science Monitor: **Albert Hughes**
 Boston Globe: **Elizabeth Sullivan**
 Boston Herald-Traveler: **Alice Rankin**
 Boston Post: **Howie Fitzpatrick**
 Boston Record-American: **Anthony LaCamera**
 Brockton Daily Enterprise: **Kenneth G. Dalton**
 Fall River Herald News: **Henry Degnan**
 (Greenfield) Recorder Gazette: **Harold Lavanway**
 Haverhill Gazette: **Joseph Moran**
 (Hyannis) Cape Cod Standard-Times: **Newell Avery**
 (Holyoke) Transcript-Telegram: **Dick Murphy**
 (Lawrence) Eagle-Tribune: **Joseph Oakes**
 Lawrence Sunday Sun: **Charles Mahoney**
 Lowell Sun: **Charles Sampas**
 Lowell Sunday Telegram: **George Gagan**
 Lynn Item: **Mrs. Latimer**
 (Lynn) Telegram News: **Elmer Woodell**
 New Bedford Standard Times: **Bob Lapointe**
 (Newton) Villager: **Philip Ahlin**
 Berkshire (Pittsfield) Evening Eagle: **Milton Bass**
 Springfield Daily News: **Harvey L. Gray**
 Springfield Morning Union: **Harvey Gray**
 Springfield Union: **Paul F. Craig**
 (Waltham) News-Tribune: **Thomas Murphy**
 (Wellesley) Townsman: **A. E. Larsson**
 Worcester Telegram: **Fred Rushton**
 (Worcester) Sunday Telegram: **Don Williams**
 (Worcester) Evening Gazette: **James Gourgouras**

MICHIGAN

Adrian Daily Telegram: **Hoig Gray**
 Detroit Free Press: **Frank Angelo**
 Detroit Free Press: **Dick Osgood**
 Detroit News: **Herschell Hart**
 Detroit Times: **Andy Wilson**
 The Flint Journal: **Ralph Coulter**
 Grand Rapids Herald: **Sally Overmeyer**
 Grand Rapids Press: **Florence Kasprzak**
 Iron River Reporter: **Gene Moore**
 (Lansing) State Journal: **Thelma Harnett**
 Muskegon Chronicle: **Bonnie Busse**
 (Port Huron) Times Herald: **Al Haugner**

MINNESOTA

Eveleth News Clarion: **Grove Wills**
 Fairmont Daily Sentinel: **Claude Swanson**
 (Grand Rapids) Herald-Review: **Ken Hickman**
 Minneapolis News: **Bob Wald**
 Minneapolis Star-Tribune: **Will Jones**
 (Moorhead) Daily News: **Jim Peterson**
 New Ulm Daily Journal: **William Macklin**
 Rochester Post Bulletin: **Ozzie St. George**
 St. Paul Dispatch-Pioneer Press: **John Harvey**
 Stillwater Gazette: **Irene Johnson**
 (Virginia) Mesabi Daily News: **Everett Blomgren**
 Winona Republican Herald: **Gordon Clossway**

MISSISSIPPI

(Biloxi) Daily Herald: **Cosman Eisendrath**
 Eooneville Independent: **Elizabeth Jacobs**
 (Clarksdale) Press-Register: **Bob Jennings**
 (Corinth) The Daily Corinthian: **Barbara Barnes**
 (McComb) Enterprise: **Charles Gordon**
 Vicksburg Evening Post: **Burrell Conway**

MISSOURI

(Columbia) Missourian: **Eugene Sharp**
 Columbia Tribune: **J. P. Hamel**
 Independence Daily News: **Robert Hoyt**
 The Kansas City Star: **R. J. Hoyland**
 St. Joseph Gazette: **Don Houseworth**
 St. Joseph News Press: **Merrill Chilcote**
 St. Louis Globe Democrat: **Edward M. Keath**
 St. Louis Post-Dispatch: **James L. Spencer**
 St. Louis Post-Dispatch: **Larry Wright**
 (Springfield) Bias: **George Olds**
 Springfield News Leader & Press: **Eddie Bass**

MONTANA

The (Great Falls) Tribune: **William Zadiick**
 (Kalispell) Daily Interlake: **M. C. Glover**
 (Manhattan) Intermountain Press: **Lyle Williams**
 Miles City Daily Star: **Gordie Spear**

NEBRASKA

Lincoln Journal & Star: **Don Wright**
 (Omaha) World-Herald: **Jake Rachman**

NEVADA

Elko Daily Free Press: Gene Evans
Las Vegas Morning Sun: Hank Greenspan
Las Vegas Review Journal: A. E. Cahlan
Reno Evening Gazette: John Sanford
(Reno) Nevada State Journal: Joe Jackson

NEW HAMPSHIRE

The Concord Daily Monitor: James Langley

NEW JERSEY

(Atlantic City) Press Union: Joe MacDonald
Newark News: Roland E. Lindholm
Passaic Herald News: William H. Pohle

NEW MEXICO

Alamogordo News: Murray Morgan
(Carlsbad) Current-Argus: Jack Sifton
Clayton News: J. E. Staley
(Clayton) Union County Leader: E. F. Lough

NEW YORK

Albany Times-Union: John Archer
Binghamton Press: Tom Cawley
Binghamton Press: Kim Davis
Binghamton Press: Robert Sturdevant
Binghamton Sun: Jean Ellis
Buffalo Courier Express: Don Tranter
Buffalo Evening News: Ray Finch
(Buffalo) Polish Everybody's Daily: Lucy Koszliak
Endicott Daily Bulletin: Hal Hancock
Geneva Daily Times: Charles Bennett
(Gloversville) Leader-Republican: Clarence Slade
(Hornell) Evening Tribune: Kelly Simon
Jamestown Post-Journal: Robert Kilpatrick
Jamestown Sun: Marylyn Swartz
(Kenmore) Record Advertiser: P. D. Fahnstock
(Monticello) Evening News: N. Schurman
(New York) Associated Press: Wayne Oliver
New York Daily Compass: Fred Rayfield
New York Daily Mirror: Nick Kenny
New York Daily News: Ben Gross
New York Herald-Tribune: John Crosby
New York Journal-American: Jack O'brien
New York Post: Al Cusick
New York Times: Jack Gould
New York Times: Val Adams
New York World-Telegram & Sun: Harriet Van Horne

The Niagara Falls Gazette: Thomas Berrigan
(Rochester) Bittner Press: James Kelly
(Rochester) Times-Union: Don Yerger
Rochester Life: Robert Peiffer
Rome Daily Sentinel: Fritz Updyke
Syracuse Herald: Harold Wunsch
(Syracuse) Herald-Journal: Tom Coolican
(Syracuse) Post Standard: Peg Simpson
Utica Daily Press: Joan Kirkland
Watertown Daily Times: Dominic Pepp

NORTH CAROLINA

Asheville Citizen: Sloan Coleman
Asheville Times: Porter Crisp
(Burlington) Times News: Richard Minor
Camp Lejeune Globe: Capt. John Randazzo
Charlotte Observer: Wink Locklair
The Charlotte News: Emery Wister
Durham Sun: John Barry
Fayetteville Observer: Mr. Sparrow
(Hendersonville) Times-News: Leo H. Wise
(Hendersonville) Tribune: Lucille Stepp
Jacksonville News & Views: William J. Arthur
Kinston Daily Free Press: J. P. Strother
(Kinston) Lenoir County News: Jack Rider
The (Raleigh) News & Observer: Jane Hall
Sanford Herald: W. E. Horner
Salisbury Post: Teenus Cheney
(Winston-Salem) Journal & Sentinel: Hal Levy
The (Williamston) Enterprise: Bill Manning
Wilmington Star News: Al Dickson
Wilson Daily Times: Jim Fulghum

NORTH DAKOTA

Bismarck Capital: Gaylord Conrad
Bismarck Tribune: John Hjehe
Dickinson Press: Ad Nordmarken
Fargo Forum: Roy Johnson

OHIO

Akron Beacon Journal: Art Cullison
Ashland Times Gazette: Dolly Darr
Ashtabula Star Beacon: Ross Smith
Canton Repository: Rose Mokadean

Canton Economist: Morton Frank
Cincinnati Enquirer: John Caldwell
Cincinnati Times Star: Chariton Wallace
Cincinnati Post: Mary Wood
Cleveland Plain-Dealer: George Condon
Cleveland Press: Stan Anderson
Cleveland News: Elmore Bacon
(Columbus) Ohio State Journal: Mary McGavran

Koebeel

Columbus Citizen: Jo Bradley Reed
Columbus Dispatch: Richard Thompson
Columbus Dispatch: Dean A. Myers
Conneaut News Herald: James Mohn
Dayton Journal-Herald: Arthur S. Kany
Dayton Daily News: Bill Barton
(Dover) Daily Reporter: Woody English
(Findlay) Republican-Courier: Ed Heminger
Geneva Free Press: Leonard Dute
Ironton Tribune: Preston Dolan
(Kent) Courier Tribune: Doris House
The Portsmouth Times: Charles Mowery
Toledo Blade: Robert French
Toledo Times: Arnold Faust
The Warren Tribune Chronicle: John Forrest
Youngstown Vindicator: Esther Hamilton
(Zanesville) Sunday Times-Signal: Robert D. Maley

OKLAHOMA

Duncan Daily Banner: B. L. Abernathy
Frederick Press: Pery White
(Hobart) Star-Review: Clara Neal
(Lawton) Constitution: Ted Ralston
Oklahoma City Advertiser: Leon Hatfield
Oklahoma City Times: Ed Hunter
(Oklahoma City) Daily Oklahoman & Times: Paul Hood
(Oklahoma City) Daily Oklahoman & Times: Ralph Sewell

Ponca City News: Gareth B. Muchmore

OREGON

(Ashland) Southern Oregon News Review: Robert W. Ruhl
The Bend Bulletin: Phil Brogan
Benton County (Corvallis) Herald: Tracy Johnson
Eugene Register-Guard: Glen Stadler
La Grande Evening Observer: Pat Seeger
(La Grande) Eastern Oregon Review: Laura Mae Marshall
Medford Mail Tribune: Robert W. Ruhl
(Portland) Oregon Journal: Joe Stein
(Portland) Oregonian: William Moyes
(Salem) Oregon Statesman: Conrad Prange
(Salem) Capital Journal: Margaret McGee

PENNSYLVANIA

Altoona Tribune: Robert Boyer
Altoona Mirror: Edward Benny
Ambridge Daily Citizen: Adam Wolicki
Beaver Valley Times: Don Keith
Bethlehem Globe-Times: Bob Kirkpatrick
The Bradford Era: Joseph M. Cleary
The Butler Eagle: William Faust
Carbondale Review: James Beamish
Carbondale News: Thomas Heth
Chester Times: Bob Funicane
The (Clearfield) Progress: George Scott
"The (Downingtown) Archive": Jane McIlvaine
Ellwood City Ledger: Bill Kegel
(Emporium) Press: Wallie Nelsen
(Homestead) Daily Messenger: (Mrs.) A. J. Frank
(Honesdale) Wayne Independent: William Hagerty
Johnsburg Press: Alva K. Gregory
(Lewistown) Sentinel: Chris Rowland
(Martinsburg) Cove News: Alto Weilandt
Oxford News: John Mare III
The Philadelphia Daily News: Jerry Gaghan
The Philadelphia Daily News: John Moore
The Philadelphia Daily News: Mike Swartz
The Philadelphia Evening Bulletin: Elmer Cull
The Philadelphia Evening Bulletin: Harry Harris
The Philadelphia Evening Bulletin: Earl Selby
The Philadelphia Inquirer: Jean Konik
The Philadelphia Inquirer: Merrill Panitt
The Philadelphia Inquirer: Pat Wilson
Pittsburgh Courier: Robert M. Ratcliffe
Pittsburgh Press: Si Steinhauer
Pittsburgh Post-Gazette: Harold V. Cohen
Pittsburgh Sun-Telegraph: Wilbur Clarke
Pittsburgh Sun-Telegraph: Karl Krug
Pittsburgh Sun-Telegraph: James Pettican
Ridgway Record: Minnie Pompey

Sharon Herald: **Joe Shatto**
St. Marys Daily Press: **Myra Nolan**
Sunbury Daily Item: **Nelson Futch**
Sunbury Daily Item: **Laverne Roberts**
(West Chester) Daily Local News: **Butch McDevitt**
Wilkes-Barre Sunday Independent: **Thomas Hefferman**

RHODE ISLAND

Pawtucket Times: **Lyn Nerney**
Providence Journal-Bulletin: **William Keogh**
Westerly Sun: **Abe Solovetzik**

SOUTH CAROLINA

The Columbia Record: **Henry Cauthen**
The (Columbia) State: **John A. Montgomery**
Greer Citizen: **E. A. Birch**
Greer Citizen: **Roger L. Simmons**
Laurens Advertiser: **Mr. Lee**
Sumter Herald: **F. J. Knight**
Sumter Daily Item: **J. E. McKnight**
The (Winnaboro) News & Herald: **G. M. Ketchin**

SOUTH DAKOTA

Aberdeen American-News: **Leif Johnson**
Rapid City Daily Journal: **Paddy Ingvalson**
(Sioux Falls) Daily Argus-Leader: **Herb Bechtold**

TENNESSEE

Chattanooga News Free Press: **Hayes Clark**
Chattanooga Times: **Bill Donaho**
Daily Post-Athenian: **Elmer H. Sipe, Jr.**
(Fayetteville) Lincoln County News: **Beverly Young**
Fayetteville Observer: **Jim McCown**
(Johnson City) Press Chronicle: **George W. Kelly**
Knoxville News Sentinel: **Hugh Allen**
Knoxville Journal: **Juanita Glenn**
(Memphis) Commercial Appeal: **Mike McGee**
Nashville Banner: **Eddie Jones**
Nashville Tennessean: **Jane Carter**
Pulaski Record: **Virgil Trimm**
Union City Daily Messenger: **Bill Burdine**

TEXAS

(Abilene) Reporter-News: **Kathryn Duff**
Alice News: **Isabel Ziegler**
(Amarillo) Globe-News: **Peggy Williamson**
Baytown Sun: **Fred Hartman**
Baytown Sun: **Dan Shults**
Beaumont Journal: **Anita George**
The Beaumont Enterprise: **Merita Mills**
Big Spring Daily Herald: **Robert Whipkey**
Big Spring Daily Herald: **Tommy Hart**
Big Spring Weekly News: **Joseph Haydn**
Bishop News: **E. B. Erard**
Brownwood Bulletin: **Mac Boswell**
Bryan Daily Eagle: **Earl Phillips**
Bryan Daily News: **Walter Doney**
Corpus Christi Caller-Times: **E. B. Erard**
Dallas Times Herald: **Doug Hawley**
Dallas Morning News: **Saul Levenson**
El Campo News: **Erve Stafford**
El Campo Citizen: **Mr. Ragsdale**
Electra Star: **W. C. Stewart**
Fort Worth Press: **Jack Gordon**
Fort Worth Star-Telegram: **Ira Cain**
Forth Worth Star-Telegram: **Irvin Farman**
Fort Worth Star-Telegram: **Bill Hitch**
Fort Worth Star-Telegram: **Mack Williams**
Houston Post: **Bill Harrison**
Houston Post: **Luther Rowsey**
Houston Press: **Bill Newkirk**
Houston Chronicle: **Moselle Jacobs**
Kingsville Record: **E. B. Erard**
Liberty Vindicator: **Orlan Jones**
(Lubbock) Avalanche-Journal: **Bud Thompson**
Lufkin Daily News: **W. R. Beaumier**
(McAllen) Valley Evening Monitor: **Virginia Armstrong**
(Memphis) Press Scimitar: **Louise Nolan Ahrens**
Odessa American: **Thomas Smith**
Odessa American: **Jim Scott**
Pampa Daily News: **Bob Gettemy**
Paris News: **Nancy Potec**
(Paris) Lamar County Echo: **Lon Boynton**
Pecos Enterprise: **Joe Pouns**
Port Arthur News: **Grace Foote**
(Seguin) Enterprise: **Otha Grisham**
(Seguin) Gazette Bulletin: **Jim Towery**
Sweetwater Reporter: **Allen Baker**
Temple Daily Telegram: **Harry Blanding**
(Texarkana) Two States Press: **Anna Mae Turner**
(Texarkana) Gazette-News: **J. Q. Mahaffey**

Victoria Advocate: **Morris Roberts**
Wharton Spectator: **Mary Lee Shannon**
Wichita Falls Daily Times: **W. C. Stewart**

UTAH

(Logan) Herald Journal: **Ray Nelson**
Richfield Reaper: **Stan Jones**
(Salt Lake City) Seseet News: **Howard Pearson**

VERMONT

Barre Daily Times: **P. C. Angwin**
Burlington Free Press: **Robert Beaupre**
Burlington Daily News: **Robert Cronin**
Montpelier Evening Argus: **Elaine Atkins**

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(Bristol) Virginia-Tennessean: **Eugene World**
Culpeper Exponent: **John T. Rogers**
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(Lynchburg) News: **A. T. Gunn**
(Lynchburg) Daily Advance: **Dave Wright**
(Newport News) Times-Herald: **Bobbie Eddington**
(Newport News) Daily Press: **J. Melvin Jones**
(Norfolk) Ledger Dispatch: **Bill Diehl**
(Norfolk) Ledger Dispatch: **Charles Hoofnaegle**
(Norfolk) Virginian-Pilot: **Warner Twyford**
Portsmouth Star: **George Barber**
Richmond Times-Dispatch: **Norman Rowe**
Richmond News Leader: **John Stratton**
Roanoke Times: **William Atkinson**
Roanoke World-News: **W. C. Stouffer**

WASHINGTON

Aberdeen Daily World: **Ed Stanley**
(Aberdeen) Grays Harbor Post: **Kearney Clark**
(Aberdeen) Grays Harbor Post: **John Forbes**
Auburn Sun: **Karl Lind**
(Chehalis) Advocate: **Diek Frye**
(Hoquiam) Washingtonian: **Bob Robertson**
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Columbia Basin (Pasco) News: **Frank Purcell**
(Portland) Oregonian: **B. Mike**
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Seattle Post-Intelligencer: **Dan Coughlin**
Seattle Post-Intelligencer: **Bill John**
Seattle Post-Intelligencer: **Diek Mything**
Seattle Shopping News: **Henry Larson**
Seattle Daily Times: **Richard Hayes**
Seattle Times: **Marsha Safely**
(Spokane) Spokesman-Review: **James Bracken**
Spokane Chronicle: **Howard Cleavinger**

WEST VIRGINIA

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Charleston Gazette: **Jerry Braden**
The Clarksburg News: **H. G. Rhawn**
The Fairmont Times: **Sufton Sharp**
The (Fairmont) West Virginian: **Richard Parrish**
The (Huntington) Advertiser: **Catherine Bliss Enslow**
(Huntington) Herald-Advertiser: **Ernie Salvatore**
(Huntington) Herald-Dispatch: **Bill Birke**
(Huntington) Herald-Dispatch: **Eddie Oliver**
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Morgantown Post: **Brooks Cottle**
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Parkersburg Sentinel: **Walter J. Mason**
Tacoma News Tribune: **Helen Rogers**

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Beloit Daily News: **Minnie Inking**
Green Bay Press Gazette: **Mary Ann Woodlick**
Hartford Times-Press: **E. Schinners**
Janesville Daily Gazette: **Ralph Schroeder**
Ladysmith News: **Ralph Goldsmith**
The (Madison) Capital Times: **William Doudna**
(Madison) Wisconsin State Journal: **Bill Doudna**
Manitowoc Herald-Times: **George H. MacFarland**
The Milwaukee Journal: **Don Dornbrook**
The Milwaukee Journal: **Larry Lawrence**
The Milwaukee Journal: **Bea Papan**
The Milwaukee Sentinel: **Buck Herzog**
West Bend News: **Joseph Huber**
West Bend Pilot: **Paul Miller**
(Wisconsin Rapids) Daily Tribune: **William Beckman**

WYOMING

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Laramie Republican Boomerang: **R. R. Albaugh**
Rock Springs Daily Rocket-Miner: **Robert Johnson**



On behalf of the staff, and our Sponsors, the makers of Old Gold Cigarettes, we of The Original Amateur Hour extend greetings to Radio-Television Daily-Year Book.

Red Mack

5TH YEAR ON TV — 18TH YEAR ON RADIO

NETWORKS

RADIO



NATIONAL



REGIONAL



... Now, more than ever—
the most efficient, the most economical
way to reach $\frac{1}{10}$ th of America!

WLW has a four-week audience of 2,702,000 homes in its area—186,500 more than in 1946, a pre-TV year.



The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over \$16 billion annually.

Audience Data, NRI Feb.-March 1951

FOR 30 YEARS... THE NATION'S STATION —





Robert E. Kintner
President

American Broadcasting Company

STUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States — a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18½ million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number

of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

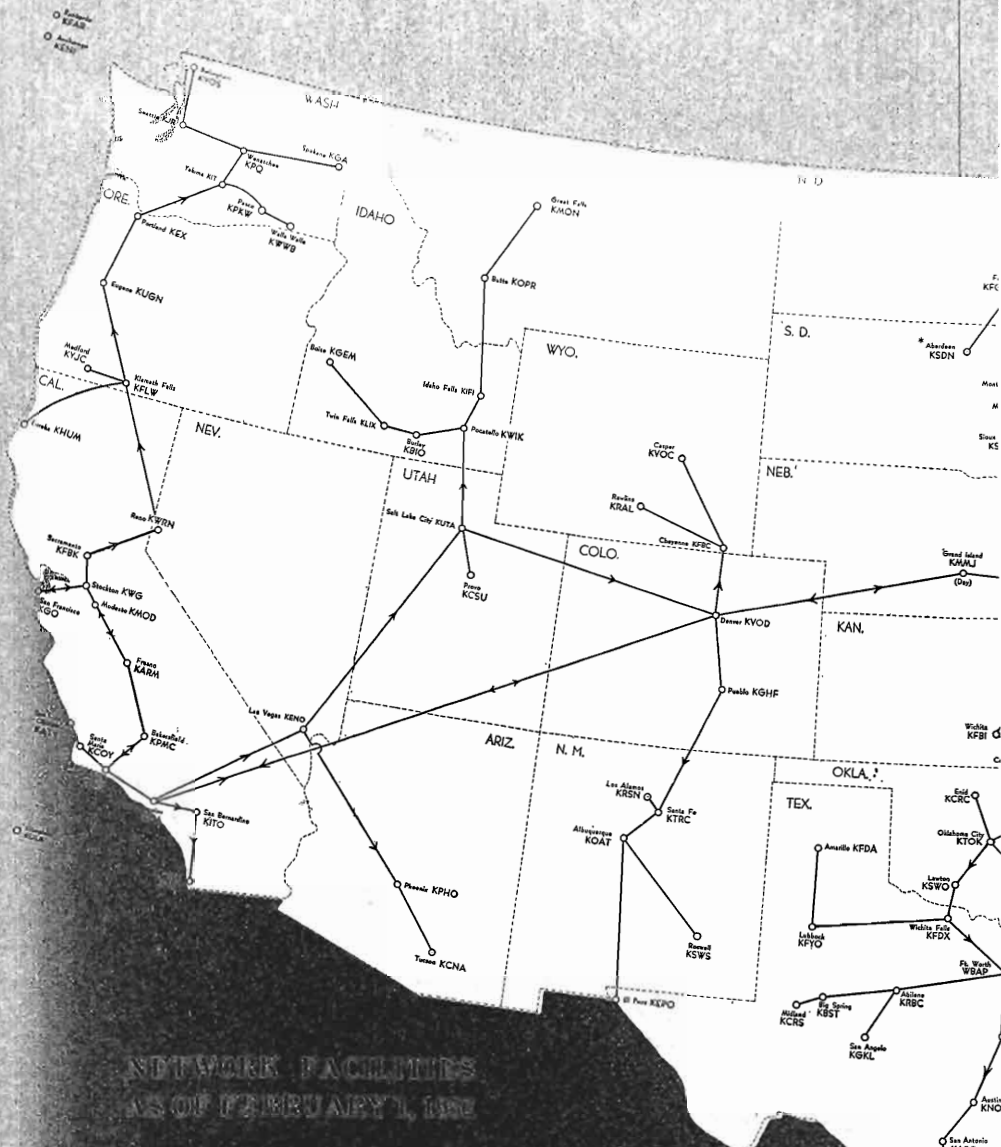
A minimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.

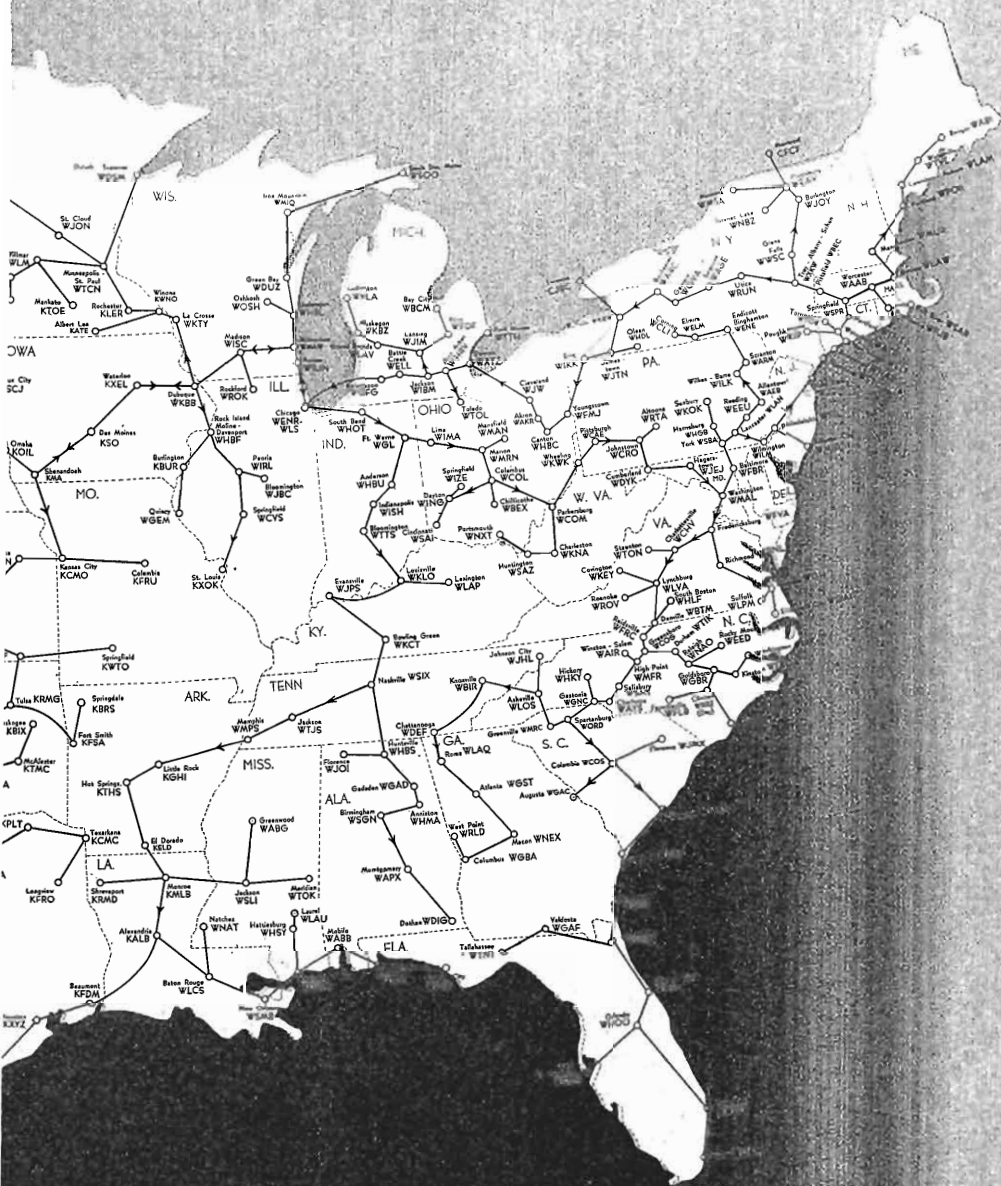
AMERICAN BROADCAST



NETWORK FACILITIES AS OF FEBRUARY 1, 1952

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CASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: Circle 7-5700)*

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Max Lerner.....Attorney
George Norris.....Attorney

James A. Stabile.....Attorney

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Donald G. Coe.....Dir., News & Special
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Grace Johnsen.....Dir., Continuity Acceptance
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 Oliver Treyz . . Dir., Research & Sales Development

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 1539 North Vine St., Hollywood 28, Calif.**

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 J. Clifford Anderson . . Program Business Manager
 —Radio
 Amos Baron Manager of KECA
 Dorothy Brown Continuity Acceptance Editor,
 Western Division
 Philip G. Caldwell . . Western Division Manager of
 Technical Ops.
 Byington Colvig KECA Continuity Acceptance
 Editor
 Francis Conrad Director of Radio, Western
 Division
 Dresser M. Dahlstead Program Manager,
 Western Division
 Henry Daugherty General Traffic Supervisor

Washington, D. C., 1703 K Street, N.W.

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20 North Wacker Drive, Chicago 6, Illinois

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 Kenneth Christiansen . . Mgr., Traffic & Commu.
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 Wilbur Cummings Radio Engng. Oper. Supr.
 Francis Dixon Pgm. Booking & Oper. Supr.
 Walter L. Emerson Legal Counsel
 Elliott Henry, Jr. Publicity Manager
 E. C. Horstman Engineering Manager
 Lowell E. Jackson Mgr., Radio Sales
 Burr E. Lee Radio Production Manager
 Dean Linger Manager, Sales Promotion

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 Patricia Foot Local & Spot Sales Service Mgr.
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 Victor Rowland Manager, Hollywood Publicity
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155 Montgomery St., San Francisco 2, Calif.

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Stations Owned by ABC

WJZ New York
 WXYZ Detroit
 KGO





Los Angeles
 KECA
 WENR Chicago
 San Francisco

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 District 8

(For television personnel turn to TELEVISION YEARBOOK in this volume)

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m., E.S.T., on ABC network



SERGEANT PRESTON of the YUKON 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.



THE GREEN HORNET p.m., E. S. T., on the



Wednesdays and Fridays, 5:00 to 5:30 Mutual Network

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



Adrian Murphy
Pres. CBS Radio

Columbia Broadcasting System

IT SEEMS to me that radio faces three basic problems today:

1. The public is reallocating its leisure time, to make

room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.

2. The advertiser is reallocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.

3. The artist is reallocating his interests, according television its place along with the screen, the stage and radio.

We are beginning to see that each of these problems contains many of its own answers.

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's

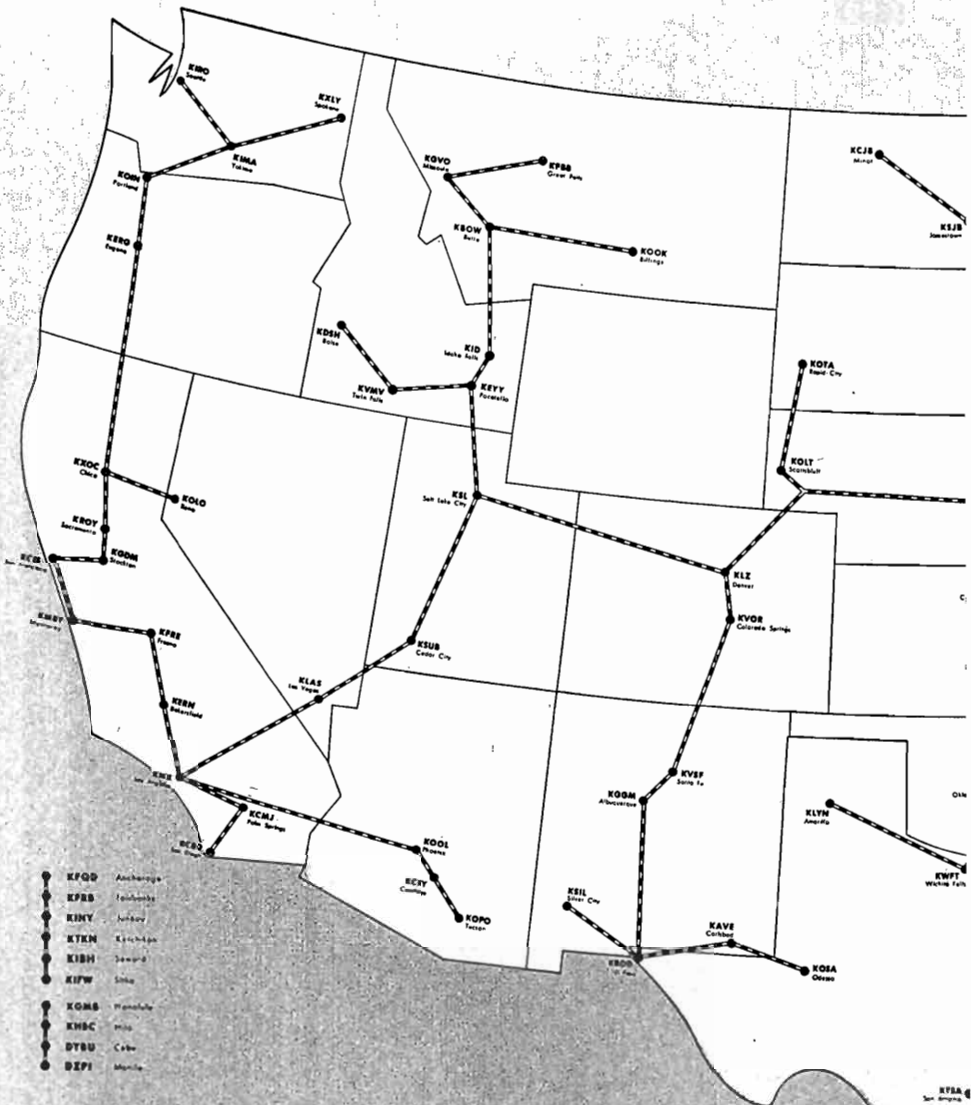
happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.

COLUMBIA BROADCAST



NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

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

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 of Network Programs, Hollywood
 Charles L. Glett..... Vice President in Charge
 of Network Services, Hollywood
 Lester Gottlieb..... Vice President in Charge of
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 Arthur Hull Hayes..... Vice President in Charge
 of San Francisco Office
 John J. Karol..... Vice President in Charge of
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CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York
 Telephone: HYacinth 2-8000

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A. B. Chamberlain..... Chief Engineer
H. A. Chinn..... Chief Audio Engineer
J. W. Wright..... Chief Radio Engineer

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Lester Gottlieb..... Vice President Network Programs
Norman Frank..... Program Supervisor
Gerald Maulsby..... Manager of Network Broadcasts
James Fassett..... Director of Serious Music
Charles S. Monroe..... Manager, Program Writing

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W. Eldon Hazard..... Sales Manager
Dudley Faust..... Eastern Sales Manager
Allyn Marsh..... Director, Program Sales
Gilson Gray..... Administrative Manager
E. E. Hall..... Sales Service Manager
Hugh M. P. Higgins..... Market Research Counsel
Carl Gylfe..... Sales Service (Chicago)
William Tankersley..... Sales Service (L. A.)

Chicago Office, 410 Michigan Avenue

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Roger K. Huston..... Assistant Manager

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Austin E. Joscelyn..... Director of Operations,
Hollywood
James Sirmons..... Manager of Operations
J. Dunham Gilbert..... Manager, Technical
Operations and Chief Engineer, WCBS
Hugh Cowham..... Traffic Manager
Julius Mattfeld..... Director of Music Library
Lucile Singleton..... Manager of Record
and Script Library

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Kenneth L. Yourd..... Director, Business Affairs,
Network Programs, New York
John F. Meyers..... Director, Business Affairs,
Network Programs, Hollywood
W. C. Harrington..... Manager,
Music Copyright Division

Editing

Don Ball..... Director

Legal

Henry Howard..... Senior Attorney

Press Information

George Crandall..... Director of Press Information
Sidney Garfield..... Director of Exploitation
Edward Reynolds..... Manager, Press Information
Irving Fein..... Director of Publicity
and Exploitation, Hollywood
Harry J. Feeney..... Assistant to the Director
and Trade News Editor
Michael Boscia..... Executive Assistant
Anne Harding..... Manager, Service Division
Ethel Kirsner..... Contact Editor
Walter Murphy..... Manager, Magazine Division

Research

Harper Carraine..... Director of Reseach
Edward Reeve..... Sales and Promotion
Research
Manager

Sales Promotion and Advertising

George Bristol..... Director
Charles Oppenheim..... Director, Program
and Trade Promotion
Thomas Means..... Director, Promotion Service,
CBS-Owned Stations
Frank Nesbitt..... Director, Network Sales
Presentations
Robert Elliott..... Director, Network Copy
Louis Dorfsman..... Director, Art Division
Irving Miller..... Director, Art Service,
CBS-Owned Station Promotion
Joseph Tole..... Production Manager

Station Administration

Carl J. Burkland..... Director of Station
Administration

Station Relations

Herbert V. Akerberg..... Vice President in Charge
of Station Relations
William A. Schudt, Jr..... National Director
Edward DeGray..... Station Relations
Representative
Edward Scovill..... Station Relations
Representative
Ole Morby..... Western Division Manager,
Columbia Square, Los Angeles 28

Building Operations and Ticket Division

James Swensen..... Manager of Building Operations
Jack Page..... Assistant Manager
of Building Operations
Laurette Banks..... Supervisor of Ticket Division

General Purchasing

John E. Forsander..... Director of Purchases
Edward Drewes..... Purchasing Agent

Office Services

A. H. Bryant..... Manager
Harriet Hess..... Supervisor of Program Typing
Emily Scheiner..... Supervisor of Ediphone

Personnel Relations

Robert Kalaidjian..... Director
Charles Burt..... Personnel Administrator
John Anderson..... Labor Research Manager
Richard Stanley..... Employment Manager
Dr. Jack Nelson..... Director of Medical Office

Photographic

Walter I. Siegel..... Manager

Reference

William C. Ackerman..... Director
May Dowell..... Manager, General Information
Division
Agnes Law..... Librarian

CBS, INC., BROADCAST SERVICE CBS-OWNED STATIONS WCBS and WCBS-FM

485 Madison Avenue, New York 22

Carl Ward..... General Manager
Don Miller..... Sales Manager
Sam Slate..... Program Manager
Don Foley..... Promotion Manager

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Arthur Hull Hayes..... Vice President in Charge
San Francisco Office, General Manager of
KCBS and KCBS-FM
Jules Dundes..... Sales Manager
Fred Ruegg..... Program Manager
Howard Gossage..... Promotion Manager

KMOX

401 S. Twelfth Boulevard, St. Louis 2

John Akerman..... General Manager
P. S. Anderson..... Sales Manager
Mark Russell..... Program Manager
C. W. Doebler..... Promotion Manager

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Boulevard
Los Angeles 28

William Shaw..... General Manager
E. W. Buckalew..... Assistant General Manager
and Sales Manager

WBBM and WBBM-FM

410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass..... Vice President in Charge of
Central Division, General Manager of WBBM
E. H. Shomo..... Assistant General Manager
and Sales Manager
C. Gilman Johnston..... Assistant Sales Manager

Thomas A. Bland..... Program Manager
R. David Kimble..... Promotion Manager

WCCO, 625 Second Avenue So. Minneapolis 2

Eugene B. Wilkey..... General Manager
Roy W. Hall..... Asst. Gen. Mgr. & Sales Manager
Robert Sutton..... Program Manager
Charles Smith..... Promotion Manager

WEEL and WEEL-FM

182 Tremont St., Boston 12

Harvey Struthers..... General Manager
Emmett J. Heerd, Jr..... Sales Manager
Raymond Girardin..... Program Manager
Charles Vaill..... Promotion Manager

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr..... General Sales Manager
and General Manager, HPL Program Services

CBS RADIO SPOT SALES

Wendell Campbell..... General Sales Manager
Henry Flynn..... Assistant General Sales Manager
H. A. Cariborg..... Manager, Sales Development
Richard Hess..... Research Manager
Guy Cunningham..... Promotion Manager

Chicago Office

410 North Michigan Avenue

Gordon F. Hayes..... Western Sales Manager

Memphis Office, 63 S. Main Street

H. H. Holtshouser..... Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt..... Sales Manager

Los Angeles Office, Columbia Square

Edward Larkin..... Sales Manager

San Francisco Office, Palace Hotel

Hugh Stump..... Sales Manager

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(For television personnel turn to TEL-
EVISION YEARBOOK in this volume.)



FRANK WHITE
President

Mutual Broadcasting System

A YEAR ago, in this same space, I ventured an advance look at 1951 and concluded that network radio had "earned itself the soundest prospects in history." More recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales . . . three phases of top importance to all network radio today.

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service

is after all the basis for one of our most impregnable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

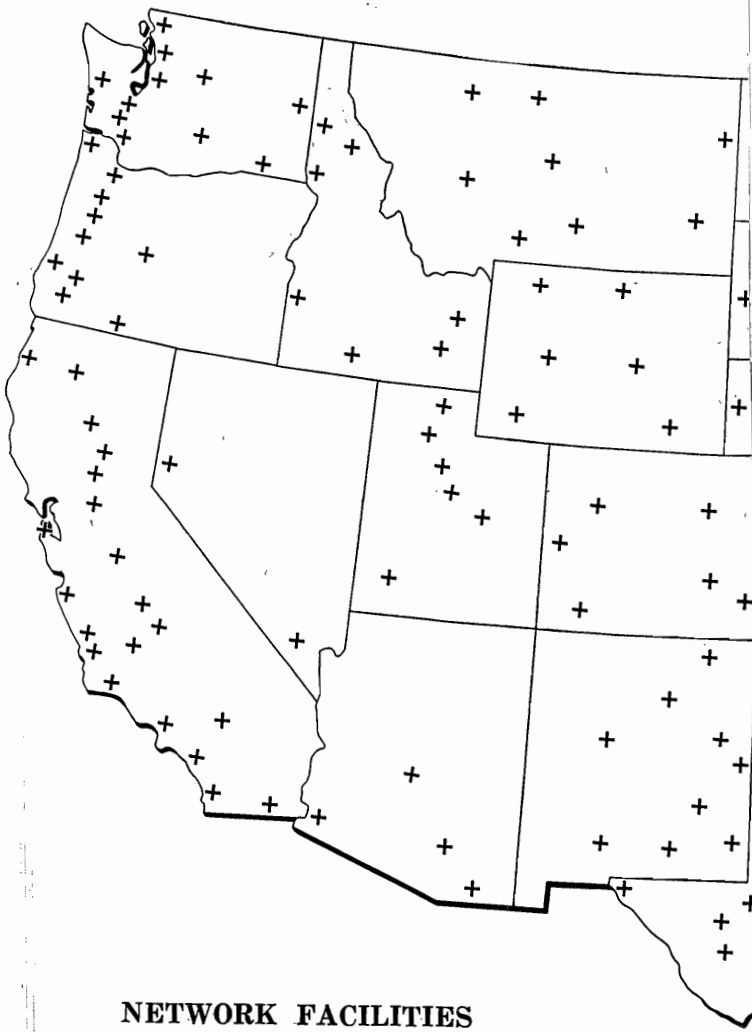
Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, \$2,-500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in—from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.

MUTUAL BROADCAST



NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

- ALABAMA
- WCTA ANDALUSIA
- WPCF ANNISTON
- WTTB BIRMINGHAM
- WBJB BREWERTON
- WZLX DEMOPOLIS
- WAGF DOTHAN
- WOLA EUFALA
- WFFA FORT PAYNE
- WJBY GADSDEN
- WJBB HALEYVILLE
- WBNP HUNTSVILLE
- WABB MOBILE
- WJAJ MONTGOMERY
- WLAJ MUSCLE SHOALS
- WHD Opelika
- WBBB SELMA
- WFBF SALLAUGA
- WHTB TALLADEGA
- WTRB TRUSTEE
- WTCB TUSCALOOSA
- ARIZONA
- KXUN BISBEE
- KOTY PHOENIX
- KTUC TUCSON
- KYMA YUMA
- ARKANSAS
- KVRC ARKADDELPHIA
- KRTA BATESVILLE
- KAMD CAMDEN
- KBNH FAYETTEVILLE
- KWHN FORT SMITH
- KWDF HERRISON
- KFFA HELENA
- KXAR HOPKINSVILLE
- KBTM JONESBORO
- KXLJ LITTLE ROCK
- KENA MENA
- KXJH PINE BLUFF
- KXRJ RUSSELLVILLE
- KUGA SILOAM SPRINGS
- KWAK STUTTGART
- CALIFORNIA
- KAFY BAKERSFIELD
- KNSL CHICO
- KCCO EL CENTRO
- KIEM EUREKA
- KYHO FRESNO
- KHJ LOS ANGELES
- KYOS MARCELO
- KPHL PASO ROBLES
- KVCY REDDING
- KXCA SACRAMENTO
- KXCA SALINAS-MONTEREY
- KPDM SAN BERNARDINO
- IGS SAN DIEGO
- KFRS SAN FRANCISCO
- KVCZ SANTA ANA
- KDB SANTA BARBARA
- KXOB STOCKTON
- KCOR TULARE-VISALIA
- COLORADO
- KFE DENVER
- KURD DURANGO
- KALM GLENVIEW SPRINGS
- KFJZ GRAND JUNCTION
- KOKO LA JUNTA
- KCLQ FUEBLO
- CONNECTICUT
- WICC BRIDGEPORT
- WNSH HARTFORD
- WMLC NEW LONDON
- WCCO WATERBURY
- DELAWARE
- WAMS WILMINGTON
- DISTRICT OF COLUMBIA
- WDDC WASHINGTON
- FLORIDA
- WROD DAYTONA BEACH
- WJED DE LAND
- WIRA FORT PIERCE
- WJFA GAINESVILLE
- WJHF JACKSONVILLE
- WJFY KEY WEST
- WONN LAKELAND
- WJMI MIAMI
- WTRC OCALA
- WLOP ORLANDO
- WFL PANAMA CITY
- WEAR PENSACOLA
- WTFP ST. PETERSBURG-TAMPA
- WIRK WEST PALM BEACH
- WSJR WINTER HAVEN
- GEORGIA
- WBCG AMERICUS
- WSTL ATLANTA
- WBBQ AUGUSTA
- WBBG GAINESVILLE
- WBOB BRUNSWICK
- WDFG CARTERSVILLE
- WGBA COLUMBUS
- WJMA DUBLIN
- WHLJ DALTON
- WDBS DORCHESTER
- WGGC ELBERTON
- WBBB FITZGERALD
- WGBA GAINESVILLE
- WKEU GRIFIN
- WLAG LA GRANGE
- WNEK MACON
- WNYG MILLEDGEVILLE
- WCON NEWNAN
- WGGC NEWNAN
- KCCP ROCKY MOUNTAIN
- WNSH STATESBORO
- WFTL THOMSON
- WFTA THOMSON
- WVAY TOCOSA
- WVFC VALDOSTA
- WATX WATKINSVILLE
- WLEY WYTHE
- IDAHO
- KXVI COEUR D'ALENE
- KFYI IDAHO FALLS
- KFID KAMPA-BOISE
- KWOC KOCOSTA
- KLJX TRIN FALLS
- WMLL WALLACE
- ILLINOIS
- WROB CAIRO
- WGN CHICAGO
- WGNP PEORIA
- WIRL PEORIA
- INDIANA
- KWV BELOFORD
- KFJZ FORT WAYNE
- KHGO INDIANAPOLIS
- BASK LAFAYETTE
- KSAL LOGANSPORT
- KBYV RICHMOND
- WAOY VINCENNES
- IOWA
- KRCO CEDAR RAPIDS
- KDTC DAVENPORT
- KDCE DECAHON
- KIOA DES MOINES
- KVFD FORT DODGE
- KVFB MARGHALL TOWN
- KVIB MASON CITY
- KBIZ OTTUMWA
- KFME SHENANDOAH
- KTRI SIOUX CITY
- KCCO SPENCER
- KWNL WATERLOO
- KANSAS
- KTSW EMPORIA
- KIUL GARDEN CITY
- KVGB GREAT BEND
- KSAL SALINA
- KTOP TOPEKA
- KAKE WICHITA
- KENTUCKY
- WLEJ BOWLING GREEN
- WCTY CORBIN
- WCPM CUMBERLAND
- WCFY FRANKFORT
- WMLN HARLAN
- WVBN HAZARD
- WSON HENDERSON
- WVLE LEXINGTON-VERSAILLES
- WGRS LOUISVILLE
- WFTA NAYTSVILLE
- WDM OWENSBORO
- WOPJ PAINTSVILLE
- WPKR PIKEVILLE
- WSPC SOMERSET
- LOUISIANA
- KVSB ALEXANDRIA
- WAFB BATON ROUGE
- WIKC BOGALUSA
- KLFY LA FAYETTE
- WVSL LAKE CHARLES
- KLH MONROE
- KANE NEW BERIA
- WROB NEW ORLEANS
- WVOK OPELOUSAS
- KRBS RUSTON
- KENT SHREVEPORT
- MAINE
- WFAU AUGUSTA
- WIDE BIDDEFORD
- KSBW EWEYTON-AUBURN
- WFOR PORTLAND
- MARYLAND
- WCBM BALTIMORE
- WVAB BALTIMORE
- WDTK CUMBERLAND
- WVAG HAGERSTOWN
- WBOC SALISBURY
- MASSACHUSETTS
- WNAE BOSTON
- KOPF BATTLE RIVER
- WEIM FITZBURG
- WMAI GREENFIELD
- WMAI HOLLOWAY
- WLLH LOWELL-LAWRENCE
- WBRK NEW BEDFORD
- WBRK PITTSFIELD
- WVNY WEST YARMOUTH
- WORC WORCESTER
- MICHIGAN
- WATZ ALPENA
- WVBS BATTLE CREEK
- WATT CADILLAC
- WVBT DETROIT
- WVBC ESCANABA
- WVBC FLINT
- WVBC HOUGHTON-CALUMET
- WVBS IRON RIVER
- WVBS LANSING
- WVBS JACKSON
- WVBS LANSING
- WDMJ MARGUETTE
- WVBS MUSKOGON
- WVBS PETOSKEY
- WVBS PORT HURON
- WVBS SAGINAW-BAY CITY
- WTCM TRAVERSE CITY
- MINNESOTA
- KAUJ AUSTIN
- WVBS BATTLE RIVER
- WVBS BRAINERD
- WVBS DETROIT
- WVBC ESCANABA
- WVBC FLINT
- WVBS HOUGHTON-CALUMET
- WVBS IRON RIVER
- WVBS LANSING
- WVBS JACKSON
- WVBS LANSING
- WDMJ MARGUETTE
- WVBS MUSKOGON
- WVBS PETOSKEY
- WVBS PORT HURON
- WVBS SAGINAW-BAY CITY
- WTCM TRAVERSE CITY
- MISSISSIPPI
- WLOX BILOXI-GULFPORT
- WROB CLARKSDALE
- WCUJ COLUMBIA
- WVBS COLUMBUS
- WVBS CORINTH
- WVPR GREENVILLE
- WVNA GRENADEA
- WVBC JACKSON
- WVBS LAUREL
- WVBS MERIDIAN
- WVBC TUPELO
- WVBS VICKSBURG
- WVBS WEST POINT
- MISSOURI
- KFV5 CAPE GIRARDEAU
- KFMD FLAT RIVER
- KHMO HANNIBAL-MOQUINTZ
- WOS JEFFERSON CITY
- WVBN JOPLIN
- WVBS KANSAS CITY
- WVBS LEBANON
- KVBC MEXICO
- KRLS ST. JOSEPH
- KWK ST. LOUIS
- KORO SEDALIA
- KICK SPRINGFIELD
- NEVADA
- KRAM LAS VEGAS
- KATO RENO
- NEW HAMPSHIRE
- WVBS LACONIA
- WVBS PORTSMOUTH
- NEW JERSEY
- WVBD ATLANTIC CITY
- NEW MEXICO
- KYER ALBUQUERQUE
- KSPV ARTESIA
- KVCA CLOYIS
- KWEW HOBBS
- KVUN LAS CRUCES
- KFNU LAS VEGAS
- KYIY HIELBY
- KGFL ROSWELL
- KTNL TUCUMCARI
- NEW YORK
- WROW ALBANY
- WBOB AUBURN
- WATA BATAVIA
- WVBS BINGHAMTON
- WVBC BUFFALO
- WVBS CHEMUNG
- WVBC JAMESTOWN
- WVBC KINGSTON
- WVBS LITTLE FALLS
- WVBC MALONE
- WVBS NEW YORK
- WVBS ODGENSBURG
- WVBS PLATTSBURG
- WVBS ROCHESTER
- WVBS ROME-JULIA
- WVBS SYRACUSE
- WVBS WATERTOWN
- NORTH CAROLINA
- WVBS ASHEVILLE
- WATA BOONE
- WVBS BREVARD
- WVBS BURLINGTON
- WVBS CHARLOTTE
- WVBS DURHAM
- WVBS ELIZABETH CITY
- WVBS FAYETTEVILLE
- WVBS GREENSBORO
- WVBS HENDERSON
- WVBS HENDERSONVILLE
- WVBS JACKSONVILLE
- WVBS KINGSTON
- WLOE LEAKSVILLE
- WVRI LENOIR
- WVBS LUHERSTON
- WVBS MORGANTON
- WVBS NEW BERN
- WVBS NEWTON
- WVBS RALPHIGH
- WVBS ROANOKE RAPIDS
- WVBS SALISBURY
- WVBS SHELBY
- WVBS SOUTHERN PINES
- WVBS STATESVILLE
- WVBS WAYNESVILLE
- WVBS WHITEVILLE
- WVBS WILMINGTON
- WVBS WILSON
- WVBS WINSTON-SALEM
- NORTH DAKOTA
- KOCU BISMARK-MANDAN
- WVBS DEVILS LAKE
- KVBS GRAND FORKS
- WVBS WYNDOT
- WVBS YALLEY CITY
- OHIO
- WVBS ASHEVILLE
- WVBS BISMARCK-MANDAN
- WVBS DEVILS LAKE
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- WVBS YALLEY CITY
- OHIO
- WVBS AKRON
- WVBS CINCINNATI
- WVBS CINCINNATI
- WVBS CLEVELAND
- WVBS COLUMBUS
- WONE DAYTON
- WVBS HAMILTON
- WVBS IRONTON
- WVBS MARIETTA
- WVBS SANDUSKY
- WVBS STEUBENVILLE
- WVBS WARREN-YOUNGSTOWN
- OKLAHOMA
- KVWH ALTUS
- KVON BARTLESVILLE
- KVCO CHICKASHA
- KVON DUNCAN
- KASA ELK CITY
- KVFA ENID
- KVMS MUSKOGEE
- KVCO OKLAHOMA CITY
- KVPI OKMULGEE
- WVBS PONCA CITY
- KVON STILLWATER
- KVON TULSA
- KVMS WENOKA
- KVWJ WOODWARD
- OREGON
- KVIL ALBANY
- KAST ASTORIA
- KVON BEND
- KVOS COOS BAY
- KVMS EUGENE
- KVNS GRANTS PASS
- KFJH KLAMATH FALLS

- KHAS HASTINGS
- KOPF KEARNEY
- KVBC LINCOLN
- KBRL McCOOK
- KBON OMAHA
- KNEB SCOTT'S BLUFF
- NEVADA
- KRAM LAS VEGAS
- KATO RENO
- NEW HAMPSHIRE
- WVBS LACONIA
- WVBS PORTSMOUTH
- NEW JERSEY
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- KSPV ARTESIA
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- KVUN LAS CRUCES
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- WVBS ROCHESTER
- WVBS ROME-JULIA
- WVBS SYRACUSE
- WVBS WATERTOWN

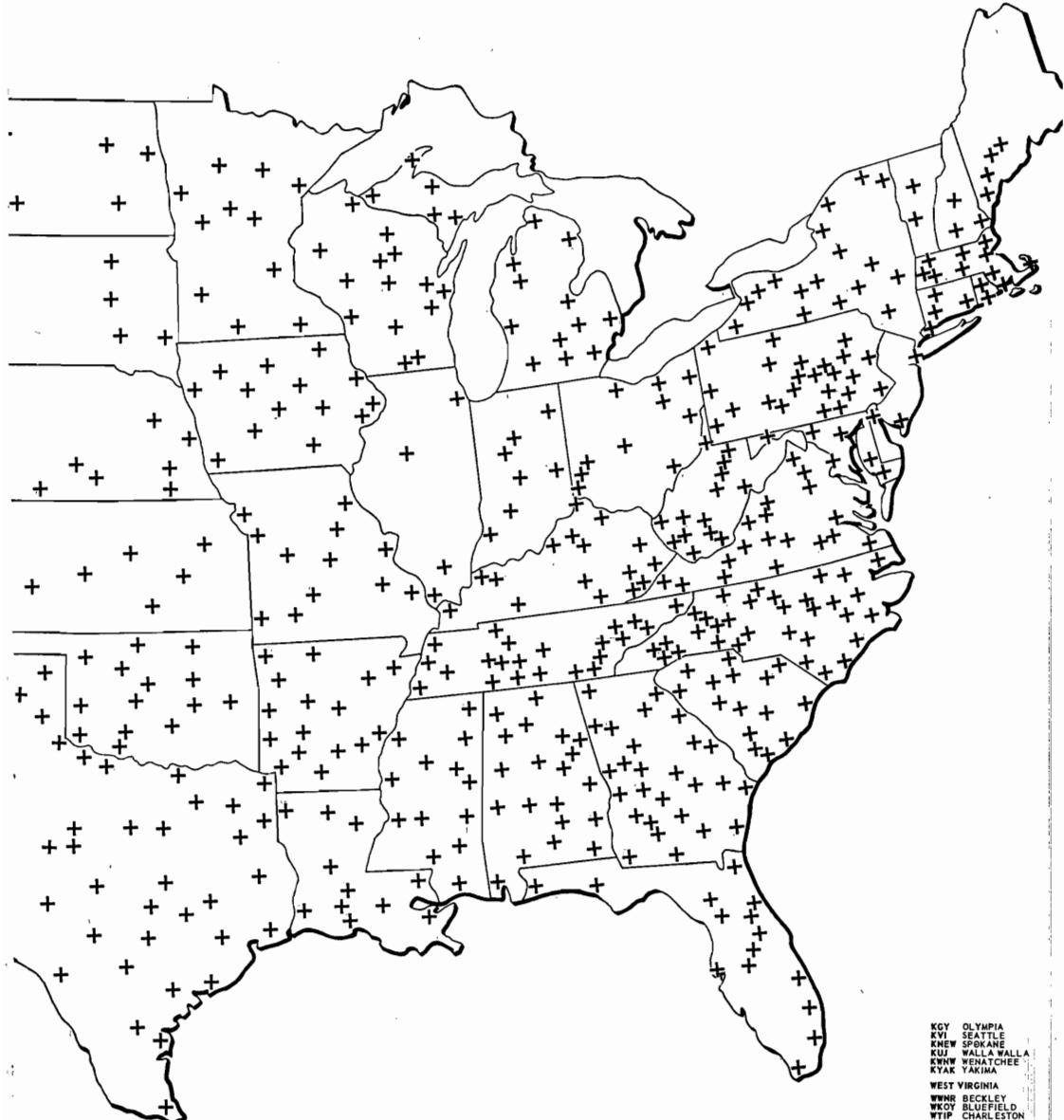
- WVBS ASHEVILLE
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- WVBS KINGSTON

- WVBS LEAKSVILLE
- WVRI LENOIR
- WVBS LUHERSTON
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- WVBS NEW BERN
- WVBS NEWTON
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- WVBS BISMARK-MANDAN
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- WONE DAYTON
- WVBS HAMILTON
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- WVBS WARREN-YOUNGSTOWN
- OKLAHOMA
- KVWH ALTUS
- KVON BARTLESVILLE
- KVCO CHICKASHA
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- KASA ELK CITY
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- KVCO OKLAHOMA CITY
- KVPI OKMULGEE
- WVBS PONCA CITY
- KVON STILLWATER
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- KAST ASTORIA
- KVON BEND
- KVOS COOS BAY
- KVMS EUGENE
- KVNS GRANTS PASS
- KFJH KLAMATH FALLS

CASTING SYSTEM



- KCY OLYMPIA
- KVI SEATTLE
- KNEW SPOKANE
- KUJ WALLA WALLA
- KMW WENATCHEE
- KYAK YAKIMA
- WEST VIRGINIA**
- WNR BECKLEY
- WCV BLUEFIELD
- WTF CHARL ESTON
- WBR CLARKSBURG
- WNE ELKINS
- WVH FAIRMONT
- WVH HUNTINGTON
- WVH LOGAN
- WVH MORGANTOWN
- WVH WEL CH
- WTR WHEELING-BELLAIR
- WVH WESTON
- WVH WILLIAMSON
- WISCONSIN**
- WBV APPLETON
- WATW ASHLAND
- WVH BELoit
- WBZ EAU CLAIRE
- WIZ FOND DU LAC
- WVH JANSVILLE
- WVH LA CROSSE
- WVH MANITOWAC
- WVH MADISON
- WVH MEDFORD
- WVH MERRILL
- WVH SHRELANDER
- WVH WISCONSIN RAPIDS
- WVH WISCONSIN RAPIDS
- WYOMING**
- KSPR CASPER
- KOVE LANDER
- KWB LARAMIE
- KPW POWELL
- KVE ROCK SPRINGS
- WVH SHERIDAN

- KPOJ PORTLAND
- KRRR ROSEBURG
- KSLM SALEM
- PENNSYLVANIA**
- WJSW ALTOONA
- WESB BRADFORD
- WEST EASTON
- WLEU ERIE
- WHVR HANOVER
- WKBO HARRISBURG
- WAZL HAZELTON
- WHUN HUNTINGTON
- WCRD JOHNSTOWN
- WGAL LANCASTER
- WKVA LEWISTOWN
- WPBZ LOCK HAVEN
- WKST NEW CASTLE
- WIP PHILADELPHIA
- KOV PITTSBURGH
- WPAW POTTSVILLE
- WRAW READING
- WVH ST. HARYS
- WISL SHAMOKIN
- WVAJ STATE COLLEGE
- WJPA WASHINGTON
- WVH WILKES-BARRE
- WORK YORK

- SOUTH CAROLINA**
- WANS ANDERSON
- WBSO BENNETTSVILL
- WUNN CHARLESTON
- WCCD CHESTER
- WNOK COLUMBIA
- WLAT CONWAY
- WGTN GEORGETOWN
- WANE GREENVILLE
- WHSC HARTSVILLE
- WKDK NEMBERT
- WRNO ORANGEBURG
- WRHI ROCK HILL
- WFIG SUMTER
- WBCU UNION
- WALD WAL TERBORO
- SOUTH DAKOTA**
- KSDN ABERDEEN
- KDSJ DEADWOOD
- KJIV HURON
- KORN MITCHELL
- KHNO SIOUX FALLS
- KENTUCKY**
- WLAR ATHENS
- WACC CHATTANOOGA
- WJZA CLARKSVILLE
- WBAC CLEVELAND
- WKRW COLUMBIA
- WDSG DYERSBURG
- WBEJ ELIZABETHTON-JOHNSON CITY

- WERR FAYETTEVILLE
- WGSV GREENEVILLE
- WBHT HARRISMAN
- WDJH JACKSON
- WRCM KNOXVILLE
- WDKE LAWRENCEBURG
- WJLM LEWISBURG
- WMMT MEMPHISVILLE
- WHDQ MEMPHIS
- WCRK MORRISTOWN
- WMAK NASHVILLE
- WATO OAK RIDGE
- WHAL SHELBYVILLE
- WENK UNION CITY
- WCDT WINCHESTER
- TEXAS**
- KWVC ABILENE
- KBKI ALICE
- KVLF ALPINE
- KAMQ AMARILLO
- KVET AUSTIN
- KIDJ BAY CITY
- KHUZ BORGER
- KSNW BROWNWOOD
- KOBA BRYAN
- KCTX CHILDRRESS
- KUNO CORPUS CHRISTI
- WRR DALLAS
- KSET EL PASO
- KPZJ FORT WORTH
- KNAF FREDERICKSBURG
- KGVJ GREENEVILLE

- KSOX HARLINGEN
- ETHT HOUSTON
- KSAM HUNTSVILLE
- KCBD LUBBOCK
- KTRB LUFKIN
- KHMT MARSHALL
- KVJM MONAHANS
- KRIG ODESSA
- KPDN PAMPA
- KIUM PECOS
- KBYE PERRYTON
- KVOP PLAINVIEW
- KPAC PORT ARTHUR-BEAUMONT
- KTLL SAN ANGELO
- KMAC SAN ANTONIO
- KVIB SHERMAN-DENISON
- KDWT STAMFORD
- KSTY SULPHUR SPRINGS
- KXOX SWEETWATER
- KTEB TEMPLE
- KOSY TEXARKANA
- KGBM TYLER
- KVUJ UVALDE
- KVVC VERNON
- KVIC VICTORIA
- KWTK WACO
- KTRN WICHITA FALLS
- UTAH**
- KYNU LOGAN
- KLO OGDEN
- KOAL PRICE
- KOVO PROVO

- KALL SALT LAKE CITY
- VERMONT**
- WSYB RUTLAND
- WDEV WATERBURY
- VIRGINIA**
- WBLT BEDFORD
- WKLV BLACKSTONE
- WVH BRISTOL
- WCVF CLIFTON FORGE
- WVCA CULPEPPER
- KVA DANVILLE
- WTRF FRONT ROYAL
- KRWB GALAX
- WREL LEXINGTON
- WVH LYNCHBURG
- WSPX NORFOLK-PORTSMOUTH
- WVMA NORFOLK
- WMA ORANGE
- WSSA PETERSBURG
- WVH PULASKI
- WLEE RICHMOND
- WROY ROANOKE
- WATB WATNEBORO
- WASHINGTON**
- KXRO ABERDEEN
- KPUG BELLINGHAM
- KELA CENTRALIA-CHEHALIS
- KRKO EVERETT
- WVH LONGVIEW

MUTUAL BROADCASTING SYSTEM

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1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6-9600

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Willet H. Brown... Don Lee Network, Hollywood
H. K. Carpenter... WHK, Cleveland
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Linus Travers... Yankee Network, Boston
James E. Wallen... MBS, New York
Frank White... MBS, New York

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Adolf N. Hult V.P. in charge of Sales
Robert A. Schmid... V.P. in Chg. of Advertising,
Public Relations and Research
E. M. Johnson... V.P. in Chg. of Sta. Rel. & Eng.
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George Ruppel Controller
Elisha Goldfarb Assistant Secretary

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William H. Fineshriber, Jr. Exec. Vice-Pres.
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Elisha Goldfarb... Legal Counsel & Asst. Secty.

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Ruth Hendler Purchasing Agent
Gaile Dody Supr., Central Steno
Sigrid Ramberg Supr., File & Reception

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Dannett & Burke, New York
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John Newhouse ... Asst. Mgr., Pgm. Operations
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 Arthur Feldman..... Dir., Special Events
 Paul Jonas..... Director, Sports
 B. J. Hauser..... Director, Co-op Programs
 Herbert Rice..... Director, Production
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 Dorothy Kemble... Dir., Continuity Acceptance
 Religious and Educational Programs
 Marion Lennox.... Asst. Dir., Continuity Accep.
 Celeste Clous..... Asst. Dir., Religious and
 Educational Programs
 Dolores Goudsward..... Supr., Program Traffic
 Idella Grindlay..... Day Program Supervisor
 Hugo Seiler, Frank Miller. . . Night Pgm. Suprs.

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 Robert Carpenter..... Eastern Manager
 Roy Danish..... Western Manager
 Ruth Jaffe..... Supr., Station Traffic
 Robert O'Connor..... Mgr., Station Information
 Leslie Learned..... Chief, Engineering Traffic
 James Chapman..... Supt., Engineering Traffic
 Lewis Tower..... Chief Facilities Engineer
 Margaret Riordan.. Supr., Wires Communications
 Margaret Kelly..... Telephone Supr.

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 Richard Groome..... Asst. Controller
 Jane Poser..... Supr., Affidavits

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 Harold M. Coulter..... Director, Promotion
 Richard J. Puff... Dir., Research & Presentations
 Dick Dorrance..... Dir., Public Relations &
 Press Information
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 Henry Poster..... Manager, Research
 F. Carleton McVarish.. Mgr., Audience Promotion
 Frederick Schneier..... Mgr., Presentations
 Arnold Roston..... Art Director
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 John R. Overall..... Eastern Sales Manager
 Carroll Marts..... Midwestern Sales Manager
 Alma Graef..... Manager, Sales Service
 T. E. Danley..... Manager, Sales Traffic
 Sally Joseph..... Manager, Contracts

Washington

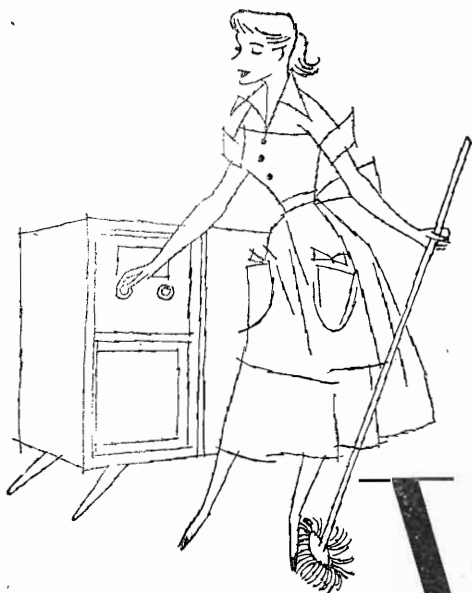
Hollis Seavey..... Dir., Washington Operations
 William Hillman... White House Correspondent

Chicago

Carroll Marts..... Midwestern Sales Manager
 Dorothy Reynolds... Midwest Sales Service Mgr.
 Myrtle Goulet..... Office Mgr. & Pgm. Traffic
 George Herro..... Dir., Promotion & Press
 Information Representative

Hollywood

Ned Tollinger..... Program Manager
 Copp Collins.... Press Information Representative



millions
listen...
millions
buy!



W
J
R

the
GREAT VOICE
of the
GREAT LAKES

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes . . . **MILLIONS LISTEN . . . MILLIONS BUY WJR-ADVERTISED PRODUCTS!**

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	\$13,613,431,000	9.3
Food Sales	\$ 3,266,766,000	9.4
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2



Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Avenue, New York



J. H. McCONNELL
President

National Broadcasting Company

IN 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of

home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

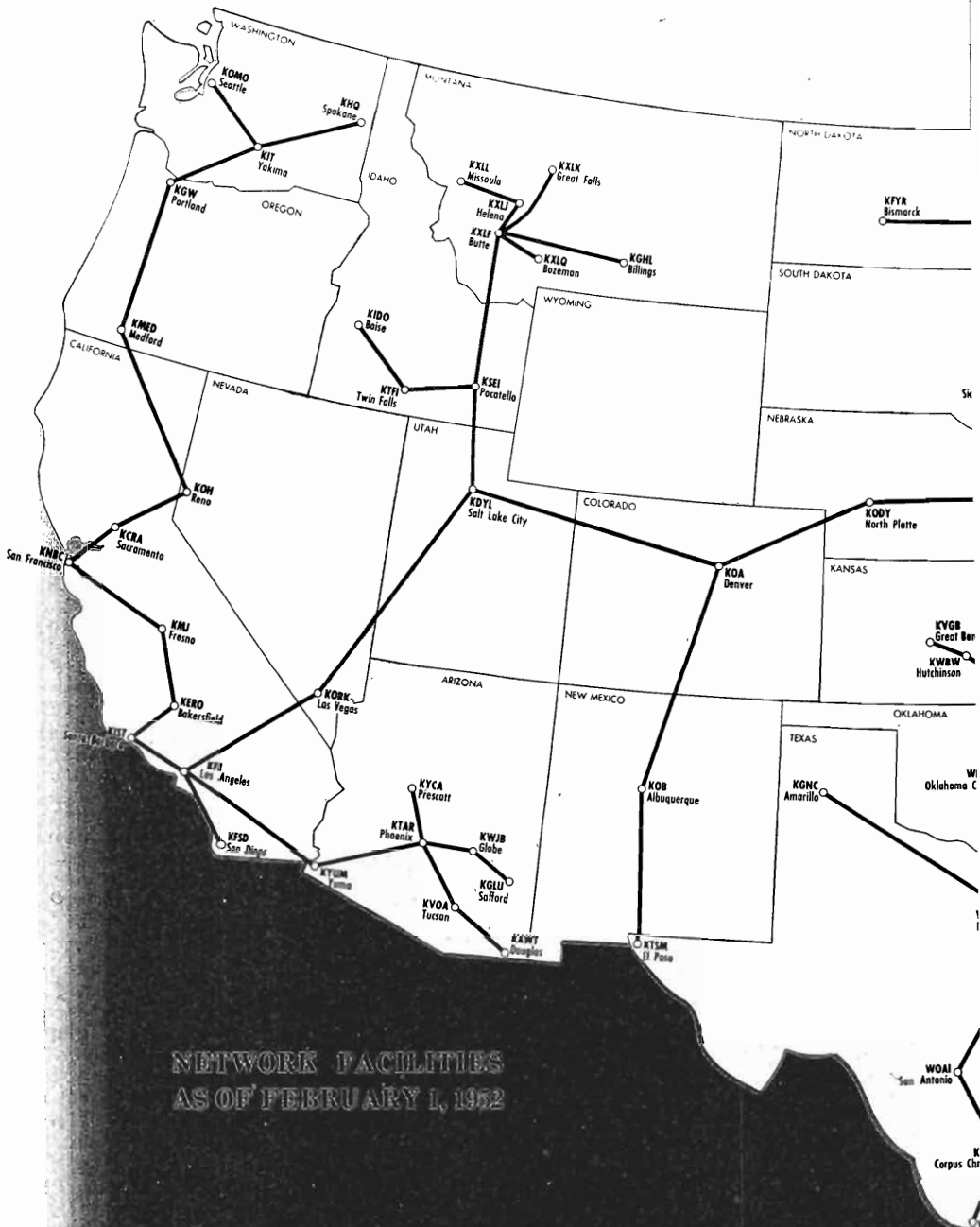
The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.

NATIONAL BROADCAST



NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

NATBROADCAST NEW YORK

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Gano Dunn

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David Sarnoff

Sylvester L. Weaver, Jr.

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Felix Schleenvoigt.....Assistant Secretary
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Paul B. Lynch.....Assistant Secretary
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William A. Williams.....Assistant Treasurer

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Frederick Dodge.....Director of Merchandising
Samuel Chotzinoff.....General Music Director.

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Gustav B. Margraf.....V.P. & General Attorney
Thomas E. Ervin.....Assistant General Attorney
John Shute, Sr.....Attorney
Arthur Cuddihy, Jr.....Attorney
James Denning.....Attorney
Theodore Kupferman.....Attorney
Paul B. Lynch.....Attorney
Charles J. Moos.....Attorney
Benjamin Raub.....Attorney
Gordon Cahill, Zachry & Reindel.....Counsel

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Frank Young.....Public Relations Representative

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& Information
J. C. Dine.....Director of Press
Allan Kalmus.....Supr. of TV Publicity
Samuel Kaufman.....Editorial Supervisor
William Lauten.....Trade News Editor
Anita L. Barnard.....Manager of Information

Continuity Acceptance

Stockton Helffrich.....Mgr. of Continuity
Acceptance

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Fred Shawn...Director of Radio Station Relations
Sheldon Hickox.....Dir. of TV Station Relations
Ludwig W. Simmel.....Manager of Minute Man
and Co-op Program Activities
Harry Woodman.....Mgr. of Traffic Department

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Hamilton Young.....Operations Analyst

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Stephen Riddleberger.....Asst. Budget Director

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Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller

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William A. Williams.....Assistant Treasurer
William Bloxham.....Purchasing Agent

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Robert Luening.....Director of Capital
Appropriations Department

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Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
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Allocations Engineering
George Nixon..Mgr. of Engineering Development
Chester Rackey.Mgr. of Audio-Video Engineering
James Wood.....Manager of Technical Services

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Donald Mackenzie.Mgr. of Personnel Department
Donald Rutledge.....Mgr. of Employee Rel.
Edmund Souhami.....Labor Relations Assistant
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Elizabeth Haglund...Supr. of Placement Section
John Steeves.....Supervisor of Records &
Salary Administration Section
Seth Faison.....Supervisor of Employee
Service Section
Bernard J. Handler, M.D.....Company Physician

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Hugh M. Beville....Director of Plans & Research

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William S. Hedges.....Vice President in Charge
of Integrated Services

William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Charles Hicks.....Manager of Radio Recording
Albert Walker.....Manager of Transportation
Willard Frech.....Cost Accountant for
Integrated Services

Program Services Department

Arch Robb.....Manager of Program Services
Department
Thomas Belviso.....Supervisor of Music Rights
& Music Library
Ross Donaldson.....Supervisor of Literary
Rights & Playreading
Patrick Kelly.....Supervisor of Announcers
John Curran.....Supr. of Associate Directors
Frederick Knopfke.....Supr. of Sound Effects
Robert Troy Supr. of Night Operations

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Edward Lowell.....Mgr. of Building &
General Service Department
Albert Humbert.....Supr. of Building
Maintenance Division
Helen Davis.....Supr. of Office Services Division
George Monahan.....Supr. of Protection Divn.

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Peter Tintle.....Mgr. of Guest Relations Dept.
Joseph Phillips.....Supr. of Reception Divn.
James Gaines.....Supr. of Ticket Division

RADIO NETWORK

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Henry T. Sjogren... Controller for Radio Network

Sales Departments

John K. Herbert..... V.P. & Gen. Sales Mgr.
for the Radio Network

George MacGovern.... Administrative Assistant

Walter Scott.... Nat. Radio Network Sales Mgr.

Sackett Miles..... Sales Service Manager

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Promotion Department

Clyde Clem..... Supr. Station Promotion

Gerald Steel..... Audience Promotion Mgr.

Harold Shepard..... Supr. of Sales Promotion

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Charles C. Barry..... V.P. in Charge of
Radio Network Programs

Robert Wogan..... Supr. of Program Operations

Van Woodward..... Supr. of Script Preparation

Mitchell Benson..... Mgr. of Contract
Administration Office

Samuel Chotzinoff..... General Music Director

Ernest La Prade..... Supr. of Music Research

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Henry Cassidy..... Director of Radio News,
Special Events & Public Affairs

Joseph Meyers... Mgr. of Radio News Operations

Public Affairs and Education

Edward Stanley..... Mgr. of Public Affairs &
Education

Doris Corwith..... Supr. of Religious Broadcasts
& Talks

Margaret Cuthbert... Supr. of Pub. Affairs Pgm.

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Technical Operations

Thomas Phelan.... Manager of New York Radio
Technical Operations

John Flynn..... WNBC Station Engineer

Paul Gallant.... Supr. of Radio Bcstg. Operations

John Gullans..... East Coast International
Station Engineer

Charles Phelan.... Supr. of Radio Equipment
Maintenance

Edgar Parkhurst..... West Coast International
Station Engineer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)



SIDNEY WOLF
President

Keystone Broadcasting System

THIS year, the radio industry faces another period of adjustment . . . learning to live with television. Despite the predictions of the obituary writers, radio is still here and thriving heartily.

In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their home town radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this *plus* audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is *beyond effective television*. Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the *logical answer for supplementary coverage* to metropolitan television. KBS is the *only* network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950 . . . and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added . . . and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They *discovered* Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of \$40,000,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.

KEYSTONE BROADCASTING SYSTEM, INC.

111 Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf.....	President
Joseph Bayer.....	Vice-President
Noel Rhys.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer

New York

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

Noel Rhys.....	Vice-President and Eastern Sales Manager
Eve Banner.....	Office Manager
James A. Yergin.....	Research Director

Chicago

111 W. Washington St., Chicago, Ill.
Phone: STate 2-6303

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Special Representative
Blanche Stein.....	Director of Station Relations
Wyn Spangenberg.....	Traffic Manager
Bea Vincent.....	Accountant

SERVICES OFFERED: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 475 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these local level stations are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.



NO TELEVISION RECEPTION!

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

**RED BAND
FLOUR**

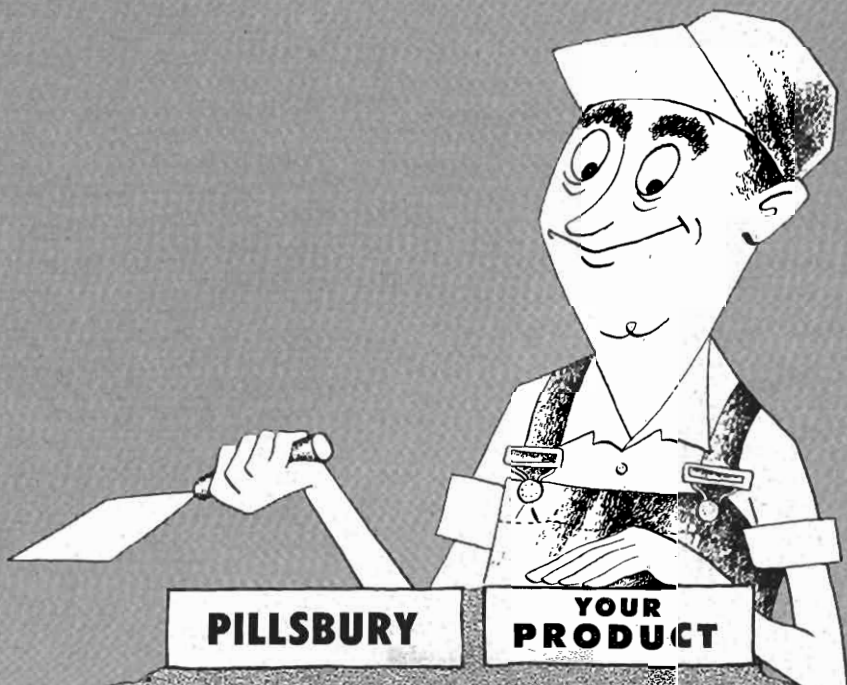
OMEGA OIL

**CHAMBERLAIN'S
HAND LOTION**

DOLCIN

KEYSTONE BROADCASTING SYSTEM, INC.

SUCCESSFULLY BUILD ADVERTISERS



PILLSBURY

**YOUR
PRODUCT**

GENERAL FOODS

FEEN-A-MINT

WILDROOT

**CARTER'S
PILLS**

PEPTO-BISMOL

**GOLD MEDAL
FLOUR**

NESTLE'S

PEPSODENT

MURINE

**SCOTT'S
EMULSION**

**AIRMAID
HOSIERY**

**PIERCE'S
PROPRIETARIES**

NEW YORK: 580 Fifth Ave. • CHICAGO: 111 W. Washington St.

KEYSTONE BROAD



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

CASTING SYSTEM





Liberty Broadcasting System

JUST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

*Gordon McLendon
President* In November, 1947, over KLIF in Dallas, Texas, came the first

of Liberty's now-famous recreated sports features — a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

Today Liberty has proved to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

To the original key station in Dallas, Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?

Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.

What are some of the programs that Liberty offers? 1. The famous baseball "Game of the Day"; 2. National professional football; 3. West Coast "Game of the Week"; 4. Friday and Saturday night football; 5. Basketball's "Game of the Night."

What about television and Liberty?

While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But *not* by competing with television.

Liberty firmly believes in television as a great source of entertainment for millions of families.

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

Liberty has taken this formula and proved that it works for a network, too.

Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.

LIBERTY

BROADCASTING SYSTEM, INC.

2100 Jackson Street
Dallas 1, Texas
Phone: Randolph 2421

Officers and Directors

Co-Chairmen of the Board..... B. R. McLendon
H. R. Cullen
President..... Gordon B. McLendon
Executive Vice-President..... James H. Foster
Secretary-Treasurer..... Dorothy Manning
Vice-President..... Paul C. Munroe
Vice-President..... Harold Vertel
Vice-President..... James B. Kirksmith
Vice-President..... Benton Paschall
Vice-President..... Tom Carr
Vice-President..... Glenn Callison
Vice-President..... J. Carlton Adair
Vice-President..... H. W. (Bob) Bumpas

Departments and Divisions

Assistant to the President..... John Dunnagan

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General Counsel..... Lester M. May
Cohn & Marks, Washington, D. C.
Marcus B. Cohn, Leonard Marks

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Secretary-Treasurer..... Dorothy Manning
Credit Manager..... H. W. Olds
Accountant..... Ruby Eaton
Accountant..... Elizabeth Segó

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Vice-President in charge of Programming
and Production..... H. W. (Bob) Bumpas
Program Director..... Glenn Douglas
Director of Continuity..... Buddy Pitcher
Program Monitor..... Brooks Read
Director of Production..... Tom Hubbard
Director of Traffic..... Mary Jo Taylor

Sports Department

Vice-President in charge of Sports and
Special Events..... James B. Kirksmith
Director of Football..... Lindsey Nelson
Director of Production..... John Kieran, Jr.

Station Relations Department

Vice-President..... J. Carlton Adair
Director of Station Relations..... Bruce Collier
Eastern Manager of Station Relations.. Paul Girard
Vice-President of Southeastern Division.. Tom Carr
Midwestern Manager of
Station Relations..... Martin J. McGeehan
Vice-President of Western Division.. Benton Paschall
Southwestern Division of Station
Relations..... Virgil Wescoat

Publicity Department

Director of Press..... Matty Brescia

Sales Department (New York)

Vice-President of National Sales... Paul C. Munroe
Sales Manager..... Ben Coleman

National Sales Coordination (Dallas)

Vice-President..... Harold Vertel
Director of Client Relations..... Sewall Cutler
Director of Rates..... Don Newbury
Coordinator..... Craig LaTaste

District Offices

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Vice-President of West Coast Sales.. Benton Paschall
Vice-President of Southeastern Sales.... Tom Carr

Engineering Department

Vice-President..... Glenn Callison
Assistant Chief Engineer..... Ralph Ingram

New York, N. Y.

509 Madison Avenue
Phone: MURray Hill 8-5580
National Sales Manager..... Paul C. Munroe

Hollywood, Calif.

5939 Sunset Boulevard
Phone: HUDson 2-7471
Vice-President of West Coast
Operations..... Benton Paschall

Chicago, Ill.

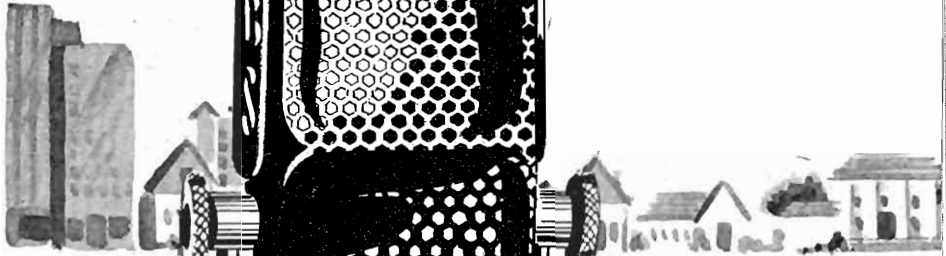
75 E. Wacker Drive
Phone: FRanklin 2-8714
Midwestern Manager..... Martin J. McGeehan

Atlanta, Ga.

87½ Fairlie Street
Phone: ALPine 5132
Vice-President of the Southeastern
Division..... Tom Carr

LIBERTY

LBS



LBS

lbs

DALLAS • LOS ANGELES • NEW YORK

has millions!



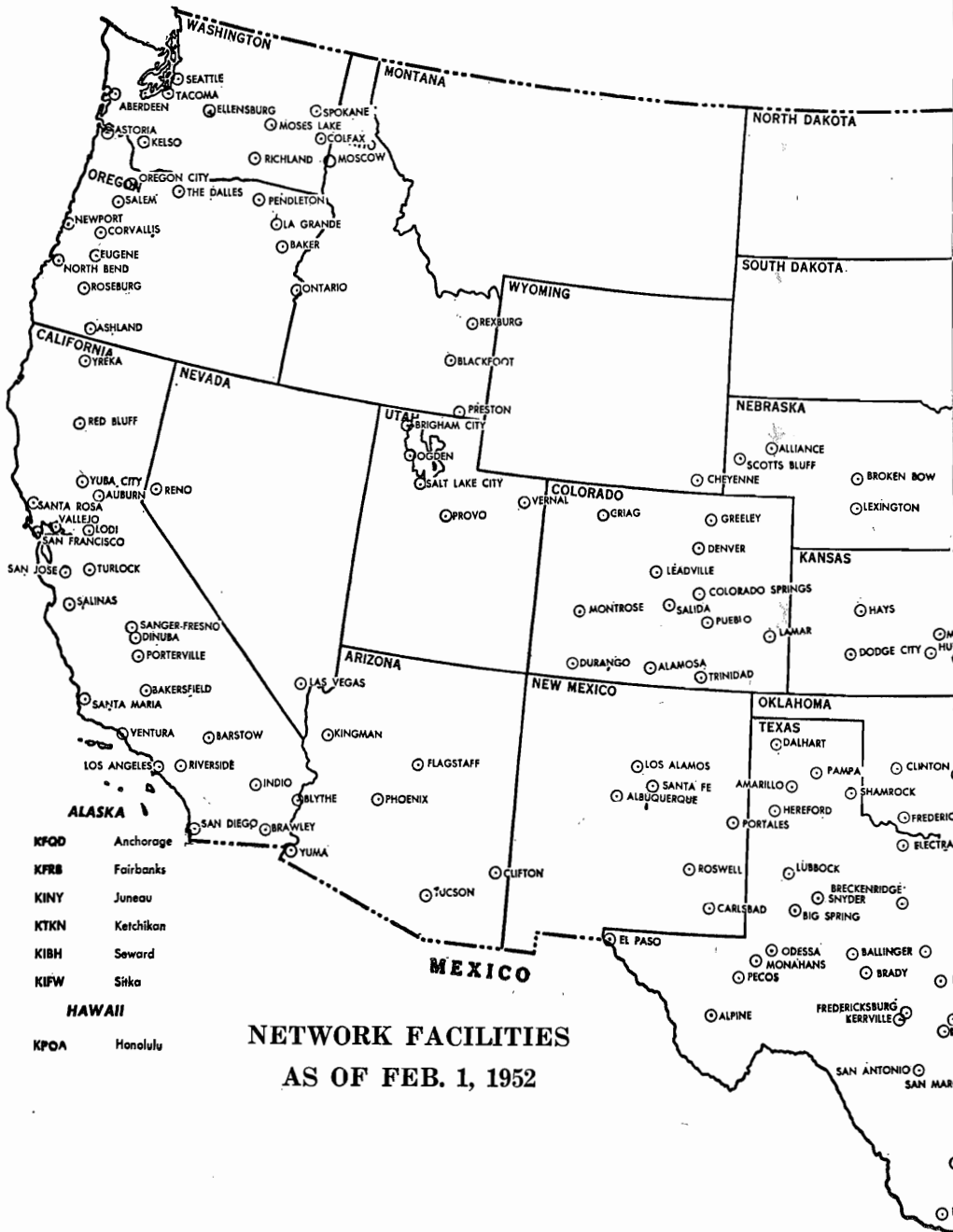
LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.

LIBERTY BROADCASTING SYSTEM

. pounds home your message

• ATLANTA • WASHINGTON • CHICAGO

LIBERTY BROAD



**NETWORK FACILITIES
AS OF FEB. 1, 1952**

CASTING SYSTEM



REGIONAL NETWORKS



Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SENECA 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Irving Lusk
 Traffic Manager.....A. L. Christensen
 Program Manager.....Tom Ewing
 Promotion Manager.....Albert Agan
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1091, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KIFW, Sitka.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green,
 C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
 Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Commercial Manager.....John L. Hogg
 KTUC Manager.....Lee Little
 KSUN Mgr., owner.....Arlo W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

Arkansas Group

(Address Any Station)

STATIONS

KVRC, Arkadelphia; KDMS, El Dorado; KGRH, Fayetteville; KXJK, Forrest City; KFPW, Fort Smith; WGVM, Greenville, Miss.; KHOZ, Harrison; KFFA, Helena; KXAR, Hope; KWFC, Hot Springs; KXRJ, Russellville; KWAK, Stuttgart; KTFS, Texarkana; KBTM, Jonesboro; KNBY, Newport; KDRS, Paragould; KCLA, Pine Bluff; KWEM, West Memphis; KAMD, Camden.

Arkansas Network

114 E. Capitol St., Little Rock, Ark.

STATIONS

KARK, Little Rock and all other stations in Arkansas.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Director of Engineering.....Charles P. Perrons

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

PERSONNEL

President.....W. L. Gleeson

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.;
 Phone: 5157, Adam Young, N. Y., Chicago,
 San Francisco and Los Angeles.

Regional Networks

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr. Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.

California Northern Group

PERSONNEL

Manager Jack A. Mitchell (KSYC)
West Coast representative, Tracy, Moore &
Associates

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC,
Yreka.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager William D. Shaw
Sales Manager Edwin W. Buckalew
Asst. Sales Manager Alan Axtell
Sales Promotion Mgr. Sherril W. Taylor
Program Director George W. Allen
News Director Jack Beck
Public Affairs Director Bill Whitely
Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New
York, N. Y., Phone: PL 5-2000, Wendell Camp-
bell, Sales Mgr.; Radio Spot Sales, 903 Three
Sisters Bldg., Memphis, Tenn., Phone: Tennes-
see 37-8612, H. H. Holtshouser, Sales Mgr.;
Columbia Pacific Network Sales, Palace Hotel,
San Francisco, Calif., YU 2-7000, Bok Reitzel,
Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg.,
Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales
Mgr.; Radio Spot Sales, 410 North Michigan
Avenue, Chicago, Ill., WH 4-6000, Gordon F.
Hayes, Sales Mgr.; Radio Spot Sales, 1313
No. Vine Street, Los Angeles, Calif., HO 9-1212,
Richard C. Elpers, Sales Mgr.

KCBS, San Francisco, California; KROY,
Sacramento, California; KCBQ, San Diego, Cali-
fornia; KXOC, Chico, California; KCMJ, Palm
Springs, California; KCKY, Coolidge, Arizona;
KERN, Bakersfield, California; KOOL, Phoenix,
Arizona; KFRE, Fresno, California; KOPO, Tus-
con, Arizona; KGDM, Stockton, California;
KOLO, Reno, Nevada; KNX, Los Angeles, Cali-
fornia; KERG, Eugene, Oregon; KIMA, Yakima,
Washington; KOIN, Portland, Oregon; KIRO,
Seattle, Washington; KXLY, Spokane, Wash-
ington.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General Manager Albert G. Meyer
Commercial Manager Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,
Boulder; KEXO, Grand Junction; KCSJ, Pueblo;
KYOU, Greeley; KRDO, Colorado Springs;
KFTM, Fort Morgan.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President C. Glover DeLaney

BRANCH OFFICES

WNHC, 1110 Chapel St., New Haven, Conn.,
James Milne, Director; WATR, 440 Meadow
Street, Waterbury, Conn., Sam Elman, Direc-
tor; WTOR, 93 Main Street, Torrington, Conn.,
Ed Waller, Director; WNAB, 991 Broad Street,
Bridgeport, Conn., Levon Thomas, Director;
WSTC, 270 Atlantic Street, Stamford, Conn.,
Julian Schwartz, Director; WNLC, Mohican
Hotel, New London, Conn., Gerald Morey, Di-
rector.

STATIONS

WNAB, Bridgeport; WNHC, New Haven;
WNLC, New London; WSTC, Stamford; WTOR,
Torrington; WATR, Waterbury, Conn.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert
Lea; KWLM, Wilmar; KWNO, Winona.

Dixie Network

State National Bldg., Houston 2, Tex.

PERSONNEL

President H. C. Davis
Exec. Vice-Pres. King H. Robinson

STATIONS

KATL, Houston; KRIC, Beaumont.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

President Willet H. Brown
Exec. Vice-Pres. Ward D. Ingram
Sec.-Treas. A. M. Quinn
Vice-Pres. in Charge Sales Norman Boggs
Vice-Pres. Station Relations Norman Ostby
Dir. of Operations A. J. LaFrano
Nat. Adv. Mgr. Henry Gerstenkorn
KHJ Sales Manager Leon Wray
Dir. Public Relations Bud Coulson
Promotion Director H. H. Sonnenburg
News & Special Events Les Mawhinney
Chief Engineer Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wm. Pabst, Vice-Pres.; National Reprs., John

Regional Networks

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KKO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNJ, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRRR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVL, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

Georgia Associations of Local Stations

87 1/2 Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV; Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRDL, West Point.

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOG, Savannah, Ga.

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

ManagerJack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WPHY, Alma; WOAP-AM-FM, Owosso.

Great West Network

Box 1338, Albuquerque, N. Mex.
PERSONNEL

PresidentWilliam T. Kirk
General ManagerKen Palmer
General Sales Manager.....Keith Tye
National Sales Manager.....Larry Darley
Assistant ManagerTed Nelson

STATIONS

KVER, Albuquerque; KSVP, Artesia.

Guy Gannett B'estng. System

Gannett Bldg., Portland, Me.
STATIONS

WGAN, Portland; WGUY, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.

STATIONS

WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

PresidentGeorge 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
Office Manager.....Ernest W. Campbell
BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: JUdson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr. Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-PresidentFred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General ManagerFred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; K TSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tvlr.; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Regional Networks

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....C. Thomas Wade

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

(Address Any Station)

STATIONS

WPIK, Alexandria; WARL, Arlington; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Chevy Chase, Maryland.

Michigan Radio Network

1800 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Sculte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Major Markets Group

PERSONNEL

Chairman.....Walter B. Haase

STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRG, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Braudino, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network

3415 University Ave., St. Paul W4, Minn.;

3415 University Ave. S.E., Minneapolis 14, Minn.

Phone: PRIOR 2717

PERSONNEL

General Manager.....Stanley E. Hubbard

Treasurer.....Kenneth M. Hance

Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Regional Networks

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802
PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....P. D. Hall
National Sales Mgr.....G. P. Brown
Promotion Director.....V. Barath
Regional Sales.....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WRGE, Aitonta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.
PERSONNEL

General Manager.....Roger W. Clipp
Sales Manager.....Norman R. Prouty

STATIONS

WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAG, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928
PERSONNEL

General Manager.....Emil J. Pouzar

STATIONS

KXLR, Little Rock and all stations in Arkansas.

Rebel Network

(Address Any Station)
PERSONNEL

Business Manager.....Frank Gentry

STATIONS

WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341
PERSONNEL

President.....C. E. Snyder
Secy-Treas.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel...D. K. deNeuf
Sales Manager.....H. S. Brown
Program Manager.....J. A. Short
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hamrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, De-Ruyster, WRUN-FM, Utica-Rome, WWCN, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251
PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Dir.....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE
Robert Meeker Associates

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDD, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.
PERSONNEL

General Manager.....Clyde W. Rembert

Regional Networks

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCN, Colorado City, Texas.

Texas Quality Network

312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

BRANCH OFFICES

(KTBS), 312 E. Kings Highway, Shreveport, La., Phone: 7-3644, Gen. Mgr. E. Newton Wray; (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

STATIONS

KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; WFAA, Dallas, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager.....Dale Drake
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KTR, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

President.....Hartwell Campbell
Vice-President.....Samuel Brody
Secy. and Treas.....Ray D. Williams
Secy. (Raleigh Office).....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC,

Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

Viking Network

P. O. Box 296, Beaverton, Ore.
Phone: 4-4911

PERSONNEL

Manager.....Tom Hotchkiss

STATIONS

KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KMCM, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTL, Tillamook, all Oregon, and KELS, Kelso, Wash.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President.....Earl Huth

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Eloit; WIBU, Poyette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; 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 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.

ESTIMATED FAMILIES FOR 1952

State	U. S. Population April 1, 1952 (Estimated)	Total Housing Units	U. S. Families April 1, 1952 (Estimated)	Stations in State
ALABAMA	3,204,000	846,842	773,000	72
ARIZONA	777,000	241,125	209,000	27
ARKANSAS	1,907,000	575,698	519,000	42
CALIFORNIA	11,170,000	3,608,644	3,507,000	137
COLORADO	1,381,000	438,297	401,000	32
CONNECTICUT	2,090,000	614,075	575,000	26
DELAWARE	324,000	97,002	88,000	6
DISTRICT OF COLUMBIA	832,000	234,734	218,000	7
FLORIDA	2,870,000	961,084	816,000	76
GEORGIA	3,586,000	966,896	891,000	76
IDAHO	608,000	189,601	173,000	23
ILLINOIS	9,107,000	2,579,283	2,566,000	75
INDIANA	3,990,000	1,233,441	1,159,000	46
IOWA	2,692,000	814,622	773,000	47
KANSAS	1,980,000	626,087	577,000	36
KENTUCKY	3,071,000	821,271	761,000	46
LOUISIANA	2,777,000	779,851	711,000	44
MAINE	949,000	311,692	284,000	14
MARYLAND	2,430,000	691,322	636,000	23
MASSACHUSETTS	4,850,000	1,408,797	1,308,000	50
MICHIGAN	6,590,000	1,979,994	1,825,000	67
MINNESOTA	3,101,000	921,270	832,000	47
MISSISSIPPI	2,177,000	610,249	576,000	43
MISSOURI	4,122,000	1,269,772	1,103,000	51
MONTANA	621,000	195,184	179,000	25
NEBRASKA	1,391,000	417,305	379,000	22
NEVADA	170,000	57,457	51,000	11
NEW HAMPSHIRE	559,000	192,031	157,000	12
NEW JERSEY	5,037,000	1,509,402	1,385,000	19
NEW MEXICO	715,000	199,964	181,000	25
NEW YORK	15,571,000	4,651,857	4,332,000	97
NORTH CAROLINA	4,214,000	1,059,335	1,020,000	97
NORTH DAKOTA	618,000	176,602	160,000	14
OHIO	8,276,000	2,416,356	2,340,000	70
OKLAHOMA	2,231,000	715,418	623,000	43
OREGON	1,577,000	526,482	504,000	45
PENNSYLVANIA	10,928,000	3,044,785	2,853,000	113
RHODE ISLAND	821,000	244,784	221,000	11
SOUTH CAROLINA	2,180,000	559,203	522,000	46
SOUTH DAKOTA	665,000	195,079	177,000	12
TENNESSEE	3,365,000	925,143	851,000	61
TEXAS	8,046,000	2,398,125	2,151,000	185
UTAH	702,000	201,156	187,000	18
VERMONT	396,000	122,707	103,000	9
VIRGINIA	3,434,000	905,463	817,000	57
WASHINGTON	2,497,000	814,847	788,000	53
WEST VIRGINIA	2,075,000	544,477	494,000	38
WISCONSIN	3,505,000	1,063,118	958,000	59
WYOMING	304,000	93,242	86,000	13
TOTAL U. S.	156,483,000	46,151,170	42,770,000	2,268

Source: Population based on Census Bureau projections, U. S. Census, 1950. Housing Units and Families based on Family Characteristics, U. S. Census, 1950.

AM RADIO STATIONS

U. S. Station Index

•

Frequency — Power

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*Stations Alphabetically
Listed by States—Cities*

•

Key Personnel



**WOR sells
everything***

for more people

to more people

at less cost more often

than any other station

in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

Index of Standard Stations of U. S.



Station	City—State	Page	Station	City—State	Page
CKLW	— Detroit, Mich.	478	KBON	— Omaha, Neb.	514
KAAA	— Red Wing, Minn.	491	KBOP	— Pecosanton, Tex.	662
KABC	— San Antonio, Tex.	663	KBOR	— Brownsville, Tex.	645
KADA	— Ada, Okla.	585	KBOW	— Butte, Mont.	510
KAFP	— Petaluma, Calif.	353	KBOX	— Modesto, Calif.	350
KAFY	— Bakersfield, Calif.	341	KBRC	— Mount Vernon, Wash.	684
KAGH	— Crossett, Ark.	335	KBRL	— McCook, Neb.	514
KAHU	— Honolulu, Hawaii	706	KBRO	— Bremerton, Wash.	682
KAKC	— Tulsa, Okla.	589	KERS	— Springdale, Ark.	340
KAKE	— Wichita, Kans.	442	KBST	— Big Spring, Tex.	644
KALA	— Sitka, Alaska	706	KBTA	— Batesville, Ark.	334
KALB	— Alexandria, La.	450	KBTM	— Jonesboro, Ark.	335
KALE	— Richland, Wash.	685	KBUC	— Corona, Calif.	343
KALG	— Alamogordo, N. M.	524	KBUD	— Athens, Tex.	642
KALI	— Pasadena, Calif.	352	KBUH	— Brigham City, Utah	668
KALL	— Salt Lake City, Utah	669	KEUN	— Bemidji, Minn.	487
KALT	— Atlanta, Tex.	642	KBUR	— Burlington, Iowa	432
KAMD	— Camden, Ark.	334	KBWD	— Brownwood, Tex.	645
KAMQ	— Amarillo, Tex.	641	KBYE	— Oklahoma City, Okla.	587
KANA	— Anaconda, Mont.	509	KBYR	— Anchorage, Alaska	705
KAND	— Corsicana, Tex.	647	KBZY	— Grand Rapids, Minn.	489
KANE	— New Iberia, La.	453	KCAP	— Helena, Mont.	511
KANS	— Wichita, Kans.	443	KCBC	— Des Moines, Iowa	434
KAPA	— Raymond, Wash.	685	KCBD	— Lubbock, Tex.	657
KARE	— Atchison, Kans.	438	KCBQ	— San Diego, Calif.	355
KARK	— Little Rock, Ark.	337	KCBS	— San Francisco, Calif.	356
KARM	— Fresno, Calif.	344	KCFH	— Cuero, Tex.	647
KASA	— Elk City, Okla.	586	KCHA	— Charles City, Iowa	433
KASH	— Eugene, Ore.	592	KCHI	— Chillicothe, Mo.	501
KASI	— Ames, Iowa	432	KCHI	— Delano, Calif.	343
KASM	— Albany, Minn.	487	KCHS	— Truth Or Consequences, N. M.	527
KAST	— Astoria, Ore.	591	KCID	— Caldwell, Idaho	406
KATE	— Albert Lea, Minn.	487	KCIJ	— Shreveport, La.	456
KATL	— Houston, Tex.	654	KCIL	— Houma, La.	451
KATO	— Reno, Nev.	516	KCIM	— Carroll, Iowa	432
KATY	— San Luis Obispo, Calif.	359	KCJB	— Minot, N. D.	571
KAUS	— Austin, Minn.	487	KCKN	— Kansas City, Kans.	440
KAVE	— Carlsbad, N. M.	524	KCKY	— Kansas City, Mo.	503
KAVL	— Lancaster, Calif.	347	KCKY	— Coolidge, Ariz.	330
KAWT	— Douglas, Ariz.	330	KCLA	— Pine Bluff, Ark.	339
KAYL	— Storm Lake, Iowa	438	KCLE	— Cleburne, Tex.	646
KAYS	— Hays, Kans.	440	KCLF	— Clifton, Ariz.	329
KBIG	— Avalon, Calif.	341	KCLO	— Leavenworth, Kans.	441
KBIO	— Burley, Idaho	406	KCLS	— Flagstaff, Ariz.	330
KBIS	— Bakersfield, Calif.	341	KCLX	— Colfax, Wash.	683
KBIX	— Muskogee, Okla.	587	KCLW	— Hamilton, Tex.	653
KBIZ	— Ottumwa, Iowa	437	KCMC	— Texarkana, Tex.	666
KBKH	— Pullman, Wash.	685	KCMJ	— Palm Springs, Calif.	352
KBKI	— Alice, Tex.	641	KCMO	— Kansas City, Mo.	503
KBKO	— Portland, Ore.	595	KCNA	— Tucson, Ariz.	333
KBKR	— Baker, Ore.	591	KCNC	— Fort Worth, Tex.	650
KBKW	— Aberdeen, Wash.	682	KCNI	— Broken Bow, Neb.	513
KBLF	— Red Bluff, Calif.	353	KCNO	— Alturas, Calif.	341
KBLI	— Blackfoot, Idaho	405	KCNY	— San Marcos, Tex.	664
KBMN	— Bozeman, Mont.	510	KCOG	— Centerville, Iowa	433
KBMW	— Wahpeton, N. D.	571	KCOH	— Houston, Tex.	654
KBMX	— Coalinga, Calif.	342	KCOK	— Tulare, Calif.	362
KBMY	— Billings, Mont.	509	KCOL	— Ft. Collins, Colo.	366
KBND	— Bend, Ore.	591	KCOM	— Sioux City, Iowa	437
KBNZ	— La Junta, Colo.	368	KCON	— Conway, Ark.	335
KBOA	— Kennett, Mo.	504	KCOR	— San Antonio, Tex.	663
KBOE	— Oskaloosa, Iowa	436	KCOW	— Alliance, Neb.	512
KBOK	— Waterloo, Iowa	438	KCOY	— Santa Maria, Calif.	361
KBOL	— Boulder, Colo.	364	KCRA	— Sacramento, Calif.	353

KCRC — Enid, Okla.	586	KEYS — Corpus Christi, Tex.	646
KCRE — Crescent City, Calif.	343	KEYY — Pocatello, Idaho	407
KCRG — Cedar Rapids, Iowa	432	KFAB — Omaha, Neb.	514
KCRS — Midland, Tex.	658	KFAC — Los Angeles, Calif.	349
KCRT — Trinidad, Colo.	369	KFAL — Fulton, Mo.	502
KCRV — Caruthersville, Mo.	501	KFAM — St. Cloud, Minn.	493
KCSB — San Bernardino, Calif.	354	KFAR — Fairbanks, Alaska	705
KCSJ — Pueblo, Colo.	368	KFBB — Great Falls, Mont.	510
KCSU — Provo, Utah	669	KFBC — Cheyenne, Wyo.	703
KCTI — Gonzales, Tex.	653	KFBI — Wichita, Kans.	443
KCTX — Childress, Tex.	646	KFBK — Sacramento, Calif.	354
KCUU — Fort Worth, Tex.	650	KFCF — Festus, Mo.	502
KCVR — Lodi, Calif.	347	KFDA — Amarillo, Tex.	642
KDAC — Fort Bragg, Calif.	344	KFDM — Beaumont, Tex.	643
KDAL — Duluth, Minn.	488	KFDR — Grand Coulee, Wash.	683
KDAS — Malvern, Ark.	339	KFDX — Wichita Falls, Tex.	687
KDB — Santa Barbara, Calif.	360	KFEL — Denver, Colo.	366
KDDD — Dumas, Tex.	649	KFEQ — St. Joseph, Mo.	505
KDEC — Decorah, Iowa	434	KFFA — Helena, Ark.	336
KDET — Center, Tex.	646	KFGO — Fargo, N. D.	569
KDHL — Faribault, Minn.	489	KFGR — Forest Grove, Ore.	593
KDIA — Auburn, Calif.	341	KFGT — Fremont, Neb.	513
KDIX — Dickinson, N. D.	569	KFH — Wichita, Kans.	443
KDKA — Pittsburgh, Pa.	615	KFI — Los Angeles, Calif.	349
KDKD — Clinton, Mo.	501	KFIR — North Bend, Ore.	594
KDLA — DeRidder, La.	451	KFIZ — Fond du Lac, Wis.	696
KDLK — Del Rio, Tex.	648	KFJB — Marshalltown, Iowa	436
KDLM — Detroit Lakes, Minn.	488	KFJI — Klamath Falls, Ore.	593
KDLR — Devils Lake, N. D.	569	KFJZ — Fort Worth, Tex.	650
KDMA — Montevideo, Minn.	491	KFKA — Greeley, Colo.	367
KDMO — Carthage, Mo.	501	KFLD — Floydada, Tex.	590
KDMS — El Dorado, Ark.	335	KFLW — Klamath Falls, Ore.	653
KDNT — Denton, Tex.	649	KFMB — San Diego, Calif.	355
KDON — Santa Cruz, Calif.	360	KFMJ — Tulsa, Okla.	589
KDRO — Sedalia, Mo.	508	KFMO — Flat River, Mo.	502
KDRS — Paragould, Ark.	339	KFNF — Shenandoah, Iowa	437
KDSH — Boise, Idaho	405	KFOR — Lincoln, Neb.	513
KDSJ — Deadwood, S. D.	631	KFOX — Long Beach, Calif.	347
KDSX — Denison, Tex.	649	KFPW — Fort Smith, Ark.	335
KDTH — Dubuque, Iowa	435	KFQD — Anchorage, Alaska	705
KDWT — Stamford, Tex.	665	KFRB — Fairbanks, Alaska	705
KDYU — Salt Lake City, Utah	671	KFRC — San Francisco, Calif.	356
KDZA — Pueblo, Colo.	368	KFRD — Rosenberg, Tex.	662
KEAR — San Mateo, Calif.	359	KFRE — Fresno, Calif.	344
KEBE — Jacksonville, Tex.	656	KFRM — Kansas City, Mo.	503
KECA — Los Angeles, Calif.	349	KFRO — Longview, Tex.	657
KECC — Pittsburg, Calif.	353	KFRU — Columbia, Mo.	502
KECK — Odessa, Tex.	660	KFSA — Fort Smith, Ark.	336
KEEN — San Jose, Calif.	357	KFSB — Joplin, Mo.	502
KELA — Centralia, Wash.	683	KFSD — San Diego, Calif.	355
KELD — El Dorado, Ark.	335	KFTM — Fort Morgan, Colo.	367
KELK — Elko, Nev.	516	KFTV — Paris, Tex.	661
KELO — Sioux Falls, S. D.	631	KFUN — Las Vegas, N. M.	525
KELP — El Paso, Tex.	649	KFVD — Los Angeles, Calif.	349
KELS — Kelso, Wash.	683	KFVS — Cape Girardeau, Mo.	501
KELT — Electra, Tex.	649	KFWB — Hollywood, Calif.	347
KELY — Ely, Nev.	516	KFXD — Nampa, Idaho	407
KENA — Mená, Ark.	339	KFXJ — Grand Junction, Colo.	367
KENI — Anchorage, Alaska	705	KFXM — San Bernardino, Calif.	354
KENM — Portales, N. M.	526	KFYN — Bonham, Tex.	644
KENO — Las Vegas, Nev.	516	KFYO — Lubbock, Tex.	657
KENT — Shreveport, La.	456	KFYR — Bismarck, N. D.	569
KEPO — El Paso, Tex.	649	KGAA — Spokane, Wash.	687
KERB — Kermit, Tex.	656	KGAE — Salem, Ore.	598
KERG — Eugene, Ore.	592	KGAF — Gainesville, Tex.	651
KERN — Bakersfield, Calif.	341	KGAK — Gallup, N. M.	525
KERO — Bakersfield, Calif.	341	KGAL — Lebanon, Ore.	593
KEVA — Shamrock, Tex.	664	KGAN — Kingman, Ariz.	330
KEVT — Kerrville, Tex.	656	KGAR — Garden City, Kans.	439
KEX — Portland, Ore.	595	KGB — San Diego, Calif.	355
KEXO — Grand Junction, Colo.	367	KGBC — Galveston, Tex.	651
KEYD — Minneapolis, Minn.	490	KGBS — Harlingen, Tex.	653
KEYE — Perrytown, Tex.	662	KGBX — Springfield, Mo.	508

KGCU — Mandan, N. D.	570	KIFW — Sitka, Alaska	706
KGCX — Sidney, Mont.	512	KIHN — Hugo, Okla.	586
KGDE — Fergus Falls, Minn.	489	KIHO — Sioux Falls, S. D.	632
KGDM — Stockton, Calif.	361	KIHR — Hood River, Ore.	593
KGEK — Sterling Colo.	369	KIJV — Huron, S. D.	631
KGEM — Boise, Idaho	405	KIKI — Honokulu, Hawaii	707
KGER — Long Beach, Calif.	349	KILA — Hilo, Hawaii	706
KGEZ — Kalispell, Mont.	511	KILO — Grand Forks, N. D.	569
KGFF — Shawnee, Okla.	589	KIMA — Yakima, Wash.	689
KGfJ — Hollywood, Calif.	347	KIMO — Independence, Mo.	502
KGFL — Roswell, N. M.	526	KIMP — Mount Pleasant, Tex.	659
KGFW — Kearney, Neb.	513	KIND — Independence, Kans.	440
KGFX — Pierre, S. D.	631	KINE — Kingsville, Tex.	656
KGGM — Coffeyville, Kans.	439	KING — Seattle, Wash.	685
KGGM — Albuquerque, N. M.	524	KINY — Juneau, Alaska	705
KGHF — Pueblo, Colo.	369	KIOA — Des Moines, Iowa	434
KGHI — Little Rock, Ark.	337	KIOX — Bay City, Tex.	643
KGHL — Billings, Mont.	509	KIPA — Hilo, Hawaii	706
KGIB — Bremerton, Wash.	683	KIRO — Seattle, Wash.	686
KGIL — San Fernando, Calif.	356	KIRX — Kirksville, Mo.	504
KGIW — Alamosa, Colo.	364	KISD — Sioux Falls, S. D.	632
KGKB — Tyler, Tex.	666	KIST — Santa Barbara, Calif.	360
KGKL — San Angelo, Tex.	662	KIT — Yakima, Wash.	689
KGLC — Miami, Okla.	587	KITE — San Antonio, Tex.	663
KGLN — Glenwood Springs, Colo.	367	KITO — San Bernardino, Calif.	354
KGLO — Mason City, Iowa	436	KIUL — Garden City, Kans.	439
KGLU — Safford, Ariz.	333	KIUN — Pecos, Tex.	661
KGMB — Honolulu, Hawaii	707	KIUP — Durango, Colo.	366
KGNB — New Braunfels, Tex.	659	KIVY — Crockett, Tex.	647
KGNC — Amarillo, Tex.	642	KIWW — San Antonio, Tex.	663
KGNO — Dodge City, Kans.	439	KIXL — Dallas, Tex.	648
KGO — San Francisco, Calif.	356	KIYI — Shelby, Mont.	512
KGON — Oregon City, Ore.	594	KJAM — Vernal, Utah	671
KGOS — Torrington, Wyo.	704	KJAN — Atlantic, Iowa	432
KGPH — Flagstaff, Ariz.	330	KJAY — Topeka, Kans.	442
KGRH — Fayetteville, Ark.	335	KJBC — Midland, Tex.	658
KGRI — Henderson, Tex.	654	KJBS — San Francisco, Calif.	356
KGST — Fresno, Calif.	344	KJCK — Junction City, Kans.	440
KGU — Honolulu, Hawaii	707	KJEF — Jennings, La.	451
KGVL — Greenville, Tex.	653	KJFJ — Webster City, Iowa	438
KGVO — Missoula, Mont.	512	KJR — Seattle, Wash.	686
KGW — Portland, Ore.	597	KJSK — Columbus, Neb.	513
KGWA — Enid, Okla.	586	KKIN — Visalia, Calif.	363
KGY — Olympia, Wash.	684	KLAC — Hollywood, Calif.	347
KGYN — Guymon, Okla.	586	KLAS — Las Vegas, Nev.	516
KGYW — Vallejo, Calif.	363	KLBM — La Grande, Ore.	593
KHAS — Hastings, Neb.	513	KLCB — Libby, Mont.	511
KHBC — Hilo, Hawaii	706	KLCN — Blytheville, Ark.	334
KHBG — Okmulgee, Okla.	588	KLEE — Houston, Tex.	654
KHBR — Hillsboro, Tex.	654	KLER — Rochester, Minn.	491
KHIT — Lampasas, Tex.	657	KLFY — Lafayette, La.	452
KHJ — Los Angeles, Calif.	349	KLIC — Monroe, La.	452
KHMO — Hannibal, Mo.	502	KLIF — Dallas, Tex.	648
KHON — Honolulu, Hawaii	707	KLIX — Twin Falls, Idaho	408
KHOZ — Harrison, Ark.	336	KLIZ — Brainerd, Minn.	488
KHQ — Spokane, Wash.	687	KLKC — Parsons, Kans.	441
KHSL — Chico, Calif.	342	KLMO — Longmont, Colo.	368
KHUB — Watsonville, Calif.	363	KLMR — Lamar, Colo.	368
KHUM — Eureka, Calif.	343	KLMS — Lincoln, Neb.	514
KHUZ — Borger, Tex.	644	KLMX — Clayton, N. M.	525
KIBE — Palo Alto, Calif.	352	KLO — Ogden, Utah	668
KIBH — Seward, Alaska	706	KLOK — San Jose, Calif.	359
KIBL — Beeville, Tex.	644	KLOU — Lake Charles, La.	452
KICA — Clovis, N. M.	525	KLPM — Minot, N. D.	571
KICD — Spencer, Iowa	437	KLPR — Oklahoma City, Okla.	587
KICK — Springfield, Mo.	508	KLRA — Little Rock, Ark.	337
KICO — Calexico, Calif.	342	KLTI — Longview, Tex.	657
KID — Idaho Falls, Idaho	406	KLTF — Little Falls, Minn.	489
KIDO — Boise, Idaho	406	KLUF — Galveston, Tex.	651
KIEM — Eureka, Calif.	343	KLVC — Leadville, Colo.	368
KIEV — Glendale, Calif.	344	KLVL — Pasadena, Tex.	661
KIFI — Idaho Falls, Idaho	406	KLVT — Leveland, Tex.	657
KIFN — Phoenix, Ariz.	332	KLWN — Lawrence, Kans.	440

KLWT — Lebanon, Mo.	504	KOH — Reno, Nev.	516
KLX — Oakland, Calif.	351	KOIL — Omaha, Neb.	515
KLYN — Amarillo, Tex.	642	KOIN — Portland, Ore.	595
KLZ — Denver, Colo.	365	KOJM — Havre, Mont.	511
KMA — Shenandoah, Iowa	437	KOKX — Keokuk, Iowa	435
KMAC — San Antonio, Tex.	663	KOL — Seattle, Wash.	686
KMAE — McKinney, Tex.	658	KOLE — Port Arthur, Tex.	662
KMAN — Manhattan, Kans.	441	KOLJ — Quanah, Tex.	662
KMBC — Kansas City, Mo.	503	KOLN — Lincoln, Neb.	514
KMEL — Junction, Tex.	656	KOLO — Reno, Nev.	517
KMBY — Monterey, Calif.	351	KOLS — Pryor, Okla.	589
KMCM — McMinnville, Ore.	594	KOLT — Scottsbluff, Neb.	515
KMCO — Conroe, Tex.	646	KOMA — Oklahoma City, Okla.	588
KMED — Medford, Ore.	594	KOME — Tulsa, Okla.	589
KMHL — Marshall, Minn.	490	KOMO — Seattle, Wash.	686
KMHT — Marshall, Tex.	658	KOMW — Omak, Wash.	684
KMJ — Fresno, Calif.	344	KONO — San Antonio, Tex.	663
KMLB — Monroe, La.	452	KONP — Port Angeles, Wash.	685
KMMJ — Grand Island, Neb.	513	KOOK — Billings, Mont.	509
KMMO — Marshall, Mo.	504	KOOL — Phoenix, Ariz.	330
KMO — Tacoma, Wash.	688	KOOS — Coos Bay, Ore.	591
KMOD — Modesto, Calif.	350	KOPO — Tucson, Ariz.	333
KMON — Great Falls, Mont.	510	KOPP — Ogden, Utah	669
KMOR — Oroville, Calif.	352	KOPR — Butte, Mont.	510
KMOX — St. Louis, Mo.	507	KORA — Bryan, Tex.	645
KMPC — Los Angeles, Calif.	350	KORC — Mineral Wells, Tex.	659
KMUR — Murray, Utah	668	KORE — Eugene, Ore.	592
KMUS — Muskogee, Okla.	587	KORK — Las Vegas, Nev.	516
KMVI — Wailuku-Maui, Hawaii	709	KORN — Mitchell, S. D.	631
KMYC — Marysville, Calif.	350	KOSA — Odessa, Tex.	660
KMYR — Denver, Colo.	365	KOSE — Osceola, Ark.	339
KNAF — Fredericksburg, Tex.	651	KOSF — Nacogdoches, Tex.	659
KNAK — Salt Lake City, Utah	671	KOSY — Texarkana, Ark.	340
KNAL — Victoria, Tex.	666	KOTA — Rapid City, S. D.	631
KNBC — San Francisco, Calif.	356	KOTN — Pine Bluff, Ark.	339
KNBY — Newport, Ark.	339	KOVC — Valley City, N. D.	571
KNCM — Moberly, Mo.	505	KOVE — Lander, Wyo.	703
KNEA — Jonesboro, Ark.	337	KOVO — Provo, Utah	669
KNEB — Scottsbluff, Neb.	515	KOWB — Laramie, Wyo.	704
KNED — McAlester, Okla.	587	KOWH — Omaha, Neb.	515
KNEL — Brady, Tex.	645	KOWL — Santa Monica, Calif.	361
KNEM — Nevada, Mo.	505	KOY — Phoenix, Ariz.	332
KNET — Palestine, Tex.	661	KPAC — Port Arthur, Tex.	662
KNEU — Provo, Utah	669	KPAM — Portland, Ore.	595
KNEW — Spokane, Wash.	687	KPAN — Hereford, Tex.	654
KNEX — McPherson, Kans.	444	KPAS — Banning, Calif.	342
KNGS — Hanford, Calif.	341	KPAT — Pampa, Tex.	661
KNOE — Monroe, La.	453	KPBM — Carlsbad, N. M.	525
KNOG — Nogales, Ariz.	330	KPBX — Beaumont, Tex.	644
KNOR — Norman, Okla.	587	KPDN — Pampa, Tex.	661
KNOW — Austin, Tex.	642	KPDQ — Portland, Ore.	597
KNOX — Grand Forks, N. D.	570	KPET — Lamesa, Tex.	656
KNPT — Newport, Ore.	594	KPHO — Phoenix, Ariz.	332
KNUJ — New Ulm, Minn.	491	KPKW — Pasco, Wash.	685
KNUZ — Houston, Tex.	654	KPLC — Lake Charles, La.	452
KNX — Los Angeles, Calif.	350	KPLT — Paris, Tex.	661
KOA — Denver, Colo.	365	KPMC — Bakersfield, Calif.	341
KOAL — Price, Utah	669	KPMO — Pomona, Calif.	353
KOAM — Pittsburg, Kans.	441	KPOA — Honolulu, Hawaii	707
KOAT — Albuquerque, N. M.	524	KPOC — Pochontas, Ark.	339
KOB — Albuquerque, N. M.	524	KPOJ — Portland, Ore.	597
KOBE — Las Cruces, N. M.	525	KPOW — Powell, Wyo.	704
KOBK — Owatonna, Minn.	491	KPQ — Wenatchee, Wash.	689
KOCA — Kilgore, Tex.	656	KPRC — Houston, Tex.	655
KOCO — Salem, Ore.	598	KPRK — Livingston, Mont.	511
KOCS — Ontario, Calif.	352	KPRL — Paso Robles, Calif.	353
KOCY — Oklahoma City, Okla.	588	KPRO — Riverside, Calif.	353
KODI — Cody, Wyo.	703	KPRS — Olathe, Kans.	441
KODL — The Dallas, Ore.	592	KPST — Preston, Idaho	407
KODY — North Platte, Neb.	514	KPUG — Bellingham, Wash.	682
KOEL — Olewain, Iowa	436	KPUY — Puyallup, Wash.	685
KOFO — Ottawa, Kans.	441	KQV — Pittsburgh, Pa.	615
KOGT — Orange, Tex.	661	KRAI — Craig, Colo.	365

KRAL — Rawlins, Wyo.	704	KSET — El Paso, Tex.	650
KRAM — Las Vegas, Nev.	516	KSEY — Seymour, Tex.	664
KRBA — Lufkin, Tex.	658	KSFA — Nacogdoches, Tex.	659
KRBC — Abilene, Tex.	641	KSFO — San Francisco, Calif.	359
KRCC — Prineville, Ore.	597	KSGM — Ste. Genevieve, Mo.	508
KRCT — Baytown, Tex.	643	KSIB — Creston, Iowa	433
KRDO — Colorado Springs, Colo.	364	KSIG — Crowley, La.	451
KRDU — Dinuba, Calif.	343	KSII — Gladewater, Tex.	653
KRE — Berkeley, Calif.	342	KSIL — Silver City, N. M.	526
KREI — Farmington, Mo.	502	KSIM — Sikeson, Mo.	508
KREL — Baytown, Tex.	643	KSIW — Woodward, Okla.	590
KREM — Spokane, Wash.	687	KSIX — Corpus Christi, Tex.	647
KREO — Indio, Calif.	347	KSJB — Jamestown, N. D.	570
KRES — St. Joseph, Mo.	505	KSJO — San Jose, Calif.	359
KREW — Sunnyside, Wash.	687	KSJV — Sanger, Calif.	357
KRGV — Weslaco, Tex.	667	KSKY — Dallas, Tex.	648
KRHD — Duncan, Okla.	585	KSL — Salt Lake City, Utah.	671
KRIB — Mason City, Iowa.	436	KSLM — Salem, Ore.	598
KRIC — Beaumont, Tex.	644	KSLO — Opelousas, La.	455
KRIG — Odessa, Tex.	660	KSMA — Santa Maria, Calif.	361
KRIO — McAllen, Tex.	658	KSMN — Mason City, Iowa.	436
KRIS — Corpus Christi, Tex.	647	KSNY — Snyder, Tex.	665
KRIZ — Phoenix, Ariz.	332	KSO — Des Moines, Iowa.	434
KRJF — Miles City, Mont.	511	KSOK — Arkansas City, Kans.	438
KRKD — Los Angeles, Calif.	350	KSON — San Diego, Calif.	355
KRKL — Kirkland, Wash.	684	KSOO — Sioux Falls, S. D.	632
KRKO — Everett, Wash.	683	KSOX — Harlingen, Tex.	654
KRLC — Lewiston, Idaho	406	KSPA — Santa Paula, Calif.	361
KRLD — Dallas, Tex.	648	KSPI — Stillwater, Okla.	589
KRLN — Canon City, Colo.	364	KSPO — Spokane, Wash.	687
KRLW — Walnut Ridge, Ark.	340	KSPR — Caspar, Wyo.	703
KRMD — Shreveport, La.	456	KSPT — Sandpoint, Idaho	408
KRMG — Tulsa, Okla.	590	KSRO — Santa Rosa, Calif.	361
KRMO — Monett, Mo.	505	KSRV — Ontario, Ore.	594
KRNO — San Bernardino, Calif.	355	KSST — Sulphur Springs, Tex.	665
KRNR — Roseburg, Ore.	597	KSTA — Coleman, Tex.	646
KRNT — Des Moines, Iowa.	434	KSTB — Breckenridge, Tex.	645
KROC — Rochester, Minn.	493	KSTL — St. Louis, Mo.	507
KROD — El Paso, Tex.	650	KSTN — Stockton, Calif.	361
KROF — Abbeville, La.	450	KSTP — St. Paul-Minneapolis, Minn.	493
KROG — Sonora, Calif.	361	KSTR — Trinidad, Colo.	369
KROP — Brawley, Calif.	342	KSTT — Davenport, Iowa	433
KROS — Clinton, Iowa	433	KSTV — Stephenville, Tex.	665
KROW — Oakland, Calif.	351	KSUB — Cedar City, Utah.	668
KROX — Crookston, Minn.	488	KSUE — Susanville, Calif.	362
KROY — Sacramento, Calif.	354	KSUM — Fairmont, Minn.	489
KRPL — Moscow, Idaho	407	KSUN — Bisbee, Ariz.	329
KRRV — Sherman Dennison, Tex.	664	KSVC — Richfield, Utah	669
KRSC — Seattle, Wash.	686	KSVP — Artesia, N. M.	524
KRSN — Los Alamos, N. M.	526	KSWA — Graham, Tex.	653
KRTN — Raton, N. M.	526	KSWB — Yuma, Ariz.	333
KRUL — Corvallis, Ore.	592	KSWI — Council Bluffs, Iowa.	433
KRUN — Ballinger, Tex.	643	KSWM — Joplin, Mo.	503
KRUS — Ruston, La.	455	KSWO — Lawton, Okla.	586
KRUX — Phoenix, Ariz.	332	KSWs — Roswell, N. M.	526
KRVN — Lexington, Neb.	513	KSYC — Yreka, Calif.	363
KRXX — Rexburg, Idaho	407	KSYL — Alexandria, La.	450
KRXL — Roseburg, Ore.	598	KTAE — Taylor, Tex.	665
KSAL — Salina, Kans.	442	KTAN — Sherman, Tex.	664
KSAM — Huntsville, Tex.	656	KTAR — Phoenix, Ariz.	332
KSAN — San Francisco, Calif.	356	KTAT — Frederick, Okla.	586
KSBB — Salinas, Calif.	354	KTBB — Tyler, Tex.	665
KSCB — Liberal, Kans.	441	KTBC — Austin, Tex.	642
KSCJ — S'oux City, Iowa.	437	KTBI — Tacoma, Wash.	688
KSCO — Santa Cruz, Calif.	361	KTBS — Shreveport, La.	456
KSD — St. Louis, Mo.	507	KTEL — Walla Walla, Wash.	688
KSDN — Aberdeen, S. D.	630	KTEM — Temple, Texas	665
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	665
KSEI — Pocatello, Idaho	407	KTFI — Twin Falls, Idaho	408
KSEK — Pittsburg, Kans.	442	KTFs — Texarkana, Tex.	666
KSEL — Lubbock, Tex.	657	KTFY — Brownfield, Tex.	645
KSEM — Moses Lake, Wash.	684	KTHS — Hot Springs, Ark.	338
KSEO — Durant, Okla.	586	KTHT — Houston, Tex.	655

KTIL — Tillamook, Ore.	588	KVMV — Twin Falls, Idaho.	408
KTIM — San Rafael, Calif.	360	KVNI — Coeur D'Alene, Idaho.	406
KTIP — Porterville, Calif.	353	KVNU — Logan, Utah.	668
KTJS — Hobart, Okla.	586	KVOA — Tucson, Ariz.	333
KTKN — Ketchikan, Alaska.	706	KVOB — Alexandria, La.	450
KTKR — Taft, Calif.	362	KVOC — Casper, Wyo.	703
KTKT — Tucson, Ariz.	333	KVOD — Denver, Colo.	365
KTLN — Denver, Colo.	365	KVOE — Santa Ana, Calif.	360
KTLLW — Texas City, Tex.	666	KVOG — Ogden, Utah.	669
KTMC — McAlester, Okla.	587	KVOL — Lafayette, La.	452
KTMS — Santa Barbara, Calif.	360	KVON — Napa, Calif.	351
KTNM — Tuchumcari, N. M.	527	KVOO — Tulsa, Okla.	590
KTOE — Mankato, Minn.	489	KVOP — Plainview, Tex.	662
KTOH — Lihue-Kauai, Hawaii.	707	KVOR — Colorado Springs, Colo.	364
KTOK — Oklahoma City, Okla.	588	KVOS — Bellingham, Wash.	682
KTOP — Topeka, Kans.	442	KVOU — Uvalde, Tex.	666
KTOW — Oklahoma City, Okla.	588	KVOW — Littlefield, Tex.	657
KTRB — Modesto, Calif.	351	KVOX — Moorhead, Minn.	491
KTRC — Santa Fe, N. M.	526	KVRC — Arkadelphia, Ark.	334
KTRE — Lufkin, Tex.	658	KVRH — Salida, Colo.	368
KTRF — Thief River Falls, Minn.	495	KVRS — Rock Springs, Wyo.	704
KTRH — Houston, Tex.	655	KVSF — Santa Fe, N. M.	526
KTRI — Sioux City, Iowa.	437	KVSM — San Mateo, Calif.	360
KTRM — Beaumont, Tex.	644	KVSO — Ardmore, Okla.	585
KTRN — Wichita Falls, Tex.	668	KVVC — Ventura, Calif.	363
KTRY — Bastrop, La.	450	KVWC — Vernon, Tex.	666
KTSA — San Antonio, Tex.	664	KWAD — Wadena, Minn.	495
KTSM — El Paso, Tex.	650	KWAK — Stuttgart, Ark.	340
KTSW — Emporia, Kans.	439	KWAL — Wallace, Idaho.	408
KTRR — Rolla, Mo.	505	KWAT — Watertown, S. D.	632
KTTS — Springfield, Mo.	508	KWBB — Wichita, Kans.	443
KTUC — Tucson, Ariz.	333	KWBC — Fort Worth, Tex.	651
KTUL — Tulsa, Okla.	590	KWBE — Beatrice, Neb.	512
KTUR — Turlock, Calif.	362	KWBG — Boone, Iowa.	432
KTW — Seattle, Wash.	686	KWBM — Williston, N. D.	572
KTXC — Big Spring, Tex.	644	KWBR — Oakland, Calif.	351
KTXJ — Jasper, Tex.	656	KWBU — Corpus Christi, Tex.	647
KTXL — San Angelo, Tex.	663	KWBW — Hutchinson, Kans.	440
KTXN — Austin, Tex.	643	KWCB — Searcy, Ark.	340
KTYL — Mesa, Ariz.	330	KWCJ — Natchitoches, La.	453
KUBA — Yuba City, Calif.	364	KWCO — Chickasha, Okla.	585
KUBC — Montrose, Colo.	368	KWCR — Cedar Rapids, Iowa.	432
KUGN — Eugene, Ore.	592	KWDM — Des Moines, Iowa.	434
KUIN — Grants Pass, Ore.	593	KWED — Sequin, Tex.	664
KUJ — Walla Walla, Wash.	688	KWEI — Weiser, Idaho.	409
KUKI — Ukiah, Calif.	362	KWEM — West Memphis, Ark.	340
KULA — Honolulu, Hawaii.	707	KWEW — Hobbs, N. M.	525
KULE — Ephrata, Wash.	683	KWFC — Hot Springs, Ark.	336
KULP — El Campo, Tex.	649	KWFT — Wichita Falls, Tex.	668
KUNO — Corpus Christi, Tex.	647	KWGW — Stockton, Calif.	362
KUOA — Siloam Springs, Ark.	340	KWGB — Goodland, Kans.	439
KURV — Edinburg, Tex.	649	KWHI — Brenham, Tex.	645
KUTA — Salt Lake City, Utah.	671	KWHK — Hutchinson, Kans.	440
KVAL — Brownsville, Tex.	645	KWHN — Ft. Smith, Ark.	336
KVAN — Vancouver, Wash.	688	KWHW — Altus, Okla.	585
KVAS — Astoria, Ore.	591	KWIE — Kennewick, Wash.	684
KVBC — Farmington, N. M.	525	KWIK — Pocatello, Idaho.	407
KVCV — Redding, Calif.	353	KWIL — Albany, Ore.	591
KVEC — San Luis Obispo, Calif.	359	KWIN — Ashland, Ore.	591
KVEN — Ventura, Calif.	363	KWJB — Globe, Ariz.	330
KVER — Albuquerque, N. M.	524	KWJJ — Portland, Ore.	597
KVET — Austin, Tex.	643	KWKC — Abilene, Tex.	641
KVFD — Ft. Dodge, Iowa.	435	KWK — St. Louis, Mo.	507
KVGB — Great Bend, Kans.	440	KWKH — Shreveport, La.	456
KVI — Seattle, Wash.	686	KWKW — Pasadena, Calif.	352
KVIC — Victoria, Tex.	667	KWLK — Longview, Wash.	684
KVIM — New Iberia, La.	453	KWLM — Willmar, Minn.	495
KVKM — Monahans, Tex.	659	KWNO — Winona, Minn.	495
KVLC — Little Rock, Ark.	337	KWNW — Wenatchee, Wash.	689
KVLF — Alpine, Tex.	641	KWOA — Worthington, Minn.	495
KVLH — Pauls Valley, Okla.	589	KWOC — Poplar Bluff, Mo.	505
KVMA — Magnolia, Ark.	339	KWOE — Clinton, Okla.	585
KVMC — Colorado City, Tex.	646	KWON — Bartlesville, Okla.	585

KWOR — Worland, Wyo.	704	WABJ — Adrian, Mich.	475
KWOS — Jefferson City, Mo.	502	WABM — Houlton, Me.	457
KWPC — Muscatine, Iowa	436	WABY — Albany, N. Y.	527
KWPM — West Plains, Mo.	509	WABZ — Albemarle, N. C.	555
KWRC — Pendleton, Ore.	594	WACA — Camden, S. C.	625
KWRE — Warrenton, Mo.	509	WACB — Kittanning, Pa.	606
KWRL — Riverton, Wyo.	704	WACE — Chicopee-Springfield, Mass.	468
KWRN — Reno, Nev.	517	WACL — Waycross, Ga.	405
KWRO — Coquille, Ore.	592	WACO — Waco, Tex.	667
KWSD — Mt. Shasta, Calif.	351	WACR — Columbus, Miss.	496
KWSH — Wewaka, Okla.	590	WADC — Akron, O.	572
KWSL — Lake Charles, La.	452	WADE — Wadesboro, N. C.	567
KWSO — Wasco, Calif.	363	WAEB — Allentown, Pa.	598
KWTC — Barstow, Calif.	342	WAEL — Mayaguez, P. R.	709
KWTO — Springfield, Mo.	509	WAFB — Baton Rouge, La.	450
KWTX — Waco, Tex.	667	WAGA — Atlanta, Ga.	393
KWWL — Waterloo, Iowa	438	WAGC — Chattanooga, Tenn.	633
KWYO — Sheridan, Wyo.	704	WAGE — Syracuse, N. Y.	552
KXA — Seattle, Wash.	687	WAGF — Dothan, Ala.	324
KXAR — Hope, Ark.	336	WAGM — Presque Isle, Me.	459
KXEL — Waterloo, Iowa	438	WAIM — Anderson, S. C.	624
KXEO — Mexico, Mo.	504	WAIN — Columbia, Ky.	444
KXGI — Ft. Madison, Iowa	435	WAIR — Winston-Salem, N. C.	568
KXGN — Glendive, Mont.	510	WAIT — Chicago, Ill.	411
KXIC — Iowa City, Iowa	435	WAJR — Morgantown, W. Va.	693
KXIT — Dalhart, Tex.	647	WAKE — Greenville, S. C.	627
KXJK — Forrest City, Ark.	335	WAKN — Aiken, S. C.	624
KXL — Portland, Ore.	597	WAKR — Akron, O.	572
KXLA — Pasadena, Calif.	352	WAKU — Latrobe, Pa.	607
KXLE — Ellensburg, Wash.	683	WALA — Mobile, Ala.	327
KXLF — Butte, Mont.	510	WALB — Albany, Ga.	391
KXLJ — Helena, Mont.	511	WALD — Walterboro, S. C.	630
KXLK — Great Falls, Mont.	511	WALE — Fall River, Mass.	468
KXLL — Missoula, Mont.	512	WALK — Patchogue, N. Y.	549
KXLO — Lewiston, Mont.	511	WALL — Middletown, N. Y.	537
KXLQ — Bozeman, Mont.	510	WALT — Tampa, Fla.	390
KXLR — Little Rock, Ark.	337	WAML — Laurel, Miss.	499
KXLW — St. Louis, Mo.	507	WAMS — Wilmington, Del.	376
KXLY — Spokane, Wash.	687	WAND — Canton, O.	574
KXO — El Centro, Calif.	343	WANE — Ft. Wayne, Ind.	426
KXOA — Sacramento, Calif.	354	WANN — Annapolis, Mo.	459
KXOB — Stockton, Calif.	362	WANS — Anderson, S. C.	624
KXOC — Chico, Calif.	342	WANT — Richmond, Va.	678
KXOK — St. Louis, Mo.	507	WAOV — Vincennes, Ind.	431
KXOL — Fort Worth, Tex.	651	WAPA — San Juan, P. R.	710
KXOX — Sweetwater, Tex.	665	WAPP — McComb, Miss.	499
KXRA — Alexander, Minn.	487	WAPI — Birmingham, Ala.	322
KXRJ — Russellville, Ark.	340	WAPQ — Chattanooga, Tenn.	633
KXRN — Renton, Wash.	685	WAPX — Montgomery, Ala.	327
KXRO — Aberdeen, Wash.	682	WARA — Attleboro, Mass.	465
KXRX — San Jose, Calif.	359	WARC — Rochester, N. Y.	551
KXXX — Colby, Kans.	439	WARD — Johnstown, Pa.	606
KXYZ — Houston, Tex.	655	WARE — Ware, Mass.	473
KYA — San Francisco, Calif.	357	WARK — Hagerstown, Md.	464
KYAK — Yakima, Wash.	689	WARL — Arlington, Va.	673
KYCA — Prescott, Ariz.	332	WARM — Scranton, Pa.	617
KYJC — Medford, Ore.	594	WASK — Lafayette, Ind.	428
KYMA — Yuma, Ariz.	334	WASA — Havre De Grace, Md.	464
KYNO — Fresno, Calif.	344	WASL — Annapolis, Md.	459
KYOR — Blythe, Calif.	342	WATA — Boone, N. C.	556
KYOS — Merced, Calif.	350	WATC — Gaylord, Mich.	481
KYOU — Greeley, Colo.	367	WATG — Ashland, O.	573
KYSM — Mankato, Minn.	489	WATH — Athens, O.	573
KYUM — Yuma, Ariz.	334	WATK — Antigo, Wis.	695
KYW — Philadelphia, Pa.	609	WATL — Atlanta, Ga.	393
WAAA — Winston-Salem, N. C.	568	WATM — Atmore, Ala.	321
WAAB — Worcester, Mass.	473	WATN — Watertown, N. Y.	553
WAAF — Chicago, Ill.	410	WATO — Oak Ridge, Tenn.	640
WAAT — Newark, N. J.	520	WATR — Waterbury, Conn.	375
WABA — Aquadilla, P. R.	709	WATS — Sayre, Pa.	617
WABB — Mobile, Ala.	326	WATT — Cadillac, Mich.	478
WABG — Greenwood, Miss.	497	WATW — Ashland, Wis.	695
WABI — Bangor, Me.	451	WATZ — Alpena, Mich.	475

WAUD — Auburn, Ala.	322	WBSR — Pensacola, Fla.	388
WAUG — Augusta, Ga.	395	WBT — Charlotte, N. C.	556
WAUX — Waukesha, Wis.	702	WBTA — Batavia, N. Y.	528
WAVA — Ava, Ill.	409	WBTH — Williamson, W. Va.	694
WAVE — Louisville, Ky.	446	WBTM — Danville, Va.	675
WAVL — Apollo, Pa.	600	WBUD — Trenton, N. J.	522
WAVU — Albertville, Ala.	321	WBUD — Morrisville, Pa.	609
WAVZ — New Haven, Conn.	373	WBUT — Butler, Pa.	601
WAYB — Waynesboro, Va.	681	WBUX — Doylestown, Pa.	602
WAYN — Rockingham, N. C.	565	WBUX — Lexington, N. C.	562
WAYS — Charlotte, N. C.	556	WBVP — Beaver Falls, Pa.	600
WAYX — Waycross, Ga.	405	WBYS — Canton, Ill.	410
WAZF — Yazoo City, Miss.	501	WBZ-WBZA — Boston-Springfield, Mass.	465
WAZL — Hazleton, Pa.	605	WEZA-WBZ — Springfield-Boston, Mass.	472
WBAC — Cleveland, Tenn.	634	WCAE — Pittsburgh, Pa.	615
WBAL — Baltimore, Md.	461	WCAM — Camden, N. J.	520
WBAP — Fort Worth, Tex.	651	WCAO — Baltimore, Md.	461
WBAT — Marion, Ind.	429	WCAP — Lowell, Mass.	471
WBAX — Wilkes-Barre, Pa.	619	WCAR — Pontiac, Mich.	485
WBAY — Green Bay, Wis.	696	WCAU — Philadelphia, Pa.	611
WBBB — Burlington, N. C.	556	WCAV — Norfolk, Va.	677
WBBC — Flint, Mich.	480	WCAW — Charleston, W. Va.	690
WBBM — Chicago, Ill.	411	WCAX — Burlington, Vt.	672
WBBO — Forest City, N. C.	559	WCAZ — Carthage, Ill.	410
WBBQ — Augusta, Ga.	395	WCBA — Corning, N. Y.	531
WBBW — Youngstown, O.	584	WCBC — Anderson, Ind.	424
WBBZ — Ponca City, Okla.	589	WCBD — Chicago, Ill.	413
WBCK — Battle Creek, Mich.	476	WCBI — Columbus, Miss.	497
WBCM — Bay City, Mich.	476	WCBM — Baltimore, Md.	461
WBCCO — Bessemer-Birmingham, Ala.	322	WCBS — New York, N. Y.	537
WBCU — Union, S. C.	630	WCBT — Roanoke Rapids, N. C.	565
WBEC — Pittsfield, Mass.	471	WCCC — Hartford, Conn.	372
WBEJ — Elizabethton, Tenn.	634	WCCO — Minneapolis, Minn.	490
WBEL — Beloit, Wis.	695	WCCM — Lawrence, Mass.	470
WBEN — Buffalo, N. Y.	529	WCCP — Savannah, Ga.	402
WBET — Brockton, Mass.	468	WC DL — Carbondale, Pa.	601
WBEV — Beaver Dam, Wis.	695	WC DT — Winchester, Tenn.	641
WBEX — Chillicothe, O.	574	WC EC — Rocky Mount, N. C.	565
WBGE — Atlanta, Ga.	393	WC ED — Dubois, Pa.	602
WBGR — Jessup, Ga.	400	WC EM — Cambridge, Md.	463
WBHB — Fitzgerald, Ga.	399	WC EN — Mt. Pleasant, Mich.	484
WBHF — Cartersville, Ga.	397	WC FL — Chicago, Ill.	411
WBHP — Huntsville, Ala.	326	WC FV — Clifton Forge, Va.	674
WBIG — Greensboro, N. C.	560	WC HA — Chambersburg, Pa.	601
WBIP — Booneville, Miss.	496	WC HS — Charleston, W. Va.	690
WBIR — Knoxville, Tenn.	636	WC HV — Charlottesville, Va.	674
WBIS — Bristol, Conn.	371	WC IL — Carbondale, Ill.	410
WB IW — Bedford, Ind.	424	WC JU — Columbia, Miss.	496
WBIZ — Eau Claire, Wis.	625	WC KB — Dunn, N. C.	557
WBKV — West Bend, Wis.	703	WC KY — Cincinnati, O.	574
WBLJ — Dalton, Ga.	399	WC LC — Flint, Mich.	480
WBLK — Clarksburg, W. Va.	691	WC LI — Corning, N. Y.	531
WBLT — Bedford, Va.	673	WC LD — Cleveland, Miss.	496
WBMD — Baltimore, Md.	461	WC LO — Janesville, Wis.	697
WBML — Macon, Ga.	401	WC LT — Newark, O.	581
WBNL — Boonville, Ind.	425	WC MA — Corinth, Miss.	497
WBNS — Columbus, O.	577	WC MB — Lemoyne, Pa.	607
WB NX — New York, N. Y.	537	WC MC — Wildwood, N. J.	523
WB NY — Buffalo, N. Y.	529	WC MI — Ashland, Ky.	443
WBOB — Galax, Va.	675	WC MN — Areoibo, P. R.	709
WBOC — Salisbury, Md.	465	WC MW — Canton, O.	574
WBOK — New Orleans, La.	454	WC NB — Connorsville, Ind.	425
WBOW — Terre Haute, Ind.	430	WC NC — Elizabeth City, N. C.	558
WB PZ — Lock Haven, Pa.	608	WC NH — Quincy, Fla.	388
WBRC — Birmingham, Ala.	322	WC NR — Bloomsburg, Pa.	600
WB RD — Ft. Lauderdale, Fla.	380	WC NT — Centralia, Ill.	410
WBRE — Wilkes-Barre, Pa.	619	WC NU — Crestview, Fla.	379
WB RK — Pittsfield, Mass.	472	WC NX — Middletown, Conn.	373
WB RM — Marion, N. C.	563	WC OA — Pensacola, Fla.	388
WB RW — Welch, W. Va.	694	WC OC — Meridian, Miss.	499
WBRY — Waterbury, Conn.	375	WC OG — Greensboro, N. C.	559
WB SC — Bennettsville, S. C.	625	WC OH — Newswan, Ga.	401
WB SM — New Bedford, Mass.	471	WC OJ — Coatesville, Pa.	602

WCOL — Columbus, O.	578
WCOM — Parkersburg, W. Va.	693
WCOP — Boston, Mass.	465
WCOR — Lebanon, Tenn.	637
WCOS — Columbia, S. C.	626
WCOU — Lewiston, Me.	457
WCOV — Montgomery, Ala.	327
WCOW — South St. Paul, Minn.	493
WCPA — Clearfield, Pa.	602
WCPM — Cumberland, Ky.	445
WCPO — Cincinnati, O.	574
WCPS — Tarboro, N. C.	566
WCRA — Effingham Ill.	416
WCRB — Waltham, Mass.	473
WCRI — Scottsboro, Ala.	328
WCRK — Morristown, Tenn.	639
WCRO — Johnstown, Pa.	606
WCRS — Greenwood, S. C.	628
WCRW — Chicago, Ill.	413
WCSC — Charleston, S. C.	625
WCSE — Portland, Me.	459
WCSI — Columbus, Ind.	425
WCSS — Amsterdam, N. Y.	528
WCTA — Andalusia, Ala.	321
WCTC — New Brunswick, N. J.	522
WCTT — Corbin, Ky.	444
WCUE — Akron, O.	573
WCUM — Cumberland, Md.	463
WCVA — Culpeper, Va.	674
WCVI — Connellsville, Pa.	602
WCVS — Springfield, Ill.	422
WCYB — Bristol, Va.	674
WDAD — Indiana, Pa.	606
WDAE — Tampa, Fla.	390
WDAF — Kansas City, Mo.	504
WDAK — Columbus, Ga.	397
WDAN — Danville, Ill.	415
WDAR — Savannah, Ga.	402
WDAS — Philadelphia, Pa.	611
WDAY — Fargo, N. D.	569
WDEC — Escanaba, Mich.	480
WDBJ — Roanoke, Va.	680
WDBL — Springfield, Tenn.	640
WDBO — Orlando, Fla.	386
WDBQ — Dubuque, Iowa	435
WDEC — Americus, Ga.	391
WDEF — Chattanooga, Tenn.	633
WDEL — Wilmington, Del.	376
WDEM — Providence, R. I.	623
WDEV — Waterbury, Vt.	673
WDGY — Minneapolis, Minn.	490
WDHL — Bradenton, Fla.	379
WDIA — Memphis, Tenn.	638
WDIG — Dothan, Ala.	324
WDKD — Kingstree, S. C.	628
WDLA — Walton, N. Y.	553
WDLB — Marshfield, Wis.	698
WDLP — Panama City, Fla.	387
WDMG — Douglas, Ga.	399
WDMJ — Marquette, Mich.	484
WDNC — Durham, N. C.	557
WDNE — Elkins, W. Va.	691
WDOD — Chattanooga, Tenn.	633
WDOK — Cleveland, O.	575
WDOR — Sturgeon Bay, Wis.	701
WDOS — Oneonta, N. Y.	547
WDOV — Dover, Del.	376
WDRC — Hartford, Conn.	372
WDSC — Dillon, S. C.	626
WDSG — Dyersburg, Tenn.	634
WDSM — Superior, Wis.	701
WDSR — Lake City, Fla.	383
WDSU — New Orleans, La.	454

WDUN — Gainesville, Ga.	400
WDUZ — Green Bay, Wis.	696
WDVA — Danville, Va.	675
WDWD — Dawson, Ga.	399
WDWS — Champaign, Ill.	410
WDXB — Chattanooga, Tenn.	634
WDXE — Lawrenceburg, Tenn.	637
WDXI — Jackson, Tenn.	635
WDYK — Cumberland, Md.	463
WDZ — Decatur, Ill.	416
WEAB — Greer, S. C.	628
WEAM — Arlington, Va.	673
WEAR — Pensacola, Fla.	388
WEAN — Providence, R. I.	623
WEAS — Atlanta-Decatur, Ga.	393
WEAT — Lake Worth, Fla.	383
WEAU — Eau Claire, Wis.	696
WEAV — Plattsburg, N. Y.	549
WEBC — Duluth, Minn.	488
WEBJ — Brewton, Ala.	323
WEBK — Tampa, Fla.	390
WEBQ — Harrisburg, Ill.	417
WEBR — Buffalo, N. Y.	529
WEDC — Chicago, Ill.	413
WEDO — McKeesport, Pa.	608
WEDR — Birmingham, Ala.	322
WEEB — Southern Pines, N. C.	566
WEED — Rocky Mount, N. C.	565
WEEL — Boston, Mass.	467
WEEK — Peoria, Ill.	420
WEEU — Reading, Pa.	616
WEGO — Concord, N. C.	557
WEIM — Fitchburg, Mass.	469
WEIR — Weirton, W. Va.	694
WEKR — Fayetteville, Tenn.	635
WEKZ — Monroe, Wis.	700
WELC — Welch, W. Va.	694
WELI — New Haven, Conn.	374
WELL — Battle Creek, Mich.	476
WELM — Elmira, N. Y.	531
WELO — Tupelo, Miss.	500
WELP — Easley, S. C.	627
WELR — Roanoke, Ala.	328
WELS — Kingston, N. C.	562
WEMP — Milwaukee, Wis.	699
WENA — Bryamon, P. R.	709
WENC — Whiteville, N. C.	567
WENE — Binghamton-Endicott, N. Y.	528
WENK — Union City, Tenn.	640
WENR — Chicago, Ill.	413
WENT — Johnstown-Gloversville, N. Y.	535
WENY — Elmira, N. Y.	533
WEOA — Evansville, Ind.	425
WEOK — Poughkeepsie, N. Y.	549
WEOL — Elyria-Lorain, O.	579
WEPM — Martinsburg, W. Va.	692
WERC — Erie, Pa.	602
WERD — Atlanta, Ga.	393
WERE — Cleveland, O.	575
WERH — Hamilton, Ala.	326
WERI — Westerly, R. I.	624
WESA — Charleroi, Pa.	601
WESB — Bradford, Pa.	600
WESC — Greenville, S. C.	627
WEST — Easton, Pa.	602
WESX — Salem, Mass.	472
WETB — Johnson City, Tenn.	636
WETO — Gadsden, Ala.	325
WEVD — New York, N. Y.	539
WEVE — Eveleth, Minn.	488
WEW — St. Louis, Mo.	507
WEWO — Laurinburg, N. C.	562
WEXL — Royal Oak, Mich.	486

WFAA — Dallas, Tex.	648	WGBS — Miami, Fla.	384
WFAI — Fayetteville, N. C.	558	WGCB — Red Lion, Pa.	617
WFAS — White Plains, N. Y.	554	WGCD — Chester, S. C.	626
WFAU — Augusta, Me.	456	WGCM — Gulfport, Miss.	497
WFAZ — Falls Church, Va.	675	WGEM — Quincy, Ill.	421
WFBC — Greenville, S. C.	627	WGEG — Chicago, Ill.	413
WFBG — Altoona, Pa.	599	WGET — Gettysburg, Pa.	603
WFBL — Syracuse, N. Y.	552	WGEZ — Beloit, Wis.	695
WFBM — Indianapolis, Ind.	427	WGFG — Kalamazoo, Mich.	493
WFBR — Baltimore, Md.	461	WGGA — Gainesville, Ga.	400
WFCC — Dunkirk, N. Y.	531	WGGG — Gainesville, Fla.	381
WFDF — Flint, Mich.	481	WGGH — Marion, Ill.	418
WFEA — Manchester, N. H.	518	WGH — Newport News, Va.	677
WFEB — Sylacauga, Ala.	328	WGHN — Grand Haven, Mich.	481
WFEC — Miami, Fla.	384	WGIG — Brunswick, Ga.	396
WFGM — Fitchburg, Mass.	469	WGIL — Galesburg, Ill.	417
WFGN — Gaffney, S. C.	627	WGIV — Charlotte, N. C.	557
WFHG — Bristol, Va.	674	WGKV — Charleston, W. Va.	690
WFHR — Wisconsin Rapids, Wis.	703	WGL — Ft. Wayne, Ind.	426
WFIG — Sumter, S. C.	630	WGLS — Decatur, Ga.	399
WFIL — Philadelphia, Pa.	613	WGMS — Washington, D. C.	377
WFIN — Findlay, O.	579	WGN — Chicago, Ill.	413
WFKY — Frankfort, Ky.	445	WGNC — Gastonia, N. C.	559
WFLA — Tampa, Fla.	390	WGNI — Wilmington, N. C.	567
WFLB — Fayetteville, N. C.	558	WGNR — New Rochelle, N. Y.	537
WFLO — Farmville, Va.	675	WGNS — Murfreesboro, Tenn.	639
WFMC — Goldsboro, N. C.	559	WGNV — Newburgh, N. Y.	537
WFMD — Frederick, Md.	463	WGOV — Valdosta, Ga.	404
WFMH — Cullman, Ala.	323	WGPA — Bethlehem, Pa.	600
WFMJ — Youngstown, O.	584	WGPC — Albany, Ga.	391
WFMW — Madisonville, Ky.	447	WGR — Buffalo, N. Y.	529
WFNC — Fayetteville, N. C.	558	WGRA — Cairo, Ga.	396
WFNS — Burlington, N. C.	556	WGRC — Louisville, Ky.	446
WFOM — Marietta, Ga.	401	WGRD — Grand Rapids, Mich.	481
WFOR — Hattiesburg, Miss.	498	WGRM — Greenwood, Miss.	497
WFOX — Milwaukee, Wis.	699	WGRO — Bay City, Mich.	476
WFOY — St. Augustine, Fla.	388	WGRV — Greeneville, Tenn.	635
WPPA — Ft. Payne, Ala.	325	WGRY — Gary, Ind.	426
WPPG — Atlantic City, N. J.	520	WGSM — Huntington, N. Y.	534
WPPM — Fort Valley, Ga.	400	WGST — Atlanta, Ga.	392
WPRC — Reidsville, N. C.	564	WGSV — Guntersville, Ala.	325
WFRL — Freeport, Ill.	417	WGTA — Summerville, Ga.	403
WFRO — Fremont, O.	579	WGTC — Greenville, N. C.	560
WFRP — Savannah, Ga.	402	WGTL — Kannapolis, N. C.	562
WFRX — West Frankfort, Ill.	425	WGTM — Wilson, N. C.	568
WFTC — Kinston, N. C.	562	WGTN — Georgetown, S. C.	627
WFTL — Ft. Lauderdale, Fla.	380	WGUY — Bangor, Me.	457
WFTM — Maysville, Ky.	448	WGVA — Geneva, N. Y.	533
WFTR — Front Royal, Va.	675	WGVM — Greenville, Miss.	497
WFUL — Fulton, Ky.	445	WGWC — Selma, Ala.	328
WFUN — Huntsville, Ala.	326	WGWD — Gadsden, Ala.	325
WFUR — Grand Rapids, Mich.	481	WGWR — Asheboro, N. C.	555
WFVA — Fredericksburg, Va.	675	WGY — Schenectady, N. Y.	552
WFGV — Fuquay Springs, N. C.	559	WGYV — Greenville, Ala.	325
WFYC — Alam, Mich.	475	WHA — Madison, Wis.	697
WGAA — Cedartown, Ga.	397	WHAI — Greenfield, Mass.	470
WGAC — Augusta, Ga.	395	WHAK — Rogers City, Mich.	486
WGAD — Gadsden, Ala.	325	WHAL — Shelbyville, Tenn.	640
WGAF — Valdosta, Ga.	404	WHAM — Rochester, N. Y.	549
WGAI — Elizabeth City, N. C.	558	WHAN — Charleston, S. C.	625
WGAL — Lancaster, Pa.	606	WHAP — Hopewell, Va.	676
WGAN — Portland, Me.	458	WHAR — Clarksburg, W. Va.	691
WGAP — Maryville, Tenn.	637	WHAS — Louisville, Ky.	446
WGAR — Cleveland, O.	575	WHAT — Philadelphia, Pa.	611
WGAT — Utica, N. Y.	553	WHAV — Haverhill, Mass.	470
WGAU — Athens, Ga.	391	WHAW — Weston, W. Va.	694
WGAY — Silver Springs, Md.	465	WHAY — New Britain, Conn.	373
WGBA — Columbus, Ga.	397	WHB — Kansas City, Mo.	504
WGBB — Freeport, N. Y.	533	WHBB — Selma, Ala.	328
WGEB — Evansville, Ind.	425	WHBC — Canton, O.	574
WGBI — Scranton, Pa.	617	WHBF — Rock Island, Ill.	422
WGBG — Greensboro, N. C.	560	WHBI — Newark, N. J.	521
WGBR — Goldsboro, N. C.	559	WHBL — Sheboygan, Wis.	701

WHBO — Tampa, Fla.	390	WHYN — Holyoke, Mass.	470
WHBQ — Memphis, Tenn.	638	WHYU — Newport News, Va.	677
WHBS — Huntsville, Ala.	326	WIAC — San Juan, P. R.	711
WHBT — Harriman, Tenn.	635	WIAM — Williamston, N. C.	567
WHBU — Anderson, Ind.	424	WIBA — Madison, Wis.	697
WHBY — Appleton, Wis.	695	WIBB — Macon, Ga.	401
WHCC — Waynesville, N. C.	567	WIBC — Indianapolis, Ind.	427
WHCU — Ithaca, N. Y.	534	WIBG — Philadelphia, Pa.	613
WHDF — Houghton, Mich.	482	WIBK — Knoxville, Tenn.	636
WHDH — Boston, Mass.	468	WIBM — Jackson, Mich.	483
WHDL — Olean, N. Y.	547	WIBR — Baton Rouge, La.	450
WHEB — Portsmouth, N. H.	519	WIBU — Poynette, Wis.	700
WHEC — Rochester, N. Y.	551	WIBV — Belleville, Ill.	409
WHED — Washington, N. C.	567	WIBW — Topeka, Kans.	442
WHEE — Boston, Mass.	467	WIBX — Utica, N. Y.	553
WHFB — Benton Harbor, Mich.	476	WICA — Ashtabula, O.	573
WHFC — Chicago, Ill.	413	WICC — Bridgeport, Conn.	371
WHGB — Harrisburg, Pa.	603	WICH — Norwich, Conn.	374
WHHH — Warren, O.	584	WICY — Malone, N. Y.	535
WHHM — Memphis, Tenn.	638	WIDE — Biddeford, Me.	457
WHIM — Providence, R. I.	623	WIEL — Elizabethtown, Ky.	445
WHIN — Gallatin, Tenn.	635	WIFM — Elkin, N. C.	558
WHIO — Dayton, O.	578	WIGM — Medford, Wis.	698
WHIP — Mooresville, N. C.	563	WIHL — Hammond, La.	451
WHIR — Danville, Ky.	445	WIKB — Iron River, Mich.	482
WHIS — Bluefield, W. Va.	690	WIKC — Bogalusa, La.	451
WHIT — New Bern, N. C.	563	WIKK — Erie, Pa.	603
WHIZ — Zanesville, O.	584	WIKY — Evansville, Ind.	425
WHJB — Greensburg, Pa.	603	WIL — St. Louis, Mo.	508
WHJC — Matewan, W. Va.	692	WILD — Birmingham, Ala.	322
WHK — Cleveland, O.	575	WILE — Cambridge, O.	573
WHKC — Columbus, O.	578	WILK — Wilkes-Barre, Pa.	619
WHKK — Akron, O.	573	WILM — Wilmington, Del.	376
WHKP — Hendersonville, N. C.	561	WILS — Lansing, Mich.	483
WHKY — Hickory, N. C.	561	WIMA — Lima, O.	580
WHLB — Virginia, Minn.	495	WIMS — Michigan City, Ind.	429
WHLD — Niagara Falls, N. Y.	547	WINA — Charlottesville, Va.	674
WHLF — South Boston, Va.	680	WINC — Winchester, Va.	681
WHLI — Hempstead, N. Y.	533	WIND — Chicago, Ill.	413
WHLL — Wheeling, W. Va.	694	WING — Dayton, O.	578
WHLM — Bloomsburg, Pa.	600	WINK — Ft. Myers, Fla.	381
WHLN — Harlan, Ky.	445	WINN — Louisville, Ky.	447
WHLS — Port Huron, Mich.	485	WINR — Binghamton, N. Y.	528
WHMA — Anniston, Ala.	321	WINS — New York, N. Y.	539
WHMP — Northampton, Mass.	471	WINX — Rockville, Md.	464
WHNC — Henderson, N. C.	561	WINZ — Miami Beach, Fla.	386
WHO — Des Moines, Iowa	434	WIOD — Miami, Fla.	385
WHOB — Gardner, Mass.	470	WIOU — Kokomo, Ind.	428
WHOC — Philadelphia, Miss.	500	WIP — Philadelphia, Pa.	613
WHOD — Homestead, Pa.	606	WIPC — Lake Wales, Fla.	383
WHOK — Lancaster, O.	580	WIPR — San Juan, P. R.	710
WHOL — Allentown, Pa.	598	WIRA — Fort Pierce, Fla.	381
WHOM — New York, N. Y.	537	WIRB — Enterprise, Ala.	324
WHOO — Orlando, Fla.	387	WIRC — Hickory, N. C.	561
WHOP — Hopkinsville, Ky.	446	WIRE — Indianapolis, Ind.	427
WHOS — Decatur, Ala.	323	WIRJ — Humboldt, Tenn.	635
WHOT — South Bend, Ind.	430	WIRK — West Palm Beach, Fla.	391
WHOW — Clinton, Ill.	415	WIRL — Peoria, Ill.	420
WHP — Harrisburg, Pa.	605	WIRO — Ironton, O.	580
WHPE — High Point, N. C.	561	WIRY — Plattsburg, N. Y.	549
WHRV — Ann Arbor, Mich.	475	WIS — Columbia, S. C.	626
WHSC — Hartsville, S. C.	628	WISC — Madison, Wis.	698
WHSY — Hattiesburg, Miss.	498	WISE — Asheville, N. C.	555
WHTB — Talladega, Ala.	329	WISH — Indianapolis, Ind.	428
WHTC — Holland, Mich.	482	WISL — Shamokin, Pa.	618
WHTN — Huntington, W. Va.	692	WISN — Milwaukee, Wis.	699
WHUB — Cookeville, Tenn.	634	WISR — Butler, Pa.	601
WHUC — Hudson, N. Y.	534	WIST — Charlotte, N. C.	557
WHUM — Reading, Pa.	616	WITA — San Juan, P. R.	711
WHUN — Huntington, Pa.	606	WITH — Baltimore, Md.	463
WHVR — Hanover, Pa.	603	WITZ — Jasper, Ind.	428
WHWB — Rutland, Vt.	672	WIVY — Jacksonville, Fla.	381
WHWL — Nanticoke, Pa.	809	WIZE — Springfield, O.	582

WJAC — Johnstown, Pa.	606	WJWL — Georgetown, Del.	376
WJAG — Norfolk, Neb.	514	WJXN — Jackson, Miss.	498
WJAM — Marion, Ala.	326	WJZ — New York, N. Y.	539
WJAR — Providence, R. I.	624	WJZM — Clarksville, Tenn.	634
WJAS — Pittsburgh, Pa.	615	WKAB — Mobile, Ala.	327
WJAT — Swainsboro, Ga.	403	WKAI — Macomb, Ill.	418
WJAY — Mullins, S. C.	629	WKAL — Rome, N. Y.	551
WJAX — Jacksonville, Fla.	382	WKAM — Warsaw, Ind.	431
WJBB — Haleyville, Ala.	325	WKAN — Kankakee, Ill.	418
WJBC — Bloomington, Ill.	409	WKAP — Allentown, Pa.	599
WJBF — Augusta, Ga.	395	WKAQ — San Juan, P. R.	711
WJBK — Detroit, Mich.	478	WKAT — Miami Beach, Fla.	386
WJBO — Baton Rouge, La.	451	WKAY — Glasgow, Ky.	445
WJBS — Deland, Fla.	380	WKBC — North Wilkesboro, N. C.	564
WJBW — New Orleans, La.	454	WKBH — La Crosse, Wis.	697
WJBY — Gadsden, Ala.	325	WKBI — St. Marys, Pa.	617
WJCD — Seymour, Ind.	430	WKBN — Youngstown, O.	584
WJCM — Sebring, Fla.	389	WKBO — Harrisburg, Pa.	605
WJDA — Quincy, Mass.	472	WKBR — Manchester, N. H.	518
WJDX — Jackson, Miss.	498	WKBS — Oyster Bay, N. Y.	547
WJEF — Grand Rapids, Mich.	482	WKBV — Richmond, Ind.	429
WJEH — Gallipolis, O.	580	WKBW — Buffalo, N. Y.	531
WJEF — Hagerstown, Md.	464	WKBZ — Muskegon, Mich.	485
WJEL — Springfield, O.	582	WKCT — Bowling Green, Ky.	444
WJER — Dover, O.	579	WKDA — Nashville, Tenn.	639
WJET — Erie, Pa.	603	WKDK — Newberry, S. C.	629
WJHL — Johnson City, Tenn.	636	WKDN — Camden, N. J.	520
WJHO — Opelika, Ala.	328	WKEU — Griffin, Ga.	400
WJHP — Jacksonville, Fla.	381	WKEY — Covington, Va.	674
WJIG — Tullahoma, Tenn.	640	WKGN — Knoxville, Tenn.	636
WJIM — Lansing, Mich.	484	WKHM — Jackson, Mich.	483
WJIV — Savannah, Ga.	402	WKIC — Hazard, Ky.	445
WJJD — Chicago, Ill.	415	WKID — Urbana, Ill.	423
WJJI — Montgomery, Ala.	327	WKIN — Kingsport, Tenn.	636
WJIL — Niagara Falls, N. Y.	547	WKIP — Poughkeepsie, N. Y.	549
WJIM — Lewisburg, Tenn.	637	WKJB — Mayaguez, P. R.	709
WJKO — Springfield, Mass.	472	WKJG — Ft. Wayne, Ind.	426
WJLB — Detroit, Mich.	478	WKLA — Ludington, Mich.	484
WJLD — Bessemer, Ala.	322	WKLK — Clanton, Ala.	323
WJLK — Asbury Park, N. J.	519	WKLJ — Sparta, Wis.	701
WJLS — Beckley, W. Va.	690	WKLK — Cloquet, Minn.	488
WJMA — Orange, Va.	678	WKLO — Louisville, Ky.	447
WJMB — Brookhaven, Miss.	496	WKLX — Blackstone, Va.	673
WJMC — Rice Lake, Wis.	701	WKLX — Lexington, Ky.	446
WJMJ — Philadelphia, Pa.	611	WKLY — Hartwell, Ga.	400
WJMO — Cleveland, O.	576	WKMJ — Dearborn, Mich.	478
WJMR — New Orleans, La.	454	WKNA — Charleston, W. Va.	691
WJMS — Ironwood, Mich.	483	WKNB — New Britain, Conn.	373
WJMW — Athens, Ala.	321	WKNE — Keene, N. H.	518
WJMX — Florence, S. C.	627	WKNK — Muskegon, Mich.	485
WJNC — Jacksonville, N. C.	561	WKNX — Saginaw, Mich.	486
WJNO — West Palm Beach, Fla.	391	WKNY — Kingston, N. Y.	535
WJOB — Hammond, Ind.	426	WKOK — Sunbury, Pa.	618
WJOC — Jamestown, N. Y.	535	WKOP — Binghamton, N. Y.	528
WJOI — Florence, Ala.	324	WKOW — Madison, Wis.	698
WJOL — Joliet, Ill.	417	WKOX — Framingham, Mass.	469
WJON — St. Cloud, Minn.	493	WKOY — Bluefield, W. Va.	690
WJOY — Burlington, Vt.	672	WKOZ — Kosciusko, Miss.	499
WJPA — Washington, Pa.	619	WKPA — New Kensington, Pa.	609
WJPD — Ishpeming, Mich.	483	WKPT — Kingsport, Tenn.	636
WJPF — Herrin, Ill.	417	WKRC — Cincinnati, O.	574
WJPG — Green Bay, Wis.	696	WKRK — Mobile, Ala.	327
WJPR — Greenville, Miss.	497	WKRK — Columbia, Tenn.	634
WJPS — Evansville, Ind.	426	WKRO — Cairo, Ill.	410
WJQS — Jackson, Miss.	498	WKRS — Waukegan, Ill.	424
WJR — Detroit, Mich.	480	WKRT — Cortland, N. Y.	531
WJRD — Tuscaloosa, Ala.	329	WKRZ — Oil City, Pa.	609
WJRI — Lenoir, N. C.	562	WKSR — Pulaski, Tenn.	640
WJSW — Altoona, Pa.	599	WKST — New Castle, Pa.	609
WJTN — Jamestown, N. Y.	535	WKTG — Thomasville, Ga.	403
WJVA — South Bend, Ind.	430	WKTU — Mayfield, Ky.	447
WJVB — Jacksonville Beach, Fla.	383	WKTY — La Crosse, Wis.	697
WJW — Cleveland, O.	576	WKUL — Cullman, Ala.	323

WKVA — Lewistown, Pa.	608	WLS — Chicago, Ill.	415
WKVM — San Juan, P. R.	710	WLSI — Pikeville, Ky.	449
WKWF — Key West, Fla.	383	WLTC — Gastonia, N. C.	559
WKWK — Wheeling, W. Va.	694	WLVA — Lynchburg, Va.	676
WKXL — Concord, N. H.	517	WLW — Cincinnati, O.	575
WKXY — Sarasota, Fla.	389	WLXW — Carlisle, Pa.	601
WKY — Oklahoma City, Okla.	588	WLYC — Williamsport, Pa.	620
WKYB — Paducah, Ky.	448	WLYN — Lynn, Mass.	471
WKYW — Louisville, Ky.	447	WMAJ — State College, Pa.	618
WKZO — Kalamazoo, Mich.	483	WMAK — Nashville, Tenn.	639
WLAC — Nashville, Tenn.	639	WMAL — Washington, D. C.	377
WLAD — Danbury, Conn.	371	WMAM — Marinette, Wis.	698
WLAG — La Grange, Ga.	400	WMAN — Mansfield, O.	580
WLAK — Lakeland, Fla.	383	WMAP — Monroe, N. C.	563
WLAM — Lewiston, Me.	458	WMAQ — Chicago, Ill.	415
WLAN — Lancaster, Pa.	607	WMAS — Springfield, Mass.	472
WLAP — Lexington, Ky.	446	WMAW — Milwaukee, Wis.	699
WLAQ — Rome, Ga.	402	WMAY — Springfield, Ill.	422
WLAR — Athens, Tenn.	633	WMAZ — Macon, Ga.	401
WLAT — Conway, S. C.	626	WMBC — Macon, Miss.	499
WLAU — Laurel, Miss.	499	WMBD — Peoria, Ill.	421
WLAV — Grand Rapids, Mich.	482	WMBG — Richmond, Va.	679
WLAW — Lawrence, Mass.	470	WMBH — Joplin, Mo.	503
WLAY — Muscle Shoals, Ala.	328	WMBL — Morehead City, N. C.	563
WLBB — Carrollton, Ga.	397	WMBM — Miami Beach, Fla.	386
WLBC — Muncie, Ind.	429	WMBN — Petoskey, Mich.	485
WLBE — Leesburg-Eustis, Fla.	384	WMBO — Auburn, N. Y.	528
WLBG — Laurens, S. C.	628	WMBR — Jacksonville, Fla.	382
WLBH — Mattoon, Ill.	418	WMBS — Uniontown, Pa.	619
WLBJ — Bowling Green, Ky.	444	WMC — Memphis, Tenn.	638
WLBK — De Kalb, Ill.	416	WMCA — New York, N. Y.	539
WLBR — Lebanon, Pa.	607	WMCK — McKeesport, Pa.	608
WLBS — Birmingham, Ala.	322	WMDD — Fajardo, P. R.	709
WLBZ — Bangor, Me.	457	WMDN — Midland, Mich.	484
WLCK — Campbellsville, Ky.	444	WMEV — Marion, Va.	676
WLCM — Lancaster, S. C.	628	WBEX — Boston, Mass.	467
WLCR — Torrington, Conn.	375	WMFD — Wilmington, N. C.	568
WLCS — Baton Rouge, La.	451	WMFG — Hibbing, Minn.	489
WLCC — La Crosse, Wis.	697	WMFJ — Daytona Beach, Fla.	380
WLDS — Jacksonville, Ill.	417	WMFR — High Point, N. C.	561
WLDY — Ladysmith, Wis.	697	WMFS — Chattanooga, Tenn.	634
WLEA — Hornell, N. Y.	533	WMFT — Florence, Ala.	324
WLEC — Sandusky, O.	582	WMGA — Moultrie, Ga.	401
WLEE — Richmond, Va.	678	WMGM — New York, N. Y.	539
WLET — Toccoa, Ga.	404	WMGR — Bainbridge, Ga.	396
WLEU — Erie, Pa.	603	WMGW — Meadville, Pa.	608
WLEW — Bad Axe, Mich.	476	WMGY — Montgomery, Ala.	327
WLEX — Lexington, Ky.	446	WMID — Atlantic City, N. J.	519
WLBI — New York, N. Y.	541	WMIE — Miami, Fla.	385
WLIL — Lenoir City, Tenn.	637	WMIK — Middleboro, Ky.	448
WLIN — Merrill, Wis.	699	WMIL — Milwaukee, Wis.	699
WLIO — East Liverpool, O.	579	WMIN — St. Paul, Minn.	493
WLIP — Kenosha, Wis.	697	WMIQ — Iron Mountain, Mich.	482
WLIZ — Bridgeport, Conn.	371	WMIS — Natchez, Miss.	500
WLLH — Lowell-Lawrence, Mass.	471	WMIX — Mt. Vernon, Ill.	420
WLMO — Cleveland, O.	576	WMJM — Cordele, Ga.	397
WLNA — Peekskill, N. Y.	549	WMLS — Sylacauga, Ala.	329
WLNH — Laconia, N. H.	518	WMLT — Dublin, Ga.	399
WLOA — Braddock, Pa.	600	WMMB — Melbourne, Fla.	384
WLOE — Leaksville, N. C.	562	WMMN — Fairmont, W. Va.	691
WLOF — Orlando, Fla.	387	WMMT — McMinnville, Tenn.	637
WLOG — Logan, W. Va.	692	WMMW — Meriden, Conn.	373
WLOH — Princeton, W. Va.	693	WMNB — North Adams, Mass.	471
WLOI — La Forte, Ind.	428	WMNC — Morganton, N. C.	563
WLOK — Lima, O.	580	WMNE — Menomonie, Wis.	699
WLOL — Minneapolis, Minn.	490	WMOA — Marietta, O.	581
WLOS — Asheville, N. C.	555	WMOC — Covington, Ga.	399
WLOU — Louisville, Ky.	447	WMOD — Moundsville, W. Va.	693
WLOW — Norfolk, Va.	677	WMOG — Brunswick, Ga.	396
WLOX — Biloxi-Gulfport, Miss.	496	WMOH — Hamilton, O.	580
WLPM — Suffolk, Va.	681	WMOK — Metropolis, Ill.	419
WLPO — La Salle, Ill.	418	WMON — Montgomery, W. Va.	692
WLRP — New Albany, Inc.	429	WMOU — Berlin, N. H.	517

WMOX — Meridian, Miss.	499	WOKE — Nashville, Tenn.	639
WMPM — Smithfield, N. C.	566	WOKW — Sturgeon Bay, Wis.	701
WMPS — Memphis, Tenn.	638	WOKY — Milwaukee, Wis.	700
WMRA — Myrtle Beach, S. C.	629	WOKZ — Alton, Ill.	409
WMRC — Greenville, S. C.	628	WOL — Washington, D. C.	377
WMRF — Lewistown, Pa.	608	WOLF — Syracuse, N. Y.	552
WMRN — Marion, O.	581	WOLS — Florence, S. C.	627
WMRO — Aurora, Ill.	409	WOMI — Owensboro, Ky.	448
WMRP — Flint, Mich.	481	WOMT — Manitowoc, Wis.	698
WMRY — New Orleans, La.	455	WOND — Pleasantville, N. J.	522
WMSA — Massena, N. Y.	537	WONE — Dayton, O.	578
WMSC — Columbia, S. C.	626	WONN — Lakeland, Fla.	383
WMSL — Decatur, Ala.	324	WONS — Hartford, Conn.	372
WMT — Cedar Rapids, Iowa	432	WONW — Defiance, O.	579
WMTC — Vanceleve, Ky.	449	WOOD — Grand Rapids, Mich.	482
WMTE — Manistee, Mich.	484	WOOF — Dothan, Ala.	324
WMTR — Morristown, N. J.	520	WOOK — Washington, D. C.	377
WMUR — Manchester, N. H.	519	WOPA — Oak Park, Ill.	420
WMUS — Muskegon, Mich.	485	WOPI — Bristol, Tenn.	633
WMUU — Greenville, S. C.	628	WOR — New York, N. Y.	543
WMVA — Martinsville, Va.	676	WORA — Mayaguez, P. R.	710
WMVG — Milledgeville, Ga.	401	WORC — Worcester, Mass.	473
WNAC — Boston, Mass.	468	WORD — Spartanburg, S. C.	630
WNAB — Bridgeport, Conn.	371	WORK — York, Pa.	621
WNAE — Warren, Pa.	619	WORL — Boston, Mass.	468
WNAG — Grenada, Miss.	497	WORZ — Orlando, Fla.	387
WNAH — Nashville, Tenn.	639	WOSC — Fulton, N. Y.	533
WNAM — Neenah-Menasha, Wis.	700	WOSH — Oshkosh, Wis.	700
WNAO — Raleigh, N. C.	564	WOTW — Nashua, N. H.	519
WNAR — Norristown, Pa.	609	WOV — New York, N. Y.	545
WNAT — Natchez, Miss.	500	WOW — Omaha, Neb.	515
WNAV — Annapolis, Md.	459	WOWO — Ft. Wayne, Ind.	426
WNAW — North Adams, Mass.	471	WOXF — Oxford, N. C.	564
WNAX — Yankton, S. D.	632	WPAB — Ponce, P. R.	710
WNBC — New York, N. Y.	541	WPAC — Patchogue, N. Y.	549
WNBK — Binghamton, N. Y.	528	WPAD — Paducah, Ky.	448
WNBH — New Bedford, Mass.	471	WPAG — Ann Arbor, Mich.	475
WNBS — Murray, Ky.	448	WPAL — Charleston, S. C.	625
WNBZ — Saranac Lake, N. Y.	551	WPAM — Pottsville, Pa.	616
WNCC — Barnsboro, Pa.	800	WPAQ — Mt. Airy, N. C.	563
WNDB — Daytona Beach, Fla.	380	WPAR — Parkersburg, W. Va.	693
WNDR — Syracuse, N. Y.	552	WPAT — Paterson, N. J.	522
WNEB — Worcester, Mass.	473	WPAW — Pawtucket, R. I.	623
WNEL — San Juan, P. R.	711	WPAX — Thomasville, Ga.	404
WNER — Live Oak, Fla.	384	WPAY — Portsmouth, O.	582
WNEW — New York, N. Y.	543	WPAZ — Pottstown, Pa.	616
WNEK — Macon, Ga.	401	WPBB — Jackson, Ala.	326
WNGO — Mayfield, Ky.	447	WPCC — Minneapolis, Minn.	490
WNHC — New Haven, Conn.	374	WPCF — Panama City, Fla.	388
WNJR — Newark, N. J.	521	WPDQ — Jacksonville, Fla.	382
WNLC — New London, Conn.	374	WPDY — Clarksburg, W. Va.	691
WNLK — Norwalk, Conn.	374	WPEN — Philadelphia, Pa.	611
WNMP — Evanston, Ill.	416	WPEO — Peoria, Ill.	421
WNNC — Newton, N. C.	564	WPFB — Middletown, O.	581
WNNT — Warsaw, Va.	681	WPEP — Taunton, Mass.	473
WNOE — New Orleans, La.	455	WPGH — Pittsburgh, Pa.	615
WNOK — Columbus, S. C.	626	WPGW — Portland, Ind.	429
WNOP — Newport, Ky.	448	WPIC — Sharon, Pa.	618
WNOR — Norfolk, Va.	677	WPIK — Alexandria, Va.	673
WNOW — York, Pa.	621	WPIN — Clearwater, Fla.	379
WNOX — Knoxville, Tenn.	637	WPIT — Pittsburgh, Pa.	616
WNVA — Norton, Va.	677	WPJB — Providence, R. I.	623
WNXT — Portsmouth, O.	582	WPKE — Pikesville, Ky.	449
WOAI — San Antonio, Tex.	664	WPKY — Princeton, Ky.	449
WOAP — Owosso, Mich.	485	WPLA — Plant City, Fla.	388
WOAY — Oak Hill, W. Va.	693	WPLH — Huntington, W. Va.	692
WOBS — Jacksonville, Fla.	382	WPLI — Jackson, Tenn.	635
WOBT — Rhinelander, Wis.	700	WPMP — Pascagoula, Miss.	500
WOC — Davenport, Iowa	433	WPNF — Brevard, N. C.	556
WOCB — West Yarmouth, Mass.	473	WPOR — Portland, Me.	458
WOHI — East Liverpool, O.	579	WPPA — Pottsville, Pa.	616
WOHS — Shelby, N. C.	566	WPRA — Mayaguez, P. R.	710
WOKQ — Albany, N. Y.	527	WPRC — Lincoln, Ill.	418

WPRO — Providence, R. I.	623
WPRP — Ponce, P. R.	710
WPRS — Paris, Ill.	420
WPTF — Raleigh, N. C.	564
WPTR — Albany, N. Y.	527
WPTW — Piqua, O.	581
WPUV — Pulaski, Va.	678
WFWA — Chester, Pa.	601
WQAM — Miami, Fla.	385
WQAN — Scranton, Pa.	618
WQBC — Vicksburg, Miss.	500
WQUA — Moline, Ill.	419
WQXI — Atlanta, Ga.	395
WQXR — New York, N. Y.	547
WRAC — Racine, Wis.	700
WRAD — Radford, Va.	678
WRAG — Carrollton, Ala.	323
WRAK — Williamsport, Pa.	620
WRAL — Raleigh, N. C.	564
WRAW — Reading, Pa.	617
WRAY — Princeton, Ind.	429
WRBC — Jackson, Miss.	498
WRBL — Columbus, Ga.	397
WRC — Washington, D. C.	377
WRCO — Richland Center, Wis.	701
WRCS — Ahoskie, N. C.	555
WRDO — Augusta, Me.	457
WRDW — Augusta, Ga.	396
WREB — Holyoke, Mass.	470
WREC — Memphis, Tenn.	638
WREL — Lexington, Va.	676
WREN — Topeka, Kans.	442
WREV — Reidsville, N. C.	565
WREX — Duluth, Minn.	488
WRFC — Athens, Ga.	392
WRFD — Worthington, O.	584
WRFS — Alexander City, Ala.	321
WRFW — Eau Claire, Wis.	696
WRGA — Rome, Ga.	402
WRHC — Jacksonville, Fla.	383
WRHI — Rock Hill, S. C.	629
WRIA — Caguas, P. R.	709
WRIB — Providence, R. I.	624
WRIC — Richlands, Va.	678
WRIO — Rio Piedras, P. R.	710
WRJM — Newport, R. I.	623
WRJN — Racine, Wis.	700
WRJW — Picayune, Miss.	500
WRLD — Lanett, Ala.	323
WRMN — Elgin, Ill.	416
WRNL — Richmond, Va.	679
WRNO — Orangeburg, S. C.	629
WRNY — Rochester, N. Y.	551
WROB — West Point, Miss.	501
WROD — Daytona Beach, Fla.	380
WROK — Rockford, Ill.	422
WROL — Knoxville, Tenn.	637
WROM — Rome, Ga.	402
WRON — Ronceverte, W. Va.	693
WROV — Roanoke, Va.	680
WROW — Albany, N. Y.	527
WROX — Clarksdale, Miss.	496
WROY — Carmi, Ill.	410
WRR — Dallas, Tex.	648
WRRF — Washington, N. C.	567
WRRZ — Clinton, N. C.	557
WRSW — Warsaw, Ind.	431
WRIA — Altoona, Pa.	599
WRUF — Gainesville, Fla.	381
WRUN — Utica, N. Y.	553
WRVA — Richmond, Va.	679
WRXO — Roxboro, N. C.	565

WRYO — Rochester, Pa.	617
WSAI — Cincinnati, O.	575
WSAL — Logansport, Ind.	429
WSAM — Saginaw, Mich.	486
WSAN — Allentown, Pa.	599
WSAP — Portsmouth, Va.	678
WSAR — Fall River, Mass.	468
WSAT — Salisbury, N. C.	565
WSAU — Wausau, Wis.	702
WSAV — Savannah, Ga.	403
WSAY — Rochester, N. Y.	551
WSAZ — Huntington, W. Va.	692
WSB — Atlanta, Ga.	395
WSBA — York, Pa.	621
WSBB — New Smyrna Beach, Fla.	386
WSBC — Chicago, Ill.	415
WSBT — South Bend, Ind.	430
WSCR — Scranton, Pa.	618
WSDC — Marine City, Mich.	484
WSDR — Sterling, Ill.	423
WSFA — Montgomery, Ala.	327
WSFC — Somerset, Ky.	449
WSFT — Thomaston, Ga.	403
WSGC — Elberton, Ga.	399
WSGN — Birmingham, Ala.	323
WSGW — Saginaw, Mich.	486
WSHB — Stillwater, Minn.	493
WSIC — Statesville, N. C.	566
WSID — Baltimore, Md.	461
WSIP — Paintsville, Ky.	449
WSIR — Winter Haven, Fla.	391
WSIV — Pekin, Ill.	420
WSIX — Nashville, Tenn.	639
WSJS — Winston-Salem, N. C.	568
WSKB — McComb, Miss.	499
WSKI — Montpelier-Barre, Vt.	672
WSKY — Asheville, N. C.	555
WSLB — Ogdensburg, N. Y.	547
WSLI — Jackson, Miss.	498
WSLS — Roanoke, Va.	680
WSM — Nashville, Tenn.	640
WSMB — New Orleans, La.	455
WSMI — Litchfield, Ill.	418
WSNJ — Bridgeton, N. J.	520
WSNW — Seneca, S. C.	630
WSNY — Schenectady, N. Y.	552
WSOC — Charlotte, N. C.	557
WSOK — Nashville, Tenn.	640
WSO — Henderson, Ky.	445
WSOO — Sault Ste. Marie, Mich.	486
WSOY — Decatur, Ill.	416
WSPA — Spartanburg, S. C.	630
WSPB — Sarasota, Fla.	389
WSPC — Anniston, Ala.	321
WSPD — Toledo, O.	583
WSPR — Springfield, Mass.	472
WSPT — Stevens Point, Wis.	701
WSRS — Cleveland, O.	576
WSSB — Durham, N. C.	558
WSSO — Starkville, Miss.	500
WSSV — Petersburg, Va.	678
WSTC — Stamford, Conn.	374
WSTP — Salisbury, N. C.	565
WSTR — Sturgis, Mich.	486
WSTV — Steubenville, O.	582
WSUN — St. Petersburg, Fla.	389
WSVA — Harrisonburg, Va.	676
WSVS — Crewe, Va.	674
WSWN — Belle Glade, Fla.	379
WSYB — Rutland, Vt.	672
WSYD — Mount Airy, N. C.	563
WSYR — Syracuse, N. Y.	553

WTAC — Flint, Mich.	481	WULA — Eufaula, Ala.	324
WTAD — Quincy, Ill.	421	WUSJ — Lockport, N. Y.	535
WTAG — Worcester, Mass.	475	WUSN — Charleston, S. C.	625
WTAL — Tallahassee, Fla.	390	WUST — Bethesda, Md.	463
WTAM — Cleveland, O.	577	WVAM — Altoona, Pa.	599
WTAN — Clearwater, Fla.	379	WVCG — Coral Gables, Fla.	379
WTAO — Cambridge, Mass.	468	WVCH — Chester, Pa.	602
WTAQ — La Grange, Ill.	418	WVEC — Hampton, Va.	675
WTAR — Norfolk, Va.	677	WVET — Rochester, N. Y.	551
WTAW — College Station, Tex.	646	WVIM — Vicksburg, Miss.	501
WTAX — Springfield, Ill.	423	WVJP — Caguas, P. R.	709
WTBC — Tuscaloosa, Ala.	329	WVJS — Owensboro, Ky.	448
WTBF — Troy, Ala.	329	WVKO — Columbus, O.	578
WTBO — Cumberland, Md.	463	WVLK — Versailles-Lexington, Ky.	449
WTCH — Shawano, Wis.	701	WVLN — Olney, Ill.	420
WTCJ — Tell City, Ind.	430	WVMC — Mount Carmel, Ill.	419
WTCM — Traverse City, Mich.	487	WVMI — Biloxi, Miss.	496
WTCN — Minneapolis, Minn.	491	WVNJ — Newark, N. J.	521
WTCO — Campbellsville, Ky.	444	WVOK — Birmingham, Ala.	323
WTEL — Philadelphia, Pa.	615	WVOM — Boston-Brookline, Mass.	468
WTHI — Terre Haute, Ind.	431	WVOP — Vidalia, Ga.	404
WTHT — Hartford, Conn.	372	WVOS — Liberty, N. Y.	535
WTIC — Hartford, Conn.	372	WVOT — Wilson, N. C.	568
WTIK — Durham, N. C.	558	WVPO — Stroudsburg, Pa.	618
WTIL — Mayaguez, P. R.	710	WVSC — Somerset, Pa.	618
WTIP — Charleston, W. Va.	691	WVVW — Fairmont, W. Va.	692
WTIX — New Orleans, La.	455	WWBZ — Vineland, N. J.	523
WTJH — East Point, Ga.	399	WWCA — Gary, Ind.	426
WTJS — Jackson, Tenn.	635	WWCO — Waterbury, Conn.	375
WTKM — Hartford, Wis.	696	WWDC — Washington, D. C.	378
WTMA — Charleston, S. C.	625	WWEZ — New Orleans, La.	455
WTMC — Ocala, Fla.	386	WWGP — Sanford, N. C.	566
WTMJ — Milwaukee, Wis.	700	WWGS — Tifton, Ga.	404
WTMV — East St. Louis, Ill.	416	WWHG — Hornell, N. Y.	534
WTNC — Thomasville, N. C.	566	WWIN — Baltimore, Md.	461
WTND — Orangeburg, S. C.	629	WWJ — Detroit, Mich.	480
WTNJ — Trenton, N. J.	523	WWL — New Orleans, La.	455
WTNS — Coshocton, O.	578	WWNC — Asheville, N. C.	555
WTNT — Tallahassee, Fla.	390	WWNH — Rochester, N. H.	519
WTOB — Winston-Salem, N. C.	568	WWNR — Beckley, W. Va.	690
WTOC — Savannah, Ga.	403	WWNS — Statesboro, Ga.	403
WTOD — Toledo, O.	583	WWNY — Watertown, N. Y.	554
WTOK — Meridian, Miss.	499	WWOD — Lynchburg, Va.	676
WTOL — Toledo, O.	583	WWOL — Buffalo, N. Y.	529
WTON — Staunton, Va.	680	WWON — Woonsocket, R. I.	624
WTOP — Washington, D. C.	378	WWPA — Williamsport, Pa.	620
WTOR — Torrington, Conn.	375	WWPB — Miami, Fla.	386
WIPR — Paris, Tenn.	640	WWPF — Palatka, Fla.	387
WTPS — New Orleans, La.	455	WWPG — Palm Beach, Fla.	387
WTRC — Elkhart, Ind.	425	WWRL — Woodside, N. Y.	554
WTRF — Bellaire, O.	573	WWSC — Glens Falls, N. Y.	533
WTRR — Sanford, Fla.	389	WWSO — Springfield, O.	582
WTRW — Two Rivers, Wis.	702	WWSR — St. Albans, Vt.	672
WTRY — Troy, N. Y.	553	WWST — Wooster, O.	584
WTSA — Brattleboro, Vt.	672	WWSW — Pittsburgh, Pa.	616
WTSB — Lumberton, N. C.	563	WWVA — Wheeling, W. Va.	694
WTSL — Hanover-Lebanon, N. H.	518	WWWB — Jasper, Ala.	326
WTSP — St. Petersburg, Fla.	389	WWWF — Fayette, Ala.	324
WTSV — Claremont, N. H.	517	WWWR — Russellville, Ala.	328
WTHH — Port Huron, Mich.	485	WWWWW — Rio Piedras, P. R.	710
WTTM — Trenton, N. J.	523	WWXL — Peoria, Ill.	421
WTTN — Watertown, Wis.	702	WWYO — Pineville, W. Va.	693
WTTS — Bloomington, Ind.	424	WXAL — Demopolis, Ala.	324
WTTT — Coral Gables, Fla.	379	WXGI — Richmond, Va.	680
WTUX — Wilmington, Del.	376	WXKW — Albany, N. Y.	527
WTVB — Coldwater, Mich.	478	WXLW — Indianapolis, Ind.	428
WTVL — Waterville, Me.	459	WXRA — Buffalo-Kenmore, N. Y.	531
WTWA — Thomson, Ga.	404	WXRF — Guayama, P. R.	709
WTWN — St. Johnsbury, Vt.	672	WXYZ — Detroit, Mich.	480
WTXL — Springfield, Mass.	473	WYVE — Wytheville, Va.	682
WTYC — Rock Hill, S. C.	629	WZIP — Covington, Ky.	444
WTYS — Marianna, Fla.	384	WZOB — Ft. Payne, Ala.	325

ALABAMA

Pop. April 1, 1952 (Est.) 3,204,000 — Total Housing Units 846,842
Families April 1, 1952 (Est.) 773,000 — Stations in State 72

WAVU

ALBANYVILLE—1948—LBS

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 630
News Service AP
Transcription Service World
Pres., Gen. Mgr. Pat M. Courington
Commercial Manager Bob H. Riseling
Program Director Mary Gore
Chief Engineer R. W. Hoffman

WRFS

ALEXANDER CITY—1947—
KEYSTONE

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Piedmont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
Transmitter Location West End
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
President James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Dir. of Operations Lem Coley
Pg. Dir.-Prom. Mgr. Bob McKinnon
Chief Engineer James W. Whatley
Consulting Engineer Claude Grey

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Address P. O. Box 29
Phone Number 1100
Air Time 5:30 a.m.-10:30 p.m.
Transmitter Sanford Rd.
News Service AP
Transcription Service World
Membership NAB
Executive V.P., Gen. Sta. Mgr. J. Dige Bishop
Sales Prom. Mgr. Robert Statham
Prog. Prom. Dir. Christine Hardage
Chief Engineer Howell Pebworth
Consulting Engineer Claude Gray

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-368
Air Time 5:45 a.m.-11:05 p.m.
Transmitter 15th at Boynton
Transcription Service World
Representative Sears & Ayer

Membership NARTB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. Lurline M. Smollon
Program Director Rose Ponder
News Director Dewitt Carmichael
Chief Engineer James A. Hudson
Consulting Engineer Claude M. Gray

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. Power: 5000 Watts d;
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address Jefferson Davis Hotel
Phone 1850-51
Air Time Unlimited
Transmitter Location Gadsden Hgwy.
News Service AP
Transcription Service Standard
Representative Walker
President Stanton B. Ingram
Gen. Sta. Mgr. W. S. Weatherly
Commerical Manager John Orrison
Sales Prom. Mgr. Rosebud Waldrop
Prog., Prod. Dir. Robert W. Bandy
Publicity Director Sara F. Jackson
Chief Announcer Robert W. Bandy
News Director Earl Carter
Musical Director Bettie Russell
Chief Engineer Thomas B. Atkins
Consulting Engineer Claude M. Gray

WJMW

ATHENS—1948—LBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio Address P. O. Box 386
Phone Number 565
News Service AP
Transcription Service Capitol
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Robert V. Dunnivant
Chief Engineer William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By Southland Bcstg. Co.
Address Box 205
Phone Atmore 50
Transmitter Location Wilson St.
Air Time Sunrise-Sunset
News Service UP
President John B. McCrary
Vice-Pres. & Chief Engr. Cyril W. Redbach
General Manager Everett M. McCrary
Program Director Lillian Miller
Chief Announcer Wayne Butts

ALABAMA

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Auburn Bcstg. Co.
 Business Address Box 350
 Phone Number 1240-1
 Studio Transmitter Montgomery Hwy.
 Air Time 6 a.m.-Midnight
 News Service AP
 Transcription Service World
 Pres., Gen.-Station Mgr. Elmer G. Salter
 Pgm., Prod., Pub. Dir. Earl Andrews
 Chief Announcer Bob Donaldson
 Chief Engineer Ted Bellon
 Consulting Engineer C. I. Shelkotsky

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Bessemer Bcstg.
 Co., Inc.
 Business Address 1720 3rd Ave., N., Bessemer
 Phone Bessemer 5-5241
 Birmingham 51-5241
 Transmitter Location B'ham-Bessemer Super
 Hgwy.
 Air Time 6 a.m.-11 p.m.
 News Service INS
 Transcription Service Langworth
 Pres., Gen. Mgr. J. E. Lanier
 Sta., Comm., Sls. Prom. Mgr.
 Publ. Dir. K. L. Wood
 Prog., Prod., News, Music. Dir.
 Ch. Ancr. W. B. Faush
 Chief Engineer Jack Warden
 Consulting Engineer Claude Gray

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 147
 Phone No. Bessemer 2300
 Transmitter Birmingham Bessemer Super H'way
 News Service INS
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station, Comm. Mgr. James E. Connolly
 Sales Prom. Mgr. Otis Dodge
 Program Director Jane Marlindale
 Prod., Mus. Dir. Sally Gordon
 Publicity Director Mary Patterson
 Chief Announcer Bob Umbach
 News Director Ganus Scarborough
 Chief Engineer Maurice McKinney
 Consulting Engineer Lohres & Culver

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Ala., Inc.
 Address 701 Protective Life Bldg.

Phone Number 3-8116
 Transmitter Sandusky, Ala.
 News Service UP
 Transcription Service World
 Representative Radio Sales (CBS)
 Membership NARTB, BAB
 Chairman of the Board Edward L. Norton
 President-Treasurer Thad Holt
 Gen., Sta., Comm. Mgr., Pgm.,
 New Director Lionel F. Baxter
 Chief Engineer James L. Evans
 Asst. Chief Engr. N. S. Hurley
 Consulting Engineer A. D. Ring & Co.

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address 1727½ 2nd Ave., N.
 Phone Number 4-7741
 News Service INS, AP
 Transcription Service Standard. Lang Worth
 Representative Paul H. Raymer Co.
 President Eloise S. Hanna
 Gen. Manager G. P. Hamann
 News, Pgm. Dir. W. H. McCain
 Prom. Mgr. John T. Orr
 Chief Engineer G. P. Hamann
 Farm Editor Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 44523
 Partner J. L. Doss
 Partner Leah L. Doss
 Partner, Gen. Mgr. John A. Thompson
 Program Director Carolyn Mardis
 Chief Engineer John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pilot Bcstg. Corp.
 Address 3427 27th Ave. N.
 Phone Number 4-4511
 President Roy M. Hofheintz
 General Manager Don D. Campbell
 Program Director Charles White McGehee
 Chief Engineer Ray Lowery

WLBS

BIRMINGHAM—1946—LBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By WLBS, Inc.
 Address 216½ 21st St., N.
 Phone Number 54-2541
 General Manager Mary Gorman
 Program Director Ed Rayfield
 Chief Engineer Ralph Dennis

ALABAMA

W S G N

BIRMINGHAM—1926—ABS

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated. Birmingham News Co.
 Business Address. P. O. Box 2553
 Phone Number. 4-3434
 Studio Address. YWCA Bldg.
 Transmitter Location. Fair Grounds
 Newspaper Affiliation. Birmingham News
 News Service. AP
 Air Time. 5 a.m.-Midnight
 Representative. Headley-Reed
 Membership. NARTB
 Exec. V.P., Gen. Mgr. Henry P. Johnston
 Gen. Sales Mgr. J. Harry Calloway
 Dir., Sls. Prom. & Publ. Robert D. Williams
 News Director. Gene Procter
 Chief Engineer. J. V. Sanderson
 Farm Editor. Boyd Evans
 Consulting Engineer. Gautney & Ray

W V O K

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
 Owned-Operated By. Voice of Dixie Inc.
 Business Address. P. O. Box 2468,
 Phone Number. 6-2924
 Transmitter. Bessemer Super Highway
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. Capitol
 Representative. Radio Reps., Inc.
 Pres., Gen. Sta. Mgr. Iralea W. Benns
 Com. Sales Prom. Mgr. William J. Brennan
 Chief Announcer. Dan Brennan
 Program Director. Ira Leslie
 Chief Engineer. William J. Brennan
 Consulting Engineer. W. E. Berns, Jr.

W E B J

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Brewton Bcstg. Co.
 Address. Brewton, Ala.
 Air Time. 6 a.m.-11 p.m.
 Phone Number. 1000
 News Service. AP
 Transcription Service. SESAC, Capitol
 Pres., Gen. Mgr. W. Emmett Brooks
 Commercial Manager. C. E. Land
 Program Director. Bolling Brooks
 Chief Engineer. R. D. Craig
 Consulting Engineer. Claude Gray

W R A G

CARROLLTON—1951

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Pickens County Bcstg. Co.
 Address. Box 128
 Phone Number. 2364
 News Service. UP

Transcription Service. World
 Co-Owners. Roth E. Hook, W. E. Farrar
 General Manager. Charles W. Stratton
 Commercial Manager. Peggy Jones
 Prom. Mgr., Pgm. Dir. Noel Pass
 Chief Engineer. Herb Guthrie

W K L F

CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By. Southeastern Bcstg. Co.
 Bus.-Studio Address. P. O. Box 110
 Phone Number. 448
 Transmitter Location. Selma Highway
 News Service. AP
 Transcription Service. World, Keystone
 Representative. Thomas F. Clarke
 Membership. NARTB
 President. Dr. J. Kelley Robinson
 Gen.-Station-Comm. Mgr. Robert B. Taber
 Chief Announcer. Curley Huntley
 Chief Engineer. Lester Carter
 Consulting Engineer. Claude Gray

W F M H

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
 The Voice of Cullman

W K U L

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Cullman Bcstg. Co.
 Business, Studio, Trans. Address. Cullman
 Phone Number. 864
 News Service. UP
 Transcription Service. World
 Pres., Gen. Mgr. Hudson C. Millar, Jr.
 Program Director. Evelyn Buettner
 Chief Announcer. Leon Murphree
 Chief Engineer. Arthur Bachmann
 Consulting Engineer. Claude Gray

W H O S

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By. No. Alabama Bcstg. Co.
 Business-Studio Address. 212 Jackson St.
 Newspaper Affiliation. Decatur Daily
 Transmitter Location. Flynn Street
 Phone Number. 991-992
 Air Time. Sunrise-Sunset
 News Service. UP
 Transcription Service. RCA, Thesaurus &
 Associated
 Partners. Barrett C. Shelton, John J. Jones
 Gen., Comm. Mgr. Louis C. Blizzard
 Pgm. Dir., Chf. Ancr., Farm Ed. Jim Fouts
 Pgm. Farm Dir. Jim Fust
 Chief Engr. Melvin Cryer
 Consulting Engineer. Claude Gray

ALABAMA

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tennessee Valley
Bcstg. Co.
Address: P. O. Box 411
Phone Number: 802-803
News Service: AP
Transcription Service: World
Pres., Gen. Mgr.: Frank Whisenant
Comm., Prom., Pgm. Dir.: Cletus Quick (Natl.)
Chief Engineer: Garland Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Business Address: P. O. Box 261
Phone Number: 400
News Service: AP
Transcription Service: World
Pres., General Manager: W. M. Jordan
Commercial Manager: Henry J. Bley
Pgm. Dir.: Leo Hart
Chief Engineer: Austin Caldwell

WAGF

DOTHAN—1932—MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
Address: 204½ E. Main Street
Phone Number: 2-9100
Transmitter Location: Headland Highway
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Membership: NARTB
General Manager: Julian C. Smith
Comm. Mgr.: Fred C. Moseley
Program Director: J. Arthur Creamer
Chief Engineer: John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Houston Bcstg. Co.
Business-Studio Address: 107 E. Adams St.
Phone Number: 3-4100
News Service: UP
Representative: Cummings, Reiner
Pres., Gen. Mgr.: Jess Swicegood
Prom. Mgr., News Dir.: Wayne Mosely
Chief Engineer: Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 5000 Watts d.
Owned-Operated By: Dowlander Bcstg. Co.
Business-Studio Address: 110 So. Foster
Phone Number: 2-5600

Transmitter Location: Radio Road
News Service: UP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: BAB
President: R. A. Dowling, Jr.
General Manager: Agatha Barnes
Chief Engineer: Sam Campbell

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Wiregrass Bcstg. Co.
Business Address: Enterprise
Phone Number: 30
News Service: UP
Transcription Service: Lang-Worth
Partners: R. E. James, R. M. Stanford
General Manager: J. Wesley Gardner
Chief Engineer: E. L. Hein

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address: Radio Bldg.
Phone Number: 745
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Dora Clayton
Membership: NARTB, BAB
Owner: Edward P. Fussell
Gen. Comm.-Pgm. Dir.: Lee S. Bullis
Chief Engineer: Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Bankhead Bcstg. Co., Inc.
Address: Jasper
Phone Number: 100
News Service: UP
President: W. W. Bankhead
General Manager: James Reese
Chief Engineer: Don Moore

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bcstg. Co., Inc.
Address: 850 S. Court St.
Phone Number: 2608
Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt
Commercial Manager: Harry Hearst
Sales Prom. Mgr., Pgm. Dir.: Pat Slotton
Chief Engineer: Paul Shannon

WMFT

FLORENCE—1946—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Bcst. Co.

ALABAMA

Bus. Add. 800 Cypress Mill Rd.
 Phone Number 42 & 1934
 Studio-Transmitter 800 Cypress Mill Rd.
 News Service AP
 Air Time 5:30 a.m.-Midnight
 President Milton S. Killen
 General-Sta. Manager James L. Garrett
 Commercial Manager Len Hensel
 Sales Prom. Mgr. Virginia Y. Gray
 Program Director Tom York
 Musical Director Virginia Baker
 Chief Engr. Lawrence W. Rohling
 Consulting Engineer Claude Gray

W F P A

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts
 Owned-Operated By Killian Bcstg. Co.
 Address Stallworth Building
 Phone Number 850
 News Service AP
 Pres., Gen. Mgr. J. Louis Killian
 Commercial Manager Jim Bell

W Z O B

FT. PAYNE—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Glenn M. Cravitt
 Address P. O. Box 255
 Phone Number 1096
 News Service UP
 Transcription Service Thesaurus
 General Manager Glenn M. Cravitt
 Program Director Lester Haston
 Farm Editor, Chief Engr. Jess R. Moore

W E T O

GADSDEN—1950

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Gadsden Radio Co.
 Address 722 S. 12th St.
 Phone Number 69201
 News Service AP
 Transcription Service Capitol
 Representative McGillvra
 Partner, Gen. Mgr. Edwin H. Estes
 Partner Cary L. Graham
 Commercial Manager Mac M. Thomas
 Program Director Weston Britt
 Chief Engineer Calvin C. Williamson

W G A D

**GADSDEN—1947—ABC—ABS
 ALA. BROADCASTING SYSTEM**

Frequency: 1350 Kc.
 Power: 5000 Watts d., 1000 n.
 Owned-Oper. By Coosa Bcstg. Co., Inc.
 Address 520 Chestnut St.
 Phone Number 5641, 5642
 Transmitter Location Attalla, Ala.
 News Service UP
 Transcription Service Capitol

Membership NARTB, BAB
 Pres., Gen.-Comm. Mgr. Curtis DeLamar
 Sales Prom. Mgr. Jack Kirby
 Program Director Frances Seal
 News Dir., Chief Anncr. Jim Young
 Chief Engineer Halley D. Williams
 Consulting Engineer Claude M. Gray

W G W D

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address P. O. Box 128
 Phone Number 6-6301-2
 Air Time 4 a.m.-Sunset
 Transcription Service Associated
 General Manager Leon Loyd

W J B Y

GADSDEN—1928—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Gadsden Bcstg. Co., Inc.
 Address 108 Broad Street
 Phone Number 6-3381
 Transmitter Location 108 Broad St.
 News Service INS
 Representative Sears & Ayer
 President Bascom H. Hopson
 Gen. Mgr., Pgm. Dir. Beatrice Tate Benton
 Comm. Mgr. Sam A. Benton
 Chief Engineer Glen Nichols

W G Y V

GREENVILLE—1948—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greenville Bcstg. Corp.
 Business Address P. O. Box 227
 Air Time 6 a.m.-10 p.m.
 Phone Number 585
 Transmitter Location Luverne Highway
 News Service AP
 Transcription Service World
 Representative Continental
 Gen., Sta., Comm. Mgr. W. H. Miller, Jr.
 Chief Engineer Winton Beaver
 Consulting Engineer Claude Gray

W G S V

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Gunterville Bcstg. Co.
 Address P. O. Box 32
 Phone Number 4131
 News Service UP
 Transcription Service NBC, Thesaurus
 President Trent Moore
 Gen., Comm. Mgr. Edward Z. Carrell
 Program Dir., News Dir. Ray McClendon
 Chief Engineer LaVelle Jackson

W J B B

HALEYVILLE—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Haleyville Bcstg. Co.

ALABAMA

Address P. O. Box 191
 Phone Number 389
 Air Time 6 a.m.-11 p.m.
 Transmitter Location Bear Creek Road
 News Service UP
 Transcription Service Capitol
 General Manager William G. Harris
 Commercial Mgr. Ruth Harris
 Program Director Larry Brent
 Chief Engineer William G. Harris

W E R H

HAMILTON—1950—LBS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Marion County Bcstg. Co.
 Phone Number 120
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Langworth
 Station Representative McGillvra
 Membership NARTB
 Pres., Gen., Prom. Mgr. Hugh J. Fite
 Commercial Manager Charles B. Tucker
 Chief Anncr., News Dir. Johnnie R. Lott
 Chief Engineer Charles B. Tucker

W B H P

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton H. Pollard
 Bus.-Studio Address 318 W. Clinton
 Phone Number 313
 Transmitter Location Athens Pike
 Air Time 6 a.m.-11 p.m.
 News Service UP
 President, Gen. Mgr. Wilton H. Pollard
 Prog., Pub., News Dir. Grady Reeves
 Chief Engineer James Potter

W F U N

HUNTSVILLE—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntsville Bcstg. Co., Inc.
 Transmitter Address 410 W. Holmes St.
 Phone Number 2424
 Air Time 6 a.m.-M.
 News Service AP
 Representative Sears & Ayers
 Pres., Gen. Mgr. J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr. John Garrison

W H B S

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Huntsville Times Co.
 Phone Number 2345
 Transmitter N. Church St.
 News Service AP
 Representative Headley-Reed
 General Manager John F. Neal
 Commercial Manager Joe Sims
 Pgm., News Director Jay Shepherd
 Chief Engineer Dave Williams

W P B B

JACKSON—1950—KBS-LBS

Frequency: 1290 Power: 1000 Watts d.
 Owned-Operated By Jackson Bcstg. Co.
 News Service AP
 Pres., Gen., Comm. Mgr. T. H. Gaillard, Jr.
 Program Director Charles Ballas
 Chief Engineer E. A. Allen

W W W B

JASPER—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Bankhead Bcstg. Co., Inc.
 Business Studio Address Bankhead-Long
 Building
 Phone Number 100
 Transmitter Location: W. 20th St.
 News Service AP
 Executive Director James E. Reese
 Manager Wm. C. Edgemon

W R L D

LANETT—1944—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Valley Bcstg., Inc.
 Address 602 Cherry St.
 Phone Number 2-2771
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 President J. C. Henderson
 General Manager Paul Reid
 Program Director Aileen Love
 Chief Engineer R. R. Magill

W J A M

MARION—1951

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By Neely Bcstg. Co.
 Address Marion
 Phone Number 2981
 Transcription Service Capitol
 News Service AP
 Partners L. M. Neely, Sr., Kathleen Neely
 General Manager L. M. Neely, Jr.
 Station Manager Erle Hanna

W A B B

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By Mobile Press Register, Inc.
 Business Address 304 Government St.
 Phone Number 3-1551
 Transmitter Eight Mile, Ala.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Branham Co.
 President R. B. Chandler
 Executive V.P. W. J. Hearin, Jr.
 Sta., Comm. Mgr. Dewey H. Long
 Chief Engineer William H. Murphree

ALABAMA

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By... Pape Bcstg. Co., Inc.
 Bus.-Studio Address... 210 Government St.
 Phone Number... 3-3756
 Transmitter... Cochran Bridge Causeway
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Standard
 Representative... Headley-Reed
 President... W. O. Pape
 General Manager... H. K. Martin
 Commercial Manager... A. Treadway
 Program Director... Al Homan
 Chief Engineer... R. B. Hurley

WKAB

MOBILE—1947—LIBERTY

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Operated By... Pursley Bcstg. Service
 Business-Studio Address... Box 1306
 Phone Number... 7-6345
 Transmitter... Donald St.
 Air Time... Local sunrise-local sunset
 Transcription Service... SESAC, Langworth
 Representative... Forjoe, Dora Clayton
 Membership... NARTB
 General Manager... Louise P. Pursley
 Commercial Mgr... R. H. Moore
 Program Director... J. T. Jackson
 Sales Prom. Mgr... J. H. Johnson
 Publicity Director... R. H. Moore
 Production Director... Mary L. Lemon
 Chief Announcer... Larry Keith
 Chief Engineer... Gene Miller

WKRK

MOBILE—1946—CBS

Frequency: 710 Kc. Power 1000 W. d.; 500 W. n.
 Owned-Operated By... Giddens & Rester
 Bus.-Studio-Trans. Address... Telegraph Rd.
 Phone Number... 2-6789
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth, Standard
 Representative... Adam J. Young, Jr.
 Gen., Station Mgr... F. E. Busby
 Commercial Manager... John E. Waller
 Publicity Director... Shirley Rester
 Chief Engineer... Richard M. Cole
 Consulting Engineer... Comm. Radio Equipment Co.

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By... United Bcstg. Co.
 Business, Studio Address... 116 Catoma St.
 Phone Number... 3-7589
 Transmitter Location... End of Blackburn St.
 News Service... UP

Transcription Service... Lang-Worth
 Representative... Walker Co.
 Pres., Gen. Mgr... Thomas E. Martin
 Comm.-Sales Prom. Mgr... Hoke Williford
 Program Director... Louise Martin
 Chief Engineer... Owen Lehr

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By... Estate of G. W. Covington, Jr.
 Business-Studio Address... Exchange Hotel
 Phone Number... 5781
 Transmitter... Narrow Lane Rd.
 News Service... UP
 Transcription Service... Capitol
 Representative... O. L. Taylor Co.
 Membership... NARTB, BAB
 General Manager... Hugh M. Smith
 Commercial Manager... Joe Petrauka
 Sales Prom. Mgr... O. M. Teate
 Program Director... Walter Spiro
 News Director... Ray Hardin
 Chief Announcer... Frank Tucker
 Chief Engineer... W. D. Weatherly
 Consulting Engineer... W. J. Haley

WJJK

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By... Southern Bcstg. Co., Inc.
 Business-Studio Address... 115½ Commerce St.
 Transcription Service... Thesaurus
 Representative... Weed
 President... Joseph G. Mathews
 General Manager... John C. Hughes
 Commercial Manager... Herbert A. McLendon
 Program Director... E. Caldwell Stewart
 Promotion Manager... E. J. Duke
 Chief Engineer... A. Fred Wright

WMGY

MONTGOMERY—1946—LIBERTY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... Dixie Bcstg. Co.
 Business-Studio Address... 4 S. Perry St.
 Phone... 5245
 Transmitter Location... E. of Greenwood Cem.
 Representative... Robert Meeker
 Membership... NARTB
 President... Dr. S. D. Suggs
 Gen.-Comm. Manager... Thomas W. Sewell
 Sales Prom. Mgr... Hugh Webb
 Program Production Director... Roberta Frost
 News Director... Felix Robinson
 Chief Engineer... John D. Lamar

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By... Montgomery Bcstg. Co., Inc.

ALABAMA

Business Address..... P. O. Box 1031
 Phone 8360
 News Service..... AP
 Transcription Service World
 Representative Headley-Reed
 Membership BAB
 Pres., Gen. Mgr..... Howard E. Pill
 Asst. to Pres..... David E. Dunn
 Local Sales Mgr..... William W. Hunt
 National Sales Dir..... Julia Looney
 Program Director..... Lee Gooch
 Publicity Director..... Alice Mayfield
 Chief Announcer... Bill Smith
 News Director..... Marguerite Daniel
 Chief Engineer..... Cliff Shelkofsky
 Farm Editor..... Wilson Carnes

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned Oper. By... Muscle Shoals Bcstg. Corp.
 Business Address... P. O. Box 230, Sheffield
 Transmitter Location.. E. 2nd St., Sheffield, Ala.
 News Service..... UP
 Representative..... Devney & Co.
 President..... Frank M. Farris, Jr.
 General Mgr..... W. A. Reeves, Jr.
 Comm. Manager..... Eulus Whitehead
 Program Director..... George Manush
 Chief Engineer..... Melvin G. Hunt

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned Oper. By... Opelika-Auburn Bcstg. Co.
 Bus.-Studio-Trans. Address... 1400 Auburn Rd.
 Phone Number..... 712, 713
 News Service..... UP
 Transcription Service... Thesaurus, Keystone,

SESAC

Membership NARTB, BAB
 Gen., Sta. Mgr..... John C. Cooper, Jr.
 Comm., Sls., Prom. Mgr..... E. J. Turk
 Program Director..... G E. Snyder
 Chief Announcer, News Dir... Bill Kennedy
 Chief Engineer..... John E. Smollen
 Consulting Engineer..... Claude Gray

W E L R

ROANOKE—1949—KBS

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Roanoke Bcstg. Co.
 Address..... 801 N. Main St.
 Station Representative Clayton
 Manager..... J. W. Buttram
 Program Director..... John Hodges

W W W R

RUSSELLVILLE—1949

Frequency: 920 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.
 Address... Bankhead-Long Bldg., Jasper, Ala.
 Phone Number 100

Transmitter Location..... Underwood Rd.
 News Service UP
 President..... Walter W. Bankhead
 General Manager..... James E. Reese
 Sta., Comm. Mgr..... Hal Kirby
 Program Director..... James W. Elliott
 Chief Engineer..... Charles G. McLellan

W C R I

SCOTTSBORO—1950

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Pat M. Courington
 Address Box 394
 News Service AP
 Transcription Service World
 President..... Pat M. Courington
 Gen., Comm. Mgr..... Eaton P. Govan, Jr.
 Program Director..... Lila Jean Keller
 Chief Engineer..... James G. Wallace

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Estate of G. W. Covington
 Address..... Birmingham Highway
 Phone Number 2746
 Air Time..... 6 a.m.-11:05 p.m.
 Transcription Service Capitol
 Station Representative..... Hal Holman
 Membership NARTB
 Gen. Mgr. & Chief Engr... John F. Townshend
 Sales Prom. Mgr..... John Frazier
 Program Director..... Mrs. Marie Luker
 Chief Announcer..... Virgil Moore
 Consulting Engineer..... T. J. Holey

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Selma Bcstg., Inc.
 Business Address..... 209 Washington St.
 Phone Number 1233
 Transmitter Location Edgewood
 President..... B. H. Hopson
 Gen. Comm. Mgr..... Julien Smith, Jr.
 Program Director..... Bill Hoops
 Promotion Manager..... Erin Reynolds
 Chief Engineer..... T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Alabama Bcstg. Co.
 Business-Studio Address..... P. O. Box 358
 Phone Number 2-3281
 News Service UP
 Transmitter Location... 527 North Broadway
 Air Time..... 6 a.m.-11 p.m.
 President..... E. E. Forbes, Sr.
 Comm., Sta. Mgr..... George W. Carr
 Chief Announcer..... Conrad Pickren
 Chief Engineer..... Maurice Estes
 Consulting Engr..... James Stowers

ALABAMA—ARIZONA

WMLS

SYLACAUGA—1948

Frequency: 1230 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Marble City Bcstg. Co., Inc.
 Business Address. 11½ W. Second St.
 Phone Number. 2-4354
 Transmitter Address. Highway 291 N.
 Air Time. 5:45 a.m.—Sunset
 News Service. AP
 General Manager. Curtis O. Liles, Jr.
 Commercial Mgr. Howard M. Peters
 Prom. Mgr., Pgm. Dir. Robert M. Duck
 Chief Announcer. Pete McEwen
 Chief Engineer. John F. Norris
 Consulting Engr. Claude M. Gray

WHTB

TALLADEGA—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Voice of Talladega, Inc.
 Address. Bemiston Highway
 Phone Number. 2205
 Air Time. 6 a.m.—10:20 p.m.
 News Service. AP
 Transcription Service. Capitol
 Pres., Gen., Sta. Mgr. R. A. Davidson
 Comm. Sls. Prom. Mgr. Myron T. Snoddy
 Program Director. Alama M. Haynes
 Mus. & Production Dir. Lee Whitehurst
 Publicity Director. Johnny Mack Driskill
 Chief Announcer. Frank Haynes, Jr.
 Chief Engineer. John Lester Fisher
 Consulting Engineer. Claude Gray

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Troy Bcstg. Corp.
 Address. College Drive
 Phone Number. 980-1

News Service. AP
 Transcription Service. World
 Membership. NARTB, BAB
 President. J. Roy Crow
 Gen. Mgr. Jess Jordan
 Commercial Mgr. Robert Tolbert
 Chief Announcer. Ace Dudley
 Chief Engineer. Joe W. Gilchrist
 Consulting Engineer. Claude Gray

WJRD

TUSCALOOSA—1936—LBS

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Mrs. Wilhelmina Doss
 Bus. Studio Address. First Natl. Bank Bldg.
 Phone Number. 4464
 Transmitter. Fayette Hwy., Northport
 Air Time. 5:30 a.m.—M.
 News Service. UP
 Transcription Service. World
 Representative. Walker
 Owner. Wilhelmina Q. Doss
 Asst. Mgr., Sales Prom. Mgr. Dick Biddle
 Comm. Mgr. Lehman Mayer
 Pgm., Prod. Dir. Charles Welsh
 Chief Engineer. J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By. Tuscaloosa Bcstg. Co.
 Business-Studio Address. City Hall Bldg.
 Phone Number. 5523
 Transmitter Location. 15th St., across from
 Forest Lake
 News Service. AP
 Transcription Service. Thesaurus
 Representative. Sears & Ayer
 General Manager. Bert Bank
 Commercial Manager. Bob Chisholm
 Prom. Mgr., Pgm. Dir. Neil Lovett
 Chief Engineer. T. H. Todd

ARIZONA

Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125
 Families April 1, 1952 (Est.) 209,000 — Stations in State 27

KSUN

BISBEE—1933—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Carlton W. Morris
 Address. P. O. Drawer C, Lowell Station
 Phone Number. 9
 Studio-Transmitter. Warren Rd.
 Transcription Service. World
 Representative. Blair & Co., Arizona Network
 President. Carlton W. Morris
 General Manager. Arlo Woolery
 Chief Engineer. John Harris

KCLF

CLIFTON—1950—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Dwight Harkins
 Enterprises Inc.
 Address. Box 548
 Phone Number. 320
 News Service. UP
 President. Dwight Harkins
 Gen., Comm. Manager. Chet Darwin
 Chief Engineer. Frank Toomey

ARIZONA

KCKY

COOLIDGE—1948—CBS

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Gila Bcstg. Co., Inc.
 Address.....Roosevelt & Main Streets
 Phone Number.....4451
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Forjoe & Co.
 President.....Louis F. Long
 Station Manager.....Bill Parady
 Commercial Manager.....Ken Hooker
 Publicity Dir.....Daphne Millwee
 Chief Engineer.....Wayne Fernyhaugh

KAWT

DOUGLAS—1946—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Carl Morris
 Phone Number.....173
 Transmitter Location.....W. of Douglas
 Transcription Service.....Capitol
 Station Representative.....Paul Raymer
 Membership.....NAB
 President.....Carleton W. Morris
 General Manager.....Glenn B. Webber
 Commercial Manager.....Jack Murphy
 Program Director.....Jack French

KCLS

FLAGSTAFF—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Saunders Bcstg. Co.
 Address.....Box 1677
 Phone Number.....946
 News Service.....AP
 Transcription Service.....Langworth
 Owner, Gen. Mgr.....Charles J. Saunders
 Prog., Prod. Dir.....Dorothy B. Saunders
 Chief Engineer.....Charles McNeall

KGPH

FLAGSTAFF—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Address.....Weatherford Hotel
 Phone Number.....51
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Forjoe
 President.....E. C. Phillippi
 General Manager.....A. S. Holm
 Program Director.....Mary Phillippi
 News Director.....Jack Willis
 Chief Engineer.....Alan J. Gardiner

KWJB

GLOBE—1938—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Gila Bcstg. Co., Inc.

Phone Number.....41
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Paul H. Raymer
 President.....Louis F. Long
 Sales Prom. Mgr.....Willard Shoecraft
 Commercial Manager.....Eric Manola
 Prog., Prod. Dir.-Chf. Anncr.....Robert Hawkins
 Chief Engineer.....Matthew M. Burak
 Consulting Engr.....Western Engr. Assn., Inc.

KGAN

KINGMAN—1949—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....J. James Glancy
 Business Address.....P. O. Box 1208
 Phone Number.....Blue 462
 News Service.....UP
 President.....J. J. Glancy
 Commercial Manager.....Kathlene Covarrubias
 Chief Engineer.....Donald Cummings

KTYL

MESA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Sun Valley Bcstg.
 Address.....P. O. Box 885
 Phone Number.....5737
 Transmitter Location.....Mesa-Tempe Highway
 News Service.....UP
 Transcription Service.....Standard
 Pres., Gen., Sta. Mgr.....Dwight Harkins
 Commercial Manager.....Lorenzo K. Lisonbee
 Program Director.....Jack Harris
 Publicity Director.....Dick Gilbert
 Chief Announcer.....Ben Smith
 Chief Engineer.....William Harrison

KNOG

NOGALES—1948

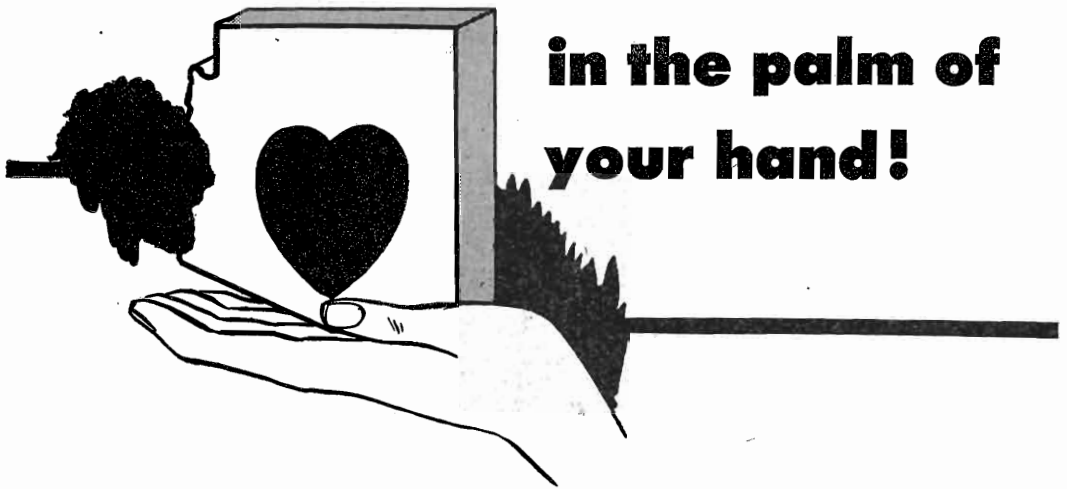
Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Border Bcstg. Co., Inc.
 Address.....Nogales
 Phone Number.....770
 News Service.....UP
 Transcription Service.....World
 Representative.....O'Connell
 President.....Robert Marcus
 General Manager.....Samuel Marcus
 Chief Engineer.....Benny Greenhaw

KOOL

**PHOENIX—1947
 CBS—RNA**

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Maricopa Bcsters., Inc.
 Business-Studio Address.....Adams Hotel
 Phone Number.....8-6421
 Transmitter.....Chicago & McDowell Rd.
 Air Time.....6 a.m.-M.

THE HEART OF ARIZONA . . .



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- ▶ **HALF A MILLION ARIZONANS**
and
- ▶ **OVER A MILLION TOURISTS**
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Key Station of the
Radio Network of Arizona.

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KCKY, Coolidge
KOPO, Tucson

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richest area, comprising 75%
of the State's population.



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ARIZONA

News Service UP
Transcription Service Standard
Representative George P. Hollingbery
Membership NARTB
President Gene Autry
Gen.-Station Mgr. Charles H. Garland
Commercial Manager George E. Agnew
Sales Prom. & Asst. Mgr. Thos. Kelland
Program Director Lew Lowry
Prod. Dir. Warren Chandler
Publicity Director Thomas Kelland
News Director Frank James
Chief Engineer Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc. **Power:** 250 Watts d.
Owned-Operated By Western Bcstg. Co.
Address P. O. Box 430
Phone Number 3-6155
Transmitter Location 1975 S. Central
News Service UP
Transcription Service SESAC
Station Representative Harlan Oakes
Pres., Gen. Mgr. Frank P. Redfield
Sta. Mgr., Prog. Dir. Pedro Moraga
Commercial Manager John K. Redfield
Chief Engineer Edgar B. Pool

KOY

PHOENIX—1921—MBS, Don Lee

Frequency: 550 Kc. **Power:** 5000 d.; 1000 n.
Owned-Oper. By KOY Bcstg. Co.
Address 840 N. Central Ave., P. O. Box
 2671
Phone Number 4-4144
Transmitter 12th St. & Camelback Rd.
Air Time 24 hrs. wk. d.; 17 hrs. Sun.
News Service UP
Transcription Service World
Representative John Blair
Membership NARTB, BAB
Pres., Comm. Mgr. John L. Hogg
Gen.-Station Mgr. Albert D. Johnson
Program Director John R. Williams
Prod. Dir., Chief Anncr. W. J. Lester, Jr.
Musical Director Alfred Becker
News Director Paul Gribben
Chief Engineer Clifford R. Miller
Consulting Engineer Jansky & Bailey

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc. **Power:** 5000 Watts
Owned-Operated By Phoenix Bcstg., Inc.
Business-Studio Address 631 N. First Ave.
Phone Number 4-7367
Transmitter Location 2400 W. Buckeye Rd.
News Service AP
Pres., Gen. Mgr. John C. Mullins
Commercial Manager Chas. F. Montano
Program Director Francis Murphy
Chief Engineer George L. McClanathan

KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By Howard M. Loeb
Address-Trans. Loc. 2345 Buckeye Rd.
Phone Number 4-8436
Air Time 6:00 a.m.-12 M.
News Service UP
Station Representative Burn-Smith
Gen., Sta. Manager Howard M. Loeb
Comm., Prom. Mgr. Sheldon Engel
Program Director Ray Odom
Chief Engineer James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By Radio Arizona Inc.
Bus.-Studio Address 1441 N. First St.
Phone Number 2-2371
Transmitter Glendale
News Service UP
Transcription Service Associated
Owner, Gen. Mgr. Allerton Cushman
Station Manager Jack C. Goodsell
Sales Manager Charles E. Schleuter
Program Director Herman Ackerman
News Director Larry Geraghty
Chief Engineer Marvin Edwards

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc. **Power:** 5000 Watts
Owned-Operated By KTAR Bcstg. Co.
Business Studio Address 711 Heard Building
Phone Number 4-4161
Transmitter Location 36th St. & E. Thomas Rd.
Air Time 6 a.m.-M.
News Service AP
Trans. Ser. Thesaurus, Standard, Capitol
Representative Paul H. Raymer
Membership NARTB, BAB
Ch. of Bd. John J. Louis
Pres., Gen. Sta. Mgr. Richard O. Lewis
Commercial Manager E. W. Harvey
Sales Promotion Manager John Edwin Miller
Program Director Rol Laughner
Publicity Directors Myron Drake, Bob Pollard
News Director John Snow
Chief Engineer A. C. Anderson

KYCA

**PRESCOTT—1940
NBC-ARIZ. BCSTG.**

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Southwest Bcstg. Co.
Business-Studio Address P. O. Box 1631
Phone Number 244
Transmitter E. Gurley St.
News Service AP
Representative Paul H. Raymer

ARIZONA

Pres., Gen. Mgr. Harold Ritter
 Program Director Roberta M. Pfister
 Chief Engineer John E. Negley

KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Gila Bcstg. Co.
 Business-Studio Address 520 Main St.
 Phone Number 15
 Transmitter E. Lone Star, Highway 70
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World & Thesaurus
 Representative Paul H. Raymer
 President Louis F. Long
 General Manager Paul Merrill
 Pgm., Prod. Dir. Lester McBride
 Sales Prom. Mgr. Earl Barnett
 Commercial Manager Edward E. Furman
 Chief Anncr. L. M. Whittaker
 Chief Engineer Mark H. Webb
 Consulting Engineer Comm. Radio Equipt. Co.

KCNA

TUCSON—1947—ABC

Frequency: 1340 Kc. Power: 5000 W. d.;
 500 W. n.
 Owned-Operated By Catalina Bcstg. Co.
 Business-Studio Address Box 2348
 Phone Number 2-4664
 Transmitter Swan Road
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Hollingbery
 President Erskine Caldwell
 General Station Manager Wayne Sanders
 Sales Manager Harry Chambers
 Program Director William K. Rider
 Chief Engineer Tom Epperson

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old Pueblo Bcstg. Co.
 Business-Studio Add. 115 W. Drachman St.
 Phone Number 4-0431
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Representative Forjoe & Co.
 Membership NARTB, BAB
 Chief Owner Gene Antry
 General-Station Manager E. S. Mittendorf
 Comm., Sales Prom. Mgr. S. J. Kossack, Jr.
 Pgm. Dir., Chief Anncr. Gerry O'Brien
 Sales Prom. Mgr. Paul Plunkett
 Prod. Dir. Cliff Stillinger
 Publicity Director Jane Abbott
 News Director John McShane
 Chief Engineer Vernard Cimmylotti

KTKT

TUCSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By Thomas J. Wallace
 Business-Studio Transmitter Add. 500 W. Elm
 Phone Number 3-7549
 Air Time 18 hours daily
 Transcription Service Lang-Worth
 Representative Best
 Membership BAB
 President Thomas J. Wallace
 Gen., Sta. Mgr. Art Sidelinger
 Commercial Manager Manny Ornilas
 Program Director Charles Blower, Jr.
 News Director Ken Stodder
 Musical Director Evelyn Gipson
 Chief Engineer Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Tucson Bcstg. Co.
 Business-Studio Address 900 E. Broadway
 Phone Number 2-3344
 Transmitter 900 E. Broadway
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 Representative John Blair
 Membership NARTB, BAB
 Pres. & General Manager Lee Little
 Business Manager Mae C. Matheson
 Prog. Dir. & Chief Announcer Stan Norman
 News Director Lou Eaton
 Music Director Peter Tufts
 Chief Engineer Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Arizona Bcstg. Co., Inc.
 Business-Studio Address 48 E. Broadway,
 P. O. Box 2911
 Phone Number 3-2555
 Transmitter Location 10th Ave. & Lee Street
 Air Time 4:55 a.m.-M.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Representative Paul H. Raymer
 Membership NARTB, BAB
 General Manager R. B. Williams
 Business Mgr. Harper M. Phillips
 Commercial Mgr. John C. Underwood, Jr.
 Sales Promotion Mgr. Fred J. Gerletti
 Program Director Ben L. Slack, Jr.
 Production Director Lowell D. Cable
 Chief Announcer George T. Callison
 Chief Engineer Ray H. Holsclaw
 Consulting Engineer Gillette

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Southwestern Bcstg. Co.
 Address Yuma
 Phone Number 3-6222

ARIZONA — ARKANSAS

News Service UP
 Pres., Gen. Mgr. Chet Darwin
 Commercial Manager..... Louis Roberts
 Program Director..... Russ Wannacott
 Chief Engineer..... Frank Hancock

K Y M A

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....KOY Bcstg. Co., Inc.
 Address..... P. O. Box 671
 Phone 37841
 Transmitter Location..... 699 Ave. B
 Air Time..... 6 a.m.-11 p.m. (7-11 Sun.)
 News Service UP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President John Hogg
 Gen., Sta. Mgr..... William B. Lindsey
 Program Director..... Bob Vache
 Chief Engineer..... Richard J. Smith
 Consulting Engineer..... Cliff Miller

K Y U M

YUMA—1940—NBC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By..... Yuma Bcstg. Co.
 Business Address..... 1901 E. 1st St.
 Phone Number 3-3305
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service.... Capitol & Thesaurus
 Representative..... Paul H. Raymer
 Membership NARTB
 President R. N. Campbell
 General Manager..... Ray C. Smucker
 Commercial Manager.... Roy L. Jorgensen
 Sales Prom. Mgr..... John P. Carrick
 Program Director..... Bob L. Jones
 Production Director..... Grant Lee
 Publicity Dir..... Ernie Allen
 Chief Anncr..... Glenn Edwards
 News Director..... Paul King
 Musical Director..... Henry Alcott
 Chief Engineer..... Leavenworth Wheeler

ARKANSAS

*Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698
 Families April 1, 1952 (Est.) 519,000 — Stations in State 42*

K V R C

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.. Arkadelphia Bcstg. Co.
 Business-Studio Address..... 506 Main St.
 Phone Number 789
 Transmitter Location..... Old Gordon Hiway
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative..... Hil F. Best
 President..... Cecil W. Cupp
 Gen., Sta., Comm. Mgr..... J. M. Moore
 Pgm., Prod. Pub. Dir..... Bill Deaton
 News Dir., Chief Anncr..... John Riggle
 Chief Engineer..... S. J. Woodworth
 Consulting Engineer..... Earl Cullum

K B T A

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... White River Valley
 Broadcasters, Inc.
 Bus., Studio, Transmitter Address.... Glenn St.
 & Lock & Dam Road, P. O. Box 255
 Phone 1112-1113
 Air Time... 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
 Newspaper Affiliation. Batesville News Review
 News Service AP
 Transcription Service..... Thesaurus, ASCAP,
 BMI, SESAC

President..... Jared E. Trevathan
 General Manager..... Braxton L. Combs
 Commercial Manager..... Larry Blair
 Program Director..... J. Andrew Wright
 Chief Engineer..... William A. Smith

K L C N

BLYTHEVILLE—1921—LBS

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.... Harold L. Sudbury
 Phone Number 2093
 Transmitter Location..... E. Highway 18
 News Service AP
 Transcription Service Langworth
 Station Representative..... John E. Pearson
 Pres., Gen., Comm. Mgr.... Harold L. Sudbury
 Sales Promotion Manager..... J. T. Sudbury
 Program Director..... Ernest Simmons
 Farm Editor..... Don Whitney
 Chief Engineer..... Marion Skinner

K A M D

**CAMDEN—1946—MBS-KBS
 RAZORBACK**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Camden Radio Inc.
 Address..... P. O. Box 5859
 Phone Number 6791-2
 Transmitter Location..... S. California St.
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated

ARKANSAS

President.....Walter E. Hussman
 General Manager.....Frank O. Myers
 Station Mgr.....David Crockett
 Commercial Mgr.....Donald Cathey
 Program Director.....W. M. H. Smith
 Prog. Dir., Chief Annr.....Callis Carter
 Chief Engineer.....Dorris C. Hunter

KCON

CONWAY—1950—LBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Conway Bcstg. Co.
 Address.....Ark. State Teachers Campus
 Phone Number.....189
 Air Time.....6 a.m.-11 p.m.
 Transcription Service.....Thesaurus, SESAC
 News Service.....UP
 Pres., Gen. Sta. Mgr.....James E. Clayton
 Sales Promotion Mgr.....Ed McClendon
 Program Director.....Muriel Cobb
 Chief Engineer.....Herman G. Stermer
 Consulting Engineer.....Weldon & Carr

KAGH

CROSSETT—1951

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Ashley County Bcstg. Co.
 Address.....900 Main St.
 Phone Number.....750
 News Service.....AP
 Co-Owner.....T. C. Fleet
 Co-Owner, Gen. Mgr.....J. H. Fleet
 Commercial Manager.....Clifton O. Wilson
 Program Director.....Harry G. Howard
 News Director.....William McKelver

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....David M. Segal
 Address.....Randolph Hotel
 Phone Number.....3-9190
 News Service.....UP
 Transcription Service.....World
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Sta., Comm. Mgr.....C. E. Siddon
 Program Director.....Tom Sansing
 Promotion Manager.....M. F. Kissko
 Chief Engineer.....Thomas A. Sebaugh

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Enterprises, Inc.
 Business-Studio Address.....Home Finance Bldg.
 Phone Number.....3-6126
 Transmitter Location.....Country Club Colony
 Air Time.....8 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 Pres., Gen. Sta. Mgr.....W. N. McKinney

Comm., Sis. Prom. Mgr.....J. R. Duerson
 Program Director.....Mrs. D. Pondrom
 Prod., Mus. Dir.....Sarah McLarty
 Chief Annr., News Dir.....E. R. Hall
 Chief Engineer.....John Long
 Farm Editor.....Bill Darland
 Consulting Engineer.....Earl Cullum

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstg. Co., Inc.
 Business-Studio Address.....922 Leverett St.
 Phone Number.....862
 Transmitter Location.....922 Leverett St.
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Hayden McIlroy
 Gen.-Sta.-Sis. Prom. Mgr.....Fred J. Stevenson
 Commercial Mgr.....Ed. Gideon
 Program Director.....Wallie Ingalls
 Chief Announcer.....Pat Perrin
 News Director.....Dick Evans
 Musical Director.....Steve Starwyck
 Chief Engineer.....Harold Lindsey
 Consulting Engineer.....A. Earl Cullum

KXJK

FORREST CITY—1949—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Forrest City Bcstg. Co., Inc.
 Address.....Natl. Bank of East. Arkansas Bldg.
 Phone Number.....950
 Transmitter Location.....4 miles W. of City
 News Service.....AP
 Transcription Service.....Lang-Worth
 Station Representative.....Continental Radio Sales
 Pres., Gen. Mgr.....William Fogg
 Program Director.....Lloyd Denny
 Prom. Mgr., News Dir.....Charlie Simms
 Chief Engineer.....Walter Smith

KFPW

FORT SMITH—1930—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tulsa Bcstg. Co.
 Business Address.....232 N. Albert Pike Rd.
 Phone Number.....4105
 Transmitter Location.....Albert Pike
 & Kelley Highway
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 Vice-Pres., Gen. Mgr.....John Esau
 Station Manager.....James P. Walker
 Commercial Manager.....L. A. Blust
 Program Director.....Larry Nolan
 Promotion Manager.....George Ketcham
 Chief Engineer.....Willard Kunkel

ARKANSAS

K F S A

FORT SMITH—1947—ABC

Frequency: 950 Kc. Power: 1000 Watts d.
500 Watts n.

Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number.....3126
Transmitter Location.....3600 Wheeler Ave.
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Jerry Winner
Chief Announcer.....Pat Porta
News Director.....Roy T. Bowman
Chief Engineer.....Robert W. Platt
Consulting Engineer.....Tam Craven

K W H N

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number.....8967
Transmitter Location.....5626 Plum St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
Secretary-Treasurer.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Pgm., News Dir.....John R. Trotter
Chief Engineer.....Bruce Dennis
Farm Editor.....Dave Bateman
Consulting Engineer.....Weldon & Carr

K H O Z

**HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number.....1240
Transmitter Location.....Radio City Addition
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
President.....Roy Millum
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm., Sls. Prom. Mgr.....Mel Lynn
Prog., Prod., Pub. Dir.....Bruce C. Washburn
Chief Anncr., News Dir.....Leon Shaddox
Chief Engineer.....Fred E. Ward

K F F A

HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....S. 7th St. Rd.
News Service.....AP

Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Bill Bigley
Program Director.....Hugh Smith
Chief Announcer.....Bob Wallace
Musical Director.....Katie Phipps
Chief Engineer.....A. P. Decker
Consulting Engineer.....Silliman & Barclay

K X A R

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....Hope
Phone Number.....7-3601
News Service.....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Haskell Jones

K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
Owned By...Times Pub. Co., Ltd., Shreveport, La.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address...135 Benton Street
Phone Number.....1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Branham
Membership.....NARTB, BAB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Chief Announcer.....William S. Bailey
Musical Director.....Wilson Hurst
Chief Engineer.....Cecil L. Suttit

K W F C

**HOT SPRINGS—1940—MBS
RAZORBACK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone Number.....412-3
Transmitter Location.....Malco Bldg.
News Service.....AP
Representative.....Young
President.....Dr. N. B. Burch
General Manager.....Marvin L. Hull
Commercial Manager.....C. J. Dickson
Program Director.....Vivian Merriott
News Director.....Harvey Stegman
Chief Engineer.....Everett T. Kennedy

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.

ARKANSAS

Address.....KBTM Building, Jonesboro
Phone Number.....5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time.....5:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World-Sesac
Pres., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....Hotel Noble
Phone Number.....8381
News Service.....UP
Transcription Service.....Associated
Representative.....Sears & Ayer
President.....R. H. Halbert
General Manager.....Dick Crane
Commercial Manager.....Paul Hoffman
Program Director.....Neal Bunn
Promotion Manager.....Charles Quinton
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928 NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Arkansas Radio & Equip. Co.
Address.....Radio Cir., 114 E. Capitol Ave.
Phone Number.....LD 99
Transmitter Location.....Hiway 67, N. Little Rock
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NARTB, BAB
Chmn. of Bd.....T. H. Barton
Gen., Sta. Manager.....T. K. Barton
Comm., Sls. Prom. Mgr.....Julian F. Haas
Pgm., Prod. Dir.....Douglas J. Romine
Publicity Dir.....A. C. Dowden
Chief Engineer.....Dan L. Winn
News Director.....Robert L. Kemp
Farm Editor.....Robert L. Buice
Consulting Engineer.....Earl Cullum

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1,000 Watts d.
500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....306 W. 3rd St.
Phone Number.....27-9166
Transmitter Location.....Cantrell Rd. and I St.
Air Time.....Unlimited
Station Representative.....George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Virginia Ewing
Chief Announcer.....Al Pickworth
Chief Engineer.....V. O. Vandusen
Consulting Engineer.....George Davis

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc.....Power: 10,000 Watts d.
5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....P. O. Box 550
Phone Number.....2-5427-8; 2-1492
Transmitter Location.....Memphis Highway
Air Time.....5 a.m.-M.
Newspaper Affiliation.....Arkansas Gazette
News Service.....AP, UP
Transcription Service.....Standard
Representative.....O. L. Taylor Co.
Membership.....NARTB, BAB
President.....J. N. Heiskell
Gen., Sta. Mgr.....W. V. Hutt
Commercial Manager.....R. J. Myers
Sls. Prom. Mgr., Pub. Dir.....Oscar Alaquood
Prog., Prod. Dir.....Harris Owen
News Director.....Mark Weaver
Musical Director.....Robert Parker
Chief Engineer.....Kermit F. Tracy
Consulting Engineer.....George C. Davis

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....Southwestern Bcstg. Co.
Business-Studio Address.....Box 2659
Phone Number.....5-5321
Studio Address.....Southern Nat'l Insur. Bldg.
Transmitter Location.....Faulkner Lake Rd.
News Service.....UP
Transcription Service.....Associated
Representative.....Radio Reps.
President.....R. M. Saxon
General Manager.....Leonard Coe
Station Manager.....Glen H. Robertson
Sales Prom. Mgr.....James A. Gatens
Prog., Prod. Mgr.....Frederick H. Schmutz
News Director.....Bill Crews
Chief Engineer.....Dale McWhurin
Consulting Engr.....Commercial Radio Equip't.

KXLR

LITTLE ROCK—1946 MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number.....2-2155
Transmitter Address.....Cotton Belt Bldg.
News Service.....UP
Transcription Service.....RCA, Theasur:s
Representative.....Pearson
Membership.....NARTB, BAB
President.....John F. Wells
Gen., Sta. Manager.....Emil J. Pouzar
Commercial Manager.....Melton Lancaster
Program Director.....Roy Nichols
News Director.....Bobbie Forster
Chief Engineer.....Earl H. Butler

AP SELLS

For Stations and Sponsors

For instance . . . KLRA

"Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

**W. V. HUTT,
General Manager,
KLRA, Little Rock, Arkansas**

ARKANSAS

KVMA

MAGNOLIA—1948—KBS

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Magnolia Bcstg. Co.
Business-Studio Address 212 N. Jefferson St.
Phone Number 630
Transmitter Location 2.2 Mi. N. Magnolia
News Service AP
Transcription Service World
President Joe F. Rushton
General Manager Richard Tuck
Comm. Mgr., Pgm. Dir. Lowelle Langley
Chief Engineer Ray Wells

KDAS

MALVERN—1951—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By Malvern Bcstg. Co.
Address Young Insurance Bldg.
Phone Number 1584
Transcription Service World
Representative Devney
President David M. Segal
Sta., Comm. Mgr. Robert Choate
Program Director Jack Ridgeway
Chief Engineer Fred Parks

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By R. B. Bell
Address S. Reene St.
Phone 878
Transcription Service Standard
News Service UP
Representative Continental
Owner Manager R. B. Bell
Chief Engineer O. D. Frederick

KNBY

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By Newport Bcstg. Co.
Business Address Newport
Phone Number 749
News Service UP
President C. W. Craft
General Mgr. Dick Wiethan
Commercial Mgr. Gene Howe
Chief Engineer J. C. Clayton

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By Osceola Bcstg. Corp.
Business Address Hiway 61 S.
Phone Number 860
News Service AP
Transcription Service Standard
Membership NARTB, BAB
President H. F. Ohlendorf

General, Station Mgr. Ted Woods
Commercial Manager Betty G. Woods
Pgm. Dir., Chief Annr. Murray Schroger
Chief Engineer H. M. Jones
Consulting Engineer Sillimian & Barclay

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Progressive Bcstg. Co.
Business Address Box 491
Phone Number 627
Transmitter Tower Drive
Air Time 6 a.m.-10 p.m.
News Service AP
President Ted Rand
Station Manager Ray Dexter
Business Manager T. M. Self
Sales Promotion Mgr. Doyne Bateman
Program Director Ray Dexter
News Director Russell Schwamb
Chief Engineer Joe Nearns
Consulting Engineer Holey

KCLA

PINE BLUFF—1947—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Radio Engineering Service
Business-Studio Address 2900 W. 28th St.
Phone Number 1900
Transmitter Location 2900 West 28th
Air Time 6 a.m.-11 p.m.
News Service AP
General Mgr. Kenneth Kesterson
Commercial Manager Clyde Martin
Pgm. Dir., Chief Engineer Charles Penix
Consulting Engineer George Davis

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Universal Bcstg. Corp.
Address 505½ Main St.
Phone Number 721
News Service AP
Transcription Service Thesaurus
Pres., Gen. Mgr., Chief Engr. B. J. Parrish
Asst. & Prom. Mgr. R. W. Etter
Commercial Manager Joe L. Wallace
Program Director Lois Sloan

KPOC

POCAHONTAS—1950

Frequency: 1420 Kc. Power: 1,000 Watts d.
Owned-Operated By Pocahontas Radio, Inc.
Address P. O. Box 250
Phone 500
Transcription Service Thesaurus
News Service UP
Transcription Service Thesaurus
Representative Walker
President A. J. Baltz
Gen., Sta., Comm. Mgr. Adrian L. White

ARKANSAS

Sales Promotion Manager.....Jim Risner
 Prog., Prod., News Dir.....Walt Lawson
 Musical Director.....Jack Wilson
 Chief Engineer.....Roy Forrester

K X R J

**RUSSELLVILLE—1947—MBS-KBS
 RAZORBACK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Valley Broadcasting, Inc.
 AddressRussellville
 Phone Number299
 Transmitter LocationRussellville
 News ServiceAP
 Owner, Gen. Mgr.....C. R. Horne
 Commercial Manager.....L. L. Bryan
 News Director.....Morris Leming
 Pgm. Dir., Chf. Engr.....W. C. McKenney

K W C B SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....White County Bcstg.
 Co., Inc.
 Address.....P. O. Box 95
 Phone Number1281
 News ServiceAP
 Transcription Service.....SESAC, Thesaurus
 Pres., Gen. Mgr.....Carl N. Dodd
 Program Director.....John Baker
 Sales Manager.....Don P. Jones
 Chief Engineer.....Homer Harris

K U O A

**SILOAM SPRINGS—1923—MBS
 RAZORBACK**

Frequency: 1290 Kc.....Power: 5,000 Watts d.
 Owned-Operated By.....KUOA, Inc.
 Business-Studio Address.....Siloam Springs
 Phone Number77
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB, B&B
 President.....John E. Brown, Sr.
 Exec. Vice-Pres.....Storm Whaley
 ManagerDick McCartney
 Program Director.....Ralph Kennedy
 Chief Engineer.....Cecil E. Smith
 Consulting Engineer.....A. Earl Cullum

K B R S

**SPRINGDALE—1949—ABC
 RAZORBACK**

Frequency: 1340 Kc..Power: 250 Watts d., n.
 Owned-Operated By.....Southwest Pub. Co.
 AddressBox 29
 Phone Number675
 Transmitter Location.....Hwy. 71 North
 Air Time.....5:30 a.m.-11 p.m.
 News ServiceAP
 RepresentativePearson
 President.....Donald W. Reynolds

Gen., Sta. Mgr.....Randall L. McCarrell
 Prog. Dir., Chf. Anncr.....Jerry Bidle
 Production Director.....Rex Parnell
 Publicity Director.....Sally Phillips
 News Director.....Bill Dickson
 Chief Engineer.....Dalton Sanders

K W A K

**STUTT GART—1948
 MBS—KBS—RAZORBACK**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Stuttgart Bcstg. Corp.
 Business Address.....Box 271
 Phone 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.....Bill Wells
 Program Dir.....June Spann
 Chief Engineer.....Frank Newberry
 Consulting Engineer.....John Mullaney

K O S Y

TEXARKANA—1951—MBS

Frequency: 790 Kc.....Power: 1000 Wattts d.;
 500 Watts n.
 Owned-Operated By.....Gateway Bcstg. Co.
 AddressWadley Bldg.
 News ServiceAP
 Transcription Service.....Thesaurus
 Partners.....Dr. W. Decker Smith, Joe Davis
 General Manager.....Tom E. Dillahunty
 Commercial Manager.....Herman Cecil
 Program Director.....Ray Whitworth
 Chief Engineer.....Chas. Mathis

K R L W

WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Southern Baptist College
 Address.....P. O. Box 67
 Phone Number980
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeBest
 President.....Dr. H. E. Williams
 Gen. Mgr., Chf. Engr.....Earl Hodges
 Program Director.....Bill Nicholson

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KWEM Inc.
 Business-Studio Address.....229 Broadway
 Phone Number463
 Transmitter Location.....Highway 70
 News ServiceUP
 President.....E. D. Rivers, Jr.
 Vice-Pres.....William H. Keller

CALIFORNIA

Pop. April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 1247
Phone Number.....2531
News Service.....UP
Transcription Service.....Standard, Capitol,
SESAC
Pres., Gen. Mgr.....Chester J. Stuart
Comm., Prom. Mgr.....Phillip N. Good
Program Director.....Ruth Hudson
News, Farm Director.....Chas. Reinhart
Chief Engineer.....Ralph S. Click

KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone.....1178
Pres., Gen. Mgr.,
Chief Engr.....Charles E. Halstead, Jr.

KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd.
Phone Number.....HE 3205
News Service.....UP
Pres., Gen., Sta. Mgr., Chf. Engr.....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Consulting Engineer.....George P. Adair

(See Page 348)

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Bakersfield Bcstg. Co.
Business-Studio Address.....2013 Chester Ave.
Phone Number.....464-21
Transmitter.....Cor. Niles Rd. & Morning Dr.
News Service.....UP
Transcription Service.....Capitol
Representative.....W. S. Grant
Membership.....NARTB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Glenn Rinker
Commercial Mgr.....Clint Johnson
Production Dir.....Bob Blake
Prog., Pub. Dir., Sls. Prom. Mgr.....Naum Healy
Chief Announcer.....Harl Mannes
Musical Director.....Bill Elliott
Chief Engineer.....Ted Froming
Farm Editor.....Jimmy Thomason
Consulting Engineer.....Ron Oakley

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone.....21465
Transcription Service.....Capitol, Associated,
SESAC
News Service.....UP
General Manager.....James L. McDowell
Commercial Manager.....Paul La Riviere

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By.....McClatchy Bdcstg. Co.
Business-Studio Address.....Elk's Club Building
Phone Number.....8-8431
Transmitter Location.....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....Eleanor McClatchy
Station Manager.....Walter Barziuk
News Editor.....Gerald Smothers
Technician.....Luverne Shatto
Farm Editor.....D. L. Flickenger
Consulting Engr.....George C. Davis

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
& Albert De Young
Business-Studio Address.....1420 Truxton Ave.
Phone Number.....44548
Transmitter Location.....17th & Eye Sts.
News Service.....UP
Transcription Service.....Standard, World
Representative.....Avery Knodel
Membership.....NARTB, BAB
President.....Paul R. Bartlett
Vice-President.....Gene DeYoung
Commercial Manager.....Ed Urner
Program Director.....Kenneth Croes
Publicity Director.....Rudy Von Toble
Chief Announcer.....George Day
News Director.....Bob Elias
Chief Engineer.....Bob Richardson
Consulting Engineer.....Craven, Lohnes & Culver

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number.....8-8157

CALIFORNIA

Transmitter Location.....307 E. 21st St.
News Service.....UP
Transcription Service.....Thesaurus
Station Representative..George P. Hollingsbery
President.....F. G. R. Schamblin
General Manager.....L. A. Schamblin
Pgm., Dir. Comm. Mgr.....C. C. Sturm
Prom. Mgr., News Director....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pass Bcstg. Co.
Address.....4425 Ramsey St.
Phone Number.....515
Transcription Service.....World
Representative.....Gene Grant, Donald Cook
Pres., Gen., Sta., Comm. Mgr.

C. A. Bill Humbert
Chief Announcer.....Lou Gillespie
Chief Engineer.....Montran Babcock

KWTC

BARSTOW—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Mojave Valley Bcstg. Co.
Business Address.....Box 697
Phone Number.....4001
Air Time.....7 a.m.-10 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Donald Cooke
President.....W. T. Brown
Station Manager.....Harry S. White
Program Director.....Jim Harvey
Musical Director.....Tom Parke
Chief Engineer.....Bill Biggs

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....6 a.m.-12M.
News Service.....AP
Membership.....NARTB, BAB
Transcription Service.....Standard
Pres., Gen. Sta. Mgr.....Arthur Westlund
Comm., Prom. Mgr.....Don Hambly
Program Director.....Les Avery
Consulting Engineer.....Commercial Radio

KYOR

BLYTHE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated.....Bcstg. Corp. of America
Business-Studio Address.....Riverside
Phone Number.....2231
Transmitter.....2 Mi. W. of Blythe, Hiway 60
President.....W. L. Gleeson

Gen., Comm., Prom. Mgr.....George Flansburg
Pgm., News, Farm Dir.....Joe Kinser
Chief Engineer.....Lewis E. Smith

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc.....1000 Watts d., 500 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address.....Box 238
Representative.....Scott, Young
President.....W. L. Gleeson
General Manager.....John Chandler
Program Director.....Trudy Ruane
Chief Engineer.....Drew Walker

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number.....918
President.....Charles R. Love
General Mgr.....W. A. Geddes
Comm. Mgr.....Don Gillette
Chief Engineer.....James Coin

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated...Golden Empire Bcstg. Co.
Address.....336 Broadway
Phone Number.....2378
Transmitter.....Hooker Oak & Madrone Aves.
News Service.....UP
Transcription Service.....Standard
Representative.....Gene Grant
President, Gen. Mgr.....Mrs. Hugh McClung
General Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Jack Mitchell
Chief Engineer.....Russell B. Pope

KXOC

CHICO—1948—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOC, Inc.
Address-Trans.....Radio Lane
Phone Number.....3200
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Standard, Associatd
Representative.....Pearson, Western
Membership.....BAB
President.....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Donald J. Quinn
Prog., Prod., Pub. Dir.....Neil McIntyre
Chief Engineer.....E. W. Berger

KBMX

COALINGA—1950

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By...Pleasant Valley Radio Co.

CALIFORNIA

Address Box 715
 Phone 136
 Transcription Service..... Lang-Worth, SESAC
 News Service UP
 Partner, Pres..... Benjamin M. Bowman
 General Manager..... Rea B. Bowman
 Program Director..... Faye M. Bowman
 Chief Engineer..... Don Daniels

K B U C

CORONA—1948

Frequency: 1370 Kc..... Power: 500 Watts d.
 Owned..... American Pacific Bcstg. Co.
 Business Address..... Box 111
 Phone Number 1370-12
 News Service UP
 Transcription Service.. MacGregor, Lang-Worth
 Membership NARTB, BAB
 Representative McGillvra
 Pres., Gen. Mgr..... Elmer J. Buckrum
 Sta., Comm. Mgr..... Mary Buckrum
 Sls. Promotion Mgr..... Chuck Ferguson
 Program Director..... Cliff Miller
 Chief Announcer..... Bob White
 Musical Director..... Mary Hercer
 Chief Engineer..... Don Kerr
 Farm Editor..... Hal Corwin
 Consulting Engineer..... Ron Oakley

K C R E

CRESCENT CITY—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Del Norte Bcstg. Co.
 Address Box 577
 Phone Number 3061
 News Service AP
 Co-Owner..... John K. Perry
 Co-Owner, Gen. Mgr., Pgm. Dir., Robert E. Grey
 Chief Engineer..... Howard E. Plaschka

K C H J

DELANO—1951

Frequency: 1010 Kc..... Power: 1000 Watts
 d.
 Owned-Oper. By..... Charles Herman Johnes
 Address..... P. O. Box 262
 Phone 8676
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr., Chief Eng. Charle H. Johnes
 Promotion Manager..... Marshall Colo
 Program Director..... Jean J. Johnes
 Farm Director..... Bob Colo

K R D U

DINUBA—1946—LIBERTY

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Dinuba Co.
 Business-Studio Address..... 110 N. L. St.
 Phone Number 500
 Transmitter Location. Bet. W. Dinuba & Reedley
 News Service AP

Pres., Gen., Sta. Mgr..... Egon A. Hafer
 Program Director..... Harold Sparks
 Chief Announcer..... Jim Bailey
 Chief Engineer..... Russ Friend

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 Capitol
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 President..... Paul A. Jenkins
 Gen., Sta. Mgr., Pub. Dir., Richard T. Sampson
 Commercial Manager..... Belle Hovey
 Prom. Mgr., Farm Editor..... Douglas Fishel
 Program Director..... Mary Francisco
 Chief Announcer..... Norman Germani
 Chief Engineer..... Stanley Tetley

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,
 Tracy Moore
 Gen., Sta., Comm. Mgr..... Carol R. Hauser
 Prog., Prod., Publ. Dir..... Bill Steis
 Mus. Dir., Chief. Eng..... Dean Elliott
 Farm Editor..... Frank Smith
 Consulting Engineer..... Everett Dillard

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.
 Transmitter..... Eureka Inlet, Humboldt Bay
 Phone Number 4000
 News Service UP
 Transcription Service..... World, Associated
 Representative John Blair
 Membership NARTB, BAB
 President, Manager..... Wm. B. Smullin
 Commercial Manager..... Don Telford
 Sales Promotion Manager..... Robert Stach
 Program Director..... Paul Corbin
 Chief Engineer..... King Larry

CALIFORNIA

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Mendocino Bcstg. Co.
Address.....2100 East Oak St.
Phone Number.....5671
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Forjoe
President.....Edward Mertle
Gen. Mgr., Chief Eng.....Craig N. Smith
Consulting Engineer.....Commercial Radio

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...KARM, The George
Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number.....4-2966
Transmitter.....Van Ness & Alluvial Aves.
News Service.....AP, INS
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NARTB, BAB
President.....Hattie Harm
General-Station Manager...Clyde F. Coombs
Exec. Sec., Promotion Manager...Eldora Roth
Program Director.....Ed Ropolo
News Director.....Bob Weakley
Chief Engineer.....Elbert Dean
Consulting Engineer.....A. D. Ring

K F R E

FRESNO—1946—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address. T. W. Patterson Bldg.
Phone Number.....4-5001
Transmitter Location.....Monson
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen. Mgr.....Paul R. Bartlett
Assistant Manager.....Keith L. Mealey
Director of Sls. Svce.....Harry H. Burnum
Program Director.....Ed J. Frech
Chief Announcer.....Robert Harris
News Director.....Noyes Alexander
Chief Engineer.....K. L. Mealey
Farm Editor.....Wally Erickson
Consulting Engineer..Craven, Lohnes & Culver

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By...Delle Broadcasting Co.
Address.....Farmer's Market
Phone Number.....6-6526 and 4-5459

Transmitter Location...Church & Hughes Sts.
Air Time.....6 a.m.-Sunset
News Service.....UP
Station Representative.....Forjoe & Co.
Commercial Manager.....Morris Mindel
Chief Engineer.....Milton Gerloff

K M J

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Phone Number.....3-8277
Transmitter Location.....Kerman, Calif.
News Service.....AP, UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
President.....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Manager.....Joe Tomes
News Editor.....Joe Drilling
Chief Engineer.....William N. Wallace
Farm Editor.....Ed Sturgeon

K Y N O

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio KYNO, The Voice
of Fresno
Address.....Hotel Fresno
Phone Number.....2-4163
Transmitter Location.....Barton Ave.
Air Time.....5 a.m.-12M.
News Service.....UP
Representative.....Hollingbery
Membership.....BAB
President.....Robert Schuler
General, Sta. Manager.....L. E. Chenault
Commercial Manager.....Leslie Daggett
Program Director.....Leo Goldman
Publicity Director.....Jack Grady
News Director.....Hap Haggard
Musical Director.....Bob Clare
Chief Engineer.....Bert Williamson

K I E V

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
News Service.....UP
Transcription Service.....Standard
President.....David H. Cannon
General Mgr.....Cal Cannon
Chief Engineer.....Vern Schumann

K N G S

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By....Hanford Sentinel &
Journal



**DON LEE GIVES COMPLETE,
CONSISTENT LOCAL COVERAGE OF THE
PACIFIC COAST AT LOWEST COST
PER SALES IMPRESSION OF ANY
OTHER SALES MEDIA**

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

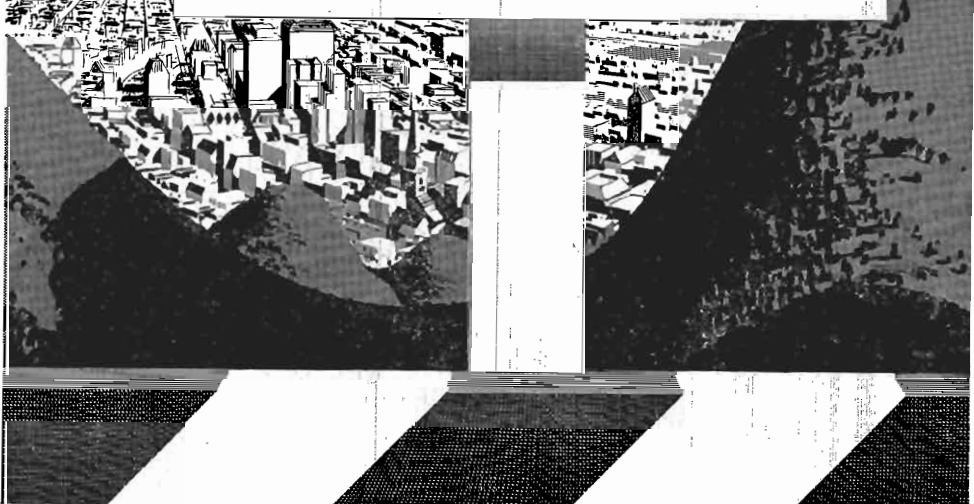
Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy—DON LEE.

Represented Nationally by John Blair & Company

*The Nation's Greatest
Regional Network*



*1313 North Vine Street
Hollywood 28, California*



Thousands OF SOUTHERN CALIFORNIANS

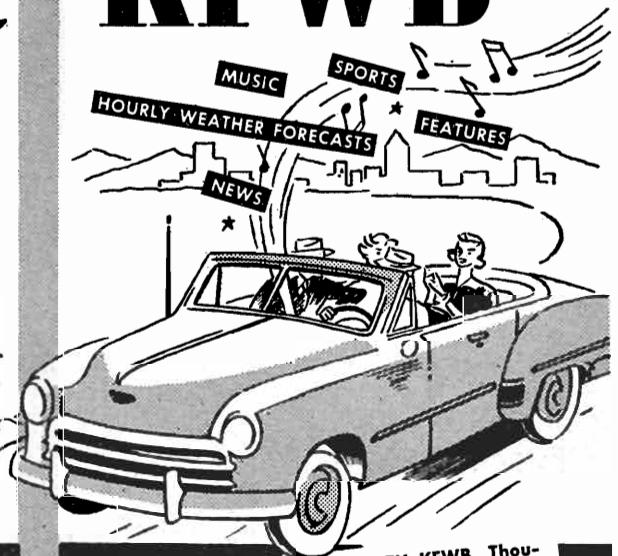
TURN TO
KFWB
KFWB gives you
Everything...
while you're
doing everything
you want to do!



at your
fingertips
980

Drive Safely...
Drive with Pleasure..
while Tuned to the Easy Listening Station

KFWB



Represented
Nationally by

**BRANHAM
COMPANY**

YOU GET A BIG BONUS WITH KFWB. Thousands of *Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

*There are more automobiles than homes in Southern California.

For Easy
Listening...it's

KFWB



980 on the dial

- THE HEART OF HOLLYWOOD

CALIFORNIA

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.....Standard, World,
 Representative.....O'Connell
 Gen. Mgr., Chief Engr.....Don C. Reeves
 Program Dir.....E. C. Balthis

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By...KFWB Broadcasting Corp.
 Business-Studio Add...6419 Hollywood Blvd.
 Phone Number.....HE 5151
 Transmitter...5775 W. Jefferson, Los Angeles
 Air Time.....Unlimited
 News Service.....AP, UP
 Station Representative.....Rambeau
 Representative.....William G. Rambeau Co.
 Pres., Gen., Sta. Mgr.....Harry Matzlish
 Commercial Manager.....Sydney Gaynor
 Prog., Prod. Dir.....Dan Russell
 Publicity Director.....Sydney Yallen
 Chief Announcer.....Joseph Yocam
 News Director.....Albert Gordon
 Chief Engineer.....Harry Myers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address.....6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 Transmitter.....Washington & Oak Sts., L. A.
 News Service.....UP
 Transcription Service.....Musak
 Owner.....Ben S. McGlashan
 General Manager.....Thelma Kirchner
 Commercial Manager.....Marvin Briggs
 Prod., Publ. Dir.....Gilbert T. Verba
 Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 Transmitter Location.....Solo & Indiana Sts.
 News Service.....INS, UP
 Representative.....Adam J. Young, Jr.
 Membership.....NARTB
 P. resident.....Mrs. Dorothy Schiff
 Exec. V.P. & Sta., Gen. Mgr....Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....C. G. Renier
 Publicity Director.....Mickey Freeman

News Director.....Ed Lyon
 Musical Director.....Roc Hillman
 Dir. of Engr.....R. W. Conner
 Consulting Engr.....Craven, Lohnes, Culver

KREO

INDIO—1946—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bcstg. Corp. of America
 Address.....Riverside
 Phone Number.....6290
 Air Time.....17 hrs.
 Representative.....Scott, Young
 Membership.....NARTB
 Pres., Gen., Mgr.....William L. Gleeson
 Station Manager.....Raymond F. Goodwin
 Chief Announcer.....Clifford Lantz
 Chief Engineer.....James Tracewell

KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1192
 Phone.....1000
 Transcription Service.....World, SESAC
 News Service.....UP
 Pres., Gen. Mgr.....W. B. Carter
 Commercial Manager.....H. L. Comstock
 Program Manager.....James Turner
 Chief Engineer.....James French
 News, Farm Editor.....Ray Cloud

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Central Valley Radio
 Business Address.....P. O. Box 600
 Phone Number.....Lodi 8-0628
 Transmitter Studio.....1.8 Mi. N.W. of Lodi
 News Service.....UP
 General Manager.....Herbert W. Brown
 Station Mgr.....David A. Brown
 Commercial Manager.....Dedah M. Corlett
 Prog., Music Dir.....Marlene Faszser
 Production Director.....Harry Eden
 Chief Announcer.....Jack DeVault
 Chief Engineer.....Howard Martineau
 Consulting Engineer.....George Sampson

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By...Nichols & Warinner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....Long Beach 672-81
 News Service.....UP
 Transcription Service...Standard, Lang-Worth
 Representative.....Burns-Smith
 Pres., Gen. Mgr., Pgm. Dir....Hal G. Nichols
 Promotion Manager.....Robert Lamb
 Comm. Mgr., Chief Engr.....L. W. McDowell

The **BIG NEWS** in Southern California radio is **NEW**

K B I G

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The **BIG NEW** station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . **WHERE THE PEOPLE LIVE!** This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG or your Robert Meeker office for full details.

General Offices:

**6540 Sunset Blvd.,
Hollywood 28, Calif.**

Studios in Avalon and Hollywood

* Source on request

CALIFORNIA

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By... John Brown Schools of Calif., Inc.
 Business-Studio Address... 3745 Atlantic
 Phone Number... 467-907
 Transmitter... Atlantic & Olive, Hynes
 News Service... AP
 Transcription Service... SESAC, Cole
 Membership... NARTB, BAB
 President... Dr. John E. Cole
 General Manager... Storm Whatley
 Sta., Comm. Mgr... Clinton H. Fowler
 Sales Promotion Mgr... Dick Walsh
 Program Director... Irene Cook
 News Director... Finis Bell
 Musical Director... Peter Slack
 Chief Engineer... Luther Crumbaugh

KECA

LOS ANGELES—1929

Frequency: 790 Kc. Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By... American Bcstg. Co., Inc.
 Address... 1539 N. Vine St., Hollywood 28, Cal.
 Phone Number... HUDSON 2-3141
 Transmitter Location... 2951 Fairfax Ave., L. A.
 Air Time... Unlimited
 News Service... AP, INS, UP
 Transcription Service... Lang-Worth
 Representative... ABC Spot Sales
 Membership... BAB
 President... Robert E. Kintner
 General Manager... Frank Samuels
 Station Manager... Francis H. Conrad
 Commercial Manager... Amos Baron
 Promotion Manager... John Hansen
 Program Director... Bud Edwards
 Production Director... Dresser Dahlstead
 Publicity Director... Virginia West
 Chief Announcer... Dresser Dahlstead
 News Director... Frank La Tourette
 Chief Engineer... Philip G. Caldwell

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By... Los Angeles Bcstg. Co., Inc.
 Business-Studio Address... 845 S. Mariposa Ave.
 Phone Number... DUNKIRK 4-1231
 Transmitter Location... 3725 Chesapeake Ave.
 Air Time... 24 hrs.
 News Service... AP
 Transcription Service... Associated, SESAC
 Membership... NARTB, BMB
 Pres.-Gen.-Sta. Mgr... Calvin J. Smith
 Prod., Pgm. Dir... Howard Rhines
 Pub. Dir... Jack Becknell
 News Director... Murray Boggs
 Chief Announcer... Howard Rhines
 Musical Librarian... Grace Sperry
 Chief Engineer... Ron Oakley

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By... Earle C. Anthony, Inc.
 Business-Studio Address... 141 N. Vermont Ave.
 Phone Number... DUNKIRK 2-2121
 Transmitter Location... Buena Plk.
 News Service... AP, UP
 Transcription Service... Capitol, World
 Representative... Edw. Petry
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Earle G. Anthony
 Gel. Sls. Mgr... Haam J. Taylor
 Sales Prom. Mgr... Ronnie Manders
 Dir. Public Services... Charles E. Hamilton
 Program Director... Pat Kelly
 Chief Announcer... George Dvorak
 News Director... Pat Bishop
 Co-Chief Engineers... H. L. Blatterman,
 Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned-Operated By... Standard Bcstg. Co.
 Business-Studio Add... 338 S. Western Ave.
 Phone Number... DUNKIRK 8-2345
 Transmitter Location... Lynwood, Calif.
 Air Time... 6 a.m.-2 a.m.
 News Service... AP, UP
 Transcription Service... Lang-Worth
 Representative... McGillvra
 Membership... NARTB
 Pres., Gen. Mgr... Frank Burke, Jr.
 Comm., Sta. Manager... Vern Lindblade
 Program Director... Carl Brewster
 News Director... Gene Thornock
 Chief Engineer... Leonard Reeves

KHJ

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By... Thos. S. Lee Enterprises,
 Inc.
 Address... 1313 N. Vine St., Hollywood
 Phone Number... HUDSON 2-2133
 Transmitter Location... Venice Blvd.
 Air Time... 6 a.m.-M.
 News Service... AP, INS
 Transcription... World
 Representative... John Blair
 Membership... NARTB, BAB
 President... Willet H. Brown
 Exec. Vice-Pres... Ward D. Ingram
 Vice-Pres. Sales... Norman Boggs
 Sales Prom. Mgr... H. H. Sonnenburg
 Program Director... A. J. LaFranco
 Publicity Director... Bud Coulson
 News Dir., Farm Editor... Les Marwhinney
 Musical Dir... Harry Zimmerman
 Chief Engineer... Robert Arne

CALIFORNIA

K M P C

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Oper. By... The Goodwill Stations, Inc.
Address... 5919 Sunset Boulevard
Phone Number... HOLLYWOOD 9-5341
Transmitter Location... North Hollywood
Air Time... 5:00 a.m.-M.
News Service... INS, UP
Representative... H-R Representatives
President... John Patt
Gen. Mgr. & V.P.... Robert O. Reynolds
V.P. & Asst. Gen. Mgr.... 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
Sales Prom. Mgr., Pub. Dir. John R. Gillingham
Chief Announcer... Howard Flynn
News Director... Jim McCulla
Musical Director... Jerome Sybilrud

K N X

**LOS ANGELES—1924—CBS (RADIO)
COLUMBIA PACIFIC**

Frequency: 1070 Kc. Power: 50,000 Watts
Owned By... Columbia Bcstg. System, Inc.
Operated By... CBS Radio Division
Business-Studio Address... 6121 Sunset Blvd.
Phone Number... HOLLYWOOD 9-1212
Transmitter Location... Torrance, Calif.
Air Time... 5:25 a.m.-1:05 a.m.
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Radio Spot Sales, CBS
General Manager... William D. Shaw
Sales Manager... Edwin W. Bucka'ew
Sales Prom. Mgr.... Sherril W. Taylor
Program Director... George W. Allen
Production Director... Allen Botzer
Publicity Director... Lloyd Brownfield
News Director... Jack Beck
Musical Director... Lud Gluskin
Chief Engineer... Les Bowman
Farm Editor... Robert Wilson

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... World, SESAC
Membership... NAB
President... Frank P. Doherty
General-Station-Comm. Mgr.... Ned Connor
Publicity Director... Doug Douglas
Pgm. Dir.-Chief Announcer... Charles Clifton
Chief Engineer... Willis O. Freltag

K M Y C

MARYSVILLE—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owner-Oper.. Marysville-Yuba City Bctrs., Inc.
Business Address... 519 E. Elm
Phone Number... 2-2396
Transmitter Location... Laurellan Rd., District 10
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World
Representative... W. S. Grant
Membership... NARTB, BAB
President... H. E. Thomas
Gen.-Station Manager... Joe D. Carroll
Commercial Mgr.... C. Greenman
Program Director... Lois Carroll
Chief Announcer... Lloyd Hogue
News Director... Phil Smith
Chief Engineer... 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, 1804
Transmitter Location... Lake Rd., Merced Cty.
Air Time... 5:30 a.m.-11 p.m.
News Service... UP
Transcription Service... Standard
Representative... W. S. Grant
Membership... NARTB
Pres., Gen. Mgr.... Mrs. Hugh McClung
Station Manager... Charles H. Kinsley, Jr.
Commercial Mgr.... A. J. Krisik
Sales Prom. Mgr.... Rod O'Hara
Publicity Director... Vicki Daly
Chief Announcer... M. R. Beavers
Musical Director... Hugh Murray
Chief Engineer... Russell Pope
Consulting Engineer... Kear & Kennedy

K B O X

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By... Stanislaus County
Bctrs. Inc.
Address... 1507 10th St.
Phone Number... 6624
News Service... AP
Transcription Service... Lang-Worth
General Manager... Cecil Lynch
Commercial Manager... John Boyer
News Director... John Witherspoon
Chief Engineer... Carl W. Pendergraft

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By... Radio Modesto, Inc.
Address... P. O. Box 941

CALIFORNIA

Phone 3838
 Transmitter Location..... Orangeburg Ave.,
 Old Oak Road
 Air Time..... 5:30 a.m.-M.
 News Service AP
 Transcription Service World
 Representative..... Meeker (N. Y.), Moore
 (L. A.), Western Radio (San Fran.)
 Pres., Gen., Sta. Mgr..... John H. Schacht
 Comm., Sls. Prom. Mgr..... Judd Sturtevant
 Prog., Prod., Publ.
 News Dir..... Gene D'Accardo
 Chief Announcer..... Charley Packard
 Musical Director..... Mrs. Mary di Fant
 Chief Engineer..... Pete Onnigian
 Consulting Engineer..... McIntosh & Inglis

K T R B

MODESTO—1933

Frequency: 860 Kc.... Power: 5000 d.; 1000 n.
 Owned-Operated By..... KTRB Bcstg. Co., Inc.
 Address Norwegian Ave.
 Phone Number 774-5
 Studio-Transmitter..... Norwegian Ave.
 Air Time..... 4:45 a.m.-2 p.m.
 News Service..... INS, UP
 Transcription Service..... Lang-Worth, Cole,
 Standard
 Representative..... W. S. Grant
 Membership..... NAB
 Pres.-Gen.-Station Mgr... William H. Bates, Jr.
 Comm., Sls. Prom. Mgr... Lee Roddy
 Prog., Prod., Pub. Dir..... Milt Hibdon
 Chief Announcer..... Don Lapan
 News Director..... Charlie McEwen
 Musical Director..... Gene Stephens
 Chief Engineer..... William H. Bates, Jr.
 Farm Editor..... Leonard Anderson
 Consulting Engineer..... Gautney & Ray

K M B Y

MONTEREY—1949

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Monterey Bcstg Co.
 Business Address..... Hotel San Carlos
 Phone Number 2-4541
 President..... Kenyon Brown
 General Manager..... S. M. Aston
 National Sales Manager..... Sam H. Bennett

K W S D

MT. SHASTA—1947

Frequency: 1340 Kc.... Power: 250 Watts d.
 Owned-Oper. By.. Shasta Cascade Bcstg. Corp.
 Address..... E. Alma Street
 Phone Number 2124
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Station Representative.. Western, Continental,
 (E. Coast), Tracy Moore (L. A.)
 Membership..... NARTB
 President Vernita Adler

General Manager..... Arthur Adler
 Station Manager..... David H. Rees
 Program Director..... Iola Huntingdon
 Chief Engineer..... Donald F. Keys

K V O N

NAPA—1947—LIBERTY

Frequency: 1440 Kc..... Power: 500 Watts
 Owned-Operated By..... Napa Bcstg. Co.
 Address..... P. O. Box 427
 Phone Number 6-2023
 Air Time..... 6:45 a.m.-10:45 p.m.
 News Service UP
 Transcription Services..... World, Associated
 Representative..... Forjoe, West Coast Radio
 Pres., Gen. Mgr..... Luther E. Gibson
 Station Manager..... Elmer L. Gibson
 Program Director..... Martha Walker
 Chief Engineer..... Dave Wortman

K L X

OAKLAND—1922

Frequency: 910 Kc.... Power: 5000 Watts
 Owned-Operated By... Tribune Building Co.
 Business Studio Address..... Tribune Tower
 Phone Number..... Glencourt 1-0660
 Transmitter Location..... Tribune Tower
 Air Time 6 a.m.-M.
 Newspaper Affiliation..... Oakland Tribune
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President..... J. R. Knowland, Jr.
 Gen. Station Manager..... Glenn Shaw
 Sales Promotion Mgr..... Jerome De Saxe
 Program Director..... Jerry Morton
 Commercial Manager..... J. Milton Seropan
 Musical Director..... Kinney Ralph
 Prod. Dir., Chief Anncr..... Mark Gerstle
 Publicity Director..... Georgia Crampton
 News Director..... John K. Chapel
 Chief Engineer..... Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Operated By..... KROW, Inc.
 Address..... 464 19th St.
 Phone Number..... TWinoaks 3-9600
 Transmitter Location..... 1520 8th Ave.
 News Service UP
 Transcription Service Standard
 Representative..... Ra-Tel Repr., Inc.
 President..... Sheldon F. Sackett
 Gen., Sta. Mgr..... Alan L. Torbet
 Commercial Manager..... Jack Grant
 Program Director..... Russ Coglin
 News Director..... William Winter
 Chief Engineer..... Paul Leake

K W B R

OAKLAND—1920

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Operated By.. Warner Bros. Radio, Inc.

CALIFORNIA

Business-Studio Address.....327 22nd St.
 Phone Number.....Higate 4-1212
 Transmitter Location.....327 22nd St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Membership.....NARTB
 President, Gen. Mgr.....S. W. Warner
 Station Manager.....F. Wellington Morse
 Program Director.....Jeanne K. Fisher
 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.....Associated
 Representative.....O'Connell, Western
 President.....Mrs. Jerene Appleby Harnish
 General Manager.....Herb Olson
 Commercial Manager.....J. Neale Burns
 Program Director.....Hal Morelli
 Publicity Director.....Marjorie Rogers
 News Director.....Tom McGlowry
 Musical Director.....Art Viall
 Chief Engineer.....Floyd Hall

K M O R OROVILLE—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oroville Bcstrs.
 Address.....P. O. Box 1032
 Phone Number.....1340
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....J. Stevanton
 Gen. Mgr., Pgm., News Dir.....Roy D. Swanson
 Prom., Comm. Mgr.....William Talbitzer
 Chief Engineer.....William Cronan

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.....Radioasis
 Air Time.....6:45 a.m.—M.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Joseph E. Gamble
 Commercial Manager.....Ort J. Lofthus
 Program Director.....Dorothy Fanning
 Chief Announcer.....Paul Grannis
 News Director.....Phil Stone
 Musical Director.....Pat Barbera

Chief Engineer.....Robert Harbison
 Consulting Engineer.....N. Vincent Parsons

K I B E PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....James Blaine Rhodes
 Address.....498 University Ave.
 Phone Number.....Davenport 3-1341
 Transmitter.....E. Palo Alto
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Jay B. Rhodes
 Prog., Prod. Dir., Chief Anncr.....Robert Seaman
 Chief Engineer.....Paul S. Farrelle
 Consulting Engineer.....Paul Leake

K A L I PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Consolidated Bcstg. Co.
 Business-Studio Address.....758 E. Colorado
 Phone Number.....RY 1-7149
 Transcription Service.....Associated
 Representative.....Schupp-Reiner
 President.....Henry Fritzen
 Vice-President.....Jack Reeder
 Secy.-Treas.....Charles T. Hughes

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
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Marshall S. Neal
 Gen.-Station-Comm. Mgr.....William J. Beaton
 Pgm. Dir., Chief Anncr.....Bill Garr
 Publicity Director.....Clair Hughes
 News Director.....Bill Garr
 Chief Engineer.....Paul W. Spargo

K X L A PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Pacific Coast Bcstg. Co.
 Business Address.....1401 So. Oak Knoll Ave.
 Phone Number.....Ryan 1-6991
 Transmitter Location.....El Monti
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....World, Associated
 President-Gen. Sta. Mgr.....Loyal K. King
 Pgm. Dir.....Dick Scofield
 Chief Anncr.....Carl Saunders
 Musical Dir.....Cliff Stone
 Chief Engineer.....Jack Reader
 Farm Editor.....Dr. LeRoy Smith

CALIFORNIA

KPRL

PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Leslie Henry Hacker
 Business Studio Address.....Radio Station KPRL
 Phone Number.....204
 Transmitter Location.....32nd & Oak Sts.
 Transcription Service.....Standard
 Representative.....W. S. Grant
 President.....Leslie Henry Hacker
 Commercial Mgr.....Jack B. Wasson
 Gen. Mgr., Chief Engineer.....Dale Schwartz

KAFP

PETALUMA—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Petaluma Bcstrs., Inc.
 Address.....Box 480
 Phone.....2-7255
 Transcription Service.....Thesaurus
 News Service.....UP
 Pres., Gen. Manager.....V. A. L. Linder
 Commercial Manager.....M. E. Linder
 Prog., Prod., Prom. Dir.....Wm. A. Exline
 Chief Anncr., News Dir.....Ted Kenessey
 Musical Director.....Bob Bishop
 Consulting Engineer.....Forrest Hughes

KECC

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By.....KECC, Inc.
 Business Address.....235 Railroad Ave.
 Phone Number.....2-2964
 Transmitter Address.....Collinsville
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....W. S. Grant
 General Mgr.....Mel D. Marshall
 Commercial Mgr.....John C. McFarland
 Program Manager.....Ted Mermod
 News Director.....LaSelle Gilman
 Chief Engineer.....Wm. P. Grether
 Consulting Engineer.....McIntosh & Englis

KPMO

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By.....Dean H. Wickstrom
 Business-Studio Address.....1240 E. Holt St.
 Phone Number.....Lycoming 2-1293
 News Service.....UP
 President.....Dean H. Wickstrom
 Station Manager.....Wally Seidler
 Chief Engineer.....Donald Kerr

KTIP

PORTERVILLE—1946—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....J. F. Tighe
 Business-Studio Address.....Newcomb & Grand
 Ave., P. O. Box 1312

Phone Number.....1450
 Transmitter Location.....Newcomb Ave.
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Cook, Grant
 Membership.....NARTB
 Gen., Sta. Mgr.....Frank Robinson Brown
 Chief Engineer.....Allan Weaver
 News Editor.....Kenneth Clifford, Jr.

KBLF

RED BLUFF—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Tehama Bcstg. Co.
 Studio-Business Address.....346 Oak St.
 Phone Number.....354
 Transmitter Location.....E. Red Bluff
 Representative.....Tracy Moore
 Pres., Chf. Engr., Gen. Mgr.....Arvo Haapanen

KVCV

REDDING—1938—MBS

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By.....Golden Empire Bcstg. Co.,
 Inc.
 Address.....Box 717, Merced
 Phone Number.....1646
 Transmitter Location.....2 miles NE City
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant Co.
 President.....Mrs. Hugh McClung
 Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Promotion Manager.....Robert Hoskins
 Pgm., Prod. Dir.....Lyle Mathys
 Publicity Director.....Frances Bruce
 Chief Announcer.....Vincent Lambert
 News Director.....Charles Castor
 Musical Director.....Ted Dooley
 Chief Engineer.....Russ Pope

KPRO

RIVERSIDE—1941—KBS-LBS

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By.....Broadcasting Corp. of
 America
 Business Address.....P.O. Box 987
 Phone Number.....Riverside 6290
 Studio-Transmitter.....3401 Russell St.
 News Service.....AP, INS
 Transcription Service.....World, Capitol
 Representative.....Scott, Young
 President-General Mgr.....W. L. Gleeson

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc. Power: 5000 W. d.,
 1030 W. n.
 Owned-Oper. By.....KCRA, Inc.
 Business Studio Address.....1010 11th St.
 Phone Number.....Gilbert 2-0758

CALIFORNIA

Transmitter Location... Route 3, Box 1213 A
 Air Time..... 6 a.m.-12M.
 News Service..... UP, AP
 Transcription Service..... World
 Representative..... Robert Meeker
 President-General Mgr..... Ewing C. Kelly
 Commercial Manager..... John Dupell
 Sales Prom. Manager..... Frank McMinn
 Program Director..... Earl Russell
 Production Director..... Jean Hanley
 Publicity Director..... Irma Davis
 Chief Announcer..... John Kuhlman
 News Director..... Hal LaFoon
 Chief Engineer..... Herbert Hartman
 Consulting Engineer..... Jansky & Bailey

K F B K

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Business Studio Address..... 708 Eye St.
 Phone Number..... Gilbert 3-1745
 Transmitter Location..... Pleasant Grove
 News Service..... UP, AP
 Transcription Service..... Capitol, Thesaurus
 Representative..... Paul H. RAYMER
 Membership..... NARTB
 President..... Eleanor McClatchy
 Station Manager..... Keith B. Collins
 Commercial Mgr..... Perry Nelson
 Publicity & Promotion..... Louise Schultz
 Program Manager..... Richard S. Burdick
 News Editor..... Victor Blanks
 Music Librarian..... Herbert Harrison
 Chief Engineer..... Stam Sronce
 Consulting Engineer..... George C. Davis

K R O Y

SACRAMENTO—1937—CBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Harmco. Inc.
 Business-Studio Address... Hotel Sacramento
 Phone Number..... Gilbert 2-0758
 Transmitter Location..... 3402 65th St.
 News Service..... INS, UP
 Transcription Service..... Associated
 Representative..... Avery-Knodel
 General Manager..... Clyde F. Coombs
 Prom. Mgr., Pgm. Dir..... William H. Blackburn
 News Director..... Henry Thornley
 Chief Engineer..... William Karpisek

K X O A

SACRAMENTO—1945—MBS

Frequency: 1470 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Sacramento Bcstrs., Inc.
 Phone Number..... Hickory 9-3576
 Transmitter Location... N. Sacramento Freeway
 News Service..... UP
 Represent..... J. E. Pearson, West. Radio Adv.
 President..... Lincoln Dellar
 General Manager..... Robert W. Dumm
 Program Director..... Dean Serton
 Chief Engineer..... Ewald Berger

K S B W

SALINAS—1947—MBS

Frequency: 1380 Kc..... Power: 1,000 Watts
 Owned-Operated By..... Salinas Bcstg. Corp.
 Business Address..... P.O. Box 1651
 Phone Number..... 8071
 Studio-Transmitter..... Laurel Dr.
 News Service..... AP
 Transcription Service..... Capitol
 Representatives..... Burn-Smith, Western
 Membership..... NARTB
 Gen., Sta. Manager..... John C. Cohon
 Commercial Manager..... W. M. Oates
 Sales Prom. Manager..... Neal Edmondson
 Program Director..... Ross Taylor
 Production Director..... Gary Ferlisi
 Chief Engineer..... Herbert J. Hanes

K C S B

SAN BERNARDINO—1948

Frequency: 1350 Kc..... Power: 500 Watts
 Owned-Operated By... San Bernardino Valley
 Bcstrs.
 Studio-Bus. Transmitter Address... 770 Mill St.
 Phone Number..... 8-2245
 News Service..... AP
 President..... Mrs. Essie Binkley West
 Pgm. Dir., Prom. Mgr..... Charles Bennett
 Chief Engineer..... Dean Kiner

K F X M

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By... Lee Bros. Bcstg. Corp.
 Business-Studio Address..... 512 Fifth St.
 Phone Number..... 4761
 Transmitter Location..... S. "E" St.
 Air Time..... 5:30 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John Blair
 President..... J. Clifford Lee
 General Manager..... Gene W. Lee
 Commercial Manager..... Don S. Cummings
 Sales Prom. Mgr.-Pub. Dir..... Lowell Smith
 Program Director..... Evelyn Fagin
 Prod., News Direc..... John Harder
 Chief Announcer..... Jim O'Leary
 Chief Engineer..... George Ewing
 Consulting Engineer, Comm. Rad. Equip. Co.

K I T O

SAN BERNARDINO—1947—ABC

PACIFIC REG.

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... KITO, Inc.
 Address..... 569 Fourth St.
 Phone Number..... 7807
 Transmitter Location..... 1416 E. Baseline
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hollingbery

CALIFORNIA

Pres., Gen., Sta. Mgr. J. J. Flanigan
 Commercial Manager Charles Foll
 Pgm., Prod. Dir. Arnold Benum
 Chief Anncr., News Dir. Bob Van Roy
 Musical Director Betty Jean Doop
 Chief Engineer Richard Klitzing
 Farm Editor Fred Reinhardt
 Consulting Engineer Owen Ford

KRNO

SAN BERNARDINO—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Western Empire Bcstrs., Inc.
 Address 990 Colton Ave
 Phone Number 8-2771
 Air Time 6 a.m.-M.
 News Service AP
 Representatives Tracy Moore, Cooke
 President, Comm. Mgr. James W. Gerrard
 General Manager Norman H. Rogers
 Program Director Robert Stone
 Special Events Cy Smith
 Chief Announcer John Staples
 News Director Charles Palmer
 Chief Engineer George W. Brock

KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By. Charles E. Salik
 Business-Studio Address Hotel Manor
 Phone Number Jackson 4103
 Transmitter Location 62nd & El Cajon Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles E. Salik
 Commercial Manager Graham H. Moore
 Sales Prom., Publ. Mgr. Regina Bess
 Program Director Grady Edney
 Prod. Dir., Chief Anncr. Robert Regan
 News Director Richard Boynton
 Musical Director Wanda Pierce
 Chief Engineer Charles J. Sherburne
 Consulting Engineer Silliman & Barclay

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 NARTB
 Chairman of the Board John A. Kennedy
 General Manager Howard L. Chernoff

General Sales Manager W. O. Edholm
 Commercial Manager Hobby Myers
 Executive Editor Paul W. White
 Sales Prom., Pub. Rel. Lisle F. Shoemaker
 Chief Engineer Thornton Chew

KFS D

SAN DIEGO—1926—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By. Airfan Radio Corp. Ltd.
 Business-Studio Address U. S. Grant Hotel
 Phone Number Franklin 6353
 Transmitter Location Emerald Hills Golf Course
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service World
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Thomas E. Sharp
 Manager John C. Merino
 Chief Engineer Leroy Bellwood

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By. Don Lee Bcstg. Syst.
 Address 1017 First Ave.
 Phone Number Franklin 6151
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John Blair
 President Willet H. Brown
 Gen., Comm. Mgr. Wilt Gunzendorfer
 Program Director Matt Long
 Chief Engineer Joe Kline

KSDO

SAN DIEGO—1947—LBS

Frequency: 1130 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By. San Diego Bcstg. Co.
 Business Studio Address 1029 Second Ave.
 Phone Number Main 2041
 Transmitter Location 5240 Ward Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 V.P.-General Manager Jack Heintz
 Pgm. Dir. Wilson Edwards
 Publicity Dir. B. J. Knox
 Chief Engineer Vern Milton

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.
 News Service AP
 Transcription Service Associated
 Representative Forjoe
 President, General Manager Fred Rabell

CALIFORNIA

V.P., Comm. Mgr. Gordon Studebaker
 Prom. Mgr., Pgm. Dir. Dorothy Johnson
 Chief Engineer Norman Burwell

K G I L

SAN FERNANDO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. San Fernando Va. Bcstg. Co.
 Business Address. 4919 Van Nuys Blvd.
 Phone Number. State 4-6291
 Transmitter Location. 14808 Lassen St.
 Air Time. 6 a.m.-M.
 News Service. UP
 Transcription Service. Capitol
 Pres., General Mgr. F. J. Smalley, Jr.
 Commercial Manager. Howard P. Gray
 Program Director. Allan W. McKee
 Chief Engineer. Jay Rice

K C B S

SAN FRANCISCO—1912—CBS—Radio

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By. CBS Radio Division Inc.
 Address. Palace Hotel
 Phone Number. YUkon 2-7000
 Transmitter Location. Alviso
 News Service. AP, UP
 Transcription Service. Lang-Worth
 Representative. CBS Radio Spot Sales
 President (CBS). Frank Stanton
 Vice-Pres. & Gen. Mgr. Arthur Hull Hayes
 Sales Director. Jules Dundes
 Promotion Manager. Howard Luck Gossage
 Program Director. Fred Ruegg
 Publicity Director. William Cullenward
 News Director. William Nietfield
 Chief Engineer. Alan Cormack
 Farm Editor. Gordon Roth

K F R C

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc. Power: 5030 Watts
 Owned-Operated By. Don Lee Bcstg. System
 Business-Studio Address. 1000 Van Ness Ave.
 Phone Number. Prospect 6-0500
 Transmitter Location. 1000 Van Ness Ave.
 Air Time. Unlimited
 News Service. AP, INS
 Transcription Service. World
 Representative. John Blair
 V.P.-Gen. Sta. Mgr. William D. Pabst
 Commercial Manager. Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir. Dink Templeton
 Program Dir.-Prod. Mgr. Mel Venter
 Chief Announcer. Lewis Pfeifer
 Musical Director. Lyle Bardo
 News Director. Al Berglund
 Chief Engineer. E. G. Underwood

K G 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

Transmitter Location. Near Newark, Calif.
 Air Time. 6 a.m.-M.
 News Service. AP, INS
 Transcription Service. Standard, Capitol
 Representative. ABC Spot Sales
 Membership. NARTB
 President (ABC). Aobert E. Kintner
 General-Station Manager. Gayle V. Grubb
 Commercial Manager. Alan Johnstone
 Sales Prom.-Pub. Dir. Gordon Granis
 Program Director. Keith Kerby
 Chief Announcer. Tony Morse
 News Director. Vic Reed
 Musical Director. Phil Bovero
 Chief Engineer. A. E. Evans

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, Capitol
 Representative. Headley-Reed
 Membership. NARTB
 Gen. Mgr.-Sta. Mgr. Edwin P. Franklin
 Comm. Mgr. Stanley G. Breyer
 Pgm. Dir.-Prod.-Pub. Mgr. Charles F. Pendleton
 Chief Engineer. Roger Roberts

K N B C

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By. National Bcstg. Co.
 Address. 420 Taylor St.
 Phone Number. GRaystone 4-8700
 Transmitter Location. Belmont
 Air Time. Unlimited
 News Service. AP, INS, UP
 Transcription Service. Thesaurus, Standard
 Representative. NBC Spot Sales
 Membership. NAB, BAB
 President (NBC). Joseph H. McConnell
 Gen., Sta. Mgr. Lloyd E. Yoder
 Asst. Gen. Mgr. George Greaves
 Commercial Manager. Alfred W. Cropsey
 Sales Promotion Manager. Dean Moxley
 Program Director. Paul Speegle
 News, Pub. Dir. John Thompson
 Chief Announcer. Hal Wolf
 Chief Engineer. Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Golden Gate Bcstg. Corp.

CALIFORNIA

Trans. Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Air Time.....6 a.m.-M.
 News Service.....UP
 Membership.....NARTB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Pgm. Prod. Dir.....Clint Sherwood
 Chief Announcer.....Bill Frost
 News Director.....Frank Arthur
 Chief Engineer.....Norwood Patterson

K Y A

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc...Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By..Palo Alto Radio Station,
Inc.

Business Studio Address.....Fairmont Hotel
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pt.
 News Service.....UP
 President.....Elroy McCaw
 General Manager.....Jock Fearnhead
 News Director.....Arthur Primm
 Chief Engineer.....Paul Beck

K S J V

SANGER—1947—LBS

Frequency: 900 Kc...Power: 1000 Watts d.

Owned-Operated By.....Radio Sanger Co.
 Business-Studio Address.....P. O. Box 247
 Phone Number.....Sanger 2501
 Transmitter.....4½ Mi. NE of Sanger
 News Service.....UP
 Transcription Service.....World
 Representative.....Lee O'Connell
 President.....Earl J. Fenston
 General Manager.....Julian J. Nielson
 Asst. Mgr., Prog. Dir.,
 Farm Editor.....David Camp
 News Director.....Walter J. Novell
 Chief Engineer.....Russell Friend

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcastg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Cypress 4-0344
 Transmitter...Wayne Ave. & Oakland Hgy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....W. S. Grant
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Commercial Mgr.....Bob Blum
 Program Dir.....George Snell
 Chief Engineer.....Bill Green
 Farm Editor.....Glenn Dunham
 Consulting Engineer.....George Adair

AP SELLS

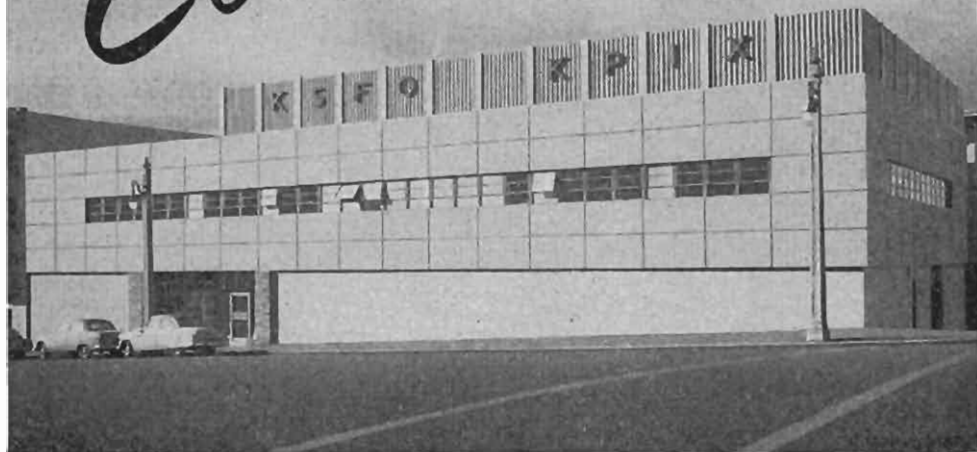
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"AP news is a top factor in making KLX the most
listened-to independent in America's No. 7 market."

GLENN S. SHAW,
 Manager,
 KLX, Oakland, California

Cornerstone...



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But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future . . . faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.



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CHANNEL **5**

REPRESENTED BY THE KATZ AGENCY
affiliated with CBS and DuMont Television Networks

KSFO
560 KILOCYCLES

REPRESENTED BY HEADLEY-REED COMPANY

Van Ness Avenue at Greenwich • San Francisco

CALIFORNIA

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc. Power: 5000 Watts d.,
1000 Watts n.

Owned-Oper. By. The Associated Bcstrs., Inc.
Bus-Studio Address. Van Ness at Greenwich
Phone Number. Prospect 6-6200
Transmitter Location. Islia Creek, Pier 92
Air Time. 6:15 a.m.-12:15 a.m.
News Service. INS, UP
Transcription Service. Standard; World
Representative. Headley-Reed
Membership. NARTB, BAB
President. Wesley I. Dumm
V.P.-Gen. Mgr. Philip G. Lasky
Commercial Mgr. John G. Campbell
Sales Promotion Mgr. Kay Mulvihill
Program Dir. Robert Hansen
Dir. of Engineering. A. E. Towne
Farm Editor. Herb Kennedy
Consulting Engineer. Universal Research Labs

K L O K

SAN JOSE—1946

Frequency: 1170 Kc. Power: 5000 Watts d.
Owned-Operated By. Valley Bcstg Co.
Business Address. P. O. Box 967
Phone Number. Cypress 3-3445
Transmitter Location. King Rd. at Aborn
News Service. AP
Representative. Pearson
President-Gen. Mgr. E. L. Barker
Commercial Mgr. Richard E. Ryan
Program Director. Ruth Poindexter
Chief Engineer. Bill Cunningham

K S J O

SAN JOSE—1946—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts a.

Owned-Operated By. Santa Clara Bcstg. Co.
Business Address. P. O. Box 995
Phone Number. Cypress 3-8030
Transmitter-Studio Loc. Story and Lucretia
Air Time. Unlimited
Newspaper Affiliation. Les Gatos Times,
Gilroy Dispatch
News Service. UP
Transcription Service. World
National Sales Mgr. Harold H. Hoffman
President. Patrick H. Peabody
Gen., Sta. Mgr. Charles F. Mallory
Commercial Manager. Richard W. O'Donnell
Pgm.-Prod. Dir. Norman Paul
Publicity Director. Jan Jervis
Chief Engineer. Robert Webb
Consulting Engineer. E. C. Page

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By. San Jose Bcstg. Co.
Address. Box 167

Phone Number. Cypress 2-5080
Studio-Transmitter. Bayshore Hiway
Air Time. 24 hrs.
News Service. UP
Representative. Western Radio Sales,
Tracy Moore

Membership. NAB
President-Gen. Mgr. Joe E. Levitt
Sta., Commercial Mgr. Gordon Graham
Program Director. Frank G. Kilpatrick
Chief Announcer. Jack Lund
Musical Director. Eileen Hamilton
Chief Engineer. Frank Glass

K A T Y

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. San Luis Bcstg. Co.
Address. Carpenter Bldg.
Phone Number. 3171
News Service. UP
Representative. Western
Partner. Morden R. Buck
Partner, Gen. Mgr. John R. Rider
Commercial Manager. D. D. MacLeod
Pgm., Farm Dir. Chap Rollins
News Director. Joe Doran
Chief Engineer. James H. Eaken

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE

Frequency: 920 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By. Christina M. Jacobson
Business Address. 851 Higuera St.
Phone Number. 1100-1
Transmitter Location. Highway One
Air Time. 6 a.m.-M.
News Service. AP
Transcription Service. Standard
Representative. W. S. Grant
Membership. NARTB
Pres.-Owner. Christina M. Jacobson
Gen., Sta. Mgr. Les Hacker
Commercial Manager. Joe Shuttleworth
Publ. Music. Dir. Hugh Harling
Prog., Prod. Dir., Chf. Anncr. Arthur Hapgood
News Director. Les Hacker
Chief Engineer. Dale Schwartz
Consulting Engineer. Craven, Lohnes & Culver

K E A R

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By. Bay Radio, Inc.
Business-Studio Address. 811 "B" St.
Phone Number. Di. 4-2594
Transmitter Location. Bayshore Highway
News Service. UP
President. Stephen A. Cisler
V.P. & Gen. Mgr. Howard J. Smiley
Chief Engineer. Douglas F. Mariska

CALIFORNIA

K V S M

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Hugh H. Smith
 Business Studio Address 279 Baldwin Ave.
 Phone Number Diamond 4-2541
 Transmitter Location Third Ave. at Seal Creek
 Air Time Local sunrise-local sunset
 News Service INS, UP
 Transcription Service Cole
 Representative Walker
 President Hugh H. Smith
 Gen. Sta. Mgr. Gilbert L. Bond
 Chief Engineer Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By Marin Bcstg. Co., Inc.
 Business Address 1117 Fifth St.
 Phone Number San Rafael 1510
 Transmitter Location College Ave., Kentfield
 News Service UP
 President Roy A. Brown
 Vice-President Hugh E. Turner
 Commercial Manager Clifford A. Trotter
 Program Director Pete Miller

K V O E

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By The Voice of the 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 Capitol, MacGregor
 Representative Pearson
 Pres., Gen. Mgr. Ernest P. Spencer
 Station Manager Deane S. Long
 Commercial Manager Donner P. Spencer
 Sales Prom. Mgr. Carol Jean Young
 Program Director George M. Dewey
 Chief Announcer George Swift
 Pub., News Dir. Art Sipherd, Jr.
 Chief Engineer Stanley G. Guenther
 Consulting Engineer Jay Tapp

K D B

SANTA BARBARA—1921—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lincoln Dellar
 Business-Studio-Transmitter Radio Square
 Phone Number 4131
 Air Time Unlimited
 News Service UP
 Transcription Service Various
 Representative Western, Blair
 President Lincoln Dellar
 General Manager Colin M. Selph

Program Director Fred Hall
 Publicity Director Peggy Walker
 News Director Bob Byrne
 Musical Director Lou Stumpo
 Sports Editor John McCormick
 Chief Engineer Robert Carter

K I S T

SANTA BARBARA—1947—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio KIST, Inc.
 Business-Studio Address Balboa Bldg.
 Phone Number 3981
 Transmitter Location 725 State St.
 Air Time 5:45 a.m.-12:15 a.m.
 News Service UP
 Representative George P. Hollingbery
 Membership BAB
 Pres., Gen. Mgr. Harry C. Butcher
 Sales Promotion Mgr. Michael J. McKeogh
 Chief Announcer Gordon Stafford
 Prog.-Pub. Director Mary Ann Casey
 Musical Director Jose Medina
 Prod. Dir. Al Stas
 Chief Engineer Ray Kubly
 Consulting Engineer Ring & Ring

K T M S

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By New-Press Publishing Co.
 Business-Studio Address de la Guerra Plaza
 Phone Number 3911
 Transmitter Location Goleta
 Air Time 6:30 a.m.-11:30 p.m.
 Newspaper Affil. Santa Barbara News-Press
 News Service AP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 President Thomas M. Storke
 Vice-President Charles A. Storke
 Station-Comm. Manager Al Albinger
 Sales Promotion Mgr. Emerson Kimball
 Prog., Prod., Music Dir. Ed Sprague
 Publicity Director Cliff Badger
 News Director Al Sanders
 Chief Engineer Ed Shedd
 Farm Editor Tommy Kleveland
 Consulting Engineer T&T Measurements

K D O N

SANTA CRUZ—1935—LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Salinas Newspapers, Inc.
 Business Address 137 W. Alisal St.
 Phone Number 6451
 Transmitter Location Palm Beach
 Air Time 6 a.m.-Mid.
 Newspaper Affiliation Salinas Californian
 News Service UP
 Transcriptions Service World, Cole
 Representative ForJoe
 Membership NARTB, BAB

CALIFORNIA

President.....Merrit C. Speidel
 General, Sta. Mgr.....Gilbert Baymiller
 Pgm.-Prod.-Publ. Dir.....Orel Phillips
 Commercial Mgr.....Lawrence B. Butler
 Chief Engineer.....Omer Wright

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
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Mng. Part.-Gen. Mgr.-Chief Engr.
 Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc....Power: 250 Watts
 Owned-Oper. By.....News-Press Publishing Co.
 Business-Studio Address.....114 W. Cook St.
 Phone Number.....5-2644
 Transmitter Location.....N. Blosser Rd.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Partners.....Thomas M. Storke,
 Charles A. Storke
 General Mgr.....J. W. Benes
 Program Director.....Bobbie Lee Davis
 News Director.....Bryant Smith

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By.....James M. Hagerman,
 John I. Groom
 Address.....P. O. Box 736
 Phone.....5-2582
 Transmitter Location.....510 W. Morrison St.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Partners...James M. Hagerman, John I. Groom
 Consulting Engineers.....Gale Brady &
 T. & T. Measurement Service

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
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....BAB
 Pres., Gen. Mgr.....Arthur H. Croghan

Pgm. Dir., Chief Anncr.....Paul Snyder
 Chief Engineer.....John Morecroft

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc....Power: 250 Watts
 Owned-Operated By...Santa Paula Bcstrs. Inc.
 Business-Studio Address.....Santa Paula
 Phone Number.....940
 Transmitter.....112 N. Middle Rd.
 President, Gen. Mgr.....C. Harvey Haas
 Prom., Comm. Mgr.....Ace Martin
 Chief Engineer.....Bob Funnell

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 St. & Fresno
 Air Time.....6:30 a.m.11 p.m.
 News Service.....UP
 Representative.....W. S. Gant
 Membership.....NARTB
 President.....Mrs. Ruth Finley
 General-Station Manager....Charles P. Scott
 Sls. Prom. Mgr., Prog., News Dir., Al Pearson
 Chief Engineer.....Verne Hassett

KROG

SONORA—1949

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By...Mother Lode Bcstg. Co.
 Business Address.....P. O. Box 996
 Phone Number.....426
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Standard, SESAC
 General Manager.....Ken Randolph
 Chief Engineer.....Clayton Coldwell

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc....Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Business-Studio Address...519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location.....Highway 99
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President-Gen. Mgr.....E. F. Peffer
 Station-Commercial Mgr.....E. Smith
 Program Director.....M. Humphreys
 Publicity Director.....E. Flower
 Chief Engineer.....J. T. Kelley

KSTN

STOCKTON—1949

Frequency: 1420 Kc....Power: 1000 Watts
 Owned-Operated By...San Joaquin Bcstg. Co.

CALIFORNIA

Business Address.....Hotel Clark
 Phone Number.....4-7338
 Air Time.....Unlimited
 Transmitter Address.....Ralph Ave.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 President.....Knox LaRue
 General Manager.....D. M. Greene
 Program Director.....Elis Lind
 Program Director.....Ray Golden
 Chief Engineer.....Carl McGee

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Bus.-Studio Address.....612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Manager.....James E. Longe
 Chief Engineer.....Frank Nesmith

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....Hotel Stockton
 Phone Number.....4-7313
 Transmitter Location.....Beyer Lane
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....John E. Pearson, Western
 Membership.....BAB
 President.....Lincoln Dellar
 Gen., Sta., Comm. Mgr.....Grant Pollock
 Sales Promotion Manager...Daren McGavern
 Prog., News Dir.....Homer Van Derwerker
 Prod., Publ. Dir.....Shirley Stabler
 Chief Engineer.....Ewald Berger

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hollowell,
 James E. McKahan
 Business Address.....P. O. Box 610
 Trans. Address..Chestnut & Weatherlow Sts.
 Phone Number.....2020
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Tracy Moore
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Nolan Hollowell
 Comm., Sls. Prom. Mgr....Leslie E. McLarrin
 Program Director.....Wm. E. Cruse
 Prod., Music. Dir.....Dale Dwelley

Chief Anncr., Engr.....Harold C. Houston
 Traffic Manager.....Gwen W. Waltz
 Consulting Engineer.....Howard Martineau

K T K R

TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....5-3101
 Studio-Transmitter Address...1 mi. W. of Taft
 Air Time.....7 a.m.—local Sunset
 News Service.....UP
 Pres., Gen., Sta., Comm. Mgr.. Kenneth Aitken
 Comm., Sls. Prom. Mgr.....Earl Greer
 Chief Anncr., News Dir.....Jack Smith
 Musical Director.....George Tschumy
 Chief Engineer.....Kenneth Aitken

K C O K

TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866-7
 Studio-Transmitter Location...Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....W. S. Grant Co.
 Membership.....NARTB, BAB
 President.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Stan Simpson
 Sales Prom. Mgr. (National)...Homer Griffith
 Sales Prom. Mgr. (Local)...J. Alan Rinehart
 Prog. Dir., Farm Editor.....Jean Hixson
 Prod., News Dir., Chf. Anncr.....Art Brock
 Musical Director.....J. Alan Rinehart
 Chief Engineer.....Don Ferguson
 Consulting Engineer.....Sheldon Anderson

K T U R

TURLOCK—1949—LBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone Number.....Turlock 43430, 45827
 Transmitter Location.....Quincy Road
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....O'Connell
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....David Wisner
 News Director.....Don Burns
 Chief Engineer.....Maxon Sayre

K U K I

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims

CALIFORNIA

Address..... P. O. Box 638
 Phone..... 1400
 Air Time..... Unlimited
 Representative..... Western Tracy Moore
 Transcription Service..... Standard
 News Service..... AP
 Pres., Gen. Mgr..... Bartley Sims
 Commercial Manager..... Louis DuMoulin
 Program Director..... John Olivera
 Publicity Director..... Margurite Sims
 Chief Annrc., Farm Editor..... John Franklin
 News Director..... Grover Gent, Jr.
 Chief Engineer..... Stanley Ryno
 Consulting Engineer..... Paul E. Leake

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 Service..... UP
 Representative..... Western Tracy Moore
 General Manager..... David McKay
 Station-Commercial Mgr..... Ralph Stillings
 Chief Announcer..... Hal Engebretson
 Chief Engineer..... William Roberts

KVEN VENTURA—1948

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Coast Ventura Co.
 Address..... P. O. Box 1611
 Phone Number..... Miller 3-8675
 Transmitter..... San Pedro & Allesandro Sts.
 News Service..... UP
 Program Director..... Dana Marble
 General Manager..... Harry Engel
 Sales Prom. Mgr..... Jack Powell
 Chief Engineer..... Donald Brown
 Farm Editor..... Ed Walden

KVVC VENTURA—1947—LBS

Frequency: 1590 Kc..... Power 1000 Watts
 Owned-Oper. By..... Voice of Ventura County
 Business Address..... P.O. Box 1411
 Phone Number..... Miller 3-6185
 Transmitter Location..... Mills Rd.
 Air Time..... 6 a.m.-M.
 Representative..... W. S. Grant
 Membership..... BAB
 President..... Wm. H. Haupt
 Station Manager..... Roland B. Vaile
 Chief Engineer..... Charles Farmer

KKIN VISALIA—1946

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... KKIN, Inc.
 Business Address..... P. O. Box 1589

Phone Number..... 4-5811
 Studio Address..... Hotel Johnson
 Transmitter Location..... McWilliams Lane
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Representative..... Forjoe
 Pres., Gen. Mgr..... Lyman Treaster
 Comm.-Sales Prom. Mgr..... Albert Blain
 News Director..... Don Warren
 Chief Engineer..... Lyman Treaster

KWSO WASCO—1950

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Maple Leaf Bcstg. Co.
 Address..... P. O. Box 366
 Phone..... 2145
 Transcription Service..... Lang-Worth
 News Service..... UP
 President..... E. J. Peters
 General Manager..... Theodore G. Heinrichs
 Sales Prom. Mgr..... Ed. Eldsen
 News Director..... Don Rodewald
 Chief Engineer..... Edward Robertson
 Program Dir..... Bob Bann
 Consulting Engineer..... Bernard Associates

KHUB WATSONVILLE—1937

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Patrick H. Peabody
 Business Address..... Atkinson Lane
 Phone Number..... 4-5641
 Studio-Transmitter Location..... Atkinson Lane
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Hoffman
 President..... Patrick H. Peabody
 General Manager..... Hal E. Chase
 Program, Farm Director..... Don Smith
 News Director..... Ford Warner
 Chief Engineer..... James Howard

KSYC YREKA—1947—LIBERTY

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Siskiyou Cty. Bcstg. Co., Inc.
 Address..... Lawrence Lane & S. Oregon St.
 Phone Number..... 624
 Air Time..... 6:45 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... World
 Representative..... Tracy Moore
 Membership..... NARTB
 President..... E. G. Millbourn
 General Manager..... Holt C. Wardrip
 Station Manager..... Jack A. Mitchell
 Commercial Manager..... Thomas G. Moran
 Chief Engineer..... Bill Maginnis
 Chief Announcer..... D. M. Comstock
 Consulting Engineer..... Grant Fickert

CALIFORNIA—COLORADO

KUBA

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By... Peachbowl Bcstrs., Inc.
Business Address... Hotel Marysville
Phone Number... 3-7309
Transmitter Location... Sanborn Rd., Sutter Co.
News Service... AP

Transcription Service... Thesaurus
Representative... W. Coast Radio Sales,
Western
President... Chester V. Ullom
Gen. Station Manager... Roger R. Hunt
Commercial Manager... Clyde L. Goodnight
Sales Promotion Mgr... Lloyd Klemp
Program Director... Bill Noethens
News Director... Dan Brown
Chief Engineer... John J. Rolih

COLORADO

Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297
Families April 1, 1952 (Est.) 401,000 — Stations in State 32

KGIW

ALAMOSA—1929—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... E. L. Allen
Business Address... P. O. Box 179
Phone Number... 26
Transmitter Address... East of Alamosa
Air Time... 6 a.m.-10 p.m.
News Service... UP
Transcription Service... Keystone, SESAC
President-General Mgr... E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir... Lloyd Allen
Sales Prom. Mgr.-Farm Ed... Charles Dynes
Chief Engineer... Bill Brokaw

Program Director... G. C. Underhill
Chief Announcer... Art Brink
Chief Engineer... W. D. Wells

KRDO

**COLORADO SPRINGS—1947
COLUMBINE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Pikes Peak Bcstg. Co.
Business-Studio Address... Alta Vista Hotel
Phone Number... Main 1125
Transmitter Location... Alta Vista Hotel
Air Time... 6:00 a.m.-M.
News Service... AP
Transcription Service... Standard, Lang-Worth,
Thesaurus
Representative... Rambeau
Membership... NARTB
Pres. Gen. Mgr... Joseph H. Rohrer
Station Manager... Paul Crozier
Commercial Manager... Harry Hoth
Production Director... Robert Fitzmorris
Prog. Musical Dir... Jean Gitz
Chief Anncr., News Dir... Wes Bradley
Prod. Dir., Chief Engr... Robert Fitzmorris
Consulting Engineer... McNary-Wrathall

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Boulder Radio KBOL, Inc.
Address... 1617 Pearl St.
Transmitter Location... E. Pearl St.
Air Time... 7 a.m.-11:05 p.m.
News Service... AP
Transcription Service... Standard
Representative... Headley-Reed
Membership... NARTB, BAB
President... Herb Hollister
General Manager... Russel Shaffer
Commercial Manager... Gene Palm
News Dir... Bob Butz
Program Director... C. O. Allen
Chief Engineer... Blair Dobbins

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Voice of the Rockies, Inc.
Address... 800 Exchange Natl. Bank Bldg.
Phone Number... Main 278
Transmitter Location... 2803 E. Platte Ave.
Air Time... Unlimited
News Service... UP
Transcription Service... Associated & World
Representative... Raymer Co.
Membership... NARTB, BAB
Pres. Gen. Sta., Comm. Mgr... J. D. Russell
Sls. Prom., Prod. Mgr... Cecil Seavey
Program Director... Isabell McClung
Publicity Director... Meredith Williams
News Director... Hal Bumpus

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Royal Gorge Bcstrs., Inc.
Business-Studio Address... 1615 Central Ave.
Phone Number... 1100
Transmitter Location... 1615 Central Avenue
Air Time... 7 a.m.-7 p.m.
News Service... UP
Transcription Service... Keystone, Cole
Pres.-Gen. Sta. Mgr... Ray M. Beckner

COLORADO

Musical Director.....Pat Henry
 Chief Engineer.....H. C. Strang
 Consulting Engineer.....E. C. Page

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.No. Western Colo. Bcstg. Co.
 Business Address.....So. of Craig
 Phone Number.....707-8
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Membership.....BAB
 President.....G. N. Winder
 General Manager.....George Cory
 Station Manager.....Dale G. Moore
 Commercial Manager.....George Norvell
 Program, News Dir.....Dick Fuss
 Chief Engineer.....Charles S. Price

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.Aladdin Radio & TV, Inc.
 Business-Studio Address.Shirley-Savoy Hotel
 Phone Number.....MAin 4271
 Transmitter Location.....Engelwood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS.
 Transcription Service.....Standard, Capitol
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....Harry E. Huffman
 General Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir...John Connors
 Program Director.....Charles C. Roberts
 Production Director.....Clayton Bragg
 News Director.....Sheldon Peterson
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman

KMYR

**DENVER—1941—LIBERTY
 COLUMBINE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone Number.....MAin 4161
 Transmitter Location.....Ruby Hill,
 1601 W. Jewell
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Station Representative...Keenan & Eichelberg
 Membership.....NARTB, BAB
 President.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer
 News Director.....Dick Leonard

Chief Announcer.....Gene Amole
 Chief Engineer.....Glen James

KTLN

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Park Lane Hotel
 Phone Number.....RAce 4636
 Transmitter Location..3200 S. Platte Riv. Dr.
 Air Time.....4:30 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Radio Reps., Inc.
 Owner.....Leonard Coe
 General Manager.....John L. Buchanan
 Commercial Manager.....Dean Jarvis
 Sales Promotion Mgr.....Jim Buchanan
 Program Director.....Jack Helling
 Production Director.....Con Schader
 Chief Anncr., News Dir.....Rich Fromke
 Chief Engineer.....O. E. Kelley

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Colorado Radio Corp.
 Business-Studio Add...Midland Savings Bldg.
 Phone Number.....TAbor 2291
 Transmitter Location.....No. of Denver
 Air Time.....5:30 a.m.-12M.
 News Service.....UP
 Transcription Service..Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President-Gen. Mgr.....William D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Prom. Mgr.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By..National Bcstg. Co., Inc.
 Business-Studio Address..1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service..Thesaurus & Associated
 Representative.....NBC Spot Sales
 Membership.....NARTB, BAB
 President (NBC).....Joseph H. McConnell
 Gen.-Sta. Mgr.....Charles C. Bevis, Jr.
 Commercial Manager...Duncan A. McCall
 Sales Promotion Manager.....C. M. Penley
 Program Manager.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Production Supervisor.....Wm. G. Walker
 Musical Director.....Eddy Rogers
 Asst. Mgr. Chg. Engineering..Robert H. Owen

COLORADO

KFEL

DENVER—1923—MBS

Frequency: 950 Kc. Power: 5,000 Watts
 Owned-Operated By Eugene P. O'Fallon, Inc.
 Business-Studio Address Albany Hotel
 Phone Number Alpine 4681
 Transmitter Location 5350 W. 20th St.
 Air Time 24 hrs.
 News Service INS
 Transcription Service Associated
 Representative John Blair
 Membership NARTB, BAB
 General Manager Gene O'Fallon
 Managing Director Frank Bishop
 Commercial Mgr. W. H. Conklin
 Sales Promotion Mgr. Kennie MacDowd
 Prod., Pgm. Dir. Dale Morgan
 Musical Director Nancy Breve
 Chief Announcer Ronald J. McCoy
 News Director Jack L. Fitzpatrick
 Farm Editor Gus Swanson
 Chief Engineer T. G. Morrissey
 Consulting Engineer Comm. Radio

Owned-Operated By San Juan Bcstg. Co.
 Address P. O. Box 799
 Phone Number 117
 Transmitter Location 3 Mi. S. of City
 News Service UP
 Transcription Service SESAC, Thesaurus,
 Lang-Worth
 Representative Holman Co.
 General Manager R. E. O'Brien
 Commercial Manager T. Ralph Bennett
 Promotion Manager Lindsey Becker
 Program Director Don Hoover
 News Director Pat O'Brien
 Women's Director Mrs. Lee O'Brien
 Chief Engineer Vander Linden

KCOL

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Northern Colo. Bcstg. Co.
 Business-Studio Address 1600 La. Porte Ave.
 Phone Number 2600
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Membership NAB, BAB
 President Herb Hollister

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc. Power: 1000 Watts

AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE
 FROZEN FOODS • BORDEN'S STARLAC • INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK •
 BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS •
 CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD
 TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE
 GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL •
 LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES •
 MUSTEROLE • NUCOA • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO
 SOUPS • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO
 PRODUCTS • RIK RAK CLEANSER • ROYAL DESERTS • SATURDAY
 EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT-BUTTER • STAR KIST TUNA • SUN
 VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING •
 U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE •
 TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • AJAX • MUZAK

RAY PERKINS RUNS AGAIN IN '52!

DENVER, Colo. — Supported by 57 of the country's
 top national advertisers and a host of fine local accounts,
 KFEL's "Ray Perkins Show" campaigns into its seventh
 successful year!



AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE
 FROZEN FOODS • BORDEN'S STARLAC • INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK •
 BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS •
 CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD
 TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE
 GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL •
 LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES •
 MUSTEROLE • NUCOA • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO
 SOUPS • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO
 PRODUCTS • RIK RAK CLEANSER • ROYAL DESERTS • SATURDAY
 EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT-BUTTER • STAR KIST TUNA • SUN
 VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING •
 U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE •
 TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • AJAX • MUZAK



Mutual in Denver

11:00 a.m. — 12:00 Noon
 2:30 — 4:30 p.m. Daily
 MANAGED BY GENE O'FALLON
 REPRESENTED BY JOHN BLAIR

COLORADO

General Manager..... Ellis Atteberry
 Commercial Manager..... Bob McClary
 Program Director..... Gregg Chancellor
 Chief Engineer..... Cecil Whitchurch
 Consulting Engineer..... Commercial Radio

KFTM

FORT MORGAN—1949—KBS

Frequency: 1260 Kc..... Power: 500 Watts
 Owned-Oper. By... Morgan County Bcstg. Co.
 Address..... Ft. Morgan
 Phone Number..... 1000
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Hil F. Best
 Pres., Gen. Mgr..... Robert H. Dolph
 Station Manager..... John W. Emery
 Comm., Sls. Prom. Mgr..... Donnell K. Smith
 Chief Announcer..... Bob Breault
 News Director..... Helen Cudworth
 Chief Engineer..... Richard Oldfield

KGLN

**GLENWOOD SPRINGS—1950—MBS
 WESTERN SLOPE**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By... Western Slope Bcstg. Co.
 Address..... Silver Spruce Lodge
 Phone Number..... 777
 Representative..... Holman
 News Service..... UP
 Pres., Gen. Mgr..... Rex Howell
 Sta., Comm., Prom. Mgr..... Jerry Fitch
 Prog. Dir., Chief Anncr..... Hal Reid
 Chief Engineer..... Carl Anderson

KEXO

**GRAND JUNCTION—1948
 COLUMBINE**

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Voice of Western Colorado,
 Inc.
 Trans. Address... 2508 North Ave., P. O. Box
 629
 Phone Number..... 1230
 Air Time..... 6 a.m.-12M.
 News Service..... INS
 Transcription Service..... Capitol, Thesaurus,
 World
 Representative..... Harlan Oakes
 Membership..... NARTB, BAB
 President..... D. Spencer Grow
 Gen., Sta., Comm. Mgr..... H. Abbott Tessman
 Sales Promotion Mgr..... Robert Falks
 Prog., Prod. Dir..... Robert Collins
 Publicity Director..... Mildred Fuller
 Chief Anncr., Farm Editor..... Jim Eicher
 News Director..... Gene Wilburn
 Chief Engineer..... Lloyd Wilson
 Musical Director..... Bill Orr

KFXJ

**GRAND JUNCTION—1926—MBS
 WESTERN SLOPE**

Frequency: 920 Kc..... Power: 1000 Watts d;
 500 Watts n.
 Owned-Oper. By... Western Slope Bcstg. Co.
 Business-Studio Address..... Hillcrest Manor
 Phone Number..... 1300
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Hal Holman
 Membership..... NARTB, BAB
 President..... Rex Howell
 Gen., Sta. Mgr..... E. Anson Thomas
 Sales Prom. Mgr..... Rosa Lee Samuels
 Commercial Manager..... Jack Goetz
 Chief Announcer..... Ed Lewis
 News Director..... Lyle Marine:
 Program, Music Dir..... Jack Puter
 Chief Engineer..... Bob Lebsock
 Farm Editor..... Bill Warner

KFKA

GREELEY—1921

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Oper. By... Mid-Western Radio Corp.
 Business-Studio Address..... 620—8th Ave.
 Phone Number..... 450-1
 Transmitter Location..... Radio Ranch, Evans
 Air Time..... 5 a.m.-11 p.m.
 Representative..... Hal Holman
 News Service..... UP
 Transcription Serv... Lang-Worth, Cole, SESAC
 Pres., Gen. Mgr..... Francis Price
 Commercial Manager..... Eve-ett Shupe
 Sales Prom. Mgr..... William G. Stewart
 Program Director..... Jack Redus
 Musical Director..... Delbert Wood
 Chief Announcer..... Cooper Welch
 News Director..... Keith Gorden
 Chief Engineer..... Harry Brewer
 Farm Editor..... Carl Jordan
 Consulting Engineer..... Kenneth Cooper

KYOU

**GREELEY—1948—COLUMBINE
 LIBERTY**

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Morocco Bcstg. Co.
 Address..... 2424 6th Avenue
 Phone Number..... 3275
 Air Time..... Unlimited
 News Service..... AP
 Representative..... McGillvra, Inc.
 Transcription Service..... World
 Membership..... BAB
 President, Gen. Mgr..... Elwood H. Meyer
 Commercial Manager..... Joe W. Hongold
 Program Director..... Glenn E. Stutzman
 Chief Engineer..... John T. Roscoe

COLORADO

KBNZ

**LA JUNTA—1937—KBS
INTERMOUNTAIN-COLUMBINE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... R. Dennis Gerkin
 Address Radio Building
 Phone 42
 Air Time..... 6:25 a.m.-11:35 p.m.
 News Service UP
 Representative Clark
 Membership BAB
 Pres., Gen. Mgr..... William W. Shepherd
 Station Manager..... Robert McGregor
 Commercial Manager..... Philip Roewe
 Prog. Dir., Chief Anncr..... Dale Allison
 Chief Engineer..... Robert Houston
 Consulting Engineer..... Willis Shanks

KLMR

LAMAR—1948—LBS

Owned-Oper. By..... SE Colorado Bcstg. Co.
 Trans. Address..... Lamar, Colorado
 Phone Number 804
 News Service AP
 Transcription Service World
 President..... Ralph Eaton
 Gen., Sta., Comm. Mgr..... John M. Bass
 Pgm., Prod., Publ. Dir..... E. E. Meazell
 Chief Engineer..... Larry Roser

KLVC

LEADVILLE—1951—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Leadville's Top of the
 Nation Station, Inc.
 Address 520 W. 6th St.
 Phone Number 70
 Representative Columbine
 President..... Vir N. James
 Manager..... Donald F. Stephens
 Program Director..... Flora Stephens
 Chief Engineer..... Donald G. Youmans

KLMO

LONGMONT—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By..... Longmont Bcstg. Co.
 Phone Number 1050
 News Service UP
 Transcription Service Lang-Worth
 Pres.-Gen. Mgr..... J. P. Dubberley
 Comm. Mgr..... R. Walker
 Program Director..... Willis Evans
 Promotion Manager..... Dick Lee
 Chief Engineer..... Walter Robinson

KUBC

**MONTROSE—1947—KBS
COLUMBINE**

Frequency: 1260 Kc. 1000 Watts d.;
 500 Watts n.

Owned-Operated By.. Uncompaghre Bcstg. Co.
 Business-Studio Address..... P. O. Box 279
 Phone Number 199
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol
 Representative..... Hil F. Best
 Membership NARTB, BAB
 President..... F. J. Hartman
 Gen.-Sta. Mgr..... Geo. Cory
 Comm., Sales Prom. Mgr..... Bob Hale
 Chief Engineer, Prog. Dir..... Bob Sidwell
 News Director..... Tom Olsen
 Consulting Engineer..... J. B. Heffelfinger

KCSJ

**PUEBLO—1947—MBS-COLUMBINE
INTERMOUNTAIN**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By..... Star Bcstg. Co., Inc.
 Address 211 W. 5th St.
 Phone Number 8522
 Transmitter Location..... North Hudson
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative..... Pearson Co., Keenan &
 Eickelberg (West Coast Only)
 Membership NARTB, BAB
 President..... F. W. Meyer
 Gen., Sta. Mgr..... Douglas D. Kahle
 Comm., Sls. Prom. Mgr..... Bob Clinton
 Prog., Publ. Dir..... Larry Gordon
 Prod., Music. Dir..... Gene Bollinger
 Chief Announcer..... Cliff Hendrix
 News Director..... Bill Doty
 Chief Engineer..... Dale Redlingshafer
 Consulting Engineer..... Frank McIntosh

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Pueblo Radio Co.
 Business-Studio Address..... 3011 Elizabeth
 Phone Number 1255
 Transmitter Location..... 3011 Elizabeth
 News Service AP
 Transcription Service Standard
 Representative Donald Cooke
 President-Gen. Mgr..... Dee B. Crouch
 Commercial Manager..... Barry Tucker
 News Dir..... Charles Lerch
 Chief Engineer..... Jack Lundquist

KVRH

**SALIDA—1948—KBS-LBS
COLUMBINE**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Vir N. James
 Address P. O. Box 229
 Phone Number 30
 Air Time..... 7 am. to 10 p.m.

• • •
COLORADO
• • •

Transcription ServiceKBS
 News ServiceUP
 RepresentativeClark
 MembershipNARTB, BAB
 Pres., Gen., Prom. Mgr.....Vir N. James
 Assistant.....Clo B. James
 Commercial Manager.....Lu Parmelee
 Chief Anncr., News Dir.....Jack Diehl
 Chief Engineer.....Philip Parmelee
 Consulting Engineer.....Guy C. Hutcheson

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By..Colorado Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 293
 Phone Number3877
 Transmitter Location.....N.W. of Pueblo
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative.....Gill-Keefe & Perna, Inc.
 MembershipNARTB, BMB
 PresidentGifford Phillips
 Gen., Station Manager.....Robert D. Ellis
 Commercial Manager.....Bill Mahoney
 Prog., Publ. Dir.....Hal Moon
 Prod. Dir., Chief Anncr.....Norm Teska
 News Director.....Bob Thompson
 Musical Director.....Bob Burch
 Chief Engineer.....Willis C. Shanks
 Farm Editor.....Irwin Cunningham
 Consulting Engineer.....T. A. M. Creven

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Rd.
 Phone Number679
 News ServiceUP
 Owner, Gen. Mgr.....Elmer G. Beehler

K C R T

TRINIDAD—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Mel-Bert Bcstg. Co.
 Business-Studio Add.....P. O. Box 772
 Phone Number338
 Transmitter Location.South Country Club Drive
 News ServiceUP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr.....Mel Cooper
 Comm. Mgr., Ptnr.....Bert Coyle
 Program Director.....Millye J. Coyle
 Program Director.....George Barron
 Chief Engineer.....Mel Cooper

K S T R

TRINIDAD—1946—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By.....James E. Blair
 Bus.-Studio Address.....P. O. Box 787
 Phone Number414
 News ServiceUP
 Owner, Gen. Mgr.....James E. Blair
 Station Manager.....Kenneth Stabaugh

The Dominant Station Covering the
 Rich Industrial and Agricultural Area
 of SOUTHERN COLORADO

K G H F

PUEBLO, COLORADO

5000 w A B C

announces

the appointment

of

GILL-KEEFE & PERNA, INC.

NEW YORK C H I C A G O

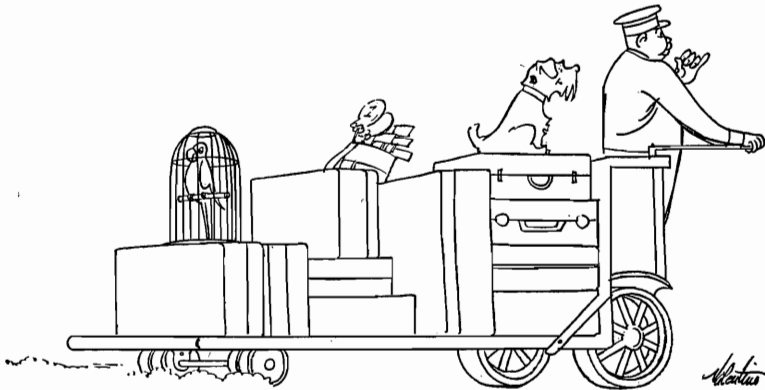
Helen Gill Howard Keefe

WEST COAST
 REPRESENTATION:

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There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT

Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075
Families April 1, 1952 (Est.) 575,000 — Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By.....Thomas E. Lee Ent.
Address.....144 Golden Hill
Phone Number.....8-1121
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Representative.....Edward Petry
Exec. Vice-Pres.....Thomas F. O'Neil
General. Sta. Manager.....Robert L. Kennett
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod. Dir.....Ralph Klein
News Director.....Robert Maguire
Chief Engineer.....Rogers B. Holt

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.....Locomobile Pt.
Air Time.....Unlimited
News Service.....UP
Representative.....Rambeau, Borgatti
President-Chief Engineer.....Harold Thomas
General. Sta. Manager.....Levon Thomas
Prog. Dir., Chief Anncr.....Jack Dahlby
Traffic Manager.....Grace Kaltenbach
Commercial Manager.....Ray Colonari

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
Representative.....McGillivra
President.....Frederick W. Beach
Gen., Sta., Comm. Mgr.....Cal Colby
Program Director.....Sally Easton
Publicity Director.....Amletto Ciccarelli
Chief Announcer.....Bob Leonard
Chief Engineer.....Richard A. Ricci

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.....World, SESAC
Representative.....Rambeau
President.....John P. Previdi
Sta., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Announcer.....Paul Baker
News Director.....Frank Comer
Chief Engineer.....Walter Hollis
Consulting Engineer.....Garo Ray

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?

AP

CONNECTICUT

W C C C

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By. Greater Hartford Bcstg Corp.
 Business-Studio Address Bond Hotel
 Phone Number 5-6648
 Transmitter Location. South Quaker Lane.
 Air Time Local sunrise-local sunset
 News Service UP
 President William M. Savitt
 Sta., Comm. Mgr. Paul Martin
 Musical Director Ivor Hugh
 Chief Engineer John Rameika
 Consulting Engineer McNary & Wrathall

W D R C

**HARTFORD—1922—CBS
 NEW ENG. MAJ. MKT.**

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By. The Connecticut Bcstg. Co.
 Business-Studio Address 750 Main St.
 Phone Number 7-1188
 Transmitter Location 869 Blue Hills Ave.,
 Bloomfield, Conn.
 Air Time Unlimited
 News Service UP
 Representative Paul H. Raymer
 Membership NARTB, BAB

President Franklin M. Doolittle
 Station Manager Walter B. Haase
 Comm.-Sales Prom. Mgr. William F. Malo, Sr.
 Program, News Dir. Harvey H. Olson
 Chief Announcer Russ Naughton
 Chief Engineer Italo A. Martino
 Consulting Engineer. Prof. Norman Adams, Jr.

W O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By. Yankee Network Div. of
 Thomas S. Lee Enterprises, Inc.
 Business-Studio Address. 54 Pratt St. (WONS)
 Phone Number 7-9131
 Transmitter Location Newington, Conn.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative H-R Reps, Inc.
 President William O'Neil
 Station Manager Ed. Palen
 Sales Promotion Mgr. Al Henry
 Musical Director Jack Downey
 Chief Engineer Rogerts Holt

W T H T

**HARTFORD—1936
 ABC-CONN. STATE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. The Hartford Times, Inc.
 Business Address 555 Asylum St.
 Phone Number 2-0237
 Air Time 6:45 a.m.-M.
 News Service AP
 Representative J. P. McKinney
 Membership NARTB, BAB
 Gen.-Sta. Manager C. Glover DeLaney
 Asst. Gen. Mgr. L. R. Schoenfeld
 Commercial Manager. Leonard R. Schoenfeld
 Prog.-Prod. Director Mitchell Batters
 Publicity Director Margaret A. Duffy
 Chief Announcer Joseph Girand
 News Director Sereno Gammell
 Chief Engineer Charles S. Masini
 Consulting Engineer George Davis

W T I C

**HARTFORD—1925
 NBC-NERN**

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcstg. Service
 Corp.
 Business-Studio Address 26 Grove St.
 Phone Number 5-0801
 Transmitter Location Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS
 Transcription Service. Lang-Worth SESAC
 Representative Weed
 Membership NARTB, BAB
 President Jesse W. Randall

We
Cover
Central
Connecticut

Hartford's
only station
offering
music and
news all
day,
every
day.

"There's T. N. T. on W C C C"
 (Time, News, Temperature, includ-
 ing weather every fifteen minutes,
 every weekday.)

1290 K. C.

CONNECTICUT

Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales.... Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director Paul Lucas
 Production Dir. George Bowe
 Director Public Relations... Bernard Mullins
 News Director Tom Eaton
 Plant Manager Herman Taylor
 Consulting Engineer Ring & Clark

(See Page 370)

W M M W MERIDEN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Silver City Crystal Co.
 Business-Studio Address 8½ W. Main St.
 Phone Number 5-5747
 Transmitter Lewis Ave.
 Air Time Daytime
 News Service UP
 Transcription Service World, Lang-Worth
 President (inactive) C. A. Schultz
 General Manager Alex Buchan
 Commercial Manager G. A. Kruttschnitt
 Program Director Joey Trantino
 Chief Announcer Les Fox
 Chief Engineer Gabriel Langfelder

W C N X MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By Middlesex Bcstg. Co.
 Business-Studio Address 460 Main St.
 Phone Number 5821
 Managing Dirs. R. J. O'Brien, W. J. O'Brien
 Chief Operator Kenneth A. F. Bishop

W H A Y NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By .. Central Conn. Bcstg. Co.
 Business Address 22 Grove Hill
 Phone Number 3-2721
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Adam Young, Bannan
 (Boston)

President Patrick Goode
 General Manager Aldo DeDominicis
 Sta. Mgr., Prog. Dir. Leo Borin
 Sales Mgr. Thomas Meade
 Office Manager William F. Turner
 Chief Announcer Carter Clements
 News Director Charles Gilson
 Chief Engineer Hillis W. Holt
 Women's Prog. Dir. Elizabeth Kimball

W K N B NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Oper. By New Britain Bcstg. Co.

Address 213 Main St.
 Phone Number 3-6303-4
 Transmitter Location Newington
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 President, General Manager Julian Gross
 Station-Commercial Mgr. Peter B. Kenney
 Pgm., Prod. Dir. J. J. Mariani
 Publicity Director Philip B. Hale
 Chief Announcer Ray Neilan
 Chief Engineer Sam Edsall
 Consulting Engineer George C. Davis

W A V Z NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By WAVZ Bcstg. Corp.
 Business-Studio Address 152 Temple St.
 Phone Number 7-0171
 Transmitter Location Thill St., W. Haven
 Air Time Local sunrise-local sunset
 News Service UP, AP
 Representative Keller
 Transcription Service Thesaurus
 President Victor W. Knauth
 V.P., Gen., Sta. Mgr. Daniel W. Kops
 Commercial Manager Richard J. Monahan
 Prog., Prod. Director Richard E. Barrett

Buy

NEW HAVEN

Buy

RESULTS

Buy

WAVZ

The Lively Local
 Operation with Music
 And News the People Want

CONNECTICUT

Publicity Director.....George Duffy
 Chief Announcer.....Richard Petty
 News Dir., Farm Editor...Thomas W. Bentley
 Musical Director.....Joanne Robbins
 Chief Engineer.....George Hugo
 Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By...Conn. Radio Founda-
 tion, Inc.
 Business-Studio Address.....221 Orange St.
 Phone Number8-1133
 Transmitter Location...Benham St., Hamden
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 PresidentH. C. Wilder
 General Manager.....Richard W. Davis
 Commercial Manager...Edwin H. Schweitzer
 Publicity Director.....Rudy Frank
 News Director.....Robert McKernan
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King
 Consulting Engr....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number6-9826
 Transmitter Location...Front Ave., W. Haven
 Air Time.....18 hrs.
 News Service.....AP, INS
 Transcription Service.....World
 Representative.....Katz Agency
 MembershipNARTB, BAB
 PresidentPatrick J. Good
 Secretary-TreasurerAldo DeDominicis
 Commercial Manager.....J. Vincent Callanan
 Program Director.....Walter Neilsen
 Publicity Director.....William Dukeshire
 News Director.....W. Rockwell Clark
 Musical Director.....John Drake
 Chief Engineer.....Vinnie DeLaurentis
 Consulting Engineer.....Goro W. Ray

WNLC

NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...The Thames Bcstg. Corp.
 Business-Studio Address.....281 State St.
 Phone Number2-4365
 Transmitter.....Winthrop Pl., E. New London
 Air Time.....Unlimited
 News Service.....UP
 President-Gen. Sta. Mgr.....Gerald J. Morey
 Comm.-Sales Prom. Mgr.....Leo B. Keegan

Publicity Director.....Mary Jane Koebbe
 Chief Announcer.....Nelson Brown
 Chief Engineer.....Gerald J. Morey
 News Director.....David Connors
 Farm Editor.....Patricia Killeen
 Consulting Engineer.....Craven, Lohnes &
 Culver

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By...Norwalk Bcstg. Co., Inc.
 Business-Studio Address...Main & Wall Sts.
 Phone Number8-5566
 TransmitterWest Norwalk
 Air Time.....Unlimited
 News ServiceUP
 Transcription Service...World, SESAC, RCA
 RepresentativeRambeau
 Pres., Gen., Sta. Mgr.,
 Chief Engineer.....David W. Jeffries
 Comm., Sls. Prom. Mgr....Michael J. Cuneen
 Prog., Publ. Dir.....Joseph V. Lentini
 Production Director.....Milton Warren
 Chief Announcer.....Richard W. Buonerba
 News Director.....Adrian Conway
 Musical Director.....Edna C. Somers
 Consulting Engineer.....W. E. McDowell

WICH

NORWICH—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Conn Bcstg. Co.
 Business-Studio Address.....91 Main St.
 Phone Number7-1613
 Transmitter Location...Lucas Pk. Rd.
 Air Time.....6:45 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....World
 MembershipNARTB
 President-General Mgr.....John Deme
 Chief Announcer.....Jack Purrington
 Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941 ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wtn. Conn. Bcstg. Co.
 Business-Studio Address.....270 Atlantic St.
 Phone Number4-7575
 Transmitter Location...320 Strawberry Hill Ave.
 Air Time.....6:30 a.m.-M.
 Newspaper Affiliation...Stamford Advocate
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeEverett-McKinney
 PresidentKingsley Gillespie
 Gen.-Sta. Manager.....Julian Schwartz
 Commercial Manager.....Wharton Ford
 Program Director.....Frank J. Delfino
 Chief Engineer.....Paul Kamensky
 Consulting Engineer.....George C. Davis

CONNECTICUT

W L C R

TORRINGTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By. Litchfield Cty. Radio Corp.
Business-Studio Address. 23 Main St.
Phone Number 4174
Transmitter Location Highland Ave.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service World
Representative Sears & Ayer
Pres., Gen. Mgr. Charles O. Scott
Sales Prom. Mgr. Allan Brown
Pgm., Prod. Dir. George Phillips
Publicity Director Joseph Storm
Chief Anncr., News Dir. Pete Stoner
Chief Engineer Alfred Pallokot

W T O R

**TORRINGTON—1948
CONN. STATE—ABC**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Torrington Bcstg. Co., Inc.
Business-Studio Address 93 Perkins St.
Phone Number 4181
Transmitter Location 93 Perkins St.
Air Time 17 hrs.
News Service AP
Representative Rambeau
Station Manager Edmund Waller
Commercial Manager John J. Morris
Program Director Richard C. Kilbourn
Chief Engineer Arthur Marcus

W A T R

**WATERBURY—1934
ABC-CONN. STATE**

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By. The WATR Co., Inc.
Business-Studio Address 440 Meadow St.
Phone Number 5-1121
Transmitter Location Baldwin Ave.
Air Time 7 a.m.-M.
News Service AP
Representative William G. Rambeau
Membership NARTB
President-Gen. Mgr. Harold Thomas
Sta.-Comm. Mgr. Sam Elman

Sales Prom. Mgr. Wallace Gordon
Production Director Roy Murray
Program Director Wally King
Pub., News Dir. Joseph C. Callan
Chief Announcer Charles Bengtson
Chief Engineer Russell Jensen

W B R Y

**WATERBURY—1934—CBS
NUTMEG**

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By. American-Republican, Inc.
Business-Studio Address 136 Grand St.
Phone Number 3-1125
Transmitter Location Boyden St.
Air Time 6:55 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative Avery-Knodel,
Kettel-Carter (Boston)
Membership NARTB, BAB
President William J. Pape
General Manager James D. Darcy
Commercial Manager Harry A. DeVorken
Station Manager J. Maxim Ryder
Prog.-Prod. Dir. Walter O. Howard
Publicity Director Robert S. Holezer
Chief Announcer Robert Stewart
News Director E. Christy Erk
Musical Director Louis Boisvert
Chief Engineer Frank B. Hales

W W C O

**WATERBURY—1946
MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Mattatuck Bcstg. Co., Inc.
Business-Studio Address 119 W. Main St.
Phone Number 4-5141
Transmitter Location Thomaston Ave.
Air Time Unlimited
News Service AP
Membership NARTB
Pres., Gen. Manager Milton H. Meyers
Commercial Manager Gustave Nathan
Program Director Robert C. Crager
Chief Announcer Gene Valentino
News Director Roy Roman
Chief Engineer John Carragan

HELP THE RED CROSS

DELAWARE

Pop. April 1, 1952 (Est.) 324,000 — Total Housing Units 97,002
Families April 1, 1952 (Est.) 88,000 — Stations in State 6

W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By...Del. State Capital
Bcstg. Corp.
Business Address...Bradford & Lookerman Sts.
Phone Number...5816
Air Time...6:30 a.m.—Sunset
News Service...AP
Representative...Rambeau
President...Dr. C. F. Freed
Gen. Sta. Mgr., Pgm. Dir.... Mildred Carroll
Commercial Manager...William S. Freed
Chief Engineer...Russell F. Lee
Consulting Engineer...Herbert L. Wilson Asso.

W J W L

GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By...Rollins Bcstg., Inc.
Address...DuPont Highway
Phone Number...2567
News Service...AP
Transcription Service...Thesaurus
Representative...Rollings
President...John W. Rollins
Vice-President...O. Wayne Rollins
General Manager...Frank R. Knutti
Commercial Manager...Norman M. Glenn
Program Director...Bill Jaeger
Chief Engineer...Edward Marzoca

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst.
Co., Inc.
Bus. Studio Address...321 Delaware Ave.
Phone Number...4-8882
Transmitter...Mt. Cuba Rd. & Owl's Nest
Air Time...6:30 a.m.—12:30 a.m.
News Service...Trans-ad'o
Transcription Service...Transradio, Standard
Representative...Hollingberry
President...Frank S. Carrow
General Manager...L. Byron Jenkins
Comm. Mgr....William S. Ewing
Publicity Director...Don Mathewson
Program Director...Bill Smith
Music Director...Alan Barclay
Chief Engineer...Herbert Eckstein

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By...WDEL, Inc.

Business-Studio Address...10th & King Sts.
Phone Number...7288
Transmitter...New Castle Co.
Air Time...6:00 a.m.—1 a.m.
News Service...UP
Transcription Service...World
Representative...Robert Meeker
Membership...NARTB, BAB
Station Executive...Clair R. McCollough
Station Manager...J. Gorman Walsh
National Sales Manager...J. Robert Gulick
Program Director...Harvey C. Smith
Technical Dir....J. E. Mathiot
Consulting Engineer...James C. McNary

W I L M

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By...Delaware Bcstg. Co.
Business-Studio Address...920 King St.
Phone Number...4-7771
Air Time...24 hrs.
News Service...UP
Transcription Service...World
Representative...Bolling Co.
Membership...NARTB, BAB
President-Gen.-Comm. Mgr. Ewing B. Hawkins
Sta. Mgr., Pgm. Dir....Robert J. McFann
Sls. Prom., Pub. Dir....Robert P. Niemeyer
Musical Director...Warren Keyser
News Director...Harry Thernal
Chief Engineer...H. Edwin Kennedy
Farm Editor...Richard L. Bair
Consulting Engineer...Jansky & Bailey

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By...Port Frere Bcstg. Co., Inc.
Business-Studio Address...1326 Market St.
Phone Number...Wilmington 5-8821
Transmitter Location...Port Frere
Air Time...Local sunrise-local sunset
News Service...AP
Transcription Service...Thesaurus
Representative...ForJoe
Membership...NARTB, BAB
Pres. Sta. Mgr....Gordon K. MacIntosh
General Mgr....Howard R. Robinson
Comm., Sls. Prom. Mgr....Julian A. Todd
Program Director...Waneda L. Clark
Pub., Prod. Dir.,
Chf. Annrcr...William H. Gehlert
News Director...Roland Twigg
Chief Engineer...Wayne Neuhaus
Musical Director...Justina Spagnolo
Consulting Engineer...Dixie McKay
Farm Editor...Lee Ellsworth

DISTRICT OF COLUMBIA

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734
 Families April 1, 1952 (Est.) 218,000 — Stations in State 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Good Music Station, Inc.
 Address. 1125 Vermont Ave., N.W.
 Phone Number. Executive 8676
 Transcription Service. Associated
 News Service. AP
 Air Time. Sunrise to Sunset
 President. Morris Rodman
 General Manager. M. Robert Rogers
 Commercial Manager. Patrick Hayes
 Program Director. Pierson Underwood
 Chief Engineer. Nick Chaconas

WMAI

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By. The Evening Star
 Bcstg. Co., Inc.
 Business-Studio Address. 724 14th St., N.W.
 Phone Number. National 5400
 Transmitter Location. Green Tree Rd.,
 Bethesda, Md.
 Air Time. 6 a.m.-1:05 a.m.
 News Service. AP, UP
 Transcription Service. World, Standard
 Representative. The Katz Agency
 Membership. NAB
 President. S. H. Kauffmann
 V.P., General Manager. K. H. Berkeley
 Commercial Manager. Ben B. Baylor, Jr.
 Pgm. Dir. Charles Kelly
 Pub. Dir. Mary P. Perry
 Chief Anncr. Harold Stepler
 News Director. William Neel
 Chief Engineer. Frank Harvey

WOOK

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. United Bcstg. Co.
 Business-Studio. 8th & Eye Sts., N.W.
 Phone Number. Republic 8000
 Transmitter Location. Florida St. & Lee Hwy.
 News Service. UP
 Pres., Gen., Comm. Mgr., News, Farm Dir.
 Richard Eaton
 Station Manager. Arnold B. Fort
 Program Director. Clifton D. Holland
 Asst. to Pres. Harvey Glascock
 Editor. Arthur A. Snowberger

WOL

WASHINGTON, D. C.—1924—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Peoples Bcstg. Corp.

Address. 1000 Connecticut Ave.
 Phone. Metropolitan 0100
 Transmitter Location. 61 Pierce St., N.E.
 Air Time. 6 a.m.-1 a.m.
 Transcription Service. SESAC
 News Service. AP, UP
 Representative. O. L. Taylor
 Membership. NARTB
 President. Murray Lincoln
 General Manager. Herbert E. Evans
 Station Manager. Ben E. Wilbur
 Commercial Manager. Sid Slappey
 Program Director. George Campbell
 Publicity Director. Robert M. Adams
 Chief Engineer. Harold Reed

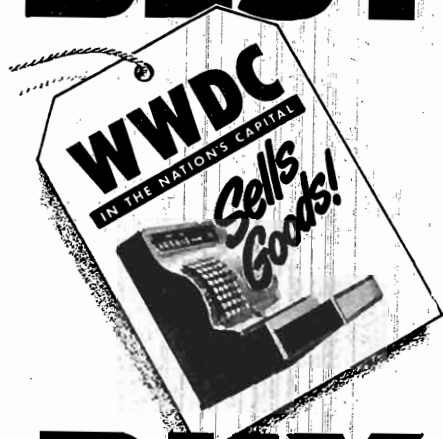
WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By. National Bcstg. Co., Inc.
 Business-Studio Address. 724 14th St., N.W.
 Phone Number. Republic 4000
 Transmitter. Ager Rd., W. Hyattsville, Md.

Washington's

BEST



BUY

Ask your John Blair man for the WWDC story!

LOOK AT THE RECORD! . . .

In Washington
everything is up
Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

(Check your nearest
NBC Spot Sales Office)

* American Research
Bureau Radio Diary
Study

FIRST in WASHINGTON

WRC



5,000 Watts • 980 KC

... District of Columbia ...

News Service AP, INS, UP
Transcription Service Thesaurus, Standard
Representative NBC Spot Sales
Membership NARTB, BAB
President (NBC) Joseph McConnell
Vice-Pres. (Wash.) Francis Russell
General Manager Eugene Juster
Business Manager George Sandefer
Program Director Kenneth French
Sales Prom. Mgr., Pub. Dir. John Ghilain
News Director Cassius Keller (Local),
Arthur Barriault (Network)
Musical Director Fritz Balzer
Chief Engineer Charles College
Farm Editor W. R. Beattie

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By WTOP, Inc.
Business-Studio Address Warner Bldg.
Phone Number Metropolitan 3200
Transmitter Location Wheaton, Md.
Air Time 5:30 a.m.—2 a.m.
News Service AP, UP, INS
Representative CBS Radio Spot Sales
President, Gen. Mgr. John S. Hayes
Commercial Manager George Hartford
Sales Promotion Mgr. Gloria Markoff
Program Director Lloyd Dennis
Publicity Director Cody Pfanstiehl
News Director Ted Koop
Chief Engineer Clyde Hunt
Farm Editor Claude Mahoney

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Capital Bcstg. Co.
Business-Studio Address 1627 K St., N.W.
Phone Number Sterling 3800
Transmitter Silver Spring, Md.
Air Time 24 hrs.
News Service AP, UP
Transcription Service Standard, Lang-Worth
Representative Blair
Membership NARTB, BAB
President Joseph Katz
General, Sta. Manager Ben Strouse
Comm. Manager Herman Paris
Prog., Prod. Director Norman Reed
News Director Denis Sartain
Sls. Prom., Pub. Dir. Irving Lichtenstein
Chief Announcer Ray Morgan
Musical Director Lowell Hannock
Chief Engineer Ross H. Beville
Consulting Engineer Weldon & Carr

(See Page 377)

FLORIDA

Pop. April 1, 1952 (Est.) 2,870,000 — Total Housing Units 961,084
Families April 1, 1952 (Est.) 816,000 — Stations in State 76

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By... Seminole Bcstg. Co.
Business Address... P. O. Box 8
Phone Number... 2063
Studio Address... Scarborough Bldg.
Transmitter Location... Chosen
Air Time... Daytime
News Service... UP
Transcription Service... Thesaurus, SESAC
Representative... Hil F. Best
Membership... NARTB, BAB
V.P., Gen., Sta. Mgr... Mrs. Mary Foy
Sales Manager... Phil Haire
Chief Engineer... C. S. Clemans
Chief Anncr., Farm Ed... Don Cole

WDHL

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Manatee Bcstg. Co.
Business Address... Memorial Pier
Phone Number... 37-531, 37-561
Studio-Transmitter Location... Memorial Pier
Air Time... 6:45 a.m.-11:45 p.m.
News Service... AP
Representative... Hil Bcst.
Transcription Service... Associated
Pres., Gen., Sta. Mgr... L. E. Jakobson
Sales Dept... Arthur Alvarez
Prog., Prod., Mus. Dir... Albert T. Moreau
Publicity Director... Billie Lee Moreau
News Director... Carl Van Sittart
Chief Engineer... Charles Castle
Farm Editor... Ed Ayres

WPIN

CLEARWATER—1947

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By... Fla. W. Coast Bcstrs., Inc
Address... Royal Palm Hotel
Phone Number... Petersburg 7-0511;
Transmitter Location... Largo
Air Time... Sunrise-Sunset
News Service... AP
Station Representative... Indie Sales, Holman
Membership... BAB
President... Dr. Charles Fannington
Gen., Comm. Mgr... Arthur Mundorff
Promotion Manager... Dick Marsh
Chief Engineer... Manley St. Jean
Consulting Engr... Walter Haley

WTAN

CLEARWATER—1947—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Clearwater Ra. Bcstrs., Inc.
Business Address... P. O. Box 1109
Phone Number... 33084
Transmitter Location... Municipal Auditorium
Air Time... 6:30 a.m.-12 M.
News Service... UP
Transcription Service... Capitol, World
Representative... McGillvra
President... Otis E. Pruitt
Gen., Sta. Mgr., Pub. Dir... H. D. Parker
Comm., Sales Prom. Mgr... F. L. Parker
Prog., Prod., Dir... L. H. Falconnier
Chief Engineer... John D. Callan

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Atlantic Shores Bcstg.
Business-Studio Address... 350 Aragon Ave.
Phone Number... 83-4663
Transmitter Location... Miami
Transcription Service... Associated
Representative... Joseph Hershey McGillvra
General Manager... David H. Freedman
Sales, Commercial Manager... Lee Phillips
Promotion Manager... Milt Mitke

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By... Peninsular Bcstg. Corp.
Business Address... 223 Aragon Ave.
Phone Number... 48-7411-2
Transmitter... Bird & Ludlum Rds., Miami
Air Time... Sunrise to sunset
News Service... AP
Transcription Service... Associated
Representative... Hil F. Best
President-General Mgr... George W. Thorpe
Program Director... Robert S. Stevens
Chief Engineer... Lawrence Mennitt

WCNU

CRESTVIEW—1948—KBS-LIBERTY

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By... Gulf Shores Bcstg. Co.
Business-Studio Address... Box 518
Phone Number... 3511
Transmitter Location... Highway 85, Crestview
News Service... AP
Transcription Service... Lang-Worth
Pres. & Co-owner... D. Grady O'Neal
Secretary & Treasurer... H. French Brown
General Manager... Sam F. Townsend

FLORIDA

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Wright Esch
 Business-Studio Address.....444 N. Beach St.
 Phone Number6491
 Transmitter Location.....126 Magnolia Ave.
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceSESAC
 Representative...Joseph Hershey McGillvra
 MembershipNARTB, BAB
 OwnerW. Wright Esch
 Station Manager.....Ray Clancy
 Commercial Manager.....John S. Pitts
 Program Director.....Jo Bledsoe
 Chief Engineer.....Webster K. Ellenwood

W N D B

DAYTONA BEACH—1948—LBS

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Operated By.....News-Journal Corp.
 Business-Studio Address...128 Orange Ave.
 Phone Number.....2-0531
 Transmitter Location.....Holly Hill
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Standard, World
 Representative.....John H. Perry
 MembershipNARTB, BAB
 Gen.-Sta.Mgr.....Jerry Stone
 Commercial Manager.....R. Y. Huffman
 Prog., Prod. Dir.....William R. Steadman
 Chief Announcer.....Ken Lueck
 News Director.....Ed Fulke
 Chief Engineer.....F. A. Scott
 Consulting Engineer.....George C. Davis

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Daytona Beach Bcstg.
 Corp.
 Business Address.....Box 991
 Phone Number.....4626
 Studio-Transmitter Address..Wilder Blvd. &
 S. Beach St.
 Air Time.....Unlimited
 News ServiceUP
 Transcription ServiceAssociated
 Representative.....Hil F. Best
 Pres.-Gen. Mgr.....E. J. Sperry
 Pgm. Dir.....R. C. Fellows
 Chief Engineer.....L. M. Menard

W J B S

DELAND—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....John B. Stetson Univ.
 Address.....220 East Hubbard Ave.
 Phone Number1490

Transmitter Location...220 E. Hubbard Ave.
 News ServiceAP
 Transcription ServiceThesaurus
 General Manager.....C. L. Menser
 Commercial Manager.....Robert Walton
 Program Director.....Mark Barker
 Sports Director.....Sam Mansfield
 Chief Engineer.....Lauren Mickle

W B R D

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Broward Bcstg. Co.
 AddressRiverlane Rd.
 Phone Number2-2563
 News ServiceUP
 President.....L. C. Judd
 Gen., Sta. Mgr.....Robert Standart III
 Prog., Prod., Publ. Dir.....Frank W. Hainey
 Chief Engineer.....Bill Latham
 News Director.....Pete Brady

W F T L

FORT LAUDERDALE—1948-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Gore Pub. Co.
 Bus.-Studio Address.....7185 S.E. 15th St.
 Phone Number.....3-2511
 Transmitter Location.....1785 S.E. 15th St.

You buy

EXPERIENCE

when you buy

WMFJ

in

DAYTONA BEACH, FLA.

FOUNDED 1935

by the present owner

W. WRIGHT ESCH

National Sales McGillvra
 Sales Promotion Keller

FLORIDA

Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.....R. L. Bowles
 Program Director.....Jack W. Swart
 News Director.....Orville Revelle
 Chief Engineer.....Merle Sanford
 Consulting Engineer.....Weldon & Carr

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.... Ft. Myers Bcstg. Co., Inc.
 Business-Studio Address..... 54 E. First St.
 Phone Number..... 4-1341
 Transmitter Location..... 54 E. First St.
 News Service.....AP
 Representative..... Donald Cooke
 Co-Owner..... Arthur B. McBride
 Co-o. & V.P..... Daniel Sherby
 Gen., Comm Mgr..... A. J. Bauer
 Sales Promotion Manager..... Dan Harlachner
 Chief Engineer..... James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Indian River Bcstg Co.
 Business Address..... Melody Lane
 Phone Number..... 1400
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service..... Standard
 Membership..... NARTB
 Pres., Gen.-Sta. Mgr..... Douglas Silver
 Program Director..... Marjorie B. Silver
 Commercial Manager..... J. Kingsley Butt
 Chief Announcer..... William Strickland
 Musical Director..... John Glynn
 Chief Engineer..... James Sowinski
 Farm Editor..... Anne Wilder
 Consulting Engineer..... Andrew Ring

WGGG

GAINESVILLE—1948—KBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Alachua County
 Broadcasting Co., Inc.
 Business-Studio..... P. O. Box 501
 Phone Number..... 5791
 News Service.....AP
 Transcription Service..... Associated. World
 Representative..... Best
 Pres., Gen. Mgr..... R. M. Chamberlin
 Commercial Manager..... Leon E. Mims
 Program Director..... Pierre A. Bejano
 Chief Engineer..... R. M. Chamberlin
 Promotion Manager..... Lee Shannon

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc.....Power 5000 Watts
 Owned-Operated By..... Univ. of Fla.
 Business-Studio Address..... Campus, Univ. of Fla.
 Phone Number..... 3261, Ext. 466-7-8
 Transmitter Location..... Newberry Rd.
 Air Time..... 5:30 a.m.-M.
 News Service.....AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARTB, BAB
 General Manager..... Garland Powell
 Commercial Manager..... John Dunnivant
 Program Director..... Ray Dantzier
 Chief Announcer..... Otis Boggs
 Chief Engineer..... Garvin Combs
 Farm Editor..... Clyde Beale
 Consulting Engineer..... Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... WIVY, Inc.
 Business-Studio Address..... 135 Riverside Ave.
 Phone Number..... 4-7722
 Transmitter Location..... Springrove Ave. &
 A. C. L. RR. Tracks
 News Service.....INS
 Representative..... Thomas F. Clark
 Membership..... NARTB
 Pres., Gen. Mgr..... Edward J. Oberle
 Sta. Mgr., News Dir..... Alexandre Kiersey
 Comm., Sales Prom. Mgr..... Randy Jones
 Prog., Prod. Dir., Chief Anncr..... Claude Taylor
 Musical Director..... Betty Pace
 Chief Engineer..... James Stephens
 Farm Editor..... R. L. Williams
 Consulting Engineer..... Frank Denton

WJHP

JACKSONVILLE—1940—MBS-LBS

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By..... The Metropolis Co.
 Business-Studio Address..... 500 Laura St.
 Phone Number..... 4-7711
 Transmitter Location..... Lane Ave. Annex
 Air Time..... 6 a.m.-1 a.m.
 Newspaper Affiliate..... Jacksonville Journal
 News Service.....UP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry
 Gen., Sta. Mgr..... Milford A. Reynolds
 Prog. Dir., Chief Anncr..... Jim Underwood
 Publicity Director..... Chaz Harris
 Sports Director..... Fred Schilling
 Chief Engineer..... Beecher Hayford
 Consulting Engineer..... McIntosh & Inglis

FLORIDA

W J A X

JACKSONVILLE—1926—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By. . . City of Jacksonville, Fla.
 Business-Studio Address. 1 Broadcast Pl.
 Phone Number 4-1681
 Transmitter Location. Hyde Park
 Air Time. 6 a.m.-M.
 News Service. AP
 Transcription Service. Thesaurus, Muzak
 Representative. John Blair; Harry E. Cummings
 Gen., Sta. Mgr.

Chief Engr. John T. Hopkins, III
 Sls. Prom. Mgr., Prog. Dir. . . Marion D. Trowell
 Commercial Manager. J. W. Douglass
 Chief Announcer. Starling Coleman
 Musical Director. Frank Morris
 Consulting Engineer. Paul Godley

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By. Florida Bcstg. Co.
 Business-Studio Address. 605 Main St. S.,
 P.O. Box 5187

Phone Number 9-4475
 Transmitter Location. Lane & Stewart Aves.
 Air Time. 6 a.m.-12:30 a.m.

News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Frank King
 Comm. Mgr. Charles M. Stone
 Program Director. Jack Newsom
 News Director. Larry Scarborough
 Musical Director. Tommy Wood
 Chief Engineer. Ernest B. Vordermark
 Consulting Engineer. A. D. Ring

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By. . . So. Radio and Equip. Co.
 Business-Studio Address. . . 10 East Forsyth St.
 Phone Number. 6-4231
 Transmitter Location. Gilmore Road
 Air Time Sunrise to sunset
 Station Representative. Forjoe
 President. Jack Sharpe
 General Manager. Jim Macri
 Commercial Manager. R. L. McQuage
 Program Director. Jack Harrell
 Chief Engineer. W. F. Askew

W P D Q

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

**FIRST
 IN LISTENER PREFERENCE
 IN
 FABULOUS FLORIDA'S
 FIRST
 CITY OF YEAR-ROUND SALES, AND
 FIRST
 IN COVERAGE IN NORTH FLORIDA AND
 SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

FLORIDA

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By.. Jacksonville Bcstg. Corp.
 Phone Number.....4-4421
 Studio Address.....P. O. Box 1468
 Transmitter Location.....Lenox Ave.
 Air Time.....5:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Capitol
 Station Representative.....Katz
 President.....James R. Stockton
 General-Station Manager...Robert R. Feagin
 Commercial Manager.....Jack Carter
 Sales Prom. Mgr.....Tom Underwood
 Program Director.....John McLean
 News Director.....Hugh Batey
 Chief Engineer.....James R. Donavan
 Consulting Engineer.....George B. Davis

WRHC JACKSONVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WRHC, Inc.
 Address.....247 Margaret St., P. O. Box 2467
 Phone.....6-0461
 Transmitter Location.....247 Margaret St.
 Air Time.....6 a.m.-M.
 Transcription Service.....Lang-Worth,
 Associated, SESAC
 Membership.....NARTB, BAB
 Pres., Comm. Mgr.....Harold S. Cohn
 Gen. Mgr., News Dir.....William Fraker
 Sales Promotion Mgr.....Deen Harrold
 Program Director.....Marjorie Phillips
 Chief Engineer.....Harold B. Russey

WJVB JACKSONVILLE BEACH—1947—KBS LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Jacksonville Beach Bcstg. Co.
 Phone Number.....5-3674
 Representative.....Hil F. Best
 Air Time.....Sunrise to sunset
 Pres., Gen., Sta. Mgr.....J. Lyle Williams, Jr.
 Prog., Pub. Dir.....Janeen Kee
 Chief Engineer.....Daniel M. Long

WKWF KEY WEST—1945—MBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By...John M. Spottswood
 Trans. Address.....Stock Island
 Phone Number.....510
 Representative.....John H. Perry
 Pres., Gen. Comm., Mgr...John M. Spottswood
 Program Director.....Mary S. Spottswood
 Chief Engineer.....Charles Lowe

WDSR LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..Deep South Radioways
 Business-Studio Address..126 No. Marion St.

Phone Number.....525
 Transmitter...South of Lake City on U.S. No. 41
 News Service.....UP
 Transcription Service.....Associated
 Gen. Mgr. & Owner.....Alfred H. Temple
 Program Director.....Owen W. Parnacott
 Chief Engineer.....Richard Dyer

WLAK LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By..Lakeland Bcstg. Corp.
 Business Address.....P. O. Box 1211
 Phone Number.....2127
 Transmitter Location.....1430 E. Lime St.
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Station Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres.-Gen-Station Mgr.....S. O. Ward
 Prod. Dir., Chief Anncr., Engr..William P. Lee
 Comm., Sales Prom. Mgr....Powell Adams
 Program Director.....Mary Whistle
 Consulting Engineer.....Everett Dillard

WONN LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Coastal Bcstg. Co.
 Business Address.....Lake Hunter Drive
 Phone Number.....5117
 Air Time.....5:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Donald Cooke, Inc.
 Pres., Gen., Sta. Mgr.....Robert S. Taylor
 Commercial Mgr.....Tom Barber
 Program Dir.....Ted Covington
 Chief Engineer.....Duane McConnell
 Consulting Engineer...Gautney, Ray & Price

WIPC LAKE WALES—1951—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By....Imperial Polk Bcstg.
 Corp.
 Address.....P. O. Box 389
 Phone Number.....29831
 News Service.....AP
 Transcription Service.....World
 President.....Sarkes Tarzian
 Vice-President.....S. W. Keen
 Gen. Mgr., Chf. Engr.....G. Max Kimbrel
 Commercial Manager.....Ted Linton
 Program Director.....Joan Galloway

WEAT LAKE WORTH-W. PALM BEACH 1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....James R. Meachem

FLORIDA

Business Address..... P. O. Box 791
 Phone Number..... W. Palm Beach 7545
 Transmitter Location..... Nineteenth St. No.
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Pearson
 General Manager..... James R. Meachem
 Commercial Manager..... Clifford H. Glick
 Program Director..... Don James
 News Director..... C. Van Dresser
 Chief Engineer..... Andrew Keicher
 Consulting Engineer..... M. M. Garrison

WLBE

LEESBURG-EUSTIS—1948—LBS

Frequency: 790 Kc.....Power: 1,000 Watts
 Owned-Operated By..... WLBE, Inc.
 Business-Studio Address..... Box 297
 Phone Number..... Leesburg 552
 Transmitter Location..... Silver Lake, Fla.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... SESAC
 Membership..... NARTB
 Pres., Comm. Mgr..... Paul A. Husebo
 Gen., Sta., Prom. Mgr..... Wendel F. Husebo
 Pgm., Prod. Dir., Chf. Ann.

Richard R. Coleman
 Publ., Farm, News Dir..... C. L. Starnes
 Musical Director..... Bob Whitely
 Chief Engineer..... J. Allen Brimmer

WNER

LIVE OAK—1949—LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... John A. Boling
 Business Address..... P. O. Box 655
 Phone Number..... 1450
 Transmitter..... 1 Mi. E. city Rte. 90
 News Service..... UP
 Transcription Service..... SESAC
 President..... John A. Boling
 General Manager..... Norman Protsman
 Program Director..... Faith Protsman
 Chief Engineer..... C. S. Parker
 Farm Editor..... John Alford
 Consulting Engineer..... Claude Gray

WTYS

MARIANNA—1948—LBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... John H. Phipps Radio Stas.
 Business Address..... P. O. Box 565
 Phone Number..... 650
 Studio-Transmitter Address..... U. S. Hway. 90, E.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Harry Cummings
 President..... John H. Phipps

General Manager..... L. H. Graves
 Station Manager..... H. C. Harris

WMMB

MELBOURNE—1947—LBS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Melbourne Bcstg. Corp.
 Business-Studio Address..... Front St.
 Phone Numbers..... 574-5
 Transmitter Location..... Front St.
 Air Time..... 6 a.m.-11:15 p.m.
 Representative..... Hil Best
 News Service..... UP
 Transcription Service..... Capitol
 Membership..... NAB
 President..... Henry G. Dravneek
 General Manager..... Austin V. Catterton
 Commercial Manager..... Beverly Flemming
 Advertising Manager..... Victoria C. Martin
 Program Director..... Barbera W. Bancroft
 Chief Engineer..... Kenneth R. Waltz
 Consulting Engineer..... George P. Adair

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By..... Howard D. Steere DBA
 Florida E. Coast Bcstg. Co.
 Trans-Address..... 350 N.E. 71st St.
 Phone Number..... 89-7534
 Air Time..... Sunrise to Sunset
 News Service..... UP
 Station Representative..... Hil F. Best
 Gen., Comm. Mgr..... Howard D. Steere
 Sta. Mgr., Prog. Dir..... Robert Lyons
 Sales Prom. Mgr..... Norman Stuart
 Chief Engineer..... George Henke
 Consulting Engineer..... Gaunthey & Ray

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc.....Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By..... The Fort Industry Co.
 Address..... 1605 Biscayne Blvd.
 Phone Number..... 9-2401
 Transmitter Location..... 6½ miles NW of
 Hialeah
 Air Time..... 5:55 a.m.-2:00 a.m.
 News Service..... INS, UP
 Transcription Service..... Langworth
 Station Representative..... The Katz Agency Inc.
 Membership..... NARTB, BAB
 President..... George B. Storer
 Managing Director..... Stanton P. Kettle-
 Commercial Manager..... M. N. Babcock
 Program Director..... Ewald Kockritz
 News Director..... Robert Bingham
 Chief Engineer..... A. W. Shropshire
 Farm Editor..... George Chamberlain
 Consulting Engineer..... A. Earl Cullum

FLORIDA

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By. Isle of Dreams Bcstg. Corp.
 Business-Studio Address. 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location. Cameo Island
 Air Time. Unlimited
 News Service AP, INS, UP
 Transcription Service. RCA, Thesaurus
 Representative. Bolling
 President. Daniel J. Mahoney
 General Manager. James M. LeGate
 Commercial Manager. Robert L. Fidler
 Program Director. Scott Bishop
 News Director. Eugene Strul
 Prom. Pub. Dir. Martha Henriquez
 Musical Director. Earl Barr Hanson
 Chief Engineer. M. C. Scott
 Farm Editor. Bill Bischoff
 Consulting Engineer. Millard Garrison

Owned-Operated By. Sun Coast Bcstg. Corp.
 Business Address. Everglades Hotel
 Phone Number. 3-5556
 Transmitter Location. Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time. 5 a.m.-2 a.m.
 News Service. INS, UP
 Transcription Service. Associated
 Representative. Adam Young
 Membership. NARTB, BAB
 President. Gov. E. D. Rivers
 Gen., Sta., Comm. Mgr. Robert G. Venn
 Sls. Prom. Mgr. Roland Jones
 Prog., Prod. Manager. Wm. Rega
 Publicity Director. Matty Mathews
 Chief Announcer. Lee Taylor
 News Director. John Price
 Music Librarian. Ruth Lee Jones
 Chief Engineer. Russell Bennett

WMIE

MIAMI—1948—LBS

Frequency: 1140 Kc. Power: 10,000 Watts, d.,
 5,000 Watts, n.

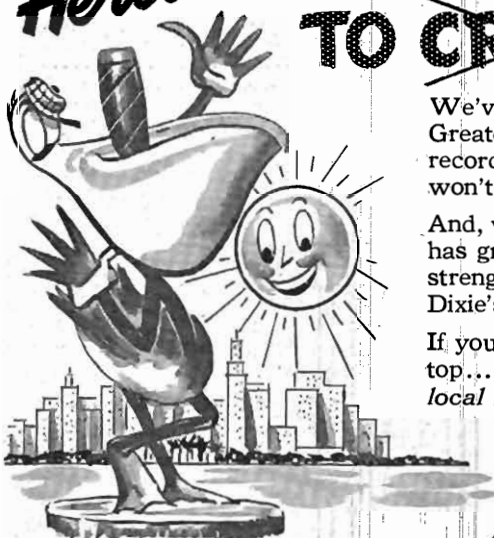
WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d.,
 1,000 Watts, n.
 Owned-Operated By. Miami Bcstg. Co.
 Business-Studio Address. duPont Bldg.
 Phone Number 2-6121

Here's Something

**PELICAN
 TO CROW ABOUT!**



We've been serving and selling in Greater Miami for over 26 years! That's a record...in a community of *this* size that won't be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth...in strength and prestige with Greater Miami — Dixie's newest, great Key Market.

If you want *your* sales to go over the top...buy the station that's AAA with the *local boys* — WIOD, Miami, Florida.



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC

FLORIDA

Transmitter Location... 1425 N.E. Bayshore Ct.
 Newspaper Affiliation..... Miami Herald
 News Service AP
 Transcription Service World
 Representative..... John Blair, Cummings
 Membership NARTB, BMB
 President..... John S. Knight
 General-Station Mgr..... Owen F. Uridge
 Comm., Sales, Prom. Mgr..... E. Harry Camp
 Program Director..... Don Fischer
 Publicity Director..... Dick Wright
 Musical Dir..... Walt Svelha
 Chief Announcer..... P. A. Kelleher
 News Director..... Gordon Shaw
 Chief Engineer..... Gene Rider
 Consulting Engineer..... A. D. Ring & Co.

W W P B MIAMI—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paul Brake
 Business-Studio Address..... 414 S.W. 2nd Ave.
 Phone Number 3-7405
 Air Time 24 hrs.
 News Service AP
 Representative Donald Cooke
 Owner-Manager Paul Brake
 Asst. Mgr., Prog., Prod. Dir..... M. L. Carter
 Comm., Sls. Prom. Mgr..... Bernard Neary
 Chief Announcer..... Edward Davenport
 News Director..... Noah Tyler
 Musical Director..... Cecil Bate
 Chief Engineer..... Harold Santini
 Farm Editor..... Calvert Carter

WINZ

MIAMI BEACH—1946—LBS

Frequency: 940 Kc..... Power: 1000 Watts
 Owned-Operated By..... Hollywood Bcstg.
 System
 Business Address..... 304 Lincoln Rd.
 Phone Number 58-7311
 Representative Forjoe
 News Service..... AP, INS
 Comm., Gen. Mgr..... Rex Rand
 Program Director..... Dennis Kirwan
 Chief Engineer..... John Reynolds
 Traffic Manager..... Margaret Ann York

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc..... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..... WKAT, Inc.
 Trans-Address..... 1759 No. Bay Road
 Phone Number 5-5711
 News Service UP
 Transcription Service Standard
 Representative Weed
 President..... A. Frank Katzentine

General Manager..... John I. Prosser
 Commercial Manager.... Walter A. Callahan
 Chief Engineer..... Arthur Smith

W M B M

MIAMI BEACH—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Biscayne Bcstg. Co., Inc.
 Business-Transmitter Address.. Causeway Ter.
 Phone Number 5-5586
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 President..... Kenneth S. Keyes, Sr.
 Gen., Comm. Mgr..... Buddy E. Starcher
 Program Prod. Dir..... Arnold Kaufman
 Farm Editor..... Frank Kurtz
 Chief Engineer..... Charles A. Hartwick, Jr.

W S B B

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Operated By..... Beach Bcstg. Co.
 Address 760
 News Service UP
 Transcription Service Thesaurus
 Ptnr., Comm. Mgr..... Walter T. Slattery
 Ptnr., Pgm. Dir..... James D. King Jr.
 Ptnr., Chief Engr..... Roland W. Jordan Jr.

WTMC

OCALA—1939—MBS

Frequency: 1290 Kc..... Power: 1000 Watts
 Owned-Operated By... Ocala Bcstng. Co. Inc
 Address 14 S. Magnolia
 Phone Number 128
 Transmitter Location..... Highway 500, RFD
 Ocala
 Air Time Unlimited
 Newspaper Affiliation..... John H. Perry
 Newspapers
 News Service UP
 Transcription Service... Lang-Worth, Capitol
 Representative.... John H. Perry Associates
 President..... John H. Perry, Jr.
 Gen. Mgr., Pub. Dir., Thomas S. Gilchrist, Jr.
 Comm., Sls. Prom. Mgr..... John F. Nicholson
 Prog., Prod., News Dir..... James B. Smith
 Chief Engineer..... eecher Hayford
 Consulting Engineer..... McIntosh & Inglis

W D B O

ORLANDO—1925—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By... Orlando Bcstg. Co., Inc.
 Business-Studio Address..... P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone Number 6181
 Transmitter Location..... 222 Hazard St.
 Air Time..... 5 a.m.-1 a.m.

FLORIDA

News Service AP, UP
 Transcription Service World, Thesaurus, Associated
 Representative.... John Blair, Harry Cummings
 Membership NARTB, BAB, FAB
 Pres., Gen. Mgr..... Harold P. Danforth
 Sales Dir..... W. G. McBride
 Program Director..... Rosalind Boggs
 Musical Director..... Edward J. Lord
 Chief Engineer..... J. E. Yarborough
 News Dir., Chief Anncr..... Carter Scofield
 Consulting Engineer..... W. J. Holey

W H O O

ORLANDO—1947—ABC-LBS

Frequency: 990 Kc..... Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By... Orlando Daily Newspapers,
 Inc.
 Address..... Fort Gatlin Hotel
 Phone Number 9900
 Transmitter Location..... Old Fairvilla Rd.
 Air Time..... 5 a.m.-1:00 a.m.
 News Service AP
 Transcription Service..... Standard, World
 Representative Pearson
 President Martin Andersen
 Gen., Sta. Mgr..... Clarence Bracey
 Commercial Manager..... Carl Hallberg
 Pgm. Dir., Chief Anncr..... Dan Daniel
 Sales Prom. Mgr..... Nancy Boyle
 Publicity Director..... Joan Fluker
 Chief Engineer..... Don Compton
 Farm Editor..... Bob Kilgore

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc..... Power: 5000 Watts
 Owned-Operated By..... Hazelwood, Inc.
 Business-Studio Address..... Angebilt Hotel
 Phone Number 8163
 Transmitter Location..... Near Orlo Vista
 Air Time..... 4:55 a.m.-1:00 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Paul H. Raymer
 Membership NARTB, BAB
 President..... William Joe Sears
 V.P., Gen. Mgr..... J. Allen Brown
 Comm. Mgr..... Don R. Colee
 Prom. Mgr., Pub. Dir..... Jackie Loughe
 Program Director..... R. Donahue
 Chief Announcer..... Rocky Smith
 News Director..... Forrest Clark
 Chief Engineer..... Dodd Daniel
 Farm Editor..... Bob Keith

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc..... Power: 1000 Watts
 Owned-Oper. By... Central Florida Bcstg. Co.
 Business-Studio Address..... WORZ Bldg.
 Phone Number 2-2451

Studio Address..... 740 N. Orange
 Transmitter Location..... Winter Garden Rd.
 Air Time..... 5:30 a.m.-1:05 a.m.
 News Service AP
 Transcription Service..... RCA, Columbia
 Representative Weed
 Membership NARTB, BAB
 President Naomi Murrell
 Gen., Sta., Comm. Mgr..... Eugene D. Hill
 Sales Prom. Mgr..... Sammy Roen
 Program, Prod. Dir..... Walter Sickles
 News Director..... Rob Deihl
 Publicity Director..... Shirley Boyd
 Chief Anncr..... Charles Hunt
 Musical Director..... Orien Osborn
 Chief Engineer..... W. R. Miller
 Consulting Engineer..... Everett H. Dillard

W W P F

PALATKA—1947—LBS

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Palatka Bcstg. Co.
 Address..... 900 River St.
 Phone Number 354
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Hil F. Best
 Partners..... L. C. McCall, J. E. Massey
 Gen. Station Manager..... L. C. McCall
 Commercial Manager..... Herb Young
 Program Director..... Johnny Gillis
 Music Director..... Evelyn Longworth
 News Director..... Chris Hernandez
 Chief Announcer..... George Duck

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Palm Beach Bcstg. Co.
 Business Address..... South Ocean Blvd.
 Phone Number 2-1515
 Transmitter Location..... South Ocean Blvd.
 News Service UP
 Transcription Service..... Lang-Worth, World
 Representative Perry
 President, Gen. Mgr..... Charles E. Davis
 Commercial Manager..... Donald S. Greenleaf
 Chief Engineer..... Clyde E. Walkden

W D L P

PANAMA CITY—1940—MBS

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Oper. By... Panama City Bcstg. Co., Inc.
 Business-Studio Address..... West Beach Dr.
 Phone Number 3-1777
 Transmitter Location..... North Springfield
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Perry Associates
 President..... John H. Perry
 General Manager..... C. B. Kelley
 Program Director..... John Thomas

FLORIDA

W P C F

PANAMA CITY—1949—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts d.
250 Watts n.

Owned-Operated By... Bay County Bcstg. Co.
Trans-Address..... 300 E. 15th St.
Phone Number 6176-6177
Air Time..... 5:30 a.m.-11:05 p.m.
News Service AP
Transcription Service Thesaurus
Representative Ed Devney
Membership NARTB, BAB
Pres., Gen. Mgr., Prog. Dir..... E. L. DuKate
Sta., Comm. Mgr..... G. C. Blackwell
Prod., Music. Dir., Chief Anncr... Jack Howell
Publicity Director..... Ouida K. Lee
News Director..... Col. W. F. Richardson
Chief Engineer..... Roy Donegon
Sports Editor..... Bill Doyle
Consulting Engineer..... Ed Holmes

W B S R

PENSACOLA—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... WBSR, Inc.
Business Address..... WBSR Bldg.
Phone Number 6173
Studio-Transmitter..... N. O & Moreno Sts.
News Service AP
Transcription Service World
President Patt McDonald
V.P., Gen. Mgr..... Don J. Lynch
Program Director..... Boris Mitchell
News Director..... James Miller
Chief Engineer..... Bert Mead

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By..... WCOA, Inc.
Business-Studio Address..... 118 E.
Intendencia St.
Phone Number 4111
Transmitter Location..... Cary's Lane
Air Time..... 18 hrs.
Newspaper Affiliation..... News-Journal
News Service UP
Transcription Service Langworth, RCA
Representative..... John H. Perry Associates
President..... John H. Perry
Gen.-Station Mgr..... J. Holliday Veal
Commercial Manager..... Irving Welch
Program Director..... Russell Hirsch
Chief Engineer..... Harold Heath
Consulting Engineer..... MacIntosh

W E A R

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper By..... Gulfport Bcstg. Co.
Address..... 2nd & Hyer St.
Phone 8-4449

Air Time..... 5:30 a.m.-M.
News Service AP
Representative Pearson
President..... Charles W. Smith
General Manager..... Mel Wheeler
Prog., Prod. Dir., Chief Anncr... Dick Darby
News Director..... Dick Nickelson
Musical Director..... Kathy McGavley
Chief Engineer..... Ray Carter
Consulting Engineer..... Commercial Radio

W P L A

PLANT CITY—1949—KBS

Frequency: 1570 Power: 250 Watts d.
Owned-Operated By..... W. A. Smith
Address..... W. Alsobrook St.
Phone Number 8353
Transmitter Location..... Hopewell Rd.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Cole
Station Representative Best
President W. A. Smith
Gen., Sta., Comm. Mgr..... George Friend
Program Director..... Frankie Blackwelder
Chief Announcer..... Jim Shumway
News Director..... Joseph J. Wilson
Musical Director..... Nick Nichols
Chief Engineer..... James L. Derrick
Consulting Engineer..... Everett L. Dillard

W C N H

QUINCY—1948—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Quincy Bcstg. Corp.
Business Address..... Box 190, Quincy
Phone Number 300
Studio-Transmitter Location... Shelfer Heights
News Service UP
Transcription Service Lang-Worth
President..... Richard J. Gardner
General Manager..... A. B. Letson
Comm. Manager..... Jerry Melvin
Pgm., News Director..... Dewey C. Newton
Chief Engineer..... A. B. Letson

W F O Y

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Operated By..... Fountain of Youth
Broadcasting Co.
Address..... Magnolia Ave.
Phone Number 1622
Transmitter Location..... Magnolia Ave.
Air Time..... 6 a.m.-12:05 a.m.
News Service UP
Station Representative..... Avery-Knodel
President..... Mrs. John C. Bell
Gen., Sta. Mgr..... John E. Bernhard, Jr.
Prog., Pub. Dir..... Frankie C. Walker
News Director..... Bob Herrington
Chief Announcer..... Bob Sheppe
Chief Eng., Farm Editor..... Ernest Raistrick

FLORIDA

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By City of St. Petersburg
 Business Address P. O. Box 240
 Phone Number 7-4747-8
 Transmitter Location Gandy Blvd.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB
 Gen. Sta. Mgr. George D. Robinson
 Commercial Manager Vera New
 Pgm. Dir., Chief Engr. Louis J. Link
 Chief Announcer Burl McCarty
 Consulting Engineer McNary & Wrathall

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Pinellas Bcstg. Co.
 Business-Studio Address Times Bldg.
 Phone Number 7-8108
 Transmitter Location Gandy Blvd.
 News Service INS, UP
 Transcription Service World, Capitol
 Representative H-R
 Membership NARTB, BAB
 President Nelson Poynter
 V.P., Gen. Mgr. F. J. Kelly
 Comm. Mgr. L. L. Wildman
 Chief Announcer Walt Swihart
 Prom., Prog. Dir. Jack Faulkner
 Chief Engineer William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Myron A. Reck
 Business Address Box 1541
 Phone Number 999
 Studio-Transmitter 1110 E. First St.
 Air Time Unlimited
 Representative Hil Best
 News Service UP
 Gen., Sta., Prom. Mgr. Myron A. Reck
 Comm. Mgr. Dick Aiken
 Prog., Prod., News Dir. J. Marion Harman, Sr.
 Chief Engineer Emerson Browne

WKXY

SARASOTA—1949—LBS-KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Sarasota Bcstg. Co.
 Business Address P. O. Box 2431
 Phone Number 3666
 Representative Hil Best
 News Service AP
 Transcription Service Standard
 Gen. Mgr., Chief Engr. A. G. Fernandez
 Station Manager Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WSPB, Inc.
 Business Address City Island
 Phone Ringling 6-8811
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership BAB
 President Robert C. Jones, Jr.
 General-Station Manager John B. Browning
 Comm. Mgr. J. McC. Miller
 Pgm., Prod. Dir. David Hale
 Publicity Director Ruth E. Hearn
 Music Director Margaret Fleischman
 Chief Engineer James E. Grant
 Consulting Engineer O. K. Garland

WJCM

SEBRING—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Highlands Bcstg. Co.
 Business Address P. O. Box 233
 Phone Number 81811
 Representative Best
 Transcription Service Standard

**SARASOTA'S Sales Equal
 to City More Than Twice Its Size
 With WSPB, Market Is Even
 LARGER . . . Adds Up to Rich
 Share of Florida's Sales**

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume — 106% above the national average!
 Sarasota reaches a two-county area with more than \$73,000,000 retail sales.

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales. . . . IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales. . . .

**WSPB — CBS RADIO
 SARASOTA, FLORIDA**

Represented by JOHN E. PEARSON COMPANY
 New York • Chicago • Kansas City

FLORIDA

News ServiceUP
President.....Henry L. Jolley
Gen., Comm., Mgr., Chf. Eng.. J. R. H. Wilson

WTAL

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 Number2-1270
Studio Address.....Cherokee Hotel
Transmitter Location.....Lake Bradford
News ServiceAP
Transcription ServiceWorld
RepresentativesBlair, Cummings
President.....John H. Phipps
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
News Director.....Bob Delaney
Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Tallahassee Appl. Corp.
Business-Studio Address.....Duval Hotel
Phone Number2-1450
Transmitter Location.....East Park Ave.
News ServiceUP
Transcription ServiceAssociated
Representative.....Thomas F. Clark
President.....Frank W. Pepper
Comm., Gen. Mgr.....Frank W. Hazelton
Chief Engineer.....Charles Clifton

WALT

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.
Phone2-7921
News ServiceAP
Transcription ServiceLangworth
Station RepresentativePearson
Pres., Gen., Sta., Comm. Mgr.. W. Walter Tison
Program Dir.....C. W. Geer
Publicity Director.....Coburn Gum
Chief Announcer.....Gene Garcia
News Director.....Bill Mackechnie
Chief Engineer.....J. B. Tison
Consulting Engineer.....Kear & Kennedy

WDAE

TAMPA—1922—CBS (RADIO)

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....P. O. Box 2409,
114 N. Franklin St.
Phone Number2-2911
Studio Address.....Tampa Times Bldg.

Transmitter Location....Forrest Hills Country
Club Area
Air TimeUnlimited
Newspaper Affiliation...Tampa Daily Times
News ServiceAP
Transcription ServiceAssociated
RepresentativeKatz
MembershipNARTB
President.....David E. Smiley
Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
Prog.-Prod.-Publicity Dir...Kenneth W. Skelton
Chief Announcer.....S. J. Fleischman
Chief Engineer.....William Pharr Moore
Consulting Engineer.....Paul Godley

WEBK

TAMPA—1950

Frequency: 1590 Kc....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
Phone Number4-3982
News ServiceINS
Co-Owners.....E. P. Martin,
Mrs. Alpha Martin, Elmo B. Kitts
President.....E. P. Martin
Vice-President.....Mrs. Alpha Martin
Gen. Mgr., Chf. Engr.....Elmo B. Kitts
Program Director.....Bob Martin

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Phone Number2-7788
Transmitter Location....East Entrance Camp-
bell Causeway, Columbus Dr.
Air Time6 a.m.-12:05 a.m.
News ServiceUP
Transcription Service...Thesaurus, Lang-Worth
Representative . John Blair, Harry E. Cummings
MembershipNARTB
Sta-Gen. Mgr.....Charles G. Baskerville
President.....John C. Cungal
General Manager.....George W. Harvey
Sales Prom. Mgr., Pub. Dir....Tom Matthews
Prog.-Prod. Director.....Paul M. Jones
Chief Announcer, Farm Editor....Mardil Liles
News Director.....Fred Reiter
Chief Engineer.....Joseph Mitchell
Consulting Engineer...Garrison & Associates

WHBO

TAMPA—1948

Frequency: 1050 Kc....Power: 250 Watts d.
Owned-Operated By.....Harold A. Dunlap
Business Address.....8122 Nebraska Ave.
Phone Number33-2251
Transmitter Location.....10001 Florida Ave.
Air TimeLocal sunrise-sunset
News ServiceAP
Representative.....Hil F. Best
General Manager.....Harold A. Dunlap

FLORIDA — GEORGIA

Program Director.....Ellen Sauls
 Chief Engineer.....Lawrence Castro
 Consulting Engineer.....E. C. Page

WIRK

**WEST PALM BEACH—1947—MBS
 FBS**

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....715 S. Flagler Drive
 Phone Number.....2-1744
 Transmitter Location.....S. Military Trail
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Cooke
 Pres., Gen. Sta. Mgr.....Joseph S. Field, Jr.
 Pgm. Prod. Dir.....James C. Steele, Jr.
 Chief Engineer.....William P. Heitzman
 News, Farm Editor.....Jack MacCormack
 Consulting Engineer.....James C. McNary

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.

Business-Studio Address...1500 N. Flagler Dr.
 Phone Number.....2-3638
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Werth
 Representative.....Robert Meeker
 Membership.....NARTB
 President.....Marshall Hemingway
 Gen.-Sta. Mgr.....J. Stanley O'Neill
 Chief Engineer.....Warren Spencer

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
 Business Address.....P. O. Box 833
 Phone Number.....32-561
 Transmitter Location.....Lake Howard Dr.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Representative.....Devney & Co.
 President.....Frederick L. Allman
 Gen., Sta. Manager.....Larry Rollins
 Commercial Manager.....Earl Sturgeon
 Program Director.....Richard Eyrich
 Chief Engineer.....L. Orden Craig
 Consulting Engineer.....Dixie McKey

GEORGIA

*Pop. April 1, 1952 (Est.) 3,586,000 — Total Housing Units 966,896
 Families April 1, 1952 (Est.) 891,000 — Stations in State 76*

WALB

ALBANY—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By...Herald Publishing Co.
 Transmitter Location.....Leesburg Road
 Phone Number.....1590
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 President.....James H. Gray
 Commercial Manager.....Mrs. Mildred N. Huie
 Station Manager.....Tommy Stillwagon
 News Editor.....Don Ferrandou
 Chief Engineer.....Ben R. Wills
 Farm Editor.....J. D. Davis

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Albany Bdcstg. Co.
 Business-Studio Address...New Albany Hotel
 Phone Number.....1370
 Transmitter Location.....Gillenville Road
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingsbery

Membership.....NARTB, BAB
 President.....J. W. Woodruff
 Executive Manager.....J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr.....L. M. George
 Program, News Director.....Walter H. Flint
 Chief Engineer.....Redus A. Carlton
 Farm Editor.....Bill Fowler

WDEC

AMERICUS—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...The Americus Bdcstg. Co.
 Business-Studio Address...109½ Windsor Ave.
 Phone Number.....3681-3682
 Transmitter Location.....McGarrah St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Continental
 Pres., Gen. Mgr.....James R. Blair
 Sta., Comm. Mgr.....Charles C. Smith
 Chief Engineer.....John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

Frequency: 1940 Kc.....Power: 250 Watts
 Owned-Operated By...J. K. Patrick & Company

GEORGIA

Business-Studio Address.... Bobbin Mill Road
Phone Number 1741-2
Transmitter Location..... Bobbin Mill Road
Air Time..... 6:35 a.m.-12:05 a.m.
News Service..... **AP**
Gen., Sta., Comm. Mgr...... R. Lewis Doster
Sales Promotion Mgr...... Burl Womack
Program Dir...... Mary L Betts
Publicity Director..... George Pettett
Chief Announcer..... Chuck Martin
News Director..... E. A. Thilenius
Chief Engineer..... Bill Evans

WRFC ATHENS—1948

Frequency: 960 Kc....**Power:** 1000 Watts d.; 500 Watts n.

Owned-Operated By..... Radio Athens, Inc.
Business-Studio Add..... 279½ N. Lumpkin St.
Phone Number..... 446-7
Studio-Transmitter Location..... Lake Road
Air Time..... 5:30 a.m.-12:30 a.m.
News Service..... **UP**
Transcription Service..... Associated
Membership..... NARTB, BAB
Representative... Clayton Agency (Southeast)
Pres., Gen., Sta. Mgr...... L. H. Christian
Comm., Sales Prom. Mgr.... Charles A. McClure

Program Director..... Mary Anne Martin
Prod., Music. Dir...... Franklin Butler
Publicity Director..... Bill Simpson
Chief Announcer..... Frank Harmon
News Director..... H. Randolph Holder
Chief Engineer..... L. D. Drewry
Farm Editor..... R. D. Stephens
Consulting Engineer..... W. J. Holely

WGST

ATLANTA—1923—MBS-ABC

Frequency: 520 Kc....**Power:** 5000 Watts d.; 1000 n.

Owned-Operated By.... Board of Regents, University 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..... Judson Moses

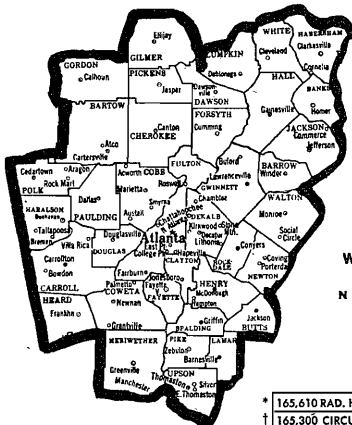
... *Let's Compare* **WGST's** ...

COVERAGE · AUDIENCE · RATES

COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE



WGST	█	.54 cents per 1,000 listeners
NEWS P	█	\$1.43 per 1,000 readers
TV	█	\$2.42 cents per 1,000 viewers.

* 165,610 RAD. HOMES
 † 165,300 CIRCUL.
 ‡ 104,000 TV SETS

* BMB 1949

† ABC 1949

‡ Estimated by TV stations April, 1951



NATIONAL REP.
 JOHN BLAIR
 IN SOUTH EAST
 CHAS C. COLEMAN

GEORGIA

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fort Industry Co.
 Bus.-Studio Address 1018 W. Peachtree St.
 Phone Number Emerson 2541
 Transmitter Location North Druid Hill Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NARTB, BMB
 President George B. Storer, Sr.
 V.P. & Gen. Mgr. James E. Bailey
 Natl. Adv. Mgr. Claude H. Frazier
 Sales Prom. Mgr., Pub. Dir. Para Lee Brock
 Prog., Prod. Dir. Don Naylor
 Musical Director Mary Burtzloff
 Chief Engineer George R. Smith
 Farm Editor Dale Clark

WATL

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Atlanta Bstg. Co.
 Business Address Henry Grady Bldg.
 Phone Number Walnut 4377
 Transmitter Location Log Haven Drive
 Air Time 6 a.m.-M.
 News Service UP, INS
 Representative Hollingberry
 President J. W. Woodruff, Sr.
 General Manager J. W. Woodruff, Jr.
 Sta. Mgr., Sls. Prom.,
 Prog. Dir. J. O. Hardin, Jr.
 Commercial Manager James A. Davenport
 News Director Lee Nance
 Chief Engineer G. C. Livingston, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Mike Benton
 Bus.-Studio Address Georgian Terrace Hotel
 Phone Number Vernon 1194
 Transmitter 467-469 W. Peachtree St., N.E.
 News Service AP
 Representative Burn-Smith
 President Mike Benton
 Commercial Manager Stan Raymond
 Manager H. S. Langham
 Pgm., News Dir. Bob McGarrity
 Chief Engineer Howard J. Parrish
 Traffic Director Jewell Camp

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc. Power: 10,000 Watts d.
 Owned-Oper. By WEAS, Inc.
 Address 217 W. Ponce de Leon Ave.
 Phone Number Dearborn 2521

Transmitter Location Lawrenceville Hiway
 News Service INS
 Representative Forjoe
 President E. D. Rivers, Jr.
 Vice-President W. H. Keller, Jr.
 Sta. Mgr., Prog. Dir. Warren Roberts
 Comm. Mgr., Pub. Dir. Nedom L. Angier
 Sales Promotion Mgr. Imogene Jones
 Prod. Dir., Chief Anncr. Ned Lukens
 News Director Kurt Alexander
 Musical Director Betty Moore
 Chief Engineer Les Gradick
 Farm Editor Channing Cope
 Consulting Engineer Kear & Kennedy

WERD

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Business-Studio Add. 274½ Auburn Ave., NE
 Phone Number Lamar 0666-7-8
 Transmitter Location Fairmount Street, NW
 Representative Interstate
 Membership NARTB, BAB
 President J. B. Blayton, Sr.
 Gen. & Sta. Mgr. J. B. Blayton, Jr.
 Program Dir. A. Kenneth Knight
 Chief Anncr., News Dir. R. Brisendine
 Chief Engineer William F. Kennedy

AP SELLS

For Stations and Sponsors —

For instance . . . WDEC

“AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our ‘casts high ratings.’”

CHARLES C. SMITH,
 General Manager,
 WDEC, Americus, Georgia



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb

The Voice of the South

wsb-tv

World's tallest TV tower

GEORGIA

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc... Power: 5000 Watts d.: 1000 Watts n. Owned-Operated By... R. W. Rounsaville Business-Studio Address... Peachtree at Mathieson Phone Number... Cherokee 2196 Transmitter Location... Cheshire Bridge Rd. Air Time... 6 a.m.-Sunset News Service... UP Transcription Service... World, Capitol Station Representative... Pearson Owner, Gen. Mgr... R. W. Rounsaville Station, Comm. Mgr... Don Mitchell Program Dir... Bob Corley Chief Anncr., News Dir... Herb Harris Chief Engineer... Paul Cram Consulting Engineer... John H. Mullaney

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... ELgin 6711 Transmitter Location... Tucker Air Time... 5:15 a.m.-1:05 a.m. News Service... AP, UP Transcription Service... World, Standard Representative... Edward Petry Membership... NARTB, BAB Managing Director... J. Leonard Reinsch General Manager... John M. Outler, Jr. Commercial Manager... Frank Gaither Sales Promotion Manager... Vincent C. Piano Program Director... Marcus Bartlett Publicity Director... Wayne L. Anderson News Director... Walter Paschall Chief Engineer... C. F. Daugherty Farm Editor... Lee Morris Consulting Engineer... Frank McIntosh

W A U G

AUGUSTA—1951—LBS

Frequency: 1050 Kc... Power: 250 Watts d. Owned-Operated By... Garden City Bcstg. Co. Address... Bon Air Hotel Phone Number... 6-1053 News Service... AP Representative... Augusta Sales Partners... Melvin Purvis, Geo. Nicholson, Chester Jones General Manager... George Fisher Prom., News Dir... Fred J. Runde Jr. Chief Engineer... Ted R. Woodard

W B B Q

AUGUSTA—1946—MBS

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., Prod. Dir... John G. Lyon Chief Anncr., Prog. Dir... Edward H. Dunbar Chief Engineer... Marvin Tarpley News Director... Fred Runde

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... 664 Broad St. Phone Number... 2-2692 Transmitter Location... Martinez News Service... UP Transcription Service... RCA Representative... Avery-Knodel Membership... NARTB, BAB Pres., Gen. Mgr... A. D. Willard, Jr. Station Mgr... Donald MacDonald Comm. Mgr. (Local)... Martin E. White Program Dir... Warren Hites Prod. Dir., Chief Anncr... John Francis News Director... John Barnes Chief Engineer... John Jopling Farm Editor... J. W. Chambers

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc... Power: 250 Watts Owned-Oper. By... Georgia-Carolina Bcstg. Co. Address... WJBF Bldg. Phone Number... 4-2421 Transmitter Location... Sunset Ave. Air Time... 6:00 a.m.-M. News Service... UP Representative... Hollingberry Membership... NARTB, BAB Pres., Gen. Mgr... J. B. Fuqua Station Mgr... D. M. Kelly, Jr. Commercial Manager... Steve Manderson Production Director... John Vance Chief Announcer... Hugh Allison Chief Engineer... Ernest Swint

GEORGIA

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Radio Augusta, Inc.
Business-Studio Address . . . 8th & Broad Streets
Phone Number 2-8805
Transmitter Location Berckmans Rd.
News Service UP
Transcription Service World
Representative Headley-Reed
President Ernest D. Black
General Manager W. R. Ringson
Commercial Manager M. C. Gregory
Pgm., News Dir. Frank F. Hubbs
Farm Director Raymond Culpepper
Chief Engineer Rabun F. Bobo

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Decatur Bcstg. Co.
Address P. O. Box 348
Phone Number 777
General Manager Thomas R. Hanssen
Commercial Manager Charles W. Dowdy
Pgm., News Dir. Joe Hill
Promotion Manager John A. Dowdy
Chief Engineer Harry Hutto

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
Owned-Operated By . . . Brunswick Bcstg. Corp.
Business-Studio Address 1514 Union St.
Phone Number 2714
Transmitter Location Blythe Island
News Service AP
General Manager Hugh K. Tollison
Commercial Manager John Lane
Pgm. Dir., Prom. Mgr. W. Eddie Wade
Chief Engineer Herman Lange
Farm Director Marvin Massey

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Coastal Bcstg. Co., Inc.
Address P. O. Box 572
Phone Number 1500
News Service UP
Transcription Service Lang-Worth
President Alma W. King
Gen.-Comm. Mgr. Kenneth E. White
Chief Engineer Cecil Tankersley

WGRA

CAIRO—1950—LBS

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Grady Mitchell Bcstg. Co.

WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST



REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

G E O R G I A

Address Bainbridge Rd.
 Phone Number 439
 Transcription Service Standard
 News Service UP
 President..... Geise Dozier Jr.
 General Manager..... Jim Honey
 Commercial Manager... William C. Woodall Jr.
 Program Director..... Kenneth E. Flynt
 Promotion Manager..... Byron Hurst
 Chief Engineer..... Gregg Strang

W L B B

CARROLLTON—1947—LBS-KBS

Frequency: 1100 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Carroll Bcstg. Co., Inc.
 Business-Studio Address... Peoples Bank Bldg.
 Phone Number 980
 Transmitter Location..... Cedar St.
 Membership NAB
 General Manager..... W. Ryan Frier

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... W. R. Frier
 Transmitter Location Cartersville
 Phone Number 1200
 News Service UP
 Transcription Service Lang-Worth
 President, General Manager... W. Ryan Frier
 Commercial Manager..... Minor C. Shadburn
 Program Director..... Martha Sullins
 Chf. Engr., Farm Editor..... J. T. Norton
 News Director..... James Hale

W G A A

CEDARTOWN—1941—ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Timm Inc.
 Business-Studio Address West Ave.
 Phone Number Cedartown 777
 Transmitter Location..... Rome Highway
 News Service..... AP
 Transcription Service World
 President..... B. F. J. Timm
 Gen., Comm. Mgr..... Dale Smith
 Program Director..... Fred Webb
 News Director..... Eddie Lynch
 Farm Director..... Bob McGonagle
 Chief Engineer..... Ray Relihan

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Columbus, Inc.
 Business-Studio Address..... Martin Bldg.
 Phone Number 5447
 Transmitter Location..... Brickyard Road
 Air Time..... 5:30 a.m.-1:05 a.m.
 News Service..... AP
 Transcription Service..... World
 Station Representative..... Headley Reed
 Membership NARTB, BAB

President-General Manager.. Allen M. Woodall
 Sta., Sales Prom. Mgr..... Miles H. Ferguson
 Commercial Manager..... William Massie
 Pgm., Prod., Pub. Dir..... Joe Byars
 Chief Anncr., News Dir..... William Henry
 Musical Director..... Loretta Exum
 Chief Engineer..... Max F. Harper

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc..... Power: 1000 Watts
 Owned-Operated By... Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address..... 1219½ Broadway
 Phone Number..... 3-3603
 Transmitter Location..... Morris Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service..... Lang-Worth, RCA
 Representative Branham
 Membership NARTB, BAB
 President..... A. H. Chapman
 General Manager..... Walter M. Windsor
 Commercial Manager..... A. H. Haack, Jr.
 Program Director..... W. L. Gramer
 Chief Announcer..... Ralph Burgess
 News Director..... Philip Krieger
 Musical Director..... Merle Garrett
 Chief Engineer..... William R. Atkinson
 Consulting Engineer..... A. D. Ring

W R B L

COLUMBUS—1928—CBS GEORGIA SPORTS

Frequency: 1420 Kc..... Power: 5000 Watts
 Owned-Operated By..... Columbus 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. Hollingsbery
 Membership NARTB, BAB
 Executive Manager..... J. W. Woodruff, Jr.
 Station Manager..... G. A. Gingell
 Commercial Manager..... B. Ed Johnson
 Pgm., Prod. Dir..... George Gingell
 News Director..... George Theeringer
 Chief Announcer..... Bill Mitchell
 Chief Engineer..... J. A. Gamble

(See next page)

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By... Southeastern Bcstg. System
 Business-Studio Address... 20th Ave. & B St.
 Phone Number 666
 News Service UP
 President..... James S. Rivers
 General Mgr..... William E. Blizzard, Jr.
 Sales Manager..... O. Grady Cooper
 Program Dir..... Bryant Lane
 Chief Engineer..... George Jim Martin

WRBL **1**st STATION

WEEKDAY MORNINGS	32.7
WEEKDAY AFTERNOONS	48.1
SUNDAY AFTERNOONS	37.4
EVENINGS	45.1
TOTAL RATED TIME PERIODS	43.0

COLUMBUS **2**nd MARKET

METROPOLITAN AREA

POPULATION	180,900
RETAIL SALES	\$132,332,000
EFFECTIVE BUYING INCOME	\$187,314,000

5 KW IN COLUMBUS, GA.



WRBL



**CALL
HOLLINGBERY**

AND WRBL-FM 46.2 KW

GEORGIA

WMOC

COVINGTON—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Covington News Inc.
Business Address: Covington
Phone Number: 2275
Studio-Transmitter Location: Monticello St
News Service: UP
Transcription Service: World, Capitol, SESAC
President: Belmont Dennis
Commercial Manager: W. Thomas Hay
General Manager: Rich Richards
Sports Director: S. G. Turner
Program Director: W. I. Allgood
Chief Engineer: Jim Rodgers
Farm Editor: Leo Mallard

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Dalton Bdcstg. Corp.
Business-Studio Address: 111 South Fentz St.
Phone Number: 1180
Transmitter Location: River Bend Rd.
Air Time: 6 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BMB
President: H. C. Kenemer
Gen. Sta. Mgr.: William B. Davies
Program Director: Bernice Ewton
News Director: James L. Clark
Chief Engineer: John S. Andrews
Consulting Engineer: Claude Gray

WDWD

DAWSON—1948—LBS

Frequency: 990 Kc. Power: 1000 Watts D.
Owned-Operated By: Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address: Parrott Road
Phone Number: 416
News Service: UP
Transcription Service: Standard
President: Ed Stevens
General Manager: W. C. Woodall, Jr.
Pgm., Prod., News Dir.: Bill McGuirt
Comm., Prom. Mgr.: George Burton, Jr.
Chief Engineer: Joe Stephens

WGLS

DECATUR—1949

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By: DeKalb Bcstg. Co.
Business-Studio Add.: 546 N. McDonough St.
Phone Number: Crescent 6471
Transmitter Location: Northern Ave.
News Service: UP
Transcription Service: Standard
President: Guy W. Rutland, Sr.
Gen., Sta. Mgr.: Sam W. Kane
Comm. Sales Prom. Mgr.: Al Ciraldo
News Dir., Chief Anncr.: Tom Nolan

Chief Engineer: Sam Dillard
Musical Director: Frank Stiteler

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: NARTB, BAB
President: Downing Musgrove
General Manager: B. F. J. Timm
Musical Director: George Dunaway
Chief Engineer: Stanley H. Strickland
Consulting Engineer: Claude M. Gray

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Dublin Bdcstg. Co.
Business Address: Dublin
Phone Number: 871
Studio-Transmitter Location: Franklin St.
News Service: AP
Transcription Service: World
Representative: Continental Radio Sales
President: George T. Morris
Vice-President: W. Newton Morris
Program Director: W. C. Courson
General Manager: Roy M. Hubbard
Chief Engineer: Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: James S., Doris R. Rivers
Address: P. O. Box 72
Phone Number: Fairfax 4343
Transmitter Location: Dotson Drive
News Service: UP
President: James S. Rivers
Gen., Comm. Mgr.: Willard Belote
Chief Engineer: Wm. J. Hill, 3rd

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Elberton Bcstg. Co.
Address: Elberton
News Service: AP
Representative: Continental Radio Sales
Manager: Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ben Hill Bdcstg. Corp.

GEORGIA

Address 600 Roanoke Dr.
Phone Number 2077-8
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Capitol
President Otto Criner
Gen., Sta., Comm. Mgr. Al H. Evans
Prog., Prod., Pub. Dir. Armine H. Wood
Chief Anncr., Engr. Charles E. Player
News Director Jack Wilkerson
Musical Director Elva Snowden
Consulting Engineer Claude Gray

W F P M

FORT VALLEY—1951—LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Peach Belt Bcstg. Co.
Address Roberta Rd.
Phone Number 84
News Service UP
President Ed Stevens
General Manager W. C. Woodall Jr.
Comm. Mgr., Farm Dir. Olyn L. Gee
Sales Manager Cecil Grider
Program Director Orson Swindle
Chief Engineer Charlie Parish

W D U N

GAINESVILLE—1949—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address 217½ S. Main St.
Phone Number 2341
Transmitter Location Tower Heights
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Metropolitan
Membership NARTB, BAB
President Paul C. Plaginos
General Manager John W. Jacobs, Jr.
Commercial Manager Joe Franklin
Station Manager Julius Still
Program Director Dean Stobbe
Chief Engineer Lesley P. Brooks
Consulting Engineer Chambers & Harrison

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Blue Ridge Bdcstg. Co.
Business Address P. O. Box 654
Phone Number 1600
Studio-Transmitter Location 2400 Athens Rd.
Air Time 6 a.m.-M.
News Service UP
Representative Dora Dodson Agency
Pres., Gen. Mgr. Charles A. Smithgall
Commercial Manager E. F. MacLeod
Program Director Robert Schwab
Musical Dir. James A. Hartley
Chief Engineer F. Keith Brown

W K E U

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WKEU, Inc.
Address P. O. Box 155
Phone Number 5507
Transmitter Location Griffin
News Service AP
President, General Mgr. A. W. Marshall, Jr.
Comm. Mgr., Pgm. Dir., Chief Engr.
G. H. Whitley, Jr.

W K L Y

HARTWELL—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Louie L. Morris
Business Address Box 189, Hartwell
Phone Number 71
Studio-Trans. Location Bowerville Hiway
News Service UP
Transcription Service Capitol
President Louie L. Morris
Exec. Vice-Pres. Max G. Pfaender
Asst. Mgr., Prom. Mgr., Pgm. Dir. Joe Wilder
Chief Engineer Broadus McLane

W B G R

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Altamaha Bcstg. Co.
Address P. O. Box 147
Phone Number 2444, 2232
Transmitter Location Waycross Highway
Air Time Sunrise-Sunset
News Service UP
Transcription Service Capitol
Representative Dora C. Dodson
General Manager W. G. Thomas
Sta., Comm. Mgr. George Thompson
Chief Engineer Arthur L. Manning
Consulting Engineer Claude Gray

W L A G

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By LaGrange Bdcstg. Co.
Business-Studio Address 305-307 Broome St.
Phone Number 3505
Transmitter Location LaGrange
Air Time 6 am.-M.
News Service UP
Transcription Service World
Membership NARTB, BAB
President Roy C. Swank
General-Station-Commercial
Manager Edwin Mullinax
Program Director John Boggess
Publicity Director Fayzelle Scarborough
Musical Director William Hyde, Jr.
Chief Engineer James McKay
Farm Editor Joe Hawkins
Consulting Engineer Walter Holey

GEORGIA

W B M L

MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Middle Georgia Bcstg. Co.
Business-Studio Address... 230 Second St.
Phone Number... 3-5454
Transmitter Location... 8th & Cherry St.
Air Time... 5:30 a.m.-12:30 a.m.
News Service... AP
Transcription Service... World
Representative... Headley-Reed
Membership... NARTB, BAB
President... E. D. Black
General Manager... Charles W. Pitman
Station Manager... John Bartlett
Commercial Manager... Walter Graham
Prog., Pub., News Dir... Richard Johnson
Chief Announcer... Tommy Snellgrove
Musical Director... Mary H. Richardson
Chief Engineer... H. S. Goodrich
Consulting Engineer... George Davis

W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By... Peach State Bcstg. Co., Inc.
Business-Studio Address... Professional Bldg.
Phone Number... 2-2505
Transmitter Location... Millirons Road
News Service... UP
Pres., Gen. Mgr... Thomas H. Maxwell
Assistant Manager... George W. Patton

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By... Southeastern Bcstg. Co.
Business-Studio Address... Bankers Insurance Bldg.
Phone Number... 2-7373
Transmitter Location... Forsyth Rd.
Air Time... 5:30 a.m.-12:30 a.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Membership... BAB
Pres., Chief Engineer... George P. Rankin
Gen., Sta. Mgr... Wilton E. Cobb
Sales Prom., Comm. Mgr... Frank Crowther
Publicity Director... Ed Pendleton
News Director... Ben Chatfield
Chief Announcer... Lloyd Harris
Farm Editor... D. F. Bruce
Consulting Engineer... George C. Davis

W N E X

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Macon Bcstg. Co.
Business-Studio Address... Bibb Bldg.
Phone Number... 5-3301

Transmitter Location... Rogers Ave.
Air Time... 5:45 a.m.-12:35 a.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Bramham
President... Ed Lowe
General-Station Manager... Alfred Lowe
Comm., Sales Prom. Mgr... Marion Weaver
Program Director... Virginia Flint
Chief Announcer... Ed Sharpe
Chief Engineer... Charles A. Walker
Consulting Engineer... George Davis

W F O M

MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Chattahoochee Bcstrs.
Business Address... So. Cobb Dr., P. O. Box 131
Phone Number... 1746
Studio-Transmitter Location... So. Cobb Dr.
News Service... AP
President... Fred B. Wilson
General Manager... Albert L. Jones
Program Director... John Bacheller
News Dir... Bill Scott
Chief Engineer... Chuck Strauss

W M V G

MILLEDGEVILLE—1946—MBS-KBS
GALS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Jere N. Moore
Business-Studio Address... P. O. Box 307
Phone Number... 250
Transmitter Location... Fishing Creek
Air Time... 7:00 a.m.-11:15 p.m.
News Service... UP
Transcription Service... Capitol
Representative... Irene Griffith
Membership... NARTB
President (Owner)... Jere N. Moore
Gen., Sta., Comm. Mgr... Michael T. Landy
Program Director... Josephine Ragsdale
Chief Engineer... Robbie O. Hattaway

W M G A

MOULTRIE—1939—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... John F. Pidcock
Business-Studio Address... Moultrie
Phone Number... 999
Transmitter Location... Tifton Hiway
News Service... UP
Representative... Thomas Clarke
Owner... John F. Pidcock
Station, Comm. Mgr... Roy F. Zess
Chief Engineer... Lamar Beaty

W C O H

NEWMAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Newnan Bcstg. Co.

GEORGIA

Business-Studio Address.....11 Court Sq.
 Phone Number1400
 Transmitter Location.....Line St.
 News ServiceAP
 Transcription ServiceWorld
 President.....D. T. Manget
 Gen., Comm. Mgr.....J. H. Beard
 Chief Engineer.....Walter O. Welch

WLAQ

ROME—1947—KBS-ABC

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....News Publishing Co.
 Phone Number7767
 Transmitter Location.....Hanks St.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 V.P., Gen. Mgr.....James F. Mann
 Station, Sls. Prom. Mgr.....Lee Mowry, Jr.
 Commercial Manager.....Martha Daniel
 Prog., News Dir.....Clarence Salmon
 Chief Engineer.....Dan Scott
 Consulting Engineer.....Weldon & Carr

WRGA

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Bus.-Studio Address.....501 Broad St.
 Phone Number2-2411
 Transmitter Location.....Off Summerville Rd.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeWalker
 MembershipNARTB, BAB
 President.....Mrs. John W. Quarles
 General Manager.....Mather Payne
 Commercial Manager.....Pinkie Talley
 Prom. Mgr.....Cap Hicks
 Prod., Pgm. Dir.....Jim Roberts
 Publicity Director.....Bill Hart
 Chief Announcer.....Ben Lucas
 News Director.....Cap Hicks
 Musical Director.....Kitty Alford
 Chief Engineer.....Sox Starr
 Consulting Engineer.....W. J. Holey

WROM

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
 Transmitter Location.....Cooper Dr.
 Air TimeSunrise-sunset
 News ServiceAP
 RepresentativeDora Clayton
 President.....Dean Covington
 Gen., Prom. Mgr.....Edward N. McKay
 Program Director.....Charlie Doss
 Chief Engineer.....Thomas Robertson

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated by.....Dixie Bcstg. Co.
 Business-Studio Address.....P. O. Box 943
 Phone Number2-4182
 Transmitter Location.....West Gwinnett St.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Sales Prom. Mgr.....Charles Lipton
 Program Director.....Charles Beresford
 Publicity Director.....Al Jennings
 Production Director.....Larry Picus
 Chief Engineer.....William Moats
 Consulting Engineer.....Kear & Kennedy

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number3-8807
 Transmitter Location.....E. Perry Lane
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 RepresentativePearson
 MembershipNARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....Robert Finch
 Program Director.....Milton Bellah
 Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone Number3-9642
 Transmitter Location.....E. Perry Lane
 Air Time.....6 a.m.-M.
 News ServiceAP
 Representative.....Thomas F. Clark
 Pres., Gen. Sta. Mgr., Pgm. Dir. John F. Pidcock
 Comm., Sales Prom. Mgr.....John Williams
 Chief Engineer, News Dir.....James M. Wilder
 Consulting Engineer.....George C. Davis

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....128 W. Taylor St.
 Phone4-7264
 Transmitter Location.....Hutchinson Island
 Air Time.....Daytime
 News ServiceAP
 RepresentativeForJoe

GEORGIA

President.....E. D. Rivers, Jr.
 Vice-President.....W. H. Keller, Jr.
 Comm., Sales Prom. Mgr.....Abe Eisenman
 Sta. Mgr., Prog. Dir., Chf. Ancr.....J. L. Woods
 Production Director.....Lew Banks
 Publicity Director.....Frank Freeman
 News Director.....Dennis Brown
 Musical Director.....Shirley Collins
 Chief Engineer.....Robert Rivers
 Farm Editor.....Channing Cope
 Consulting Engineer.....Kear & Kennedy

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.....Blair
 Pres., Gen.-Sta. Mgr.....Harben Daniel
 Comm. Mgr.....Don Jones
 Sales Mgr.....Robert W. Ward
 Pgm., News Dir.....Robert Shipley
 Pub. Director.....Mary Keating
 Chief Announcer.....Norman Strand
 Musical Director.....Jewell Casey
 Chief Engineer.....M. E. Thompson
 Farm Editor.....Bob Noble
 Consulting Engineer.....A. Earl Cullum

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Savannah Bcstg. Co.
 Business-Studio Address.....516 Abertcorn St.
 Phone Number.....2-0127
 Transmitter Location.....Anderson Rd.
 Air Time.....5 a.m.-12:10 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Sales Promotion Mgr.....Courtney Knight
 Pgm., Pub. Dir.....Dwight J. Bruce
 Production Director.....Ben H. Quick
 Musical Director.....Harriett Tuttle
 News Director.....Wm. D. Randall
 Chief Announcer.....W. O. King
 Chief Engineer.....Kyle E. Goodman
 Consulting Engineer.....George C. Davis

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Statesboro Bcstg. System
 Phone Number.....502
 Studio-Transmitter Location.....E. Olliff St.

Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 General Manager.....R. H. Thompson
 Sta. Mgr., Chief Engr.....Jack LoPresti
 Program Director.....J. H. Watson
 Consulting Engineer.....Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....Box 213
 Phone Number.....295
 News Service.....UP
 President.....E. C. Pesterfield
 General Manager.....William B. Farrar
 Program Director.....Laurence Keown
 Chief Announcer.....Curley Kinsey
 Chief Engineer.....James S. Stowers, Jr.
 Consulting Engineer.....Kear & Kennedy

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jack & Nancy M. Thompson
 Address.....Covena Road
 Phone Number.....2011
 Transcription Service.....Lang-Worth, Capitol
 News Service.....UP
 Partner, Gen. Mgr.....Jack A. Thompson
 Program Director.....Sally Evans
 Chief Announcer.....Joe Beaumont
 Chief Engineer.....John H. Wisely
 Farm Editor.....Bill Polk
 Consulting Engineer.....Claude M. Gray

WSFT

THOMASTON—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co.
 Business-Studio Address.....P. O. Box 689
 Phone Number.....1300
 Transmitter Location.....Hightower Rd.
 Air Time.....Daytime
 Transcription Service.....World
 News Service.....AP
 President.....R. E. Hightower
 Staff General Manager.....S. J. Carswell
 Commercial Manager.....C. T. Thomas
 Program Director.....Bill Heule
 Chief Engineer.....R. D. Wharton

WK TG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Southern Bcstg. System, Inc.
 Business-Studio Address.....Bank of Thomas
 County Bldg.
 Phone Number.....1501
 Transmitter Location.....Pavo Hwuy.
 Air Time.....Daytime
 News Service.....UP

GEORGIA

Transcription Service.....World, Thesaurus
Representative.....Thomas F. Clark
Dora Clayton
Pres., Gen. Mgr.....W. F. Scott, Jr.
Commercial Manager.....L. T. Porter
Chief Engineer.....Bruce E. Singleton
Chief Announcer.....A. R. Wass

WPAX

THOMASVILLE—1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Address...117 Remington Ave.
Phone Number.....909
Transmitter Location.....117 Remington Ave.
News Service.....UP
Transcription Service.....Capitol
Owner, Gen. Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bill Kelly
Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.
Business-Studio-Transmitter
Address.....215 Lumpkin St.
Phone Number.....777
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World
Membership.....NARTB, BAB
President.....Edgar H. Kobak
Chief Engineer.....Edward Williams, Jr.

W W G S

TIFTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Phone Number.....921
Bus.-Transmitter Location.....800 S. Main St.
Air Time.....6 a.m.-10:30 p.m.
News Service.....UP
President.....W. A. Graham
Gen., Comm. Mgr.....James E. Graham
Program Director.....Carl Wandell
Chief Announcer.....Oscar Newsom
Chief Engineer.....W. C. Roberts

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 Number.....544
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Thomas F. Clark

President.....R. G. Letourneau
Gen., Sta. Mgr.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Publicity Director.....Etheldra Davis
Prod., News, Music Pgm. Dir....Roy E. Gaines
Chief Announcer.....Bill Storr
Chief Engineer.....J. Carl Meeks
Consulting Engineer.....W. J. Holey

W G A F

VALDOSTA—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Phone Number.....910
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McKenny
Pres., Gen. Mgr.....George B. Cook
Farm Director.....Bob Rogers
Chief Engineer.....N. V. Pieler

W G O V

VALDOSTA—1941—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....WGOV, Inc.
Address.....Daniel Ashby Hotel
Phone Number.....1420
Transmitter Location.....Kinderlou
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....John E. Pearson,
Dora Clayton
President.....E. D. Rivers, Jr.
General Mgr.....A. B. Smith
Program Director.....Jack Jackson
Prod., News.....Vince Randolph
Publicity Director.....Betty Frwis
Chief Announcer.....Wes Hendricks
Chief Engineer.....William Keller

W V O P

VIDALIA—1946—LBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address.....Box 391, Mt. Vernon Rd.
Phone Numbers.....327, 693, 698
Transmitter Location.....Vidalia
Air Time.....6:28 a.m.-10:15 p.m.
News Service.....UP
Transcription Service.....World, Cole
Membership.....NARTB
Business Manager.....Howard C. Gilreath
Gen., Sta. Comm. Mgr.....H. C. Gilreath, Jr.
Sales Promotion Mgr.....R. S. Bryant
Prog., Prod. Dir.....Nell Windham
Publicity Director.....R. E. Ledford
News Director.....Charles Rollinson
Chief Announcer.....Loren Dorough
Musical Director.....Lulu Mae Leverette
Chief Engineer.....H. L. Dorough
Consulting Engineer.....George C. Davis

GEORGIA—IDAHO

WACL

WAYCROSS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Teletronics Inc.
 Address..... Carswell Ave.
 Phone Number..... 3068
 News Service..... AP
 Transcription Service..... Lang-Worth
 President..... James S. Rivers
 Comm., Prom. Mgr..... E. K. Avriett Jr.
 Program Director..... Bob Lay
 News Director..... Paul T. Hayes
 Chief Engineer..... Loyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Jack Williams
 Business-Studio Address..... 1600 Carswell Ave.
 Phone Number..... 965
 Transmitter..... Waycross
 Air Time..... 6:30 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... Hal Holman
 Membership..... NARTB, BAB
 President..... Jack Williams

Gen., Sta., Comm. Mgr..... John J. Tobola
 Sales Prom., Mgr..... Tommy Edwards
 Production Director..... Curt Frazier
 Publicity Dir..... Dorothy Smith
 Chief Anncr., Pgm. Dir..... Ray Williamson
 News Director..... Charles R. Witt
 Chief Engineer..... Curtis Frazier
 Farm Editor..... Malcolm Thomas
 Consulting Engineer..... Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Valley Bcstg. Co., Inc.
 Business Address..... P. O. Box 312
 Phone Number..... 2-2771
 Studio-Transmitter Location..... Lanett, Ala.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Joseph H. McGillvra
 President..... J. C. Henderson
 General Manager..... Paul E. Reid
 Publicity Director..... Jay H. Lamb
 Sales Promotion Mgr..... Jim Murphy
 Program Director..... Aileen Love
 Chief Engineer..... R. R. Magill
 Consulting Engineer..... Claude Gray

IDAHO

*Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601
 Families April 1, 1952 (Est.) 173,000 — Stations in State 23*

KBLI

BLACKFOOT—1951—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Blackfoot Bcstg. Co.
 Address..... Blackfoot
 Phone Number..... 780
 Owner..... William I. Palmer
 General Manager..... Arlond T. Christensen
 Commercial Manager..... Carl Winther
 Chief Engineer..... Gerald W. Peterson

KDSH

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By..... Boise Valley Bcstrs., Inc.
 Business-Studio Address..... 311 N. 10th St.
 Phone Number..... 6820
 Transmitter Location..... Meridian, 8 Mi. S.W. of
 Boise
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Free & Peters
 Membership..... NARTB, BAB
 President..... Saul Haas

General Manager..... Westerman Whillock
 Sta., Comm. Mgr..... Earl Glade, Jr.
 Local Sales Mgr..... George Ganz
 Musical Director..... Bob Salter
 Chief Announcer..... Ross Woodward
 News Director..... Charles Platt
 Farm Editor..... Darwin Dodds
 Chief Engineer..... James A. Johntz

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc. Power: 10,000 Watts
 Owned-Oper. By..... Idaho Bcstg. & Telev. Co.
 Business-Studio Address..... 5601 Cassia
 Phone Number..... 533
 Transmitter Location..... 5601 Cassia
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... World
 Representative..... George P. Hollingbery
 Membership..... NARTB
 President..... Frank C. Carman
 General Manager..... Milo J. Petersen
 Production Director..... Don Bish
 Chief Engineer..... Manson McClure
 Farm Editor..... LeRoy O'Loughlin
 Consulting Engineer..... Grant Wrathall

IDAHO

KIDO BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By..... KIDO, Inc.
 Business-Studio Add... Chamber of Comm. Bldg.
 Phone Number 660
 Transmitter Location..... 10½ Mi., S.W. Boise
 Air Time..... 6 a.m.-12M.
 News Service UP
 Transcription Service..... Standard, Thesaurus
 Representative John Blair
 Membership NARTB, BAB
 President..... Georgia M. Davidson
 General Mgr..... Walter E. Wagstaff
 Commercial Mgr..... Hugh Shelley
 Program Dir..... Jack Link
 Chief Announcer..... Gene Perkins
 Chief Engineer..... Harold W. Toedemeier
 News Director..... Rulon Bradley
 Consulting Engineer..... Commercial Radio

KBIO BURLEY—1947 ABC-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... KBIO, Inc.
 Business-Studio Address..... P. O. Box 461
 Phone Number 10
 Transmitter Location..... 1½ Mi. W. of Burley
 News Service UP
 Transcription Service World
 Representative..... Donald S. Cooke
 President..... Jessica L. Longston
 Gen. Mgr., News Dir..... K. Clark
 Program Director..... Barbara Anderson
 Chief Engineer..... Edwin C. Miller

KCID CALDWELL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Caldwell Bcstg. Co.
 Business-Studio Address... 520 So. Kimball Ave.
 Phone Number 9-7444
 Transmitter Franklin Lane
 Air Time..... 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walter Biddick
 President..... J. T. La Fond
 Sta., Gen., Comm. Mgr..... H. R. McCosh
 Pgm., Farm Editor..... Andrew Grant
 Chief Annrc., News Dir..... Bab Callendar
 Chief Engineer..... Henry Paul
 Consulting Engineer..... James A. Johtnz, Jr.

KVNI COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... The Coeur d'Alene Bcstg.
 Business-Studio Address... Blackwell Island
 Phone Number 900
 Transmitter Location..... Blackwell Island
 Air Time..... 7 a.m.-11 p.m.

Transcription Service Capitol
 Representative..... George P. Hollingbery
 Pres., Gen. Mgr..... Burl C. Hagadone
 Sta., Comm., Prom. Mgr..... Wayne E. Olsen
 Pgm. Prod., Pub. Dir., Asst. Mgr.... Bernard V.
 Merriman

KID IDAHO FALLS—1928 MBS-INTERMOUNTAIN NET

Frequency: 590 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..... Idaho Radio Corp.
 Business-Studio Address..... Park & C St.
 Phone Number 4
 Transmitter Location..... Ririe Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service..... World
 Membership NARTB
 President..... A. W. Schweider
 General-Station Manager..... C. N. Layne
 Commercial Manager..... Leonard Wasden
 Program Director..... Roy Southwick
 Chief Engineer..... Carrol Secrist
 Consulting Engineer..... Weldon & Carr

KIFI IDAHO FALLS—1946—ABC-MBS INTERMOUNTAIN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address..... 339 Broadway
 Phone Number 1054
 Transmitter Location... N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Pres., Gen. Mgr..... J. M. Brady
 Prod., Prom. Mgr..... Jim Butler
 Program Director..... Hal Simmons
 Chief Engineer..... George Stone
 Farm Editor..... David Lewis
 Consulting Engineer..... Grant C. Wrathall

KRLC LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By..... H. E. Studebaker
 Business-Studio Address... Lewis-Clark Hotel
 Phone Number 1950
 Transmitter Location..... Lewiston Orchards
 Air Time..... 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service..... RCA, Thesaurus
 Representative..... W. S. Grant
 Membership NARTB, BAB
 General Manager..... H. E. Studebaker
 Station Manager..... Donald Thomas
 Commercial Manager..... Thomas Decker
 Program Director..... Bill Dodel

IDAHO

Sales Prom. Mgr. Al Nelson
 Chief Announcer Hugh McIntosh
 News Director Jack Clifford
 Chief Engineer Gene Wilson
 Farm Editor Irv Faling
 Consulting Engineer Al Sparling

KRPL

MOSCOW—1947—KBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Interstate Radio, Inc.
 Business Address P. O. Box 396
 Phone Number Moscow 2283
 Studio-Transmitter Location Route 3
 News Service AP
 Transcription Service SESAC
 Representative Walter Biddick (Pacific Coast)
 Membership NARTB, BAB
 President Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir. Bert McAllister
 Comm., Sales Prom. Mgr. W. L. Hopkins
 Chief Engineer Herbert D. Young

KFXD

NAMPA—1930—MBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Frank E. Hurt & Son
 Business Address Box 891
 Phone Number 6-4611
 Transmitter Location Near Meridan
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership BAB
 President E. E. Coleman
 General Manager Edward P. Hurt
 Sta., Comm. Mgr. D. A. Cain
 Prog., Prod. Dir. Shirl Black
 Chief Engineer G. M. Rose

KEYY

**POCATELLO—1946
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & Telev. Bcstg. Co. of Idaho
 Address 1140 Yellowstone Ave.
 Phone Number 1240
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President F. M. Bistline
 Gen., Comm. Mgr. Louis F. Haller
 Pgm. Dir., Prom. Mgr. Doris MacBride
 Chief Engineer Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Radio Service Corp.

Business-Studio Address Hotel Whitman
 Phone Number 4000
 Transmitter Location Pocatello
 Air Time 6 a.m.-12M
 News Service UP
 Transcription Standard. Lang-Worth, Thesaurus
 Representative Walker
 Membership NARTB, BAB
 President O. P. Soule
 Gen., Comm. Mgr. Henry H. Fletcher
 Publicity Dir. Olive M. Leeney
 Program Director Ruthe A. Fletcher
 Chief Engineer Ellis W. Cail
 Consulting Engineer Comm. Radio Eqpt. Co.

KWIK

**POCATELLO—1946—ABC-MBS
 INTERMOUNTAIN**

Frequency: 1440 Kc. Power: 1000 Watts
 Owned By Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address Hotel Bannock
 Phone Number 3400
 Transmitter Location Pole Line Rd.
 News Service AP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB
 President James M. Brady
 General Mgr. Charles Crabtree
 Commercial Manager Don W. Burden
 Prom. Mgr., Pgm. Dir. Dick Wright
 News Director John Sucky
 Chief Engineer Delbert Williams
 Consulting Engineer Grant C. Wrathall

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Voice of The Rockies, Inc.
 Business-Studio Address 17 North St.
 Phone Number 600
 Transcription Service Lang-Worth, Associated
 President Leon Smith
 Gen., Sta. Mgr. Rulon Dunn
 Commercial Mgr. N. Pratt Smith
 Program Dir. Bob Gregg
 Chief Engineer Kenneth F. Smith

KRXK

REXBURG—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Snake River Radio & TV Co., Inc.
 Address Box 301
 Phone Number 700
 News Service AP
 Transcription Service Capitol, Thesaurus
 President Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr. Howard R. Chapman
 Commercial Manager Merrill L. Skinner
 Program Director Bruce Hymas

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bauer Bcstg. Co.
 Business Address: Dover Rd.
 Phone Number: 555
 News Service: UP
 Transcription Service: Standard
 Pres., News Dir., Gen. Mgr.: Norman Bauer
 Sta., Comm. Mgr.: Jack Hatch
 Program Director: Lone Bauer
 Chief Engineer: William Frey

KLIX

TWIN FALLS—1946—MBS-ABC
 INTERMOUNTAIN—DON LEE

Frequency: 1310 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By: Southern Idaho Bcstg.
 & Television Co.
 Business-Studio Transmitter: Elizabeth Blvd.
 Phone Number: 2820
 Air Time: 5 a.m.-1:30 a.m.
 News Service: AP
 Transcription Service: Capitol, MacGregor,
 Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 V.P., Gen. Sta., Mgr., Pub. Dir.:
 Frank C. McIntyre
 Commercial Mgr.: Juneau H. Shinn
 Program Director: Don Allen
 Production Director: Eddie Gish
 Chief Announcer: Don Flinders
 News Director: Bob Brashear
 Musical Director: J. Hill
 Chief Engineer: Lloyd James
 Farm Editor: Holly Houfberg
 Consulting Engineer: Wrathall

KTFI

TWIN FALLS—1928
 NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By: Radio Bcstg. Corp.
 Business-Studio Address: 241 Main Ave. W.
 Phone Number: 2400
 Transmitter Location: Curry
 Air Time: 6 a.m.-12M.
 News Service: UP
 Transcription Service: Standard, Lang-Whit
 Representative: Weed
 Membership: NARTB, BAB
 President: O. P. Soule
 Gen.-Station-Comm. Manager: F. M. Gardner
 Pgm., Pub., Prod. Dir.: Richard Bingham
 Musical Director: Lenore Parker
 Chief Announcer: Jack Farrar
 News Director: Bonnie Baird
 Chief Engineer: Marvin Hartley
 Consulting Engineer: McIntosh & Inglis

KVMV

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Radio Sales Corp.
 Business Address: P. O. Box 511
 Phone Number: 2002
 Studio-Transmitter: Blue Lakes Blvd. N
 Air Time: 6 a.m.-12M.
 News Service: UP
 Transcription Service: World
 President: D. Spencer Bros.
 Exec. Vice-Pres.: Arch L. Madsen
 Sta., Comm. Mgr.: Dewain Sylvester
 News Director: Jack Hughes
 Pgm. Dir., Chief Engineer: Al Lee
 Publ., Music Director: Clair Halverson

KWAL

WALLACE—1939—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: Silver Bcstg. Co.
 Business Address: Osburn
 Phone Number: 8-2111

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IDAHO—ILLINOIS

Studio Address.....Wallace; Kellogg
Transmitter Location.....Osburn
Transcription Service.....World
Representative.....Holman
Membership.....NARTB
President.....Dr. J. R. Binyon
Gen., Sta. Manager.....R. G. Binyon
Program Director.....George Shreve
Production Director.....Jane Cantrell
News Director.....Violet Hultner
Chief Engineer.....G. Turner Dreher
Consulting Engineer.....Myron Sargeant

KWEI

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
News Service.....AP
Transcription Service.....Standard
President.....Frank Williamson
Gen Mgr., Chf. Engr.....James H. Carlson
Pgm., News Dir.....Leo Ellsworth
Commercial Manager.....Walter Lake

ILLINOIS

Pop. April 1, 1952 (Est.) 9,107,000 — Total Housing Units 2,679,283
Families April 1, 1952 (Est.) 2,566,000 — Stations in State 75

WOKZ

ALTON—1948

Frequency: 1570 Kc.....Power 1000 Watts
Owned-Operated By.....WOKZ, Inc.
Address.....Hotel Stratford
Phone Number.....3-5506
Transmitter Location.....Grafton Road
Air Time.....Sunrise-Sunset
News Service.....AP
Transcription Service.....Standard
Station Rep.....Joseph Hershey McGillvra
Membership.....BAB
President.....Edward A. Wheeler
Gen. Sta., Comm. Mgr.....William R. Tedrick
Sales Prom. Mgr.....Allan Riehl
Program Director.....Robert F. Morey
Production Director.....Virginia Stewart
Publicity Director.....Jack Adams
Chief Anncr., Farm Editor.....Clyde Wiseman
News Director.....Allen Riehl
Musical Director.....Allen Walker
Chief Engineer.....C. L. Kennedy

WMRO

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number.....4215
Transmitter Location.....Hurd's Island
News Service.....INS
Transcription Service.....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Coffey
Program Music Director.....Jack Anderson
Production Director.....Ralph Faucher
Publicity Director.....Jeanne M. Doran
Chief Announcer.....James O'Brien
Chief Engineer.....John Kitner
Consulting Engineer.....Robert Greenslaugh

WAVA

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ava Bcstg. Co.
Address.....Ava
Phone Number.....3311
News Service.....UP
Transcription Service.....SESAC
Co-o., Gen. Mgr., Pgm., Farm Dir.
Leonard F. Johnson
Co-o., Comm. Mgr.....Leonard F. Johnson
Promotion Manager.....Glenn Hardestil
Chief Engineer.....Lester Bilderback

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.....World
Representative.....Hal Holman
Membership.....NARTB, BAB
Pres., Chief Engineer.....Marvin Mollering
Gen. Sta. Mgr., Pgm. Dir.....Paul O. Godt
Comm., Prom. Mgr., Pub. Dir.....Clarence Keller
Chief Anncr., News Dir.....Ted Beinert
Farm Editor.....Tom Murray
Consulting Engineer.....Fred O. Grimmwood

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone Number.....5281
Transmitter Location.....R.R. No. 2
Air Time.....Unlimited

ILLINOIS

News ServiceUP
Transcription ServiceThesaurus
RepresentativeJohn E. Pearson
MembershipNARTB, BAB
PresidentLoring C. Merwin
General Sta., ManagerWarner C. Tidemann
Commercial ManagerHarry Swift
Program DirectorFred Muxfeld
News DirectorKeith Bright
Chief EngineerFred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated ByOscar C. Hirsch
Business AddressBox 311
Phone Number1490
Studio-Transmitter LocationPaterdale
Air Time6 a.m.-11 p.m.
News ServiceUP
RepresentativeJohn E. Pearson
MembershipNAB, BAB
OwnerOscar C. Hirsch
Gen.-Station-Comm. Mgr.Merrill C. Currier
Program DirectorCharles Housewright
Chief EngineerOscar C. Hirsch

WBYS

CANTON—1947

Frequency: 1560 Kc. **Power:** 250 Watts, d.
Owned-Operated ByFulton Co. Bcstg. Co.
Business-Studio-TransmitterEast Lynn Limits
Phone Number1877
Air TimeSunrise-Sunset
News ServiceAP
Transcription ServiceLang-Worth, World
PresidentH. R. Winsor
General Sta., ManagerBill Richardson
Commercial ManagerRobert L. Burns
Sales Promotion Mgr.Eugene Mayall
Prog., Pub. Dir., Farm EditorDon Ruyle
Chief AnnouncerRandall C. Furnace
News DirectorAl Horriqan
Chief EngineerClovis Sadler

WCIL

CARBONDALE—1946—LBS

Frequency: 1020 Kc. **Power:** 1000 Watts, d.
Owned-Operated BySouthern Illinois Bcstg.
Business-Studio Address219 W. Main St.
Phone Number167
Transmitter Location1 Mi. W. of Carbondale
News ServiceAP
Transcription ServiceThesaurus
Pres., Gen. Mgr., Chf. Engr.Paul F. McRoy
Commercial ManagerWalter Schafer
News DirectorRalph Wain

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. **Power:** 1000 Watts
Owned-Oper. ByCarmi Bcstg Co.
Address101 South Walnut Street
Phone Number4161

Trans. Loca.U. S. Hgy 460, 1 M. W. of Carmi
News ServiceUP
Transcription ServiceLang-Worth, SESAC
RepresentativeSears & Ayer, Inc.
MembershipNARTB, BAB
PresidentRoy Clippinger
General ManagerThomas S. Land
Commercial ManagerFred Wilkerson
Program DirectorGarnet Williams
News DirectorJohn W. Berry
Chief EngineerGene McLin
Consulting EngineerLynn C. Smeby

WCAZ

CARTHAGE—1921

Frequency: 990 Kc. **Power:** 1000 Watts d.
Owned-Oper. BySuperior Bcstg. Service, Inc.
Business-Studio Address502 Wabash Ave.
Phone Number520
Air TimeDaytime
RepresentativeHolman
PresidentBob Compton
ManagerJohn Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. **Power:** 1000 Watts, d.
Owned-Operated ByWCNT, Inc.
Business-Studio-TransmitterHwy. 51 N.
Phone Number5151
News ServiceUP
Transcription ServiceStandard
President, Gen. Mgr.George F. Isaac
Comm., Sta. Mgr.Merle G. Rogers
Program DirectorBill Lytle
Publicity DirectorPete Brown
Chief EngineerDwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. **Power:** 250 Watts
OwnerThe Champaign News Gazette, Inc.
Business Address48 Main St.
Phone Number6-1855
Studio-Transmitter1.3 mile S. of city
Air Time7 a.m.-10.45 p.m.
News ServiceUP
Transcription ServiceWorld
RepresentativeRobert Meeker & Associates
MembershipNARTB
General ManagerJ. A. McDermott
Station ManagerMarc Howard
Chief EngineerRobert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc. **Power:** 1000 Watts, d.
Owned-Operated ByCorn Belt Pub., Inc.
Business Address221 N. LaSalle St.
Phone NumberRandolph 6-1932
Studio AddressLaSalle-Wacker Bldg.
Transmitter LocationExchange Bldg., Union
Stock Yards

ILLINOIS

News Service UP
 Transcription Service Standard
 Representative John E. Pearson Co.
 President Ward A. Neff
 General Manager W. E. Hutchinson
 Commercial Manager John E. Hallemann Jr.
 Promotion Manager Fred Bauman
 Program Director Bill Bayer
 Chief Engineer Carl W. Ulrich
 News Director Dick Winters

W A I T
CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus.-Studio Address 75 E. Wacker Dr.
 Phone Number Franklin 2-0660
 Transmitter Location Elmhurst
 News Service UP
 Transcription Service Standard
 Representative Young
 President Gene T. Dyer
 Gen., Comm. Mgr. Thomas L. Davis
 Program Director Del Hester
 Chief Engineer Edward W. Jacker

W B B M

CHICAGO—1923—CBS RADIO

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Transmitter Location Itasca
 Air Time Sunrise-Unlimited
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative CBS Radio Spot Sales
 President Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlas
 Asst. Gen. Mgr. E. H. Shomo
 Sales Promotion Manager Dave Kimble
 Program Director Al Bland
 News Director Julian Bentley
 Chief Engineer George Sherman
 Farm Editor Harry Campbell

W C F L

CHICAGO—1926—ABC-LBS

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Operated By .. Chicago Federation of
 Labor
 Business-Studio Address .. 666 Lake Shore Dr.
 Phone Number MOhawk 4-2400
 Transmitter Location Downers Grove
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Bolling
 President William A. Lee
 Gen., Sta., Comm. Mgr. Arthur F. Harre
 Prog., Prod. Dir. Robert A. Platt
 Publicity Director Louise Sasso



LOWEST COST

of any 50,000 Watt
 Chicago station per 1,000
 tuned-in homes!

*Contact Radio Representatives, Inc.
 480 Lexington Avenue, New York, N. Y.
 or Station WCFL for full information.*

WCFL

666 Lake Shore Drive, Chicago, Ill.

50,000 Watts Day and Night 1000 on the Dial

Affiliated with LBS

In Chicago, *it's WGN... 5 to 1!*

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."



WGN... Your Basic Buy . . . *reaching more homes per week than any other Chicago station*

*A Clear Channel Station . . .
Serving the Middle West*

MBS

WGN

**Chicago 11
Illinois**

50,000 Watts

720

On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

ILLINOIS

Chief Announcer.....Norman Pierce
 News Director.....Vic Barnes
 Musical Director.....Lee Petrillo
 Chief Engineer.....Charles E. Willett
 Consulting Engineer.....Walter Kean

W C B D

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....2714 Enoch Ave., Zion
 Phone Number.....521
 Studio Address.....c-o Station WAIT
 Transmitter Location.....Elmhurst
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

W C R W

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts, d.
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....EAsgate 7-6860
 Pres.-Owner-Chief Engr.....Clinton R. White
 General Manager.....J. A. White

W E D C

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denmark, Inc.
 Address.....3860 W. Ogden Ave.
 Phone Number.....CRawford 7-4100
 Air Time.....Unlimited
 News Service.....UP
 President.....Emil Denmark
 Gen.-Station-Comm. Mgr.....Frank J. Kotnour
 Prom., Pgm., Prod., Pub. Dir. Chief Anncr.,
 News Dir.....Bill Mack
 Musical Director.....William P. Brady
 Chief Engineer.....Ansel Wayne Smith

W E N R

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By.....American Bcstg. Co.
 Business-Studio Address.....20 N. Wacker Dr.
 Phone Number.....ANdover 3-0800
 Transmitter Location.....Tinley Park
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Vice Pres. Cen. Div. ABC. John H. Norton, Jr.
 Station-Comm. Mgr.....Edward Lynch
 Sales Promotion Manager.....Dean D. Linger
 Program Director.....Richard Woollen
 Production Director.....Burr E. Lee
 Publicity Director.....Ell W. Henry
 News & Sports Events.....Con O'Dea
 Musical Director.....Rex Maupin
 Chief Engineer.....Ed Horstman
 Farm Editor.....Keith Beecher

W G E S

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WGES
 Business-Studio Address.....2708 Wash. Blvd.
 Phone Number.....SACramento 2-1700
 Transmitter Location.....8601 South Kedzie
 News Service.....UP
 Transcription Service.....Associated
 General Manager.....John A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzman
 Sales Promotion Manager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....William Shunk

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WGN, Inc.
 Bus.-Studio Address.....441 N. Michigan Ave.
 Phone Number.....SU 7-0100
 Transmitter Location.....Roselle
 Newspaper Affiliation.....The Chicago Tribune
 Air Time.....24 hrs.
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Hollingberry
 Membership.....NARTB, BAB
 President.....Col. Robert R. McCormick
 General Sta. Manager.....Frank P. Schreiber
 Commercial Manager.....William A. McGuineas
 Sales Promotion Manager.....Charles A. Wilson
 Program Director.....Bruce Dennis
 Production Director.....Glenn Ransom
 Publicity Director.....James Hanlon
 Supervisor of Anncrs.....Win Jolly
 News Director.....Robert F. Hurleigh
 Musical Director.....Henry Weber
 Dir. of Engineering.....Carl J. Meyers
 Farm Editor.....Norman Kraeft

W H F C

CHICAGO—1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address.....3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers.....Cliffside 4-7411,
 Townhall 3-6305
 Trans. Loca.....3350 S. Kedzie Ave., Chicago
 Air Time.....7 a.m.-12 m.
 News Service.....UP
 Pres.-Gen. Mgr.....Richard W. Hoffman
 Station Manager.....Marie E. Clifford
 Program Director.....F. Matthews
 Musical Director.....Frank Linhart
 Chief Engineer.....Elmer P. Hayes
 Consulting Engineer.....G. Gillett

W I N D

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio
 Corp.



IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at \$2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold \$19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

ILLINOIS

Bus.-Studio Address....400 N. Michigan Ave.
Phone Number.....WHITEhall 4-2170
Transmitter Location.....Black Oak, Ind.
Air Time.....Unlimited
News Service.....AP, UP
Representative.....AM Radio Sales
President.....John S. Knight
General-Station Mgr......Ralph L. Atlas
Commercial Manager.....John T. Carey
Prom. Mgr., Pgm. Dir......H. Leslie Atlas, Jr.
Production Director.....Walter Rubens, Jr.
Publicity Director.....Greta Morgan
News Director.....Jim Dale
Chief Engineer.....Kenneth C. Shirk
Consulting Engineer.....E. C. Page

W J J D

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By...Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number.....STate 2-5486
Transmitter Location.....Desplaines
Air Time.....4 a.m.-sundown
News Service.....UP
Transcription Service.....Standard, Capitol,
 RCA, World
Representative.....Avery-Knodel
Membership.....NARTB, FMA
President.....Marshall Field
Gen.-Sta. Mgr., Pgm. Dir....Frederick G. Harm
Commercial Manager.....Robert W. Ward
Sales Prom. Mgr......Tex Frenkel
Production Director.....Carl Warner
Publicity Director.....Dick McNeeley
Chief Announcer.....Carl Warner
News Director.....Al Parker
Musical Director.....Don Lavery
Chief Engineer.....Walter F. Myers
Farm Editor.....Chuck Bill
Consulting Engineer.....George Davis

W L S

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Business Address...1230 Washington Blvd.
Phone Number.....MO 6-9700
Air Time... Mon. thru Fri: 10 hrs., Sat., 19 hrs.
Transmitter Location.....Tinley Park
News Service.....AP, UP, Overseas N.
Transcription Service.....Standard
Representative.....John Blair
Membership.....NARTB
President.....James E. Edwards
Gen., Sta. Mgr......Glenn Synder
Commercial Manager...Charles M. Freeman
Sales, Prom. Mgr....Warren W. Middleton
Program Director.....Harold Safford
Publicity Director.....John Drake
Musical Director.....Osquod Wesley
Chief Engineer.....Thomas Rowe
Farm Editor.....Arthur Page
Consulting Engineer.....Janaky & Bailey

W M A Q

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By...National Bcstg. Co., Inc.
Business-Studio Address...Merchandise Mart
Phone Number.....SUPERior 7-8300
Transmitter Location.....Elmhurst
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....NBC
Membership.....NARTB
President.....Joseph McConnell
V.P.-General Manager.....Harry Kopf
Commercial Manager.....Howard Meyers
Sales Promotion Manager.....John Keys
Program Manager.....Homer Heck
Publicity Director.....Jack Ryan
News Director.....William Ray
Music Supervisor.....Don Marcotte
Chief Engineer.....Howard Luttgens
Farm Editor.....Paul Visser

W S B C

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Radio Station WSBC
Business-Studio Address...2400 W. Madison St.
Phone Number.....MONroe 6-9060
Transmitter Location...2400 W. Madison St.
News Service.....UP
Transcription Service.....SESAC
Representative.....Forjoe
Gen. Mgr., Pgm. Dir......Robert O. Miller
Commercial Manager.....Julius Miller

W H O W

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number.....305
Transmitter Location...Rt. 51, 4 Mi. S. City
News Service.....UP
Representative.....Holman
President.....J. R. Livesey
Gen., Sta. Mgr......Rolland O. Looper
Comm. Mgr......James Williams
Program Director.....Frank C. Jennings
News Director.....Bill Ward
Musical Director.....John Barton
Chief Engineer.....R. O. Looper

W D A N

DANVILLE—1938—CBS

Frequency: 1480 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington Ave.
Phone Number.....1700-1
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard

ILLINOIS

RepresentativeEverett-McKinney, Inc.
 MembershipNARTB, BAB
 Gen., Sta.-Comm. Mgr.....Robert J. Burow
 Program DirectorHonore E. Ronan
 Chief AnnouncerMax Shaffer
 Chief Engineer.....T. G. Magin

W D Z

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WDZ Bcstg. Co.
 Business-Studio Address.....265 S. Park St
 Transmitter . . .4 Mi. SW of Decatur, RR No. 4
 Phone Number3-9744
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....Free & Peters
 MembershipNARTB, BAB
 President.....Charles C. Caley
 Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
 Commercial Manager.....Howard G. Bill
 Program DirectorWilliam F. Miller
 Chief Anncr.....Hugh Gray
 News Director.....Wick Evans
 Chief Engineer.....A. James Ebel
 Farm Editor.....Marty Roberts
 Consulting Engineer..Craven, Lohnes & Culver

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Illinois Bcstg. Co.
 Phone Number5371
 Studio-Transmitter..Route 58 at N. Jasper St.
 Air Time.....5:30 a.m.-12:05 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....Frederick W. Schaub
 General Manager.....Merill Lindsay
 Prom., Comm. Mgr.....Charles F. Bruce
 Program Director.....Jay Giles
 Station Supervisor.....Milburn H. Stuckwish
 Chief Engineer.....Allan Doyle
 Consulting Engineer.....Kear & Kennedy

W L B K

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Oper. By..DeKalb Radio Studios, Inc.
 Business-Studio Address.....153 N. Third St.
 Phone Number2677
 Transmitter Location.....N. First St. Rd.
 News ServiceAP
 Transcription Service.....Lang-Worth
 PresidentGeorge Spitz
 Gen., Farm Dir.....R. C. Brown
 News Director.....Don Ulery
 Chief Engineer.....Zenophon Beake

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By-Operated By.....On the Air, Inc.
 Business-Studio Address.....5th & Broadway
 Phone Number.....Bridge 4625
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 President.....Alvin O. Eades
 General Manager.....Frank J. Prendergast
 Asst. Manager.....Elmer Wilrhjch
 Program Director.....Betty Prescott
 News Director.....Gene Clayton
 Chief Engineer.....Erle E. White

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
 Owned-Operated By....Effingham Bcstg. Co.
 Business-Studio Address . .110 N. Banker St.
 Phone Number10901
 Transmitter Location...1 m. S. of Effingham
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....Cole, Capitol
 MembershipNARTB
 President.....Joseph E. McNaughton
 Gen., Sta., Comm. Mgr.....Joseph M. Sutter
 Program Dir., Farm Ed.....James W. Clear
 Chief Announcer.....Curt Marshall
 News Director.....Zona B. Davis
 Chief Engineer.....G. S. Kregotis
 Consulting Engineer.....S. J. Franklin

W R M N

ELGIN—1949

Frequency: 1410 Kc.Power: 500 Watts
 Owned-Oper. ByThe Elgin Bdcstg Co.
 Address156 Division Street
 Phone Number6930
 Transmitter LocationRoute 58
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative . . .Joseph Hershey MvGillvra
 Co-Owner... F. F. McNaughton, Julia T. Mc-
 Naughton, William D. McNaughton, Joseph
 E. McNaughton.
 Program Director.....Helen Blackman
 News Director.....Mary Geertz

W N M P

EVANSTON—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Evanston Bcstg. Co.
 Business-Studio-Transmitter...2201 Oakton St.
 Phone Number.....Greenleaf 5-1590
 Transmitter Location . . .Rear 2201 Oakton St.
 Air TimeSunrise-sunset
 News ServiceINS
 Transcription Service.....Capitol
 MembershipNARTB, BAB

ILLINOIS

President..... Fred S. Newton
 Gen., Comm. Mgr..... Angus D. Pfaff
 Production Director..... Lee P. Mehlig
 Chief Announcer..... Mel Conner
 Musical Director..... Julia Norris
 Chief Engineer..... Ivan Bukovsky
 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 1 1/4 Mi. NE of Freeport
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Sears & Ayer
 Pres., Gen. Mgr., Chief Engr.

Vincent S. Barker
 Comm. Mgr., News Dir..... Dave Taylor
 Program Director..... Ralph Reynolds

WGIL

GALESBURG—1938

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Galesburg Bcstg. Co., Inc.
 Transmitter Address..... 312 Hill Arcade
 Phone Number..... 4626
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... Wm. G. Rambeau
 President..... Mrs. O. N. Custer
 Sta., Gen. Mgr..... Robert W. Frudeger
 Commercial Mgr..... Roger L. Hoffman
 Prog., Prod., Mus. Dir..... Cy Nelson
 Publicity Director..... Howard Frederick
 Chief Anncr., News Dir..... Ken Schleifer
 Chief Engineer..... Douglas H. Horner
 Farm Editor..... A. R. Kemp
 Dir. of Advt..... George F. Thoma
 Consulting Engineer..... James Ebel

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Harrisburg Bcstg. Co.
 Business-Studio-Transmitter... 100 E. Poplar St.
 Phone Number..... 28
 Air Time..... 6 a.m.-10 p.m.
 News Service..... UP
 Representative..... George O. Sutton
 Membership..... NARTB, BAB
 President..... J. M. Pruett
 Gen.-Station-Comm. Mgr..... Inglls M. Taylor
 Sales Prom. Mgr., Farm Editor... Ken Hamilton
 Program Dir..... Norma Alexander
 Production, Music Director..... Dorice Turner
 Chief Announcer..... Ed Wise
 News Director..... Bill Baker
 Chief Engineer..... Elmer L. Gladson
 Consulting Engineer..... John B. Caraway

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Orville W. Lyerla
 Business-Studio Address..... P. O. Box 179
 Phone Number..... 382
 Transmitter Location..... 2.2 Mi. N. of Herrin
 Air Time..... 5:30 a.m.-10:45 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 President..... Orville W. Lyerla
 Gen.-Station-Comm. Mgr..... Charles R. Cook
 Local Sales Manager..... Fred Simmons
 News Director..... Chet Townsend
 Musical Director..... Frank E. Elders
 Chief Engineer..... Ryburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Jacksonville Radio &
 TV B'csting Corp.
 Business-Studio..... Illinois Theater Bldg.
 Phone Number..... 1180
 Transmitter Location..... Old State Rd.
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... Hal Holman
 Membership..... NARTB
 President..... Robert A. Fay
 V.-P., Gen., Sta. Mgr..... R. Karl Baker
 Prog., Prod. News Dir..... T. J. Fairburn
 Chief Announcer..... Ken Lambert
 Musical Director..... Virginia Colwell
 Chief Engineer..... G. J. Cassens
 Farm Editor..... E. H. Garlich
 Consulting Engineer..... F. O. Grimwood Co.

WJOL

JOLIET—1926

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Joliet Bcstg. Co.
 Business-Studio-Transmitter... 601 Walnut St.
 Phone Number..... 4761
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Holman
 Membership..... BAB
 President..... Calvin Wilson
 Gen.-Sta.-Comm. Mgr..... Joseph J. Garvey
 Publicity Dir..... Marion Warner
 Prog., Prod. Dir..... Eileen Caron
 Chief Announcer..... Scott Dilworth
 News Director..... Glenn Logan
 Musical Director..... Gladys Farrington
 Chief Engineer..... Lester DeCosta
 Consulting Engineer..... Andrew & Co.

ILLINOIS

WKAN

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d. Owned-Oper. By. Kankakee Daily Journal Co. Business-Studio Address. 183 N. Schuyler Ave. Phone Number. 3-6633 Transmitter Location. R. R. 1 Air Time. Local sunrise-local sunset News Service. AP Transcription Service. World, Standard Representative. Hal Holman Membership. NARTB General Manager. Burrel Small Station Manager. Bruce Brown Commercial Manager. Robert Hawkins Program Director. Orren Allain News Director. Ted Parker Chief Engineer. Richard Eckels

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc. Power: 500 Watts d. Owned-Oper. By. The La Grange Bcstg. Co. Address. Route 1 Gen. Mgr., Chief Engr. Russ Salter Partner. Charles Sebastain Commercial Manager. Marvin Gray Program Director. Edward Jaeger Chief Anncr., News Dir. Stanley Noyes

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 Phone Number. 3100 Transmitter Location. Near Oglesby Air Time. Sunrise-sunset News Service. AP Transcription Service. RCA, Thesaurus Membership. NARTB, BAB President. Peter Miller General-Commercial Mgr. William Holm Prod., Pgm. Dir. William Kostellic Pub., News Director. Laverne Waltman Chief Engineer. Lawrence McCann Consulting Engineer. Fred O. Grimwood

WPRC

LINCOLN—1947

Frequency: 1370 Kc. Power: 500 Watts d. Owned-Oper. By. Prairie Radio Corp. Address. P. O. Box 37 Phone Number. 209 Trans. Location. Stringer Ave. & Route 66 Air Time. Sunrise-Sunset only News Service. AP Transcription Service. Lang-Worth Representative Membership. Rambeau, BAB Pres., Gen. Sta. Mgr. Ray F. Knochel Commercial Manager. Saunders Devine Sales Prom. Mgr. J. Evans Crowell

Prog., News Dir. William H. Brady Publicity Director. John H. Deal Chief Announcer. Earle Layman News Director. Lawrence Schroyer Chief Engineer. Donald Thompson Farm Editor. Tom Campbell Consulting Engineer. Harold Rothrock

WSMI

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d. Owned-Oper. By. Mid-Illinois Bcstg. Co. Phone Number. 100 News Service. AP President. Hayward L. Talley Vice-President. Thomas F. Payton, Jr.

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. Langworth, Capitol Membership. NARTB President. Wm. E. Schons Gen., Sta., Comm. Mgr. Lyle B. Landis Sales Prom. Mgr. Gene Larsen Prog., Pub. Dir., Farm Ed. Gene Spry News Director. Caryl Carstens Musical Director. Darlene Shields Chief Engineer. Earl E. Tipton Consulting Engineer. Fred O. Grimwood

WGGH

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d. Owned-Operated By. Marion Bcstg. Co. Business Address. P. O. Box 228 Phone Number. 824 News Service. AP Transcription Service. Associated Representative. Sears & Ayer Station Manager. George W. Dodds Commercial Manager. Bill Dill Sales Prom. Mgr. Warren J. Thompson Chief Announcer. Merle Emery News Dir., Farm Editor. Don Wesley Chief Engineer. Orval J. Jackson Consulting Engineer. Fred O. Grimwood

WLBH

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d. Owned-Operated By. Mattoon Bcstg. Co. Bus.-Studio Address. 17th & Broadway Ave. Phone Number. 6464 Transmitter Location. Hway. 45 Air Time. Local sunrise-local sunset News Service. AP

ILLINOIS

Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager Ken Wooddell
 Sales Promotion Manager Dwain Bower
 Program, News Director Robert Gwess
 Women's Director Phyllis Knight
 Musical Director Ken Jakle
 Chief Engineer Ray Livesay
 Farm Editor Alvin Pigg

W M O K

METROPOLIS—1951—LBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address Natl. State Bank Bldg.
 Phone Numbers 775-6
 Transcription Service Thesaurus
 New Service UP
 Gen., Sta., Comm. Mgr. James H. Firmin
 Prog., Prod. Dir. J. R. Wetherington
 Chief Announcer James Hankins
 News Director Edwin E. Hill
 Musical Director Donald Haverkamp
 Chief Engineer Stephen C. Wolf
 Farm Editor Gilbert Webb
 Consulting Engineer Fred O. Grimwood

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Quad-City Bcstg. Corporation
 Address 1319 5th Avenue
 Phone Number 7000
 Transmitter Location 7th Street Ext.
 Air Time 5 a.m.-12 M
 News Service AP
 Transcription Service Capitol
 Representative Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Exec. V. P., Gen. Mgr. ... G. LaVerne Flambo
 Commercial Manager W. John Grandy
 Program Director Carter Reynolds
 Publicity Director Louise Murphy
 News Director Glen Broughman
 Chief Engineer Harold Higby

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By
 J. R. Brewer & S. B. Bellinger
 Phone Number 937
 Air Time Daytime
 News Service UP
 President James R. Brewer

AP SELLS

For Stations and Sponsors—

For instance . . . WIND

"I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts."

JOHN T. CAREY,
 Sales Manager,
 WIND, Chicago, Illinois

ILLINOIS

Gen., Sta. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Eugene Garrett
 Chief Announcer Harold Richardson
 News Director Elba Talley
 Chief Engineer Raymond G. Luth

Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Pres., Gen. Mgr. Adlai C. Ferguson Jr.
 Pgm., News Dir. Bud Sunkel
 Chief Engineer William Hunt

WMIX

MT. VERNON—1946—LBS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Mt. Vernon Radio & Tel. Co.
 Address 121 N. 9th St.
 Phone Number 3500
 Trans. Location Salem Road
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 Gen., Sta., Comm. Mgr. James E. Muse
 Pgm. Dir., Chief Anncr. Jim Purser
 Production Director Jim McKinney
 News Director Don Michael
 Musical Director Mildred McGill
 Chief Engineer Gerald L. Stout
 Consulting Engineer A. A. Ring

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Pekin Bcstg. Co., Inc.
 Business-Studio Address . . . 15 S. Capitol St.
 Phone Numbers 3400-01
 Transmitter Midway bet. Pekin & Peoria
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Representative Hal Holman
 Membership NARTB
 Pres., Gen.-Sta. Mgr. W. Kenneth Patterson
 Commercial Manager Margaret M. Horner
 Sales Prom. Mgr., Pub. Dir. George Udry
 Program Director Robert R. Snow
 Production Director Phillip Strand
 News Director Phillip Strand
 Musical Director Charles Timm
 Chief Announcer Stuart Armstrong
 Chief Engineer W. K. Patterson
 Consulting Engineer Fred O. Grimwood

WOPA

OAK PARK—1950—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President William L. Klein
 General Manager Egmont Sonderling
 Program Director Martin Bouhan
 Chief Engineer Bryan Wright

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By . . . West Central Bcstg. Co.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 General Manager Dean McGee
 Sta., Comm. Mgr. Fred C. Mueller
 Program Director Robert Burton
 Publicity Director Dorothy Klaus
 News Director Larry Finley
 Chief Engineer Wayne Lovely
 Consulting Engineer McIntosh & Inglis

WVLN

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address . . . 302½ E. Main St.
 Phone Number 935
 Transmitter Location 1 Mi. S. of Olney
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. Marshall H. Poole
 Prog., Prod., News Dir. Bert DeBarr
 Chief Announcer Sid Perry
 Chief Engineer Paul Hartsey
 Musical Director Joe Kosak

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Illinois Valley Bcstg. Co.
 Business-Studio Address . . . 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Groveland Township
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President Timothy W. Swain
 General Manager Tom Gavin
 Commercial Manager Joe Faulkner

WPRS

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.

ILLINOIS

Pgm., Prod. Dir. Paul Boles
 Publicity Director Lloyd Harvey
 Chief Announcer Robyn Weaver
 News Directors Ralph Smith (day),
 Tom Connor (night)
 Chief Engineer Rudolph Luukinen
 Farm Editor Dick Herm

W M B D PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Transmitter Location 1 Mi. S. of Groveland
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Vice Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Don D. Kynaston
 Prom. Mgr., Pub. Div. Marvin H. Hult
 Program Director Charles Barnhart
 Production Director Charles Miller
 News Director Brooks Watson
 Musical Director Ozzie Osborne
 Chief, Consulting Engr. A. James Ebel
 Farm Editor Emil Bill

W P E O PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By WPEO, Inc.
 Address P. O. Box 1229
 News Service UP
 Transcription Service Lang-Worth
 Representative Pearson
 Membership BAB
 Pres., Gen. Mgr., Chief Engr. T. E. Brewer
 Sta. Mgr., Prod. Dir. Glenn Elliott
 Sales Prom. Mgr. Miae Podgoiski
 Program Director Bob Lee
 Pub., Music Dir. Jack Lazebnik
 Chief Anncr., News Dir. Dave Ushana

W W X L PEORIA—1947—LBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Central Illinois Radio Corp.
 Business-Studio Address Hotel Jefferson
 Phone Number 9108
 Transmitter Location Creve Coeur
 Air Time 6 a.m.-M.
 News Service INS, UP
 Representative Robert Meeker
 President Joseph Giddan
 General Manager Michael Henry
 Sta. Mgr., Prod. Dir. Paul Enright
 Comm., Sls. Prom. Mgr. Dodd Boyer
 Program Director Ed Klein
 Publicity Director Lorraine Unes
 Chief Announcer Lee Rothman
 News Director Justin Clark

Musical Director Marjorie Grant
 Chief Engineer Robert Swadener
 Farm Editor Doyle Yager

W G E M QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business-Studio Address Hotel Quincy
 Phone Number 6840
 Transmitter Location Ellington Township
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President T. C. Oakley
 Sta., Gen. Mgr. Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Musical Director Mary Harvey
 Chief Engineer Edmund Derhake
 News Director Gene Terry

W T A D QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Lee Bcstg., Inc.
 Business-Studio Address W.C.U. Bldg.
 Phone Number 6200

AP SELLS

For Stations and Sponsors —

For instance . . . WQUA

“AP newscasts are a sell-
 out on this station! They
 place us head and shoulders
 above our competition.”

G. LaVERNE FLAMBO,
 Executive Vice President,
 WQUA, Moline, Illinois

ILLINOIS

Transmitter Location Melrose Township
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Standard
 Representative Weed & Co.
 Membership NARTB, BAB
 President Lee P. Loomis
 General Manager Walter Rothschild
 Nat. Sales Mgr. . . (Lee Stas.) Walter Rothschild
 Commercial Manager Lloyd Loers
 Sales Prom. Mgr. John Phillips
 Program Dir. Merritt Milligan
 Chief Announcer Ralph Lewis
 News Editor Robert Eickmeyer
 Chief Engineer Urllin Whitman
 Consulting Engineer E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Rock Island Bcstg. Co.
 Business-Studio Address 321 18th St.
 Phone Number 6-5441
 Transmitter 53rd St., 23rd Ave., Moline
 Air Time 6 a.m.-12 M
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Ben H. Potter

Gen. Sta. Mgr. Leslie C. Johnson
 Commercial Manager Maurice Corken
 Program Director Forest W. Cooke
 Publicity Director Fern R. Hawks
 Chief Engineer Robert J. Sinnett
 Prod., News Dir. C. F. Harrison, Jr.
 Consulting Engineer E. C. Pagl

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Rockford Bcstrs., Inc.
 Bus.-Studio Address Rockford Newstower
 Phone Number 2-6621
 Transmitter Location Guilford Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 President Albert G. Simms
 Gen., Sta. Mgr. Walter M. Koessler
 Commercial Manager John J. Dixon
 Publicity Dir. Betty L. Thro
 Program Director Maurice P. Owens
 Farm Editor Don Bowton
 Chief Engineer Morey Nelson
 News Director Bob Edell

W C V S

SPRINGFIELD—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WCBS, Inc.
 Business-Studio Address 523 E. Capitol Ave.
 Phone Number 9855
 Transmitter Location 3000 So. 4th St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership BAB
 President H. L. Dewing
 Comm., Prom., Gen., Sta. Mgr. C. W. Neeld
 Program, Music Dir. John Geil
 Prod., Pub. Dir. Mary Bruemmer
 News Director James H. Mitchell
 Chief Engineer R. Ashenfelter
 Farm Editor Ken Spengler

W M A Y

SPRINGFIELD—1950

Frequency: 970 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Lincoln Bcstg. Co., Inc.
 Address 526 Reisch Bldg.
 Phone Number 6963
 Transmitter Location Riverton
 Air Time 5:30 a.m.-12:30 a.m.
 News Service UP
 Transcription Service RCA, Thesaurus
 Representative John E. Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Gordon Sherman
 Program Director Syl Binkin

IN ROCKFORD, ILLINOIS
A \$675 Million (NON-TV) Market

More advertisers
reach more listeners
per advertising dollar
THAN EVER BEFORE

W R O K **A**
 N
 D **W R O K - F M**
ABC . . . H-R, Nat'l. Reps.

ILLINOIS

Chief Announcer.....Robert Irving
 News Director.....Pat Fredericks
 Chief Engineer.....Melvin Feldman
 Consulting Engineer.....Weldon and Carr

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone Number.....2-4441
 Trans. Location ..U. S. Rt. 66 & E. Cook St.
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President, General Manager... Oliver J. Keller
 Sales Prom. Manager.....Shelby T. Harbison
 Program Director.....John W. Midgely
 Musical Director.....John Beque
 Publicity Director.....Doris Skrljack
 News Dir., Chief Annr.Glen Farrington
 Chief Engineer.....E. C. Swaringen
 Farm Editor.....Spizz Singer

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.

Address.....Lawrence Bldg.
 Phone Number.....Main 3400
 News Service.....UP
 Transcription Service.....Standard, Capital,
 Lang-Worth
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.Sam Bartlett
 Comm., Sales Prom. Mgr.Lillian Bartlett
 Pgm., Prod. Dir.John Rohwer
 News Director.....Bob Ferguson
 Chief Engineer.....Ed Fisher
 Consulting Engineer.....Edward Jacker

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 Address.....P. O. Box
 Phone Number.....75431
 Transmitter Location.....¼ Mi. S. E. Urbana
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative...Joseph Hershey Malgilvra
 Partner, Comm. Mgr.....R. E. J. Snyder
 Partner, Pgm., Prod. Dir.....G. W. Phillippe
 Publicity Director.....Charles Fink
 Chief Announcer.....Stewart Chohran
 News Director.....Harold Nettleship
 Chief Engineer.....John Walfeldt
 Consulting Engineer.....A. James Ebel



You'll Buy This WHBF Market easier — if you know these facts:



FACT 1—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

FACT 4—The Quad-Cities is 69th in Buying Power

and 76th in Retail Sales among the 162 metropolitan areas.

FACT 5—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quad-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities' favorite

WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

ILLINOIS-INDIANA

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By News-Sun Bcstg. Co.
 Business Address P. O. Box 500
 Phone Number ONtario 9000
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative McGillvra
 President Frank W. Just
 Gen., Comm. Mgr. Joseph B. Kirby
 Program Dir. Fritz Sorenson
 Chief Engineer M. D. Hunnicutt, Jr.

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pyramid Radio Bcstg. &
 TV Co.
 Address S. Logan St.
 Phone Number 1300
 News Service UP
 Transcription Service Capitol
 Co-Managers Gerald L. Staten,
 Felix Adams Jr.
 Chief Engineer Jim Young

INDIANA

*Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
 Families April 1, 1952 (Est.) 1,159,000—Stations in State 46*

WCBC

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bdcstg Corp.
 Address Tower Building
 Phone Number 3-5321
 Transmitter Location .. State Roads 9 and 67
 News Service AP
 Transcription Service World, SESAC
 Representative Hal Holman
 President L. B. Gallimore
 Gen., Comm. Mgr. William Travis
 Sales Promotion Manager Harry Neff
 Program Director Lorraine Travis
 News Director Bill Shannon
 Farm Editor Ted Stamm
 Chief Engineer Robert Crandall

Owned-Operated By Radio Bedford, Inc.
 Address Radio Farm. P. O. Box 169
 Phone Number 4421-4422
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Pres., Gen., Sta. Mgr. ... William C. Smith, Jr.
 Commercial Manager Louis E. Gaines
 Sales Promotion Manager ... Larry Incollingo
 Pgm., Prod. Dir. Mary Crites
 Chief Announcer David Johnson
 News Director Noah Miller
 Musical Director Michael Sargant
 Chief Engineer Carl J. Finger
 Consulting Engineer Harold B. Rothrock

WHBU

ANDERSON—1923—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Anderson Bcstg. Corp.
 Business-Studio 640 Citizens Bank Bldg.
 Phone Number 7791
 Transmitter Location 1110 Meridian St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Bolling Co.
 Membership NARTB
 President C. Bruce McConnell
 General Manager John R. Atkinson
 Program Director Sam Roberts
 Chief Engineer L. M. Shroyer
 Consulting Engineer A. D. Ring & Co.

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.;
 500 Watts n.
 Owned-Oper. By Sarkes Tarzian
 Business-Studio Address... 535 S. Walnut St.
 Phone Number 2-3366
 Transmitter Location 2½ Mi. SE of City
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service ... Associated, World
 Representative ... Robert Meeker Assoc., Inc.
 Membership NARTB, BAB
 President Sarkes Tarzian
 General Mgr. Glenn Van Horn
 Commercial Manager Robert Lemon
 Sales Prom. Mgr. Ray Bartlett
 Chief Announcer Geo. Fleetwood
 News Director Joe Trimboli
 Chief Engineer Morton Weigel
 Farm Editor Maurice Latimer
 Consulting Engineer Kear & Kennedy

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts

INDIANA

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Boonville Bcstg. Co.
 Address..... Lynville Rd.
 Phone Number..... 980
 News Service..... UP
 Transcription Service..... Cole
 Co-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
 Co-O., Asst. Mgr., Pgm., News Dir. Norman Hall
 Promotion Manager..... Bill Stevens

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Syndicate Theatres, Inc.
 Address..... WCSI Bldg.
 Phone Number..... 3397
 Transcription Service..... Associated, World
 News Service..... UP

President..... Joseph P. Finneran
 General Manager..... Dick Jewell
 Commercial Manager..... Johnnie Dewart
 Program Director..... Ernie Kerns
 Chief Announcer..... Mike May
 Musical Director..... Bob Turek
 Chief Engineer..... Paul Kelley
 News Dir., Farm Editor..... Charles Powell
 Consulting Engineer..... Martin Williams

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By..... News Examiner Co.
 Business-Studio Address..... 405 Central Ave.
 Phone Number..... 1950
 Transmitter Location..... Summit Ave.

News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... Burn-Smith Co., Inc.
 Secretary..... G. S. Tatman
 General Manager..... E. M. Jackson
 Program Director..... Ralph T. Underwood
 Chief Engineer..... James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By..... The Truth Publishing Corp.
 Business-Studio Address..... 116 S. Second St.
 Phone Number..... 3-1960
 Transmitter Location..... Oakland Ave.

Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... John E. Pearson Co.
 Membership..... NARTB
 General Mgr..... Richard W. Holloway
 Commercial Mgr..... Donald McFall
 Chief Engineer..... Lester Zellmer
 News Director..... Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... WFBM, Inc.
 Business-Studio Address..... 24 N.W. 3rd St.
 Phone Number..... 4-9215

Transmitter Location..... 5th & Vine Sts.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Katz
 President..... Harry M. Bitner, Jr.
 General-Station-Commercial Mgr. Don Menke
 Program Director..... Alex Monahan
 Prod., Mus. Dir., Chief Anncr. Michael Finn
 Publicity Director..... Ray Lasher
 News Director..... Courtney Smith
 Chief Engineer..... William Schultz
 Farm Editor..... Kenneth Snapp

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By..... On The Air, Inc.
 Business-Studio Ad. 1001 Diamond Ave.
 Phone Number..... 21171
 Transmitter Location..... Burkhardt Rd.

News Service..... UP
 Transcription Service..... World
 Representative..... Weed & Co.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 President..... Alvin Q. Eades
 Gen., Sta., Comm. Mgr. Martin L. Leich
 Local Sales..... Guy R. Crecelius
 Prom., Pub. Mgr. Del Greenwood
 Pgm., Prod. Dir. Mrs. Pat Roper
 Chief Engineer..... Erwin P. Schoeny
 Chief Anncr., News Dir. Fred Rollison
 Consulting Engineer..... John B. Caraway, Jr.

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By..... South Central Bcstg. Corp.
 Address..... Mt. Auburn Rd. P. O. Box 148
 Phone Number..... 4-8284

Trans. Loca. Mt. Auburn Rd. & Bismark St.
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Thesaurus, Capitol
 Representative..... Indie Shows
 Pres., Gen.-Sta. Mgr. John A. Engelbrecht
 Commercial Mgr. John Barrett
 News Director..... John Munger
 Musical Director..... Ken McCutchan
 Chief Engineer..... George F. Stolts
 Consulting Engineer..... Harold B. Rothrock

INDIANA

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number.....5-2221
Transmitter Location.....Mohr Rd. Bet. 1st &
St. Joseph Ave.

Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, World
Representative.....Walker Co.
President.....Robert S. Davis
Gen., Sta. Mgr.....Robert J. McIntosh
Commercial Manager.....Jack D. Frew
Publicity Director.....Betty Sparkman
News, Pgm. Dir.....Jack McLean
Chief Announcer.....Vern Paule
Chief Engineer.....James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Trans. Add.1205 Ft. Wayne Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....6 a.m.-M.

News Service.....AP
Transcription Service.....Standard
Representative.....Boiling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Sta. Comm. Mgr.....Charles E. Kennedy
Program Director.....Paul Price
Chief Engineer.....William Wallace Warren
Consulting Engineer.....Stokes Gresham

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number.....E-3366
Transmitter Location...Lower Huntington Rd.
Air Time.....6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Headley-Reed
President.....Helene R. Foellinger
Gen., Sta. Mgr.....Pierre Boucheron
Commercial Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir.....Richard M. Katt
Pgm., Prod. Dir.....Norman Widenhofer
Chief Engineer.....Don Holzapfel
Consulting Engineer.....A. D. Ring

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owner...Northwestern Indiana Bcstg. Co., Inc.
Business-Studio Add.220 E. Jefferson St.
Phone Number.....Anthony 2295

Transmitter Location...Decatur & Maple Rds.
News Service.....UP
Representative.....Raymer
President.....Clarence L. Schus
General Manager.....Edward G. Thoms
Asst. to Mgr.....Hilliard Gates
Commercial Manager.....Carl B. Evans
Program Dir.....Calo O. Mahlock
Chief Engineer.....Eugene A. Chase

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
Owner.....Westinghouse Radio Stations, Inc.
Business-Studio Address...925 S. Harrison St.
Phone Number.....Anthony 2136
Transmitter Location.....Routes 30 & 33
Air Time.....Unlimited
News Service.....UP
Transcription Service.....RCA Thesaurus
Representative.....Free & Peters
Station Manager.....Franklin A. Tooke
Commercial Manager.....Paul E. Mills
Sales Prom. Mgr.....Jess L. Hadsell
Sales Service Director...Hilda C. Woehrmeyer
Program Director.....Carl Vandagriff
Production Director.....Guy Harris
Chief Engineer.....Bruce H. Ratts
Farm Editor.....Jay Gould

WGRY

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....Lake Hotel
Pres., Gen., Comm. Mgr.....George Whitney
Promotion Manager.....Erick Ericksen
Program Director.....William Miller
Chief Engineer.....H. F. Grounds

WWCA

GARY—1949—LBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By..Lake Bdcstg Co., Inc.
Address.....578 Broadway
Phone Number.....9171
Transmitter Location..50th and Chase Streets
Air Time.....Unlimited
News Service.....AP
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Comm., Sls., Prom. Mgr.....Boyd Lawlor
Pgm., Prod. Dir.....Todd Branson
Publicity Director.....Betty Turak
Chief Announcer.....Pete Tanis
News Director.....Morrison Schwartz
Musical Director.....Minerva Tessine
Chief Engineer.....Victor Voss
Farm Editor.....Ev Huddleston
Consulting Engineer.....Commercial Radio

WJOB

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts

INDIANA

Owned-Oper. By.... South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
Transmitter Location..6435 Indianapolis Blvd.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
President.....O. G. Gibbs
Station Manager.....L. B. Weller
Chief Engineer.....Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
News Service.....AP, INS
Transcription Service.....Associated
Representative.....Katz
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir.David F. Milligan
Program Dir.....Frank O. Sharp
Chief Announcer.....Lyonel Ludwig
News Director.....E. Gilbert Forbes
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.;
10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone Number.....Lincoln 2305
Transmitter Location....E. 86th St., Zionsville
Air Time.....24 Hrs.
News Service.....AP, UP
Representative.....John Blair
Membership.....NARTB, BAB
President, Gen. Mgr.....Richard M. Fairbanks
Asst. Gen. Mgr.....R. J. Myers
Commercial Manager.....Gilbert I. Berry
Program Director.....William L. Dean
Chief Announcer.....James Shelton
News Director.....Gordon Graham
Chief Engineer.....Robert W. Minton
Farm Editor.....Dixon L. Harper
Consulting Engineer.....A. Earl Cullum, Jr.

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.

AP SELLS

For Stations and Sponsors—

For instance . . . WWCA

“At the end of our first year, we received 100% renewals from all our sponsors of AP news!

“We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source.”

DEE O. COE,
General Manager,
WWCA, Gary, Indiana

INDIANA

Phone Number.....Plaza 1541
 Transmitter Location... 44th St. & Knollton Rd.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John E. Pearson
 President.....Eugene C. Pulliam
 V.P., Gen.-Station Mgr.. Willard C. Worcester
 Commercial Manager.....Daniel C. Park
 Prom. Mgr., Pub. Dir.....Ward C. Glenn
 Pgm., Prod. Dir.....M. Wayland Fullington
 Chief Announcer.....Robin Bright
 News Director.....Allan Jeffries (n.),

Donald Bruce (d)
 Music Librarian.....Ray Potts
 Chief Engineer.....Eugene E. Alden
 Consulting Engineer.Craven, Lohnes & Culver

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc....Power: 5000 Watts d;
 1000 n.

Owned-Oper. By....Universal Bcstg. Co., Inc.
 Business-Studio Address..1440 N. Meridian St.
 Phone Number.....Plaza 4595
 Transmitter Location ..Post Rd. & Rawls Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Bolling
 Membership.....NARTB, BAB
 President.....C. Bruce McConnell
 General Manager.....Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir.....Reid Chapman
 Station Manager.....William H. Spencer
 Prod., Pgm. Dir.....William E. Frosch
 Chief Engineer.....Stokes Gresham, Jr.
 Farm Editor.....Howdy Carlson

W X L W

INDIANAPOLIS—1948

Frequency: 1590 Kc....Power: 1000 Watts d.
 Owned-Oper. By....Radio Indianapolis, Inc.
 Transmitter Address.....3003 Kessler Blvd.
 Phone Number.....Hickory 6494
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Indie Sales
 President.....Lyman S. Ayres
 General Manager.....Robert D. Enoch
 Program Director.....Greg Smith
 Chief Engineer.....Edward C. Lockwood

W I T Z

JASPER—1948

Frequency: 990 Kc.Power: 1000 Watts d.
 Owned-Operated By ..Jasper on the Air Inc.
 Address.....P. O. Box 167
 Phone Number.....Jasper 678
 Transmitter Address.....Highway 45
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World

President.....Dr. Gilbert E. Metzger
 General, Sta. Manager.....F. A. Higgins
 Commercial Manager.....George Foulkes
 Publicity Director.....Patricia Frezon
 Prog., News Dir., Farm Ed..Charles O. Presky
 Chief Announcer.....David Tobak
 Musical Director.....Frank Martin
 Chief Engineer.....Nick Yalowey
 Consulting Engineer.....Harvey Kees

W I O U

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owner.....North Central Indiana Bcstg. Corp.
 Business-Studio Address.....Radio Center
 Phone Number.....6194
 Transmitter.....Rd. 26, E. of State Rd. 31
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Weed
 Membership.....NARTB
 President.....Richard Blackledge
 V.P., Gen., Sta. Mgr.....John Carl Jeffrey
 Program Director.....William R. Cox
 News Director.....Robert Bruner
 Chief Engineer.....Chester Rector
 Farm Editor.....Bob Nance
 Consulting Engineer.....Gillette

W A S K

LAFAYETTE—1941

MBS—MIDWEST

Frequency: 1450 Kc.....Power: 250 watts
 Owned-Operated By.....WFAM, Inc.
 Business-Studio Address.....McCarty Lane
 Phone Number.....4300
 Transmitter Location.....McCarty Lane
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....UP
 Representative.....Ra-Tel
 Transcription Service.....World
 Membership.....NARTB, BAB
 Pres., Gen., Comm. Mgr.....O. E. Richardson
 Station Manager.....E. R. Herkner
 Pgm. Dir., Chief Announcer..Richard Fraser
 Chief Engineer.....Harry Garba
 Consulting Engineer.....Frank McIntosh

W L O I

LA PORTE—1948

Frequency: 1540 Kc....Power: 250 Watts d.
 Owned-Operated By.....La Porte County
 Bcstg. Co., Inc.
 Business-Studio Address.....Rumely Hotel
 Phone Number.....3734
 Transmitter Location.....Holton Rd.
 News Service.....AP
 Transcription Service.....Capitol
 President, Sta. Mgr.....Hoyt H. Scott
 Treasurer, Gen. Mgr.....Dr. Edward Young

INDIANA

W S A L

LOGANSPORT—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By .. Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Transmitter Location Main at Hamilton
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 President John C. Cotner
 Gen., Sta., Comm. Mgr. Joseph W. Jordan
 Prog., Prod., Pub. Dir. Howard Bright
 Chief Anncr., Farm Editor Ira McCormack
 News Director Ted Burklund
 Chief Engineer Earl Nelson
 Consulting Engineer Kear & Kennedy

W B A T

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Operated By Marlon Radio Corp.
 Business-Studio Address ... 303½ S. Adams St.
 Phone Number 5500
 Air Time 6 a.m.-12:05 p.m.
 News Service AP
 Transcription Service World
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen-Sta. Mgr. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Pgm., Prod. Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Chief Announcer, News Dir. William Fowler
 Farm Editor Guy Harris
 Consulting Engineer Commercial Radio

W I M S

MICHIGAN CITY—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By ... Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 5-5245
 Transmitter Location Keiffer Rd.
 News Service UP
 Pres., Gen., Sta. Mgr. William N. Udell
 Commercial Managers ... Al Halus, Robert Beel
 Sales Prom. Mgr. Howard Murdock
 Prog., Prod. Dir. Richard Olsen
 Publicity Director Jean LaGrange
 Chief Announcer Jim Harbart
 News Director John Gleason
 Musical Director Dean Shaw
 Chief Engineer Robert J. Schilling
 Farm Editor Stewart C. McDonnell
 Consulting Engineer Walter Kean

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 Hway. 35 SE City
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Walker, Hal Holman
 Pres., Gen. Sta. Mgr. D. A. Burton
 Comm., Prom. Mgr. W. F. Craig
 Program Director Lee Allerton
 News Director Fred M. Hinshaw
 Musical Director Bill Summers
 Chief Engineer Maury Crain
 Consulting Engineer Geo. Davis

W L R P

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By .. Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone Number 4-2235
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Work
 Pres., Gen., Sta. Mgr. Roy L. Hickox
 Commercial Manager Oliver Pedigo
 Pgm. Dir., Chief Anncr. Keith Reising
 Publicity Director Joe Gillman
 News Director Joe Piggott
 Chief Engineer Eugene A. Fischer
 Musical Director Rita Loesch

W P G W

PORTLAND—1951—LBS

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By Glenn West
 Address R.R. No. 2
 Phone Number 1094
 Transcription Service SESAC
 Membership NARTB, BAB
 Owner, Gen. Mgr. Glenn West
 Pgm. Dir., Chief Anncr. Robert E. Leach
 Consulting Engineer Geo. C. Davis

W R A Y

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By M. R. Lankford
 Address Outer West Broadway
 Phone Number 1250
 News Service AP
 Transcription Service Standard
 President M. R. Lankford
 Gen., Comm. Mgr., Chf. Engr. Bryan Davidson
 Program Director Jerry Hirsch
 News, Farm Director Lloyd Ray Harry

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address .. 25 S. Ninth St.

INDIANA

Phone Number2-1156
 Air Time.....5:45 a.m.-M.
 News ServiceUP
 Transcription Service.....Thesaurus, SESAC
 Representative Robert Meeker
 Membership NARTB, BAB
 President Allen McCrea
 Gen., Sta. Mgr..... Lester G. Spencer
 Comm., Sls. Prom. Mgr..... Roland L. Nusbaum
 Program Director..... Charles L. Mitchell
 News Director..... Spencer Danes
 Musical Director..... Geneta Kern
 Chief Engineer..... L. J. Duning
 Farm Editors..... Cedric Miller, Mary Liz Miller
 Consulting Engineer... Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc.Power: 500 Watts d.
 Owned-Operated By.....Dr. Azra C. Baker
 Phone Number1212
 Transmitter..... 1 Mi. No. of Seymour
 News ServiceAP
 Air TimeDaytime
 Transcription Service ...Lang-Worth, SESAC
 General ManagerDr. Azra C. Baker
 Commercial ManagerRobert E. Shippee
 Sales Prom. Mgr.....Herb Arms
 Pgm. Dir., Chief Anncr.....Bill Clark
 News Director.....Harry Bradway
 Chief Engineer.....Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By South Bend Bcstg. Corp.
 Bus.-Studio-Transmitter Address...St. Joseph &
 Monroe Sts.
 Phone Number7-1566
 Air Time6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Bolling
 Membership NARTB, BAB
 President C. Bruce McConnell
 General Manager.....Robert B. McConnell
 Station Manager.....Frank Crosiar
 Commercial Manager.....C. J. Pajakowski
 Sales Prom. Mgr..... Robert Nowicki
 Prog., News Dir., Chief Anncr....Jack Melloy
 Chief Engineer..... Ira D. Kealy
 Farm Editor.....Bruce Chamberlin
 Consulting Engineer.....Stokes Gresham, Jr.

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc.Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdstg. Corp.
 Address ...206 So. Main St., Misawaka, Ind.
 Phone Number5-8620
 Transmitter LocationN. Hickory Rd.
 Air TimeSunrise-Sunset
 News ServiceUP
 Transcription ServiceWorld

RepresentativeBurn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr.F. R. Householder
 Commercial ManagerCharlie Sharpless
 Program DirectorVince Doyle
 Chief Announcer.....Johnny Jarvis
 Chief Engineer.....Francis J. Bock
 Consulting Engineer.....George C. Davis

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address .223 W. Colfax Ave.
 Phone Number 3-6161
 Transmitter Location.....7 mi. S.E. of city
 News Service UP
 Transcrip. Serv. ...RCA Thesaurus, Standard
 Representative.....Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 Station Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
 Program Director Robert J. Drain
 Production Director Oliver Parcher
 Chief Anncr., News Dir.Morton Linder
 Chief Engineer.....Herbert G. Cole
 Consulting Engineer.....Millard Garrison

WTCJ

TELL CITY—1948—LBS

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address.....Tell City
 Phone Number 740
 Transmitter Address.....Highway 66-E
 News Service AP
 Owner, Manager.....James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.
 Business-Studio Address 303 S. Sixth St.
 Phone Number Crawford 5034
 Transmitter Location First & Peyton Sts.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. ..William F. Rippetoe
 Sales Prom. Manager.....Sigel A. Roush
 Program Director..... Harry Frey
 Production Director..... Ralph McHargue
 Publicity Director.... Madeline K. Barry
 News Director.....Howard Stevens
 Chief Announcer.....Jim Kohl
 Musical Director.....Leo Baxter
 Chief Engineer.....Howard Stewart
 Consulting Engineer.....John Carroway

INDIANA

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Trans. Loca. 13th St., & Hasselburger Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth Library
 Representation Bolling and Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Prod. Dir., Chief Annrcr. Robert Kimbro
 Chief Engineer Don Pettit

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787
 Studio Address 320 Busseron St.
 Transmitter Location Hgwy., N. of Vincennes

Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin

W K A M

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.
 Pres., Gen. Mgr. J. W. Autenrieth, Jr.

W R S W

WARSAW—1951

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Operated By Warsaw Times Union
 Address Times Building
 Phone Number 155
 News Service UP
 Transcription Service Capitol, Lang-Worth
 Representative Hoosier
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Comm., Prom. Mgr. William Mollenhour

WHY IS **AP**
THE BEST?

BECAUSE—**AP** is faster,
more complete,
more accurate
than any other
news service.

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its *most powerful* sales voice!

Terre Haute's strongest and <i>only</i> Home-Owned station	Represented Nationally by The Bolling Co.
--	--

W T H I
"CBS Radio"

IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622
Families April 1, 1952 (Est.) 773,000—Stations in State 47

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Ames Bcstg. Co.
Business-Studio Address 328½ Main St.
Phone Number 3460
Transmitter Location Ontario
Air Time Daytime
News Service UP
Transcription Service Capitol
President W. S. Rupe
Gen., Comm. Mgr. Arthur A. Skinner
Program Director Dwayne Moore
Chief Engineer Doyle D. Kelso

KJAN

ATLANTIC—1950

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By George Basil Anderson
Phone Number 1694
Representative Biddick
News Service AP
Pres., Gen. Mgr. George Basil Anderson
Commercial Manager Leslie Wally
Chief Engineer Bob Falk
News Director Bill Sander

KWBG

BOONE—1949—LBS

Frequency: 1590 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Boone Bcstg. Co.
Address 609 Boone Natl. Bldg.
Phone Number 1590
Transcription Service Standard
News Service UP, INS
Membership NARTB
President Harold L. Fisher
Gen., Sta. Mgr. Stuart Sanders
Asst. Mgr., Pgm. Prod. Dir. G. J. Merker
Chief Engineer Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts
Owned-Operated By Burlington Bcstg. Co.
Business-Studio Address National Bank Bldg.
Phone Number 680
Transmitter Location West Burlington
Air Time 6:00 a.m.-M
News Service UP
Transcription Service Standard
Representative Taylor
Membership NARTB
Pres., Gen. Mgr. Gerard B. McDermott
Prom., Comm. Mgr. David H. Steinle
Program Director Richard Mosena
Chief Engineer John Gallino

KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Carroll Broadcasting Co.
Address 520 N. Adams St.
Phone Number 1380
Transcription Service Lang-Worth
News Service UP, INS
Representative Pearson
Membership NARTB, BAB
President C. Everett Bliss
Program Director Bill Parker
Chief Announcer Art Stanley
News Director Bill Mason
Chief Engineer Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By The Gazette Co.
Business-Studio Address 104 First St., SW
Phone Number 4-4194
Transmitter Location Cedar Rapids
News Service AP, INS
Transcription Service Standard
Representative Burn-Smith
Membership NARTB, BAB
Secretary, Vice-President Joseph F. Hladky
General Manager J. F. Hladky, Jr.
Sta., Comm. Mgr. Fred W. Wagenvernd
Sales Prom., Pub. Dir. Edna A. Herbst
Program Director Forest Broders
News Director Dick Youakam
Chief Engineer Kenneth M. Caldwell
Consulting Engineer George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN
LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cedar Rapids Bcstg. Corp.
Business Address 211 First St., SW
Transmitter 2616 Robbins Road
Phone Number 3-8265
News Service UP
Representative Pearson
President William J. Barron
General Manager John F. Hanssen
Program Director Ralph Willey
Chief Engineer James A. Dickens
News Director Truman Walrod

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By American Bcstg.
Stations, Inc.

I O W A

Business-Studio Address...Para. Theatre Bldg.
 Phone Number6127
 Transmitter Location.....Marion
 Air Time5 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....RCA, Lang-Worth
 RepresentativeKatz
 MembershipNARTB, BAB
 Exec. Vice-Pres.....William B. Dolph
 General Manager.....William B. Quarion
 Commercial Manager....Lew Van Nostrand
 Promotion Mgr.....Leo F. Cole
 Production Director.....Douglas B. Grant
 Publicity Dir.....Dorothy Cummins
 Chief Announcer.....Bob Leefers
 News Director.....Dick Cheverton
 Musical Director.....Esther Rausch
 Chief Engineer.....George Hixenbaugh
 Farm Editor.....Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc.Power: 100 Watts
 Owned-Operated By ..Centerville Bdcstg Co.
 Address1910 South Main St.
 Phone Number131, 407
 Transmitter Location1910 South Main St.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeMcGillvra
 MembershipNARTB
 PresidentR. K. Beck
 Gen., Sta., Comm., Mgr.....A. M. Farber
 Chief Engin., Anncr.Robert K. Reimers
 Farm EditorWarren Langfitt

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owns i-Operated ByInland Bcstg. Corp.
 Business Address.....Charles City
 Phone Number787
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 President.....Dean Hollingsworth
 General Manager.....C. E. Wright
 Chief Engineer.....Loring Koesling

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By ..Clinton Bdcstg Corp.
 Address246 Fifth Avenue South
 Phone Number448
 Trans. Location ..13th Ave., No. & Elvira Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipNARTB, BAB
 PresidentW. S. Jacobsen

Gen., Sta. Mgr.....B. M. Jacobson
 Commercial Manager.....Darline Gordan
 Sales Promotion Mgr.....Emmett Hassett, Jr.
 Program Dir., Farm Ed.....Jack Thomsen
 Production Director.....Lucille Scoggins
 News Director.....Lee White
 Chief EngineerGerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.Power: 500 Watts d.
 Owned-Operated By ...Nonpareil Bdcstg. Co.
 AddressP. O. Box 509
 Phone NumberCo. Bluffs 4041
 Transmitter LocationSouth Omaha Rd.
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....Lang-Worth,
 Associated, RCA
 MembershipNARTB, BAB
 PresidentRobert R. O'Brien
 Gen., Sta. Mgr.....Robert H. Davis
 Program DirectorHarold Hughes

K S I B

CRESTON—1946

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Oper. By ...Southwest Iowa Bcstg. Co.
 AddressCreston
 Phone Number.....55
 TransmitterHighway 34
 News Service.....AP
 Transcription ServiceAssociated
 RepresentativePearson
 President.....Arthur Horning
 Gen., Comm. Mgr.....E. M. Horning
 Program Director.....Dorothy Lindley
 News DirectorBob Parker
 Chief Engineer.....Floyd George

K S T T

DAVENPORT—1946

LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By ..Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number6-2541
 Transmitter Location.....Milan, Ill.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 President, Gen. Manager...Hugh R. Norman
 Commercial Mgr.....Neil Conklin
 Production Director.....Warren Anderson

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc.Power: 5000 Watts
 Owned-Operated By ...Tri-City Bdcstg. Co.
 Address805 Brady Street
 Phone Number3-3661
 Transmitter LocationBennendorf
 Air Time6 a.m.-M.
 News ServiceUP

I O W A

Transcription Service Thesaurus
 Representatives Free & Peters, Inc.
 Membership NARTB, BAB
 President Col. B. J. Palmer
 V.P. & Treasurer D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary Wm. D. Wagner
 Manager Ernest C. Sanders
 Sales Manager Mark Wodlinger
 Program Director Charles Freburg
 Sales Promotion Dir. Fred A. Reed
 News Editor Bob Frank
 Publicity Director Paul Ives
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Scenic Bcstg. Co.
 Business-Studio Address State Road
 Phone Number 1240
 Transmitter Location 600 Leiv Eiriksson Dr.
 News Service AP
 Transcription Service Associated
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Co-Mgr. Verne Koenig
 Gen. Co-Mgr., Comm. Mgr. Kenneth Bjerke
 Sales Prom. Mgr. John Hansen
 News Director Ray Marshall
 Chief Engineer Curtiss Eittreim

K C B C

DES MOINES—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Majestic Bcstg. Co.
 Business-Studio Address 2323 Grand Ave.
 Phone Number 4-3151
 Transmitter Location E. 42nd & Dean Ave.
 News Service AP
 Representative Forjoe
 President Karl Peters
 General Manager Rollo H. Bergeson
 News Director John Goslin
 Chief Engineer Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Independent Bdcstg. Co.
 Address 10th & Mulberry
 Phone Number 2-9191
 Transmitter Location Hartford
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative A. M. Radio Sales Co.
 President Ralph L. Atlas
 Gen., Sta. Mgr. Marvin L. Rosene
 Commercial Manager James L. Kelehan
 Program Director Lee L. Harris
 Publicity Director Janice R. Hull

News Director R. J. Nash
 Chief Engineer Lloyd R. Amoo

K R N T

DES MOINES—1935—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Business-Studio Address 715 Locust St.
 Phone Number 3-2111
 Transmitter Location S.W. 22nd & Park Ave.
 Air Time 6 a.m.-M
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Station Representative The Katz Agency
 Membership NARTB, BAB
 President Gardner Cowles
 General-Station Manager Bob Dillon
 Commercial Manager Paul Elliott
 Sales Prom. Mgr., Pub. Dir. Joe Hudgens
 Program Director Dick Covey
 Musical Director Wayne Ackley
 Chief Engineer Charles Quentin

K S O

DES MOINES—1945—ABS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Murphy Bcstg. Co.
 Business-Studio Address 800 Farm Bldg.
 Phone Number 3-0571
 Transmitter Location E. 38th & Broadway
 News Service AP
 Transcription Service Capitol
 Representative Petry & Co.
 Membership NARTB, BAB
 President Kingsley H. Murphy
 Gen., Comm. Mgr. S. H. McGovern
 Pub., Pgm. Dir. B. C. Baldwin
 News Director Donald McGibney
 Chief Engineer F. E. Bartlett
 Consulting Engineer Jansky & Bailey

K W D M

DES MOINES—1948—LBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Des Moines Bcstg. Corp.
 Business-Studio Address 407 Fifth Ave.
 Phone Number 2-8363
 Transmitter Location Levey
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Cole, SESAC, Associated
 Pres., Comm. Mgr. George W. Webber
 General Manager Robert L. Webber
 Program Director Edith D. Webber
 Chief Announcer Ford Roberts
 News Director F. N. Booten
 Musical Director Bill Dutcher
 Chief Engineer Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By Central Bcstg. Co.

IOWA

Business-Studio Address.....914 Walnut St.
 Phone Number.....3-7147
 Transmitter Location.....Mitchellville
 Air Time.....5:30 a.m.-12:30 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC
 Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Assistant Manager.....W. W. Woods
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Gfeller
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder
 Farm Editor.....Herb Plambeck
 Consulting Engineer.....A. D. Ring

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address...Eighth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Transmitter Location.....East Dubuque
 News Service.....AP
 Transcription Service.....Associated, World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Program Director.....Arnie Stierman
 News Director.....George Freund
 Chief Engineer.....Robert I. Hancock
 Farm Editor.....Gerald McAleece

W D B Q

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Transmitter Location.....R. R. No. 2
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Robert Meeker
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hatzenduehler
 Program-Production Dir.....Gleason Kistler
 Publicity Director.....R. E. Carpenter
 Chief Anncr., News Dir.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....Barkey-Heim

K V F D

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address.....912 1st Ave. S.

Phone Number.....Walnut 3761
 Air Time.....6 a.m.-12 M.
 News Service.....UP, INS
 Transcription Service.....Lang-Worth
 Representative.....Pearson
 Membership.....NARTB, BAB
 President, General Manager...Edward Breen
 Office Manager.....Lester Person
 Commercial Mgr.....Max Landes
 Sales Prom. Mgr.....Gordon DeKoster
 Farm Edit., Pgm. Dir.....Drexel Peterson
 News Director.....Kenneth Peterson
 Chief Announcer.....Johnny Green
 Chief Engineer.....David G. Sinclair
 Consulting Engineer.....Dillard

K X G I

FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....KXGI
 Business-Studio Address.....Marquette Bldg.
 Phone Number.....1360
 Transmitter Location.....Ft. Madison
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Holman
 President.....W. E. Walker
 Gen. Sta. Mgr.....Greg Rouleau
 Commercial Manager.....W. R. Walker
 Sls. Prom. Mgr., Pub. Dir.....Jack Stephen
 Program Director.....Keith Pettack
 News Director.....Chet Szymczak
 Chief Engineer.....Bob Breeding

K X I C

IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Johnson County Bcstg. Corp.
 Bus.-Studio Address...108½ E. Washington St.
 Phone Number.....8-1181
 Transmitter Location.....1 Mi. N. of Iowa City
 News Service.....UP
 Representative.....Wm. G. Rambeau
 Transcription Service.....Lang-Worth
 Gen. Mgr., News Dir.....Gene Clavssen
 Program Director.....Herbert D. Olson
 Chief Engineer.....Elliott Full

K O K X

KEOKUK—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Keokuk Bcstg. Co.
 Address.....500½ Main Street
 Phone Number.....235
 Transmitter Location.....Hamilton, Ill.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....H. W. Stadler
 V.P., Gen., Sta Mgr.....H. O. Totten

I O W A

Prog., Mus. Dir. C. C. Andrews
 Production Director Gerri Rochow
 Chief Announcer Steve Alan
 News Director Bob Rathe
 Chief Engineer James L. Mott
 Farm Editor Don Frost
 Consulting Engineer John H. Mullaney

K F J B

MARSHALLTOWN—1923—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Times Republican Ptg. Co.
 Operated By Marshall Electric Co.
 Business-Studio Address 133 E. Main St.
 Phone Number 3361
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President John W. Norris
 General Manager Paul G. Norris
 Station, Comm. Manager William P. White
 Pgm., Prod., Pub. Dir. Allan N. Schrock
 Musical Dir. Maurice Roseborough
 News Director Robert W. Billman
 Chief Engineer Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Lee Radio, Inc.
 Business-Studio Address 12½ 2nd St., N.E.
 Phone Number 2800
 Transmitter Location Hwy. 18
 Air Time 5:30 a.m.-12 M.
 News Service AP, UP
 Transcription Service Standard
 Representative Weed
 Membership NARTB, BAB
 President Lee P. Loomis
 Exec. V.P. Herbert R. Ohrt
 Sta., Comm. Mgr. Henry B. Hook
 Sales Promotion Manager Donald Harrer
 Program Director William G. Suter
 Prod. Dir., Chief Anncr. Robert Clausen
 Publicity Director Jane Hertig
 Chief Engineer Roger E. Sawyer
 News Director Charles Hilton
 Farm Editor Dick Arnold
 Consulting Engineer Esterly Page

K R I B

MASON CITY—1948—MBS TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mason City Bcstg. Co.
 Address 5 Second St., S.W.
 Phone Number 5400
 Representative Pearson
 Transcription Service World
 News Service AP
 Partners Louis Abbott, George &
 William Wolf

Gen., Comm. Manager Paul E. Millen
 News Director Bob Cavanaugh
 Chief Engineer Richard J. Kelley

K S M N

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
 Owned-Operated By Mohawk Bcstg. Co.
 Business-Studio Address Weir Bldg.
 Phone Number 5420
 Transmitter Location Hiway 18
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB, BAB
 Transcription Service Associated
 Pres., General-Station Mgr. Robert M. Carson
 Commercial Manager Norman W. Rice
 Program Director J. Boyd Harvey
 News Director Howard Campbell
 Chief Engineer Hubert J. Marshall
 Consulting Engineer Weldon & Carr

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Muscatine Bcstg. Co.
 Transmitter Address Mulberry at Houser
 Phone Number 860
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr. George J. Volger
 Program Director Donald Wooten
 Musical Director Thelma Ryger
 News Director James Volger
 Chief Engineer Tom Winn
 Consulting Engineer Chambers & Garrison

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service Thesaurus
 News Service UP
 Membership BAB
 President A. E. Schneider
 Gen., Sta., Comm. Mgr. W. J. Teich
 Sales Prom. Mgr. Donald McKee
 Prog., Prod., Mus. Dir. Robert Morrow
 Pub., News Dir. Don Ballinger
 Chief Announcer Dave Melton
 Chief Engineer Ralph Giese

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Oskaloosa Bcstg. Co.
 Address P. O. Box 273

I O W A

Phone Number 301
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 Membership NARTB, BAB
 President E. W. Wenrick
 General, Sta. Manager Ken Kilmer
 Chief Engineer Robert W. Moore
 News Director Lew Hudson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KBIZ, Inc.
 Address Seven Acres
 Phone Number 5600
 Transmitter Location Community Gardens
 News Service AP
 Transcription Service World
 President, General Mgr. James J. Conroy
 Station Manager Eleanor M. Haling
 Commercial Mgr. Alice E. Fisher
 Program Director Larry Shepard
 Chief Engineer Lloyd Hanson
 Consulting Engineer Commercial Radio

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Capital Bcstg. Co.
 Address Shenandoah
 Phone Number 1302
 News Service AP
 Transcription Service World, SESAC
 Representative Pearson
 President C. J. Abbott
 Gen., Comm. Manager C. Earl Williams
 Chief Engineer Franz Cherny
 Program Director Earl Blakesley
 Prom. Mgr., News Dir. Clair Gross

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By May Bcstg. Co.
 Phone Number 192
 Transmitter Location 1 mi. NE of
 Shenadoah on Hgwy. 48
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Capitol
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 President Edward W. May
 General Manager Owen Saddler
 Station Manager Anthony Koelker
 Comm. Mgr. H. O. Peterson
 Sales Prom. Mgr., Pub. Dir. ... H. B. Arkoff
 Program Director Wayne Beavers
 Chief Announcer Warren Nielson
 News Director Ralph Childs
 Musical Director Virginia White
 Chief Engineer R. J. Schroeder

Farm Editor Merrill Langfitt
 Consulting Engineer Wm. L. Foss

K C O M

SIOUX CITY—1949—LBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Pearson
 President & Manager Dietrich Dirks
 Commercial Manager Sheldon Singer
 Sales Prom Mgr. L. G. Roley
 Pgm. Dir., Ch. Anncr. E. P. Bouchier
 News Director Millord Miller
 Chief Engineer Al Smith
 Farm Editor M. D. Burgess
 Consulting Engineer McIntosh & Inglis

K S C J

SIOUX CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Perkins Bros. Co.
 Business-Studio Address 415 Douglas St.
 Phone Number 5-7993
 News Service AP
 Transcription Service Lang-Worth, World
 SESAC
 Representative George P. Hollingsbery
 Membership NARTB, BAB
 President W. R. Perkins
 Station-Commercial Mgr. E. T. Flaherty
 Program Director Elizabeth Sammons
 Sls. Prom. Mgr., Pub. Dir. Jean Harraday
 Chief Engineer S. C. Dier

K T R I

SIOUX CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Sioux City Bcstg. Co.
 Business-Studio Address Commerce Bldg.
 Phone Number 8-0165
 Transmitter Location Dakota City, Neb.
 News Service UP
 Transcription Service Thesaurus
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President John C. Kelly
 Gen., Sta., Comm. Mgr. E. J. Huber
 Sales Prom. Mgr., Pub. Dir. Lennon Kelly
 Pgm., Prod. Dir. Bob Hansen
 Chief Engineer Willard Easterly
 Consulting Engineer Commercial Radio

K I C D

SPENCER—1942—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Iowa Great Lakes Bcstg. Co.
 Address Box 631
 Phone Number 1240
 News Service AP

IOWA — KANSAS

Transcription Service . . . Standard, Associated
 Representative . . . Pearson
 Membership . . . NARTB
 Pres., General Mgr. . . Ben B. Sanders
 Commercial Director . . . Lynn Bickett
 Program Director . . . Mason Dixon
 Production Director . . . Tom Shumate
 News Director . . . Harvey Sanford
 Chief Engineer . . . Elson Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Cornbelt Bcstg. Co.
 Phone Number 1490
 Transmitter Location Hwy. 71
 News Service AP
 Transcription Service World, Capitol
 Membership NARTB, BAB
 President O. J. Grau
 Gen., Comm. Manager James J. McCord
 Program Director P. R. Benson
 News Director Budd Duvall
 Chief Engineer Howard L. Carlson
 Farm Editor Bob Graham

KBOK

WATERLOO—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. By Waterloo Bcstg. Co.
 Address 620½ Lafayette St.
 Phone Number 6851
 Representative McGillvra
 News Service UP
 Gen. Mgr. & Secty. John M. Printup

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By . . . Black Hawk Bdcstg. Co.
 Address Hotel Russell Lamson
 Transmitter Location Lafayette Rd.
 News Service AP

Transcription Service Capitol
 Representative Headley-Reed
 Pres., Gen., Sta. Mgr. Ralph J. McElroy
 Commercial Manager Donald E. Inman
 Sales Prom. Mgr. Virgil D. Clark
 Pgm., Prod. Mgr. Warren Mead
 Pub., Mus. Dir., Chief Anncr. Raymond Starr
 News Dir., Farm Editor Edwin L. Falk
 Chief Engineer Walton W. Wilson
 Consulting Engineer McIntosh & Inglis

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Business-Studio Address Insurance Bldg.
 Transmitter Location Dysart
 News Service INS
 Transcription Service SESAC
 Representative Avery-Knodel
 President, Gen.-Station Manager Joe DuMond
 Sales Promotion Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Publicity Director Pearl Kimball
 Production Director W. E. Morse
 News Director Grant Price
 Chief Engineer Don Kassner
 Consulting Engineer A. James Ebel

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Land O'Com Brdctrs.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB, BAB
 President Charles V. Warren
 Gen., Comm. Mgr. Wayne J. Hatchett
 Pgm., News Dir., Farm Editor G. D. Warland
 Production Director Russ Bauer
 Publicity Director Betty Trowbridge
 Chief Announcer Wayne Oleson
 Chief Engineer Ronald Alsin
 Consulting Engineer Commercial Radio

KANSAS

*Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
 Families April 1, 1952 (Est.) 577,000—Stations in State 36*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The KSOK Bdcstg. Co.
 Phone Number 2666
 Trans. Loca. 1 Mi. No. of Arkansas City
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager S. C. Thompson

Program Director George Carroll
 News Director Arlan Young
 Chief Engineer Edward H. Hewe

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Griffith-Buenning Bdcstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Transmitter Location Halls, Missouri

KANSAS

Air Time 5:45 a.m.-12 M.
 News Service AP
 Transcription Service Standard Radio
 Partners J. M. Griffith & P. H. Buening
 Program, News Director Jack Lloyd
 Publicity Director Edna Shelly
 Chief Engineer Claude Kramer
 Farm Editor J. M. Griffith
 Consulting Engineer John Heffelfinger

K G G F

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. . . Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By . . . The Midwest Bcstg. Co., Inc.
 Business-Studio Address 8th & Elm
 Phone Number 1843-4
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Richard M. Seaton
 Prom., Sta. Mgr. Robert L. Pratt
 Commercial Manager E. B. Spoonamore
 Pgm., Prod. Dir. Richard S. Embody
 Chief Announcer Vic Lindsey
 News Director Kieth Upson
 Chief Engineer J. S. Jaminet
 Mus. Dir., Farm Editor Joe Cook
 Consulting Engineer A. Earl Cullum

K X X X

COLBY—1947

Frequency: 790 Kc. . . . Power: 5000 Watts d.
 Owned-Oper. By . . . Western Plains Bcstg. Co.
 Phone Number 790
 Transmitter Location Colby
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Thesaurus
 Representative Headley-Reed
 President Don Searle
 Gen., Sta. Mgr. George A. Nickson
 Program Dir. Ed Mason
 Publicity Dir. Quint McCredie
 News Director Frank Frost
 Chief Engineer U. L. Lynch

K G N O

DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc. . . . Power: 1000 Watts d.,
 250 Watts n.
 Owned-Oper. By Dodge City Bcstg. Co.
 Business Address Globe Bldg.
 Phone Number 1370
 Transmitter Location W. Park St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Art Hagg
 Membership NARTB, BAB
 President J. C. Denious
 Program Director Herschel Holland

General Manager W. Elliott
 Chief Engineer Duane Hoisington
 Farm Editor Gail Hamilton

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. . . . Power: 250 Watts
 Owned-Oper. By Emporia Bcstg. Co., Inc.
 Business-Studio Address Soden's Grove
 Phone Number 153-4
 Transmitter Location Soden Grove
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World, Thesaurus
 Membership NARTB, BAB
 President Robert Reed
 V.P., Gen. Mgr. Max B. Bicknell
 Secretary Vic Hiatt
 Commercial Manager Lyle Ticknor
 Sales Prom. Mgr. Chuck Wilson
 Pgm., News Dir. Bruce Wimer
 Treasurer G. F. Reed
 Sports Director Sid Rose
 Chief Announcer Kay Melia
 Chief Engineer Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. . . . Power: 1000 Watts d.
 Owned-Oper. By . . . Ark Valley Bcstg. Co., Inc.
 Business-Studio Address Box 878
 Phone Number 3041
 Transmitter Location 1½ Mi. N.W. City
 News Service UP
 Transcription Service Associated
 Representative Hal Holman Co.
 General Manager Dale E. Kern
 Program Director Margaret S. Kern
 Chief Engineer E. D. Casey

K I U L

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc. . . . Power: 250 Watts
 Owned-Oper. By Telegram Publishing Co., Inc.
 Business-Studio Address 509½ N. Main St.
 Phone Number 4581
 Transmitter Location Warner Terrace
 News Service AP
 Transcription Service World
 President Robert B. Reed
 General Manager Robert Wells
 Commercial Manager Doug Hough
 Program Director Tony Jewell
 Chief Engineer Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. . . . Power: 1000 Watts d.
 Owned-Oper. By Goodland Bcstg. Co.
 Business-Studio Address Hotel Howard
 Phone Number 331
 News Service UP
 President, General Mgr. James E. Blair
 Chief Engineer Lyle Fick

KANSAS

K V G B

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By KVGB, Inc.
 Business-Studio Address Cork Bldg.
 Phone Number 4317
 Transmitter Location . . . 4 Mi. SW of Great Bend
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB, BAB
 President Helen T. Coogan
 V.P., Gen., Sta. Mgr. Grover C. Cobb
 Asst. Mgr. Sherwood R. Parks
 Commercial Manager Bill J. Jarvis
 Mus., Pgm. Dir. Ray H. Beals
 Chief. Anncr., News Dir. . . James F. Heaton
 Chief Engineer Chester A. Wallack
 Consulting Engineer John B. Hefelfinger

K A Y S

HAYS—1948—KBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KAYS, Inc.
 Phone Number 1700
 Studio-Transmitter Address . . . 2450 Hall St.
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB, BAB
 President Frank Motz
 Gen., Sta. Mgr. Bob Schmidt
 Program Director Jim Ayers
 Promotion Manager Bud Ryan
 Chief Engineer Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By . . . Nation's Center Bcstg. Co.
 Business-Studio Address 427 N. Main
 Phone Number 5202
 Transmitter Location 17th & Harding Sts.
 Air Time 18 Hrs.
 News Service AP
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Mgr. Bess Marsh Wyse
 Commercial Manager Gerald Toland
 Production Director Mel Haines
 Chief Engineer James Riley

K W H K

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By KWHK Bcstg. Co., Inc.
 Business-Studio Address 18 W. 5th St.
 Phone Number 3-100
 Transmitter Location Hutchinson
 Air Time Sunrise-Sunset
 News Service AP

Transcription Service Standard
 Representative Irene Griffith, Everett-McKinney
 President James E. Murray
 Sec.-Treas., Gen. Mgr. Vern Minor
 Prom., Comm. Mgr. Gren Darling
 Program Director Malcolm West
 Publicity Director Don Salmon
 Musical Director J. Bruce Murray
 Chief Engineer Millary Clary
 Consulting Engineer Earl Cullum

K I N D

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By Central Bcstg., Inc.
 Bus.-Studio-Transmitter Professional Bldg.
 Phone Number 1010
 Transmitter Location 16th & Maple
 News Service AP
 President J. Nelson Rupard
 Program Director Les Brecht
 Chief Engineer James Teats

K J C K

JUNCTION CITY—1949

Frequency: 1420 Kc. . . Power: 1000 Watts d.
 Owned-Oper. By . . Junction City Bdcstg. Co.
 Address 724½ No. Washington St.
 Phone Number Junction City 1477
 Trans. Loca. 3 Mi. S. of city, on U. S. 77
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Microgroove
 Membership NARTB, BAB
 Sta., Gen. Mgr. R. L. Weir, Jr.
 Comm., Sls. Prom. Mgr. James Platt
 Program Director Arthur E. Cowan
 News Director Bernard Hawley
 Chief Engineer John Stone

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KCKN Bcstg. Co., Inc.
 Business Address 823 Walnut
 Phone Number Victor 3864
 Transmitter Location 901 N. 8th St.
 Air Time 6 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative Capper Publications
 President W. A. Bailey
 General Manager Ben Ludy
 Sta., Comm. Manager Joe Story
 Pgm., Prod. Dir. George Stump
 Chief Engineer Max Williams
 Consulting Engineer... Chambers & Garrison

K L W N

LAWRENCE—1951

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Operated By Lawrence Bcstrs. Inc.
 Address Lawrence
 News Service UP

KANSAS

Transcription Service Lang-Worth
 Gen. Comm. Mgr. Arden Booth
 Program Director Ed Hundle
 Chief Engineer Gerald Gray

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By .. Leavenworth Bdcstg. Co.
 Address 418½ Cherokee
 Phone Number 3620—3621
 Transmitter Location R.R. No. 2
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 President Alf M. Landon
 Gen., Sta. Comm. Mgr. M. L. Gleason
 Sales Prom. Mgr. Bob Buis
 Program, Prod. Director Frank Smith
 Chief Announcer Chet Kozak
 Chief Engineer David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Seward County Bcstg. Co.
 Business-Studio Address E. 8th St.,
 P. O. Box 311
 Phone Number 3891
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NARTB, BAB
 President Alf M. Landon
 General Manager Leon S. Salathiel
 Commercial Manager Roy Pearce
 Program Director Larry Filkins
 Chief Engineer Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc. Power: 500 Watts d.
 Owned-Oper. By Manhattan Bcstg. Co.
 Address 114 No. 4th St.
 Phone Number 4451
 Transcription Library RCA, SESAC
 News Service AP
 President Fred A. Seaton
 General Manager Ray L. Kozak
 Commercial Manager Bill Friday
 Program Director Marvin Houtz
 Chief Annr., News Di Brandon Chase
 Chief Engineer Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By McPherson Bcstg. Co.
 Address P. O. Box 186
 Phone Number 1540
 Transmitter Location ... 2 Mi. So. of McPherson
 News Service AP
 Transcription Service SESAC

President Evert Mills
 General Manager Henry Dais
 Commercial Mgr. Vance Archer
 Chief Engineer Claude Hughes
 Consulting Engineer Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
 Address 131 E. Park Street
 Phone Number 1200
 Trans. Loca. 1 Mi. So. of Olathe
 Transcription Service Capitol
 Representative Continental
 Commercial Manager John M. Henry
 General Manager Wm. T. Sutherland, Jr.
 Program Director James M. Wear

KOFQ

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Ottawa Bcstg. Co.
 Transmitter Address 2000 So. Main Street
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. J. N. Jobs
 Sta. Mgr., Farm Edit. Herbert M. Jobs
 Prom., Comm. Mgr. Thomas F. Ruble
 Chief Engineer Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address 1904 Broadway
 Phone Number 4050
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Thesaurus, Associated
 President Clyde M. Reed, Jr.
 General Manager Raeburn D. Drenner
 Chief Engineer Larry Freisner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By .. The Pittsburg Bcstg. Co., Inc.
 Business Address P. O. Box 603
 Phone Number 2165
 Transmitter Location ... 3½ Mi. E. of Pittsburg
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB
 President E. V. Baxter
 Gen., Sta., Comm. Mgr. R. E. Wade
 Chief Announcer Lou Martin
 Chief Engineer Leo Stafford

KANSAS

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KSEK Bcstg. Co., Inc.
Business-Studio Address Box 610
Phone Number 742
Trans. Loca. E. Quincy St. (extended)
Air Time 6:29 a.m.-10.30 p.m.
News Service AP
Transcription Service Thesaurus
Representative Cooke
President O. S. Stauffer
General Manager Thad M. Sandstrom
News Director John Hendry
Chief Engineer Ray Brasch

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By KSAL, Inc.
Bus.-Studio Address 201 W. Iron Ave.
Phone Number 3701
Transmitter Location Hiway 40
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Standard
Representative John E. Pearson
Membership NARTB, BAB
President R. J. Laubengayer
Station Mgr. R. V. Jensen
Sales Promotion Manager C. R. Lamer
Program Director Al Thompson
Publicity Director L. E. Fullen
News Director A. E. Horner
Chief Engineer Donald Engelhardt
Farm Editor U. D. Slater
Consulting Engineer A. Earl Cullum

KJAY

TOPEKA—1947—LBS

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By S. H. Patterson
Address 908 Kansas Ave.
Phone Number 3-1336
Transmitter Location Lake Linge
Air Time 6 a.m.-M.
News Service INS
Representative Forjoe
General Manager Norwood J. Patterson
Station Manager David G. Roberts
Pgm., News Dir. Allen Franklin
Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Charles B. Axton
Address 214 W. 6th St.
Phone Number 4-3444
Transmitter Location North Buchanan

Air Time Unlimited
News Service AP
Transcription Service Associated
Owner, Gen., Sta. Mgr. C. B. Axton
Commercial Manager Allan Curnutt
Asst. Manager Marie M. McKinney
Pgm., Prod. Dir. Jack Warren Ostrode
Musical Director Charles Christian
Chief Engineer Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned By Capper Publications, Inc.
Operated By Topeka Bcstg. Assn., Inc.
Business-Studio Address 1035 Topeka Blvd.
Phone Number 3-2377
Transmitter Location 7 Mi. W. of Topeka
News Service AP, UP
Transcription Service Lang-Worth, Standard
President H. S. Blake
General-Station Manager Ben Ludy
Commercial Manager Hilton Hodges
Prog., Prod. Dir. Maude Carlson
Publicity Director Allan Young
Chief Engineer Lewis Dickensheets
Farm Editor Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By WREN, Bcstg. Co., Inc.
Business-Studio Address 411 W. 10th St.
Phone Number 2-0505
Transmitter Location Grantville
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President R. C. Jackman
Business Manager Fred L. Conger
Sales Promotion Manager Gerald K. Barker
Program Director Max Falkenstein
Chief Anncr., Music Dir. Robert Richmond
News Dir., Farm Editor Frank Jones
Chief Engineer Carl B. Bliesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAKE Bcstg. Co., Inc.
Business-Studio Address 418 W. Douglas Ave.
Phone Number 4-9369
Transmitter Location 19th & Hydraulic Sts.
News Service AP
Transcription Service World
Representative Radio Reps. Inc.
General Manager Jack Todd
Commercial Manager Martin Bass
Pgm., News Dir. Graeme Fletcher
Chief Engineer Harold Newby

KANSAS—KENTUCKY

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Taylor Radio & TV
Business-Studio Address 1015 N. Broadway
Phone Number 4-2387
Transmitter Location 5560 W. 13th St.
Air Time 5 a.m.-2 a.m.
News Service AP, UP
Transcription Service Associated
Representative O. L. Taylor Co.
President O. L. Ted Taylor
General Manager Archie J. Taylor
Commercial Manager Dudley Tichenor
Sales Promotion Manager Russell L. Lowe
Program Director Vernon E. Reed
Production Director Justin Bradshaw
Chief Announcer Stan Hagan
News Director George Gow
Chief Engineer Ted Heithecker
Consulting Engineer Earl Cullum

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc. Power: 10,000 Watts d.;
1000 Watts n.
Owned-Operated By KFBI Inc.
Business-Studio Address 200 E. First St.
Phone Number 2-1447
Trans. Location 42nd & B'way
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Howard Lane
Gen., Sta. Mgr. Hale Bondurant
Commercial Mgr. D. W. McCoy, Sr.
Sales Promotion Manager C. Sewell
Program Dir. George Wells
Production Director B. J. Price
Publicity Director Marie MacDonald
News Director Bob Gadberry

Musical Dir. James Carpenter
Chief Engineer K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Radio Station KFH Co.
Business-Studio Address KFH Bldg.
Phone Number 2-4491
Transmitter Location RR 3
Air Time 5:30 a.m.-12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Edward Petry
Membership NARTB
President John Rigby
General Manager Frank V. Webb
Comm. Mgr. Robert Hix
Sales Promotion Manager Bob Payne
Program Director Thomas Bashaw
Publicity Director Marjory Bassett
Chief Announcer Don Anderson
Chief Engineer Virgil Hinshaw
Consulting Engineer Kear & Kennedy

KWBB

WICHITA—1951—LBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By Wichita Beacon Bcstg. Co.
Address 2829 Salina Ave.
Phone Number 7-1265
Air Time 6 a.m.-M.
Transcription Service Capitol, Thesaurus
News Service AP
Representative Pearson
Membership NARTB, BAB
President Louis Levand
Gen., Sta. Mgr. J. Milton Hall
Sales Manager Robert M. Kent
Program Director Donald Wells
Prod. Dir., Chief Anncr. Chick Martin
Publicity Director Gordon Hittenmark
News Director Kerm Trimble
Chief Engineer Ralph McClellan
Consulting Engineer A. D. Ring

KENTUCKY

*Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46*

WCMI

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Ashland Bdcstg. Co., Inc.
Address 120 20th Street
Phone Number 3010
Trans. Location 48th & Clay Streets
Air Time 6 a.m.-12:30 a.m.

News Service UP
Trans. Service World, Thesaurus
Representative John E. Pearson
Membership NARTB, BAB
President Gilmore N. Nunn
Comm., Gen., Sta. Mgr. Charles C. Warren
Sales Prom. Mgr. Whitney R. Martin
Pgm., Prod., News Dir. George Marshall
Musical Director Frank Lawson
Chief Engineer Clarence W. Weaver

KENTUCKY

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By . . . Daily News Bdcstg. Co.
Address Park Row
Phone Number 4325
Trans. Location Richardsville Road
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative J. H. McGillvra Inc.
President J. Ray Gaines
Sta., Gen. Mgr. Al Temple
Commercial Manager Houston Griffin
Prod., Pgm. Dir. Dee Huddleston
Publicity Director Audrey Jackson
Chief Announcer James Topmiller Jr.
News Director Al Temple
Chief Engineer Jack Hendricks

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By . . . Bowling Green Bcstg. Co.
Address 901 Fairview Ave.
Phone Number 3212
News Service AP
Transcription Service Capitol
Representative Burn-Smith
Pres., Gen. Mgr. Ken D. Given
Commercial Manager Robert Proctor
Promotion Manager William Kuznitsof
Program Director Bill Stamps
Chief Engineer Rondal L. Miller

WLCK

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . Taylor County Bcstg Co.
Address P. O. Box 248
Phone Number 380
News Service UP
Transcription Service Capitol, Lang-Worth,
Cole
President R. P. Thompson
General Manager Russell F. Honeyman Jr.
Commercial Manager Custer Ruley
Program, News Director Tom Carlisle
Promotion Manager Reynolds Large
Chief Engineer James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By South Central Kentucky
Bcstg. Co., Inc.
Business-Studio Address 203 E. Main St.
Phone Number 250

Transmitter Location . . . On State Hwy 55. 3/4
Mi. N. of Campbellsville

Air Time Daytime
News Service UP
Transcription Service World, SESAC
President H. T. Parrott
Gen. Station Mgr. James Shacklette
Sales Promotion Mgr. Frank Hayden
Chief Announcer Ken Knight
News Director Dan Holt
Chief Engineer Harvey Kingsbury
Farm Editor C. V. Bryan
Consulting Engineer Arnold Henderson

WAIN

COLUMBIA—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Tri-County Bcstg. Corp.
Address Columbia
Phone Number 232
News Service UP
Trans. Ser. MacGregor, Thesaurus
President, General Manager S. C. Bybee
Commercial Manager Lanier Burchett
Prom. Mgr., Pgm. Dir. Rex Osborne
Chief Engineer Edwin P. Healy
News Director Oris Gowen

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By . . . Corbin Times-Tribune, Inc.
Business Address. Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Trans. Location Woodbine Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Keystone
President J. Springer Robinson
General Manager John L. Crawford
Station Manager Kenneth Turner
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson
Consulting Engineer A. D. Ring

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By . . . WZIP, Inc.
Bus-Studio Address . . . Sixth & Madison Aves.
Phone Number JUNiper 5300
Transmitter Location Eighth & Horton Sts.
Air Time Daytime
News Service AP
Trans. Serv. World, Lang-Worth
Membership NARTB, BAB
Pres., Gen.-Comm. Mgr. Arthur L. Eilerman
Pgm., Prod., Dir. E. C. Toleman
Chief Announcer Stephen Crane
Publicity Director Arthur L. Eilerman
News Director Walter Rehbaum
Musical Director Earl Jenkins
Chief Engineers H. DeArmond E. C. Toleman

KENTUCKY

WCPM

CUMBERLAND—1951

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Blainox Radio Co.
Address: WHLN, Harlan, Ky.
President: R. B. Helms

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Commonwealth Bcstg. Corp.
Address: P. O. Box 234
Phone Number: Danville 1230
Transmitter Location: Burgin Road
Air Time: 5:55 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Hal Holman Co.
Membership: NARTB, BAB
Pres., Comm. Mgr.: W. T. Isaac
V.P., Pgm., News Dir.: David B. Highbaugh
Chief Engineer: Henry C. Lovell
Consulting Engineer: J. C. McNary

WIEL

ELIZABETHTOWN—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Elizabethtown Bcstg. Co.
Address: P. O. Box 347
Phone Number: 5151
Air Time: 5 a.m.-11 p.m.
Transcription Service: Associated, World
News Service: UP
Membership: NARTB, BAB
President: J. W. Hodges
Gen., Sta. Mgr.: Walter T. Gaines
Chief Engineer: Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Frankfort Bcstg. Co., Inc.
Transmitter Address: Ky. Ave. Extended
Phone Number: 48281
News Service: AP
Transcription Service: Capitol
Representative: Burn-Smith
Pres., Gen. Mgr.: James F. Cox
Program Director: Alma LaFontaine
Chief Engineer: Donald Peltz

WFUL

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Ken-Tenn Bcstg. Corp.
Address: P. O. Box 482
Phone Number: 1270
News Service: UP
President of Board: Dr. R. W. Bushart
Sta. Mgr., Pgm. Dir.: Jack A. Dill
Commercial Manager: Tommy Lovelace
Chief Engineer: John Garrett Jr.

WKAY

GLASGOW—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Glasgow Bcstg. Co., Inc.
Transmitter Address: Happy Valley Rd.
Phone Number: 598, 632
News Service: UP
Transcription Service: World
President: Gordon E. Brown
General Manager: Jack Eversole
Commercial Manager: J. M. Barrick
Program Director: Freeman Cherry
Chief Announcer: Lou Ellis
Chief Engineer: C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Blainox Radio Co., Inc.
Address: S. Main St.
Phone Number: 625-6
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
Transcription Service: RCA, Thesaurus
Representative: Burn-Smith
Membership: NARTB
President, Gen. Mgr.: R. B. Helms
Comm., Sta. Mgr., Pgm. Dir.: J. T. Morgan
News Director: Cawood Ledford
Chief Engineer: J. Francke Fox, Jr.
Consulting Engineer: Lewis King

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: BMG Bcstg. Corp.
Address: Peoples Bank Building
Phone Number: Main 720
Transmitter Location: Walkertown Sta.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Thomas F. Clark Co.
President: Fred B. Bullard
Gen., Sta. Manager: Richard H. Goodlette
Chief Engineer: James C. French
Program Director: Charles W. Metcalf
Commercial Manager: Leslie H. Lamb

WSON

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
Owned-Oper. By: Henderson Bcstg. Co., Inc.
Bus-Studio-Transmitter Address: Zion Rd.
Phone Number: 3923
News Service: UP
Transcription Service: World
Representative: Meeker
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: Hecht S. Lackey
Sales Prom. Mgr.: Ewing Graham
Program Director: Martin E. Schaeffer
Chief Engineer: Bob Cleveland

KENTUCKY

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
 Phone Number 1025
 Studio-Transmitter Location Cadiz Rd.
 Air Time 5 a.m.-11:05 p.m.
 News Service UP
 Transcription Service RCA
 Representative Meeker
 Membership NARTB
 Pres., Gen., Sta. Mgr. F. E. Lackey
 Commercial Manager Katherine Peden
 Sales Prom. Mgr. Mary Henry Duncan
 Production Director Jack W. Jones
 Chief Announcer Walter Wilson
 Musical Director Otto Bash
 News Dir., Farm Editor Jim Pasteur
 Chief Engineer R. E. Wortham

W K L X

LEXINGTON—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Fayette Bcstg. Co.
 Address Campbell House
 Phone Number 3-0433
 Transmitter Location Greendale Rd.
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Walker
 President E. F. Prichard, Sr.
 Gen., Comm. Mgr. Ted Grizzard
 Program Director Claude Sullivan
 Chief Engineer Bill Yount

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address Radio Bldg.
 Phone Number 3-2727
 Transmitter Location Russell Cave Rd.
 Air Time 5:30 a.m.-12 M.
 Representative John E. Pearson
 President Gilmore N. Nunn
 V.P.-General Manager J. E. Willis
 Assistant Manager Miller Welch
 Sales Prom. Mgr. Joe DeLong
 Program Director Henry Allin
 Technical Supervisor Henry C. Lockler
 News Director Sue Fenimore
 Musical Director Dave Parry

W L E X

LEXINGTON—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Central Ky. Bcstg. Co.
 Business Address First National Bank Bldg.
 Phone Number 3-1975
 Studio-Transmitter Location Russell Cave Road
 Air Time Unlimited

News Service AP
 President J. D. Gay, Jr.
 General Manager Guthrie Bell
 Chief Engineer Wallace Roach
 Consulting Engineer C. D. Summerford

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WAVE, Inc.
 Business Address 334 E. Broadway
 Phone Number Wabash 2201
 Transmitter Location Hamburg Pike
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NARTB
 President George W. Norton, Jr.
 General-Station Manager Nathan Lord
 Commercial Manager La Velle Waltman
 Sales Prom. Mgr., Pub. Dir. Robert Elderman
 Program Director James Caldwell
 Production Director Ben Ewing
 Chief Engineer Wilbur Hudson
 News Director Hugh Sutton

W G R C

LOUISVILLE—1937—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By Northside Bcstg. Corp.
 Bus.-Studio Address Ky. Home Life Bcstg.
 Phone Number Wabash 8871
 Transmitter Location Jeffersontown
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Walker
 Membership NARTB
 Pres., Comm. Mgr. J. Porter Smith
 Sta., Gen. Mgr. Charles L. Harris
 Pgm., Prod. Dir. Ward Hatcher
 Prom., Pub. Dir. L. Doc Cassidy
 Chief Engineer W. J. Morrison
 Chief Announcers Jack Donnell,
 Gerald Fordyce
 News Director Gerald Brown
 Consulting Engineer John Cruetz

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By WHAS, Inc.
 Address 6th & Broadway
 Phone Number Wabash 2211
 Trans. Location Eastwood, Ky.
 News Service AP
 Transcription Service Lang-Worth
 Representative Edward Petry & Co.
 President Barry Bingham
 Director Victor A. Sholis
 Sales Director Neil D. Cline
 Publicity Director R. W. Hughes
 News Director Richard Oberlin
 Chief Engineer Orrin W. Towner
 Farm Editor Don Davis

KENTUCKY

W I N N

LOUISVILLE—1940—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Kentucky Bcstg. Corp. Inc.
 Bus.-Studio-Transmitter Address... Earle Hotel
 Phone Number... WAbash 5148
 Air Time... 7 a.m.-M.
 News Service... UP
 Trans. Service... World, SESAC
 Representative... The Taylor Co.
 Membership... NARTB
 Pres., Gen., Sta. Mgr. ... Harry McTigue
 Commercial Manager... Chas. A. Schacht, Jr.
 Program Director... M. Katherine McCarten
 Production Director... George Partridge
 Publicity Director... Helen E. Roberts
 Chief Announcer... Jim McIntyre
 Chief Engineer... Melvin Scarsdale

W K L O

LOUISVILLE—1948—ABC

Frequency: 1080 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By... Mid-America Bcstg. Corp.
 Business-Studio Address... Henry Clay Hotel
 Phone Number... Clay 4441
 Transmitter... Daisy Lane, New Albany, Ind.
 Air Time... 5 a.m.-M.
 News Service... UP
 Transcription Service... Associated
 President... James F. Brownlee
 Sta., Gen. Mgr. ... Joe Eaton
 Commercial Manager... Russell J. Pirkey
 Production Director... Mary Louise Moore
 Chief Announcer... Ed Farron
 Prom., News Director... Jean Clos
 Chief Engineer... D. C. Summerford

W K Y W

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Kentucky, Inc.
 Bus.-Studio Address... 431 W. Jefferson St.
 Phone Number... Clay 4811
 Transmitter Address... River Rd., nr. Louisville
 Air Time... Daytime
 News Service... AP
 Transcription Service... Standard
 Representative... Burn-Smith
 President... F. Eugene Sandford
 V.P.-Station Manager... Edwin E. S. Weldon
 Vice-President... S. A. Cisler
 Commercial Manager... H. Parker Smith
 Program Director... Harry Lockhart
 News Director... George Stratton
 Chief Engineer... Stanley Siegwald

W L O U

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By... Robert W. Rounsaville
 Trans. Bus.-Studio Add. ... 2549 S. Third St.

Phone Number... Calhoun 3680
 Air Time... Daytime
 News Service... UP
 Representative... Pearson
 Owner, Gen. Mgr. ... R. W. Rounsaville
 Sta., Comm. Mgr. ... Lee Smith
 Prog., Prod. Dir. ... Johnny Martin
 Chief Engineer... Steve Dawson

W F M W

MADISONVILLE—1948—LBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Messenger Bdcstg. Co., Inc.
 Address... Box 387
 Phone Number... 1885
 Trans. Location... Hgwy. 147
 Air Time... Sunrise-Sunset
 News Service... AP, UP
 Trans. Service... Capitol, World, Standard
 President... Edgar Arnold, Sr.
 Sta., Gen. Mgr. ... H. W. Wells
 Prom., Comm. Mgr. ... Elmer L. Kelley, Jr.
 Program Director... Richard T. Harris
 News Director... Edgar Arnold, Jr.
 Chief Engineer... Evers Mick

W K T M

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Mayfield Bcstg. Co.
 Phone Number... 46
 Studio Address... Mayfield Hotel
 Transmitter Location... Fancy Farm Hwy.
 Air Time... Sunrise-sunset
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Sears & Ayer
 Membership... NARTB
 President... Frank O. Evens
 Gen., Sta., Comm. Mgr. ... Wayne Morgan
 Sales Promotion Manager... Frances Finks
 Program Director... Margaret Dowdy
 Prod., News Dir. ... Charles Scholes
 Publicity Director... Hallie Vandergriff
 Chief Engineer... Joseph M. Hargrove
 Chief Announcer... Robert Horton

W N G O

MAYFIELD—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Ky. Bcstg. Co., Inc.
 Business-Studio Address... Box 26
 Phone Number... 1204
 Transmitter Location... Hway. No. 45,
 Paducah Rd.
 Air Time... 5:30 a.m.-local sunset
 News Service... AP
 Transcription Service... Capitol
 Membership... NARTB, BAB
 President... Rev. H. M. Suthard
 General Mgr. ... H. Y. Jones
 Sales Prom. Mgr. ... Carl Leigh
 Program Director... O. L. Davis
 Chief Engineer... Eural Wadlington

KENTUCKY

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Standard Tobacco Co., Inc.
 Bus. Address..... Tobacco Sq.
 Phone Number..... 1400
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Standard
 Membership..... NARTB, BAB
 President..... Charles P. Clarke
 Gen., Sta. Mgr..... J. W. Betts
 Commercial Mgr..... Horace Simpson
 Program Director..... Gene Waters
 Chief Announcer..... Wayne Bell
 Chief Engineer..... Harvey Cross
 Consulting Engineer..... Fred O. Grimwood

WMIK

MIDDLEBORO—1948—LBS-KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Cumberland Gap Bcstg.
 Co., Inc.
 Phone Number..... 980
 Representative..... Holman
 Transcription Service..... World
 News Service..... AP
 President..... Dr. U. G. Brummet
 General Manager..... H. Webster Taylor
 Comm., Prom. Mgr..... Maurice K. Henry
 Chief Engineer..... Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Murray Bcstg. Co.
 Address..... P. O. Box 548
 Phone Number..... 1340
 Transcription Service..... World
 Manager..... Edward Griffin

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Tri-City Bcstg. Co.
 Business-Studio Address..... 606 Monmouth St.
 Phone Number..... Juniper 7100-L
 Transmitter Location..... Cold Springs
 Air Time..... Sunrise-sunset
 News Service..... UP
 Representative..... ForJoe
 President..... James G. Lang
 Station Manager..... Anna Mae Rolies
 News, Pgm. Dir., Chief Anncr. Doug Nunn
 Commercial Manager..... Robt. N. Weis
 Chief Engineer..... Joshua Burtz
 Consulting Engineer..... E. C. Page

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.

Business Address..... Owensboro
 Phone Number..... 3-1558
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 Membership..... NARiB, BAB
 President..... Lawrence W. Hager
 Gen.-Sta. Mgr..... Hugh O. Potter
 Program Director..... Mrs. Cliffordean Potter
 Chief Engineer..... Harold I. Peters

WVJS

OWENSBORO—1947—LBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By... Owensboro On The Air, Inc.
 Business-Studio Address..... 324 Allen St.
 Phone Number..... 3-3521
 Transmitter Location..... Hwyay. 60 W.
 News Service..... UP
 Transcription Service..... World
 Representative..... William G. Rambeau
 President..... V. J. Steele
 General Manager..... Malcolm Greep
 Commercial Manager..... John T. Rutledge
 Sales Prom. Mgr..... Leola C. Hayden
 Program Director..... Larry Adams
 Chief Engineer..... Robert Earl Jaqoe

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By..... WKYB, Inc.
 Business-Studio Address..... 504 Kentucky Ave.
 Phone Number..... 800
 Trans. Loca..... 4 Mi. SE of City
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen., Sta. Mgr..... E. J. Paxton, Jr.
 Commercial Manager..... S. Livingston
 Sales Prom. Mgr..... J. W. Polk, Jr.
 Program Dir..... Joe P. Knight
 Publicity Director..... Joe Mitchell
 Chief Engineer..... E. J. Pell
 Consulting Engineer..... C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Paducah Bcstg. Co., Inc.
 Address..... 4th & Bway—Taylor Bldg.
 Phone Number..... 4100
 Transmitter Location..... 1600 North 8th
 Air Time..... 5 a.m.-12 M.
 News Service..... UP
 Trans. Serv..... Lang-Worth
 Representative..... Meeker
 Membership..... NARTB, BAB
 President..... Pierce E. Lackey
 General. Sta. Manager..... Prewitt Lackey

KENTUCKY

Prog., Prod., News Dir. Ray Mofield
 Comm., Sales Prom. Mgr. Linn Wolff
 Publicity Director Evelyn Stahl
 Musical Director Jim Youngblood
 Chief Engineer U. C. Morris
 Farm Editor Phil Bimson

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. Howes Meade
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 President W. Howes Meade
 General Manager Ted Arnold Silvert
 Program Director John C. Paras
 Chief Engineer James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 161
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Address Peach Orchard Rd.
 Phone Number 1280
 News Service AP
 Transcription Service Standard, SESAC
 President Clyde Childers Jr.
 Program Director Mary Jane Petry
 Comm., Gen. Mgr. Edward Damron
 Chief Engineer William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 News Service UP
 Transcription Service World
 Representative Colton
 Membership NARTB, BAB
 President W. Howes Meade
 Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director Joe McNeilly
 Chief Engineer Ralph F. Denton

WMTG

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus.-Studio-Transmitter Address Vancleve
 Phone Number 3
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Production Dir., Chief Announcer. Louis Bouck
 Musical Director Rachel Picazo
 Chief Engineer M. E. Picazo

WVLK

**VERSAILLES-LEXINGTON—1947
MBS**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Bluegrass Bcstg. Co.
 Bus.-Studio Address Phoenix Hotel
 Phone No. Versailles 654; Lexington 2-7177
 Transmitter Location Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 News Service AP
 Transcription Service SESAC
 Representative Burn-Smith, Inc.
 President Garvice Kincaid
 Gen., Sta. Mgr. Donald J. Horton
 Commercial Manager Lynn E. Knox
 Sls. Prom. Mgr., Prod. Dir. Charles Drew
 Pgm., News Dir. O. C. Halyard Jr.
 Publicity Director Mrs. Kenneth Hart
 Chief Announcer John Parrish
 Musical Director Bud McClain
 Chief Engineer Paul Dunbar
 Farm Editor Mrs. Sarah Hensley
 Consulting Engineer Sanford Held

LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc.Power: 1000 Watts
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 620
Phone Number90
Studio-Transmitter Location... U. S. H'way 161
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceWorld
MembershipNARTB
Secy.-Treas. Gen. Mgr.....George P. Martin
Program-Publicity Dir.....Ebba Lou Martin
Chief EngineerGeorge P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc.Power: 5,000 Watts d.,
1,000 Watts n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....6th and Johnston
Phone Number3-2543
Trans. Location9/10 Mi. SE Pineville
News ServiceAP, UP
Trans. Serv.World, McGregor
RepresentativeWeed & Co.
MembershipNARTB, BAB
PresidentWalter H. Allen
Sec.-Treas.T. B. Lanford
General, Sta. Manager.....Willard L. Cobb
Commercial ManagerWalter D. Melson
Sales Promotion Manager.....Vivian Close
News DirectorTom Journey
Chief Announcer, Pgm. Dir....Alex Marchand
Chief EngineerJesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc.Power: 250 Watts d.,
250 Watts n.
Owned-Oper. ByKSYL, Inc.
Trans. Loca., Address... Bolton Ave., Nr. Hwy.
71 (P. O. Box 1489)
Phone Number6611-12
Air Time6 a.m.-11:05 p.m.
News ServiceAP
Transcription ServiceLang-Worth
MembershipNARTB, BAB
Pres., Comm. Mgr.....Milton Fox
Gen., Sta. Mgr.....Virgil G. Evans
Pgm., Prod. Dir.Bruce Rainey
Publicity, News Director.....Jack McCall
Chief EngineerThomas Marhefka
Consulting Engineer.....George Davis

KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc.Power: 1000 Watts
Owned-Oper. By.....Central La. Bcstg. Corp.
Address1710 Jackson St.
Phone Number20481
Transmitter LocationOld Boyce Road
News ServiceAP
Transcription ServiceAssociated
RepresentativeJ. H. McGillvra Inc.
General Manager.....Ernest Watson

KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc.Power: 250 Watts d.
Owned-Oper. By...Morehouse Bcstg. Co., Inc.
Bus.-Studio Address.....Box 193
Phone Number1400
Transmitter LocationShelton Road
News ServiceUP
Transcription Service...Standard, Associated
PresidentNathan Bolton
General Manager.....Bill Davis
Commercial ManagerG. I. Johnson
Program Director.....Carl Livingston
Chief EngineerS. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By..Modern Bcstg. Co. of Baton
Rouge, Inc.
Address.....Guaranty Income Life Bldg.
Phone Number4-8571
Transmitter LocationCollege Drive
Air Time6 a.m.-1 a.m.
News ServiceAP
Transcription Service.....NBC Thesaurus
RepresentativeAdam Young
MembershipNARTB, BAB
PresidentCharles C. Barnard
Gen., Sta. Mgr.....T. E. Gibbens
Commercial Manager.....Richard Gregory
Pgm., Pub., Prod. Dir.....John Ferguson
Chief Announcer.....Bob Peters
Musical, News Director.....Roland Day
Chief Engineer.....Donald K. Allan
Consulting Engineer.....Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc.Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
AddressP. O. Box 1226
Phone Number49493
Transmitter Location600 Neosha St.

LOUISIANA

News ServiceUP
 Trans. Serv.Lang-Worth & Standard
 RepresentativeDonald Cooke
 PartnersG. T. Owen, Owen W. Ware
 Gen., Comm. Mgr.Robert Earle
 Promotion ManagerRobert S. Davison
 Program DirectorScott Erwin
 News DirectorBernard Zuccaro
 Chief EngineerE. E. Case

W J B O BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc.Power: 5000 Watts
 Owned-Oper. By.Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address444 Florida St.
 Phone Number2-5271
 Transmitter LocationRoosevelt Rd.
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeGeorge P. Hollingsbery
 MembershipNARTB, BAB
 PresidentDouglas L. Manship
 V.P., General Mgr.J. Roy Dabadie
 Sales ManagerCharles C. Garvey
 Pgm., Pub. DirectorRalph H. Sims
 Production Dir.Robert H. Scearce
 Chief EngineerVernon E. Dudley

W L C S BATON ROUGE—1946—ABC

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Operated By.Air Waves, Inc.
 Business Address204 North St.
 Phone Number24411
 Transmitter Location3399 Broussard St.
 News ServiceAP, INS
 Transcription ServiceAssociated
 RepresentativeWm. G. Rambeau
 PresidentR. F. Cangelosi
 General ManagerEarl Smith
 Commercial ManagerA. Lamar Simmons
 Chief EngineerEdward Van Valkenburg

W I K C BOGALUSA—1947—MBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.Enterprise Publishing Co.
 Business Address635 N. Rio Grande St.
 Phone Number1490
 Studio-Trans. Add.605 N. Rio Grande St.
 News ServiceAP
 Transcription ServiceWorld
 General ManagerCurt Siegelin
 Commercial ManagerJohn H. Knight

K S I G CROWLEY—1947—LBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By.Acadia Bcstg. Co.
 Bus.-Studio Address101 N. Parkerson Ave.
 Phone Number1450-1

Transmitter LocationOdd Fellow Rd. &
 U. S. 90

News ServiceAP
 RepresentativeJoseph Hershey McGillvra
 MembershipNARTB
 General ManagerB. Hillman Bailey, Jr.
 Commercial ManagerEdmond M. Klein
 Program DirectorsLouis Basso Jr.,
 Daniel E. Rogers
 News DirectorAlden Sonnier
 Chief EngineerG. L. Newman, Jr.

K D L A

DeRIDDER—1950

Frequency: 1010 Kc.Power: 1000 Watts d.
 Owned-Operated By.Sabine Bcstg. Co.
 AddressBox 46
 Phone Number7600
 News ServiceUP
 Transcription ServiceMacGregor
 Co-OwnersCyril W. Reddoch,
 John B. McCrary
 Commercial ManagerRalph L. Hooks
 Program DirectorTed Thompson
 Chief EngineerKlien Evans
 News DirectorBill Lynch

W I H L

HAMMOND—1947

Frequency: 730 Kc.Power: 250 Watts d.
 Owned-Oper. By.WIHL Bcstg. Co.
 Bus.-Studio Add.205 E. Thomas St.
 Phone Number960
 Transmitter LocationHammond
 News ServiceAP
 Partner, Gen. Engr.F. E. Curnutt
 Comm. Mgr.J. K. Ferris
 Program DirectorMrs. F. E. Curnutt

K C I L

HOUMA—1946—LBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.Charles W. Lamar, Jr.
 Business AddressP. O. Box 1031
 Phone Number6828
 Transmitter LocationBayou Black Dr.
 Studio AddressBox 1031
 News ServiceAP
 Transcription ServiceWorld
 OwnerCharles W. Lamar Jr.
 General ManagerFrank Conwell

K J E F

JENNINGS—1950

Frequency: 1290 Kc.Power: 500 Watts d.
 Owned-Oper. By.Jennings Bcstg. Co., Inc.
 AddressP. O. Box 935
 Phone Number1155
 News ServiceUP
 General ManagerClovis Bailey
 Station Manager(Miss) Jackie Todd
 Comm., Sales Prom. Mgr.Mildred Rhodriguez
 Chief EngineerEdgar E. Barton, Jr.

LOUISIANA

KLFY

LAFAYETTE—1950—MBS

Frequency: 1390 Kc. Power: 1000 W. d.,
500 W. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....P. O. Box 367
Phone Number.....8-9494-5
Transcription Service.....Standard, Capitol
News Service.....UP
Membership.....NARTB, BAB
President.....Paul H. De Clonet
General Manager.....Stanley G. Young
Commercial Manager.....J. W. Corcoran
Pgm., News Dir.....John H. Selleck
Publicity Director.....Bill Patton
Promotion Manager.....Mildred R. Bland
Musical Director.....Roy Hebert
Chief Engineer.....William H. Bland, Jr.
Consulting Engineer.....Guy Hutchinson

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 1070
Phone Number.....5-6426-7
Transmitter Location.....Scott Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Meeker
Membership.....NARTB, BAB
General Manager.....George H. Thomas
Sta., Prom. Mgr., Pub. Dir....Evan H. Hughes
Commercial Manager.....Thomas G. Pears
Chief Announcer.....Don Metz
Musical Director.....Josephine Rowan
Chief Engineer.....Louis Pilcher
Consulting Engineer.....Andrew Ring

KLOU

**LAKE CHARLES—1947—CBS
LOUISIANA**

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Business-Studio Address....134 Clarence St.
Phone Number.....6-7277
Transmitter Location.....North Lake Charles
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Pearson
President.....H. Vernon Anderson
Station Manager.....John L. Vath
Sales Prom. Mgr.....W. L. Swanson
Publicity Dir.....Lucille Storer
Program Director.....Sid Morse
Production Director.....Josephine Moss
Publicity Director.....Jeb Swanson
Chief Engineer.....Andrew Vargo

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number.....2713
Transmitter Location...W. of Lake Charles
Air Time.....5:30 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Manager.....P. E. Mills, Jr.
Sales Promotion Manager.....R. M. White
Program Director.....A. B. Craft, Jr.
Publicity Director.....Margaret Petty
Production Director.....Ralph James
Chief Anncr., News Dir.....Bob Thompson
Chief Engineer.....A. B. Craft
Consulting Engineer.....Commercial Radio

KWSL

LAKE CHARLES—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....KWSL Inc.
Address.....1 Mill St.
Phone Number.....6-1401
News Service.....UP
Representative.....Forjoe
President.....Jules J. Paglin
Gen., Comm. Mgr.....Thomas A. Gresham
Sta. Mgr., Pgm. Dir.....Roy K. Rhodes
Chief Engineer.....LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address.....311 Bernhardt Bldg.
Phone Number.....3-4616
Transcription Service.....Capitol
News Service.....UP
Pres., Gen., Comm. Mgr....Dr. Frank Cerniglia
Pgm., News Dir., Chf. Engr....Lonnie Licata
Promotion Manager.....John Lacy

KMLB

MONROE—1930

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone Number.....25
Studio Address.....Frances Hotel
Transmitter Location.....Millhaven Rd.
News Service.....UP
Transcription Service.....World
Owner.....J. C. Liner, Sr.
Gen., Comm. Mgr.....Charles Price
Sales Prom. Mgr.....Lawrence Gibbs
Program Director.....Marjorie Watson
Chief Engineer.....O. L. Morgan

LOUISIANA

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By James A. Noe
Business-Studio Address Bernhardt Bldg.
Phone Number 8155
Transmitter Location Good Hope Rd.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President James A. Noe
V.P.- Gen. Sta. Mgr. Paul H. Goldman
Commercial Manager Lloyd Leonard
Pgm., Prod., News Director Irving Zeidman
Chief Engineer Jack Ratliff
Consulting Engineer F. H. McIntosh

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Natchitoches Bcstg. Co.
Business-Studio Address Box 232
Phone Number 2353
News Service AP
President Dr. William H. Pierson
Gen. Mgr. Charles L. Planchard

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By New Iberia Bcstg. Co.
Address D. H. Castille Bldg.
Phone Number 965
Transmitter Location 1102 W. Main St.
News Service AP
Transcription Service Capitol
Pres., General Manager George H. Thomas
Station Manager Dierrell Hamm
Prom., Comm. Mgr. A. Hall Allen
Pgm. Dir., Chief Anncr. Donald Bonin
News Director Mark Douglas
Musical Director Mrs. John Trotter
Chief Engineer Merle Case

KVIM

NEW IBERIA—1950—LBS

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By Queen City Bcstg. Co.
Address P. O. Box 50
Phone Number 2121
Transcription Service Associated
President P. M. Cochran
General Manager Gene Cuny
Program Director Hank Bonin
Chief Engineer William H. Bland

AP SELLS

For Stations and Sponsors—

For instance . . . KWKH

“The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly.”

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana



LOUISIANA

W B O K

NEW ORLEANS—1951

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WBOK, Inc.
 Address.....505 Baronne St.
 Phone Number.....Tulane 5363
 News Service.....UP
 Representative.....ForJoe
 President.....Jules J. Paglin
 Gen., Comm. Mgr.....Stanley W. Ray Jr.
 Program Director.....Edward J. Prendergast
 Promotion Manager.....Jack Murray
 Chief Engineer.....Bob Sanders

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Phone Number.....Tulane 4371
 Transmitter Location.....Whitney Ave.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol, World
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....Edgar B. Stern, Jr.
 V.P. & Gen. Mgr.....Robert Swezey
 Secy.-Treas.....Lester E. Kabacoff
 V.P. & Comm. Mgr.....Louis Read
 Program Dir.....William Elwell
 Prom. Mgr., Pub. Dir.....Marion Annenberg
 Musical Director.....Pete Landemann
 Chief Announcer.....Gay Batson
 Chief Engineer.....Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis C. Carlson
 Business-Studio Address.....Cigali Bldg.
 Phone Number.....Ma. 3488
 Transmitter Location.....2740 Abundance St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....W. G. Rambeau
 Membership.....NARTB
 Gen. Mgr.....Louise C. Carlson
 Station Manager.....Ed. Carlson
 Program Dir.....Bob Smith
 Chief Engineer.....Frank J. Recely

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Supreme Bcstg Co., Inc.
 Address.....Jung Hotel, 1500 Canal Street
 Phone Number.....Canal 0356-0357
 Transmitter Location.....1500 Canal St.
 Air Time.....Sunrise-Sunset
 Transcription Service.....Lang-Worth
 Representative.....Indie Sales

LOUISIANA

Membership NARTB, BAB
President Chester Owens
Gen., Sta. Mgr. Ricky Adams
Program Director Henry J. Thiele
Chief Announcer James Price
News Director Thomas Kelly
Musical Director Clarence Hamman
Chief Engineer Max Mipro
Consulting Engineer L. J. N. du Triel

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. **Power:** 500 Watts d.
Owned-Oper. By Southland Bcstg. Co.
Address 2107 Dryades St.
Phone Number Tulane 4841
Representative Pearson
News Service UP
President Lester Kamin
General Manager Mort Silverman
Chief Engineer Samuel Perkins
Asst. Mgr., Prom. Mgr. Russel E. Ofthaus

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. **Power:** 50,000 d.; 5000 n.
Owned-Operated By James A. Noe
Business-Studio Address St. Charles Hotel
Phone Number Raymond 0423
Transmitter Location Belle Chasse
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative H-R
Membership NARTB, BAB
Owner James A. Noe
Vice-Pres., Gen. Mgr. Patt McDonald
Sales Prom. Mgr. Don Scott
Prog., Prod. Dir. Beverly Brown
Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc. **Power:** 5000 Watts
Owned-Operated By WSMB, Inc.
Business-Studio Address Maison Blanche Bldg.
Phone Number Magnolia 5921
Representative Edward Petry
President N. L. Carter
General Manager H. Wheelahan

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Royal Bcstg. Corp.
Address Nat'l Bank of Commerce Bldg.

W T P S

NEW ORLEANS—1948—LBS

Frequency: 940 Kc. **Power:** 1000 d.; 500 n.
Owned-Oper. By The Times Picayune Pub. Co.

Business Address 615 North St.
Phone Number Tulane 2411
Transmitter Location Hamilton Ave., Gretna
News Service AP
Transcription Service Associated
Representative Branham
President L. K. Nicholson
General Mgr. H. F. Wehrmann
Commercial Mgr. J. R. O'Meallie

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. **Power:** 5000 Watts
Owned-Operated By WWEZ Radio Inc.
Bus.-Studio Address Hotel New Orleans
Phone Number Canal 3421
President A. L. Chilton
General Manager Joe A. Oswald
Program Dir. Ken Elliott
Chief Engineer Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. **Power:** 50,000 Watts
Owned-Operated By Loyola University
Address Roosevelt Hotel
Phone Number Raymond 2194
News Service UP, AP
Transcription Service Standard, Thesaurus
Representative Katz
President Rev. Thomas J. Shields
General Manager W. H. Summerville
Comm. Manager Larry Bald
Promotion Manager Ray Liuzza
Program Director E. M. Hoerner
Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—MBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By KSLO Bcstg. Co.
Studio Address KSLO Bldg.
Phone Number 2633
Transmitter Location 1½ Mi. SW. of City
Air Time Unlimited
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
Gen., Sta. Mgr. W. Eugene Jones
Commercial Manager A. B. Reed, Jr.
Sales Prom. Mgr. M. F. Faircloth
Program Director Glen Hunt
Chief Anncr., News Dir. Floyd Cormier
Chief Engineer Freddie Hebert

K R U S

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Ruston Bcstg. Co.

LOUISIANA-MAINE

Bus.-Studio Address...105 N. Railroad Ave.
 Phone Number1490
 Transmitter Location.....Hwy. 80, 2 Mi. W.
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentC. E. Faulk, Jr.
 Station Manager.....Kenneth L. Whitaker
 Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Address.....710 Milam St.
 Phone Number4-6681
 News ServiceUP
 Station Manager.....Martin Kirsch, Jr.
 Station Director.....Ven Marshall

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone Number3-3681
 Transmitter Location.....Blanchard Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB, BAB
 General Sta. Manager.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Prom. Mgr., Pub. Dir.....Bill Monroe
 Program Director.....Joe Monroe
 Chief Engineer.....L. I. Carlson
 Consulting Engineer.....Commercial Radio

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel
 Phone Number6171

RepresentativeWeed
 Manager.....G. V. Wilson
 Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc....Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By.....Radio Station KTBS, Inc.
 Address312 East Kings Hwy
 Phone Number7-3644
 Transmitter LocationDixie
 Air Time5 a.m.-12 M.
 News ServiceAP, UP
 RepresentativePetry
 Transcription ServiceAssociated
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....E. Newton Wray
 National Sales Manager.....Dean R. Upson
 Local Sales Manager Chas. F. Whitesides, Jr.
 Pub. Dir., Sales Prom. Mgr. Marie B. Gifford
 Program Director.....Deane R. Flett
 Production Director.....P. J. White
 News Director.....N. L. Gearhart
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc....Power: 50,000 Watts
 Owned-Operated By.....International Bcstg. Corp.
 Business-Studio Address.....Commercial Bldg.
 Phone Number2-8711
 Transmitter LocationDixie
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription ServiceLang-Worth
 RepresentativeBranham
 MembershipNARTB, BAB
 President.....John D. Ewing
 General Manager.....Henry B. Clay
 Commercial Manager.....B. G. Robertson
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Chief Announcer.....Frank Page
 News Director.....James Van Sickle
 Chief Engineer.....W. E. Antony
 Consulting Engineer.....A. Earl Cullum

MAINE

*Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
 Families April 1, 1952 (Est.) 284,000—Stations in State 14*

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Transmitter Address160 Bangor St.
 Phone Number2540-1
 Air Time6 a.m.-12 M.

News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 PresidentFaust Couture
 General Manager.....Norman G. Gallant
 Sales Prom. Mgr.....Floyd Smiley
 Program Director.....Willard H. Blaisdell
 News Director.....Robert Golderman
 Chief Engineer.....Robert H. Parker

MAINE

WRDO

AUGUSTA—1932—NBC-MAINE
NERN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRDO, Inc.
Address 175 Water Street
Phone Number 2285
Transmitter Location Chelsea, Me.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Weed, Bannan
Membership NARTB, BAB
President Adeline B. Rines
Sta., Gen. Mgr. Jack S. Atwood
Commercial Manager Donald K. Powers
Prod., Pgm. Dir. Leslie R. Hubley
Publicity Director Danny I. Kelly
Chief Announcer Will Whitten
News Director Floyd Nute
Chief Engineer Harold I. Dinsmore

WABI

BANGOR—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By Community Bcstg. Service
Business-Studio Address 57 State St.
Phone Number 6446
Transmitter Location Wilson St., Brewer
Air Time 6 a.m.-12:05 a.m.
News Service AP
Representative Young
President Horace E. Hildreth
Gen., Sta. Mgr. Murray Carpenter
Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
Pub. Pgm., Prod. Dir. Richard Bronson
News Director Robert Patten
Chief Engineer Walter Dickson
Consulting Engineer George Davis

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc Power: 250 Watts
Owned-Oper. By Guy Gannett Bcstg. System
Phone Number 7354
Studio-Transmitter Location Mt. Hope Ave.
Air Time 6:30 a.m.-12 M.
News Service UP
Representative Avery-Knodel
President Guy P. Gannett
General Manager Lawrence W. Stubbs
Station Manager Samuel G. Henderson, Jr.
Program Director Clifton E. Reynolds
Chief Engineer Lauris P. MacGown
Consulting Engineer Lohnes & Culver

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Maine Bcstg. Co.

Business-Studio Address 100 Main St.
Phone Number Bangor 6023
Transmitter Location Broadway
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Weed, Bertha Bannan
Membership NARTB, BAB
Station Manager Edward E. Guernsey
Program Director Irving S. Hunter
News Director William Mincher
Publicity Director George Chapman
Musical Director Norman Lambert
Chief Engineer John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Biddeford Bdcstg. Corp.
Address 234 Main St.
Transmitter Location Garfield St., Saco
Phone Number 4-4566
Air Time 7 a.m.-11:10 p.m.
News Service UP
Representative Devney & Co.
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Arthur Deters
Comm., Sales Prom. Mgr. Carl Swanson
Pgm., Prod. Dir. Don Dyer
News Director Hal Swaney
Chief Engineer Arthur Deters

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Aroostook Bdcstg. Corp.
Phone Number 2257
Trans. Loc. Address 1340 North Rd.
Air Time 5:55 a.m.-M.
News Service AP
President Harry E. Umphrey
General Manager Harold D. Glidden
Station Manager Ted Coffin
Commercial Manager Dewey Dewitt
Chief Engineer Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Co., Inc.
Business-Studio Address 223 Lisbon St.
Phone Number 4-6921
Transmitter Location Webber Ave.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, SESAC
Representative Forjoe
President Faust Couture
General-Station Mgr. John C. Libby
Pgm., Prod., Pub. Dir. Herb Fontaine
News Editor Jack Karmen

MAINE

Chief Engineer.....Donald Mason
Farm Editor.....Harold Alberghini

W L A M
LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.

Business-Studio Address.....129 Lisbon St.
Phone Number.....4-5401
Transmitter Location.....Auburn
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Everett-McKinney,
Kettell-Carter

President, Station Mgr.....Elden H. Shute, Jr.
General Mgr.-Treas.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Production Director.....Norman McKinstry
Chief Engineer.....Leslie R. Hall

W G A N
PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services

Business-Studio Address.....390 Congress St.,
Phone Number.....2-7423
Transmitter Location.....Riverton
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Representative.....Avery-Knodel
President.....Guy P. Gannett
General Manager....Creighton E. Gatchell
Commercial Manager.....Richard E. Bates
Pgm., Pub. Dir.Francis H. Farnum, Jr.
Chief Engineer.....Roger W. Hodgkins
Consulting Engineer.Craven, Lohnes & Culver

W P O R
PORTLAND—1946—ABC-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone Number.....3-8111
Transmitter Location.....57 Baxter Blvd.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Everett-McKinney
Louis J. Borgatti

Pres., Sta., Gen. Mgr.Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Marguerite E. Phillips



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MUTUAL BROADCASTING SYSTEM
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HAL MEYER, PRESIDENT

MAINE-MARYLAND

Pgm., Prod. Dir. Raymond Mercier
 Chief Anncr., News Dir. S. Blake Ellis
 Chief Engineer Roger L. Perry
 Consulting Engineer E. C. Page

W C S H

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Congress Square Hotel Co.
 Business-Studio Address 157 High St.
 Phone Number 2-0181
 Transmitter Location Scarboro
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 General Manager William H. Rines
 Asst. Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Program Director Arthur Owens
 Production Director P. N. Johnson
 Chief Engineer Daniel B. Smith
 News Director C. Thomas Wade

W A G M

PRESQUE ISLE—1931—MBS
YANKEE—ME.B.S.

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By . . . Aroostook Bcstg. Corp.
 Business-Studio Address 180 W. State St.
 Phone Number 8821
 Transmitter Location U. S. Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Commercial Manager Forrest Craig
 Prod. Pgm. Dir. Richard B. Marshall
 Chief Engineer Lester E. Hughes

W T V L

WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Kennebec Bcstg. Co.
 Business-Studio Address 36 Silver St.
 Phone Number 2700-1
 Transmitter Location Winslow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen.-Station Mgr. Carleton D. Brown
 Commercial Manager Harold I. Vigue
 Sales Prom. Mgr., Pub., New Dir. Al Martin
 Pgm., Music Dir. Paul Huber
 Chief Engineer Don Sutherland
 Consulting Engineer Gordon Keyworth

MARYLAND

Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
Families April 1, 1952 (Est.) 636,000—Stations in State 23

W A N N

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Annapolis Bcstg. Corp.
 Business-Studio Address 25 School St.,
 P. O. Box 749
 Phone Number Annapolis 2500
 Transmitter Location Bay Ridge Rd.
 Air Time Local sunrise-local sunset
 News Service UP
 President, General Mgr. Morris H. Blum
 Chief Engineer Arthur P. Dietz

Transmitter-Studio Location Truxton Hgts.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Robert L. Blalock
 Commercial Manager Patrick W. Larkin
 Program Director M. E. Blalock
 Chief Engineer Stanley C. Leck

W N A V

ANNAPOLIS—1949—LIBERTY

Frequency: 810 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Chesapeake Radio Corp.
 Business Address P. O. Box 508
 Phone Number 9211

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By . . . The Capital Bcstg. Co.
 Trans. Loca. Add. P. O. Box 829, Admiral Hgts.
 Phone Number 2639
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative McGillvra, Inc.
 President Albert H. MacCarthy
 Sta., Gen. Mgr. H. Philip Nesbitt
 Commercial Manager Robert C. Bicker

W A S L

ANNAPOLIS—1946

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Baltimore**

WBAL

**50,000 Watts
NBC in Maryland**

Nationally Represented by EDWARD PETRY & CO., Inc.

MARYLAND

Sales Promotion Manager.....Herb Robinson
 Pgm., Prod. Director.....Mary Lane
 Chief Engineer.....H. P. Nesbitt
 Consulting Engineer.....Glenn Gilett

W B A L

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Hearst Radio, Inc.
 Address.....2610 North Charles St.
 Phone Number.....Hopkins 3000
 Trans. Loca.....Winans Rd., Randallstown
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Associated
 Representative.....Edward Pety & Co., Inc.
 President.....Charles B. McCabe
 V.P., & Gen. Mgr.....D. L. Provost
 V.P., (Engineering).....John Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Pub. Affairs & Educ.....Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....William N. Rock
 Local Sales Manager.....J. M. Kennedy
 News, Pub. Mgr.....Thomas J. White, Jr.
 Chief Announcer.....Walter Lintinich
 Dir. Women's Pgms.....Mollie Martin
 Chief Engineer.....William C. Bareham
 Consulting Engineer.....A. Earl Cullum

W B M D

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Key Bcstg. Corp.
 Business-Studio Address.....879 Park Ave.
 Phone Number.....Mulberry 7095
 Transmitter Location.....2901 Moravia Rd.
 News Service.....AP
 Representative.....Joseph Hershey McGillvra
 President.....George E. Hull
 Gen., Comm. Mgr.....H. Shelton Earp, Jr.
 Program Director.....Tom O'Connor
 Chief Engineer.....Russell H. Morgan

W C A O

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Monumental Radio Co.
 Business-Studio Address.....1102 N. Charles St.
 Phone Number.....Mulberry 0600-1-2-3-4
 Transmitter Location.....Park Hqts. Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Pres., Sta., Gen. Mgr.....L. W. Milbourne
 Chge. Nat'l. Sales.....Robert M. Richmond
 Program Dir.....George L. Filling
 Chief Engineer.....Martin L. Jones
 Consulting Engineer.....George C. Dimes

W C B M

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
 Owned-Oper. By.....Baltimore Bcstg. Corp.
 Bus.-Studio Address...Harford & North Aves.
 Phone Number.....Belmont 8400
 Transmitter Location.....Painters Mill Rd.,
 Owings Mills
 News Service.....AP, INS
 Representative.....Taylor
 President, Comm. Manager.....John Elmer
 Gen. Mgr., Pgm., News Dir.....G. H. Roeder
 Chief Engineer.....G. Porter Houston

W F B R

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By...The Baltimore Radio Show
 Address.....10 E. No. Ave.
 Phone Number.....Mulberry 1300
 Transmitter Location.....701 Waterview Ave.
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John Blair & Co.
 President.....Robert S. Maslin
 V.P., Gen. Mgr.....John E. Surrick
 V.P., & Treasurer.....J. H. L. Trautfelter
 V.P. Charge of Adv.....Robert S. Maslin, Jr.
 Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
 Sales Promotion Manager...William B. Roche
 Special Events Dir.....Bert Hanauer
 Chief Engineer.....William Q. Ranft

W S I D

BALTIMORE—1948

Frequency 1010, Kc.....Power: 1000 Watts.
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address...109 W. Baltimore St.
 Phone Number.....Saratoga 8250
 Transmitter Location.....Essex
 Air Time.....Sunrise-sunset
 President.....Richard Eaton
 General Manager.....Albert R. Lanphear
 Promotion Mgr.....Helen Wherley
 Chief Engineer.....Leroy Reckling

W W I N

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Belvedere Bcstg. Co.
 Address.....5740 Reisterstown Rd.
 Phone Number.....Mohawk 4400
 Transmitter Location.....300 President St.
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Indie Sales
 Pres., Gen. Mgr.....Thomas F. McNulty
 Sales Prom. Mgr.....Bentley Stecher

...no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

MARYLAND

Program Director.....Lenore Feldman
 Chief Announcer.....Chester Kiser
 Chief Engineer.....Harold A. Kemp
 Consulting Engineer..Craven, Lohnes & Culver

WITH BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone Number.....Lexington 7808
 Transmitter Location.....1230 Curtain Ave.
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Musical Director.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Consulting Engineer.....Jansky & Bailey

WUST BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Broadcast Management, Inc.
 Business-Studio Address.....1348 You St.
 Wash., D. C.
 Phone Number.....Hobart 1233
 Transmitter Location.....Bethesda
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NARTB
 Pres., Gen. Mgr.....Harold F. Sheffers
 Sta. Mgr., Pgm. Dir.....Carl Robinson
 Chief Engineer.....Richard Reagan

WCEM CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg. Co.
 Bus.-Studio Address.....P. O. Box 333
 Transmitter Location.....N. E. Corner Bay
 St. & Queen Ann Ave.
 News Service.....AP
 Transcription Service.....World
 President.....John W. Downing
 Gen., Comm., Prom. Mgr. Norman V. Bergholm
 Chief Ann., Pgm. Dir.....Edward H. Brigham
 Chief Engineer.....Jerrold P. Merritt

WCUM CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 Address.....P. O. Box 360
 Phone Number.....5400-1

Transmitter Loc.....Williams Rd., E. City Line
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Meekcr
 President.....Karl F. Steinmann
 Station Manager.....M. Campbell, Jr.
 Commercial Manager.....Roy S. Knotts
 Sales Prom. Mgr.....Eldred Steinman
 News Director.....William Criswell
 Chief Engineer....William Paul Clendenning

WTBO CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Maryland Radio Corp.
 Business-Studio Address...Commercial Bank
 Bldg.
 Phone Number.....299
 Transmitter Location.....Cumberland
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Branham
 Pres., Gen., Sta. Mgr.....Charles E. Smith
 Comm., Sales, Prom. Mgr.....Henry J. Guzik
 Pgm., Prod. Dir.....Michael Hurst
 Pub., News Dir.....Robert Rosamond
 Chief Annr., Music Dir.....Jack Gale
 Chief Engineer.....John Ridgway

WDYK CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Western Md. Bcstng.
 Trans. Loca. Add.450 Byrd Avenue
 Phone Number.....5001
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative...Radio Representatives, Inc.
 President.....Richard A. Raese
 V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.
 Commercial Manager.....Floyd V. Cozad
 Sales Prom. Mgr.....Curry M. Bartlett
 Program, News Dir.....Robert Calvert
 Publicity Director.....Ed Meyer
 Production Mgr.....James M. Martinson
 Chief Engineer.....George Sokol, Jr.

WFMD FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...Monocacy Bcstg. Co.
 Business-Studio Address...Winchester Hall
 Phone Number.....1626
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 President.....Laurence Leonard
 General Manager.....Alan W. Long
 Program Director.....Evelyn Leonard

MARYLAND

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co., Inc.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Transmitter Location Commonwealth Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB
 President Richard Eaton
 Managing Director Albert R. Lanphear
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Lynn Keller
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS-ABC

Frequency: 1249 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Transmitter Location Carroll Heights
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB

Pres., Gen. Mgr. Gróver C. Crilley
 Sta., Prom., Mgr. William H. Paulsgrove
 Commercial Mgr. Clarence Myers
 Pgm., Prod. Dir. Robert Leshner
 Publicity Director Marie Whitecraft
 Musical Director Patsy Miller
 Chief Anncr., News Dir. D. Glenn Thomas
 Chief Engineer George McIntire
 Consulting Engineer Kear & Kennedy

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 Transmitter Address Bel Air Rd.
 Phone Number 800
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Representative Schepp-Reiner
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Mus., Pgm., Prod., Pub. Dir. W. E. Baekey, Jr.
 Chief Engineer Charles E. Veazie

W I N X

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.

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THOMAS TINSLEY,
 President,
 WITH, Baltimore, Maryland

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Address.....Route 240, Rockville
Phone Number.....Rockville 4359
Transmitter Location.....Rockville
Air Time.....Sunrise-Sunset
News Service.....UP
President.....Richard Eaton
General Manager.....Richard C. Scheele
Promotion Manager.....Phyllis Johnson
Chief Engineer.....Arthur A. Snowberger

W B O C SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peninsula Bcstg. Co.
Bus-Studio-Transmitter Address.....Radio Park
Phone Number.....6131
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World, Lang-Worth
Representative.....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr.....Charles J. Truitt

Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward
Consulting Engineer.....A. D. Ring

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc.Power: 1000 Watts d.
Owned-Oper. By.....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone Number.....Shep. 1050
Studio-Transmitter Location.....Kemp Mill Rd.
Air Time.....Daytime
News Service.....AP
Transcription Service.....World
Representative.....McGillvra
Membership.....NARTB, BAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brachuer
Comm., Sls., Prom. Mgr.....James E. Crismond
Prod., Pub., Pgm. Dir.....Ernest Tannen
Musical Director.....J. Robert Herr
Chief Engineer.....Arthur McDougall

MASSACHUSETTS

*Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797
Families April 1, 1952 (Est.) 1,308,000—Stations in State 50*

W A R A ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....Bronson Bldg.
Phone Number.....1320
Representative.....Bannan
Transcription Service.....Thesaurus
News Service.....UP
Membership.....NARTB, BAB
General Manager.....J. Otmar
President.....Howard H. Sweet
Station Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Kenneth J. Dolan
News Director.....William J. Torpey
Consulting Engineer.....Gillett

Phone Number.....ALgonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
President.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....C. M. Meehan
Promotion Manager.....John Stilli
Program Manager.....Avner Rakov
Chief Engineer.....WBZ, W. H. Hauser;
WBZA, Harold Randol

W C O P BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....T. B. Balseg, Jr., A. G.
Beeman, Roy V. Whisnand (partners)
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Transmitter Location.....Lexington
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS
General Manager.....Roy V. Whisnand
Commercial Manager.....A. N. Armstrong
Program Director.....Irvin E. Dierdorff, Jr.
News Director.....Jack Chase
Chief Engineer.....Roland C. Hale

W B Z - W B Z A (Synchronous Operation) BOSTON-SPRINGFIELD—1921 NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By.....Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.

★ **GO YANKEE!**

★ **GO HOME-TOWN!**

IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee

Woman's Editor Boston Record American and Sunday Advertiser

Bill Hahn

Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

**Ask the Man from
H-R Representatives, Inc.**

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

MASSACHUSETTS

W E E I

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
 Owned By.....CBS, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address.....182 Tremont St.
 Phone Number.....HUBbard 2-2323
 Transmitter Location.....Mystic Valley Pkway.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....CBS Radio Spot Sales
 General Manager.....Harvey J. Struthers
 Sales Promotion Mgr.....Charles B. H. Vaill
 Program Director.....Raymond G. Girardin
 Production Director.....Arthur C. King
 Publicity Director.....Marie H. Houlahan
 News Director.....Charles J. Ashley
 Chief Engineer.....Harold A. Dorschug

W H E E

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....WBMS, Inc.
 Business-Studio Add.....35 Court St.
 Transmitter Location.....Medford
 Air Time.....Sunrise-sunset
 News Service.....UP
 President.....Jack M. Berkman

Gen., Sta. Mgr.....Lambert B. Beeuwkes
 Program Director.....William Stewart
 Production Director.....Al Burns
 Publicity Director.....Polly Haddad
 News Director.....Steve James
 Chief Engineer.....Donald Snider
 Consulting Engineer.....George C. Davis

W M E X

BOSTON—1934—LBS

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Northern Corp.
 Business-Studio Address.....70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Transmitter Location.....71 W. Squantum St.,
 Quincy
 Air Time.....7:15 a.m.-M.
 News Service.....INS
 Transcription Service.....Lang-Worth
 President, Prod., News Dir.....John E. Reilly
 General Station Manager.....William S. Pote
 Consulting Engineer.....Alfred J. Pote
 Commercial Manager.....Lawrence Flynn
 Sales Promotion Manager.....Marie Mason
 Publicity Director.....Mary Saunders
 Program Director.....George Kaplan
 Chief Announcer.....Joseph Grant
 Musical Director.....John Kiley
 Chief Engineer.....John Memishian
 Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)

W M E X

Boston, Mass.

5,000 WATTS

MEMBER: LIBERTY BROADCASTING SYSTEM

MASSACHUSETTS

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By... Thomas S. Lee Enterprises
Bus-Studio Address... 21 Brookline Ave.
Phone Number... Commonwealth 6-0800
Transmitter Location... N. Quincy
News Service... Reuters
Transcription Service... Associated
Representative... H-R Reps.
Exec. V.P., Chg. Sales... Linus Travers

WHDH

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By... Matheson Radio Co.
Bus-Studio Address... 6 St. James Ave.
Phone Number... Hancock 6-5500
Transmitter Location... Needham
Air Time... 6 a.m.-1 a.m.
News Service... AP
Transcription Service... Standard
Representative... John Blair
Membership... NARTB, BAB
President... Robert B. Choate
Managing Director... William B. McGrath
Commercial Manager... Arthur T. Brush
Program Director... George M. Perkins
Production Director... George M. Watson, Jr.
Publicity Director... William E. Shea
Chief Engineer... Philip K. Baldwin
News Director... John Day
Consulting Engineer... A. Earl Cullum

WORL

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
Owned-Oper. By... Pilgrim Bcstg. Co.
Address... 92 State St.
Phone Number... Lafayette 3-4000
Air Time... Sunrise-Sunset
News Service... AP
Representative... Bolling Co.
President... Joseph A. Dunn
Gen., Sta., Comm. Mgr... Arthur E. Haley
Program Director... Norm Prescott
Promotion Manager... Robert Cabitt
Chief Engineer... John Parker
News Director... Richard D. Jordan

WVOM

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By... The Boston Bcstg. Corp.
Address... 1 Harvard Street
Phone Number... Beacon 2-5650
Representative... McGillvra
News Service... UP
General Manager... Benjamin Bartzoff
Commercial Manager... Ken Strong

Chief Announcer... William Harrington
Chief Engineer... Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By... Enterprise Publishing Co.
Business-Studio Address... 60 Main St.
Phone Number... Brockton 7062
Transmitter Location... Cor. West & Belmont Sts.
News Service... AP
Transcription Service... Thesaurus, SESAC,
Representative... Bannan, Colton
Membership... NARTB, BAB
Station Mgr... Charles A. Fuller
Commercial Mgr... Earle G. Clement
Program Director... Kenneth A. Wheeler

WTAO

CAMBRIDGE—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By... Middlesex Bcstg. Corp.
Address... 439 Concord Ave.
Phone Number... Eliot 4-0500
News Service... AP
Representative... Indie Sales
President... Frank J. Lyman, Jr.
General Manager... F. C. Bailey
Program Dir... Edward Penney
Chief Engineer... Arthur W. Richardson

WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By... Regional Bcstg. Co.
Business Address... Bridgeway Hotel
Phone Number... Springfield 6-1323,
Air Time... Sunrise-sunset
News Service... AP
Representative... Indie Sales
Membership... NARTB, BAB
President... David Hayes
Sta., Comm., Gen. Mgr... Ralph J. Robinson
Program Dir... Charles J. O'Malley
Chief Engineer... Richard Glinka

WALE

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Narragansett Bcstg. Co.
Address... 374 Central St.
Phone Number... 4-1400
News Service... UP
Representative... Walker
Managing Director... George L. Sisson, Jr.

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By... Fall River Bcstg. Co., Inc.

MASSACHUSETTS

Business-Studio Address.....102 So. Main St.
 Phone Number.....7-9477-8
 Transmitter Location.....So. Somerset
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative..Headley-Reed, Bertha Bannan
 Membership.....NARTB, BAB
 Treas., Gen. Mgr.....Melvin Lahr
 Commercial Manager.....Neil Sullivan
 Publicity Director.....John Crowley
 Program Dir.....Angus Bailey
 Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WEIM, Fitchburg, Inc.
 Business-Studio Address.....717 Main St.
 Phone Number.....3-3766
 Transmitter Location.....Alpine Hill Rd.
 Air Time.....Unlimited
 News Service.....AP
 Representative.....Kettell-Carter, Walker
 Membership.....NARTB, BAB
 President.....Henry G. Molina, Jr.
 General Manager.....Lew Sargent
 Commercial Mgr.....James W. Chalmers

Program Dir.....David Rodman
 News Director.....Leslie Levinson
 Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wachusett Bcstg. Co.
 Address.....455 Main St.
 Phone Number.....3-4897
 Representative.....Devney
 News Service.....INS
 Membership.....NARTB, BAB
 Pres., Gen., Comm. Mgr.....Ansel E. Gridley
 Program Director.....John Wrisley
 Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Suburban Bcstg. Co.
 Business-Studio Address.....Smith Bldg., Irving
 Square
 Phone Number.....Framingham 7409
 Transmitter Location.....Mt. Wayte Ave.
 News Service.....UP
 Representative.....Kettell-Carter

AP SELLS

For Stations and Sponsors—

For instance . . . WEIM

“AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

HENRY G. MOLINA, JR.,
 President,
 WEIM, Fitchburg, Massachusetts

MASSACHUSETTS

Gen., Prom. Manager..... Richard E. Adams
Commercial Manager .. James H. Shoemaker
News Director James H. Robbins
Chief Engineer Francis Bartol

W H O B

GARDNER—1946—GRANITE STATE

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Granite State
Business Number..... Green St., Gardner
Phone Number 1490
Representative Bolling Co.
President W. J. Barkley
Commercial Manager..... Robert A. Brennan
Program Director..... Arthur E. Vaughn
Chief Engineer..... John LaBonté

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... John W. Haigis
Business-Studio Address..... 356 Main St.
Phone Number 4301-2
Transmitter Location..... Woodard Rd.
Air Time..... 6 a.m.-11:30 p.m.
News Service AP
Transcription Service... Thesaurus, Associated,
World

Representative..... Bertha Bannan, Walker
Membership NARTB
President..... John W. Haigis, Sr.
Gen., Sta. Mgr..... John W. Haigis, Jr.
Commercial Manager..... H. W. Nichols
Sales Promotion Manager..... Thomas J. Kelly
Pgm. Dir., Chief Anncr. Ira I. Hewey
Pub., Music Dir..... C. D. Prentice, Jr.
News Director Graydon H. Spragy
Chief Engineer..... Leland F. Wheeler

W H A V

HAVERHILL—1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Haverhill Gazette Co.
Business-Studio Address..... 30 How St.
Phone Number 4-4733
Transmitter Location... 110 Observatory Ave.
News Service AP
Representative Kettell-Carter
President..... John T. Russ
Gen., Comm. Mgr..... Robert I. Kimel
Program Director..... Kenneth Ash
Chief Engineer..... Paul A. Hurd

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc..... Power: 1000 Watts
Owned-Oper. By... Hampden—Hamshire Corp.
Address 180 High St.
Phone Number..... Holyoke 8238
Transmitter Location West Holyoke
News Service UP
Transcription Service Lang-Worth

Representative .. Walker Co. & Bertha Bannan
Membership NARTB, BAB
Sta., Gen. Mgr..... Charles N. DeRose
Commercial Manager Patrick J. Montague
Program Director John Vondell
Chief Operator..... Alexander Paley
Consulting Engineer..... Kear & Kennedy

W R E B

HOLYOKE—1950

Frequency: 930 Kc..... Power: 500 Watts d.
Owned-Oper. By..... Valley Bcstg. Corp.
Address..... 323 High St.
Phone Number 2-3296
Transcription Service Associated
News Service AP
Representative Lionel Colton
President Sigward Holmes
Gen., Sta., Comm. Mgr..... W. W. Robinson
Pgm. Dir., Chief Anncr..... F. J. Hamel
News Director..... Francis Shea
Chief Engineer..... Ralph Benedict
Consulting Engineer..... A. D. Ring

W C C M

LAWRENCE—1947

Frequency: 800 Kc. ... Power: 1000 Watts d.
Owned-Oper. By Lawrence Bdcstg. Co.
Address 54 Essex Street
Phone Number .. Lawrence 3717L, Lowell 6359
Transmitter Location Andover
Air Time Sunrise-Sunset
News Service AP
Representative..... Bannan, Indie Sales
Membership NARTB, BAB
Pres., Gen. Mgr. Geo. H. Jaspert
Production Director..... Nicholas P. Caruso
Chief Announcer Ernest H. Labranche
Prom. Mgr., Pub., News Dir..... W. F. Mitten
Chief Engineer Geo. H. Jaspert

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc..... Power: 50,000 Watts
Owned-Oper. By..... Hildreth & Rogers Co.
Business-Studio Address..... 278 Essex St.
Phone Number..... Lawrence 2107
Transmitter Location Burlington
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President..... Irving E. Rogers
Gen., Sta. Mgr..... William A. Ripley
Commercial Manager..... Nona Kirby
Program Dir..... Richard T. Hickox
Production Director..... Hugh H. Sharpe III
Publicity Director..... Fred A. Sullivan
Chief Engineer..... George A. Hinckley
Consulting Engineer..... George C. Davis

MASSACHUSETTS

WCAP

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Northeast Radio Inc.
Address 24 Central St.
Phone Number 4-0404
News Service UP
Pres., Gen. Mgr. Israel Cohen
Commercial Manager Gerald F. Cronin
Program Director Milton B. Kaye
News Director Joseph S. Davis
Chief Engineer Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Merrimac Bdcstg. Co.
Trans. Address. ... 39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number 8715, Lawrence 2-2148
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated
Representative Haskell Bloomberg
President Gerald Harrison
V. P. Carl S. Wheeler
Sta. Mgr. Dana W. Fitzgerald
Commercial Manager Haskell Bloomberg
Chief Engineer Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By. ... Puritan Bcst. Service, Inc.
Business-Studio Address 7 Willow St.
Phone Number LY. 5-8200
Transmitter Location Heath's Court
Air Time 6:45 a.m.-Sunset
News Service UP
Pres., Gen. Mgr. Theodore Feinstein
Station Manager Winslow Bettinson
Commercial Mgr. Leonard Meyers
Program Director Winslow Bettinson
Publicity Director Milt Jaffee
Chief Engineer John W. Parker

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Bay State Bcstg. Co.
Address Pope's Island
Phone Number 3-1767
News Service UP
President Joseph P. Duchaine
General Manager Otto F. A. Arnold
Commercial Manager O. S. Perry
Pgm., Farm Dir. Emmett Hearn
Chief Engineer Harold H. Hoover, Jr.

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By E. Anthony & Sons, Inc.
Business-Studio Address 432 County Sts.
Phone Number 8-5228
Transmitter Location Fairhaven
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service World
Representative. ... Walker Co., Bertha Bannan
Vice-President Basil Brewer
Station Manager Paul Perreault
Comm., Sales Prom. Mgr. David Shurtleff
Program Director Edward Boghosian
Chief Engineer Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. ... Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address... 466 Curran
Phone Number 1230
News Service AP
Transcription Service World
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. J. Gordon Keyworth
Program Manager Benjamin A. Hubleby
Chief Technician William B. Dailey

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By Courtlandt Nicoll
Address 20 State Street
Phone Number 860
Transmitter Location Curran Highway
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. Courtlandt Nicoll
Commercial Manager Richard Woodies
Program Director Tom Varnum
Chief Engineer Gerald O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. ... Pioneer Valley Bcstg. Co.
Address 78 Main St.
Transcription Service Standard
President John H. Williams
Gen., Comm. Mgr. Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. ... Western Mass. Bcstg. Co.
Business-Studio Address 30 Eagle St.
Phone Number 8292-3

MASSACHUSETTS

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.....NARTB, BAB
 President.....L. K. Miller
 Gen., Sta., Comm.....W. Wendell Budrow
 Pgm., Prod. Dir.....Harry Brown
 Chief Announcer.....Dana Jones
 Chief Engineer.....Walton Ayer
 Pgm., Prod., Pub. Dir.....Robert Henabery
 Consulting Engineer.....Paul Godley

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.....1100 East St.
 Air Time.....6:40 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Walker, Morgatti
 Membership.....NARTB, BAB
 President.....Leon Podolsky
 Sta., Gen. Mgr.....John T. Parsons
 Commercial Manager.....Walter Kearsey
 Sales Promotion Manager.....Larry Vaber
 Mus., Pub., Pgm. Dir.....Richard Bolender
 Production Director.....Ted Holmes
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....J. C. McNary

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
 News Service.....AP
 Transcription Service.....World
 Pres., Sta. Mgr., Pgm. Dir.....Joseph H. Tobin
 Comm., Sales Prom. Mgr., Chief Engineer.....
 James D. Asher
 News Director.....Bill Edwards

W E S X

SALEM—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Shore Bcstg. Co.
 Business-Studio Address.....49 Washington St.
 Phone Number.....5670
 Transmitter.....Naugus Head, Marblehead
 President.....Joseph H. Tobin
 Gen., Prom., Comm. Mgr.....William C. Asher
 Program Director.....Henry Forbes

W B Z A - W B Z

(Synchronous Operation)
 SPRINGFIELD-BOSTON—1921
 NBC-NERN

(See Boston Listing)

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Business-Studio Address.....101 West St.
 Phone Number.....Springfield 7-1414
 Transmitter Location.....101 West St.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Gerald Harrison
 Sales Prom., Sta. Mgr.....Robert Donahue
 Commercial Manager.....Robert Feldman
 Program Director.....Turner Cooke
 Publicity Director.....Paul Peltier
 Chief Engineer.....John Michnovetz

W J K O

SPRINGFIELD—1949

Frequency: 1600 Kc.....5 KW d.
 Owned-Oper. By.....Springfield Bdcstg. Co.
 Address.....137 State St.
 Phone Number.....2-7487
 Trans. Loca.No. Main St., E. Longmeadow
 Air Time.....Unlimited
 News Service.....UP
 Representative.....The Bolling Co.
 Gen. Mgr., Pgm. Dir.....C. M. Manitsas
 Comm. Mgr., Chief Engr.....E. G. Hewinson, Sr.
 Sales Prom. Mgr.....William Heron
 Publicity Director.....Paul Rogers
 Production Director.....Don Thomas
 Consulting Engineer.....Foss & Co.

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSPR, Inc.
 Business.....63 Chestnut St.
 Phone Number.....6-2757
 Transmitter Location.....W. Springfield
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Alan C. Tindal
 Commercial Manager.....J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir.....Howard S. Keefe
 Program Director.....Wayne H. Latham
 Chief Engineer.....George Townsend

MASSACHUSETTS

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper. Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 174 Broadway
 Phone Number 4-7528
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Station Manager Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Owen Kelleher

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 4 Gordon St.
 Phone Number W 5-7080
 Transmitter Location South St.
 Air Time Daytime
 News Service UP
 Representative Bannan
 President Richard C. O'Hare
 General Manager Deuel Richardson
 Commercial Manager Theodore Jones
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Donald W. Howe
 Business-Studio Address East St.
 Phone Number 1250
 Transmitter Location Coy's Hill, Warren
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Borgatti, Radio Reps.
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. Donald W. Howe
 Program Director Tom Colton
 News Director Loren C. Smith
 Chief Engineer Fred Joslin

WOCB

WEST YARMOUTH—1940

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Transmitter Address South Sea Ave.
 Phone Number Hyannis 502
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Basil Brewer
 Gen., Sta. Mgr. Gerald L. Staten
 Sta., Prom. Mgr. Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Zigmum Grobowski

WAAB

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By The Olin Corp.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Transmitter Location Holden
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. B. W. Olin, Jr.
 Comm., Sls. Prom. Mgr. George J. Kapel
 Pgm., Prod., Pub. Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

WNEB

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Trans. Address Park Bldg., 507 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Sta., Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 News Director Andrew F. Hickey
 Chief Engineer Vernon P. Wilson

WORC

WORCESTER—1927—MBS-YANKEE

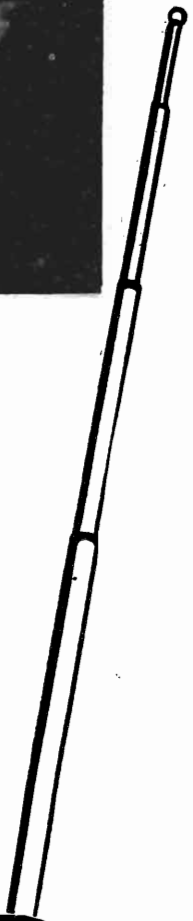
Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 65 Elm St.
 Phone Number 5-3101
 Transmitter Location Auburn
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed



**Multiply this
501,900 times**

Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio ONLY homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.



Basic NBC Affiliate

FIRST IN DETROIT *Owned and Operated by THE DETROIT NEWS*

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV

**AM—550 KILOCYCLES—500 WATTS
FM—CHANNEL 246—87.1 MEGACYCLES**

MASS. - MICH.

President..... C. George Taylor
 Gen. Sta. Mgr..... Kenneth B. Murray
 Pgm. Dir., Chief Anncr..... W. W. Pierce, III
 Chief Engineer..... Carroll Philbrook

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....WTAG, Inc.
 Business-Studio Address.....18 Franklin St.
 Phone Number.....5-4321
 Transmitter Location..Shrewsbury St., Holden

Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 Vice-Pres., Gen. Mgr.....Robert W. Booth
 Station Manager.....Herbert L. Krueger
 Commercial Manager.....Robert J. Brown
 Sales Promotion Manager...Edwin W. Quinn
 Prod., Pgm. Dir.....A. J. Brissette
 Publicity Director.....A. C. Fuller
 Chief Engineer.....E. A. Browning

MICHIGAN

*Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
 Families April 1, 1952 (Est.) 1,825,000—Stations in State 67*

W A B J

ADRIAN—1946

Frequency: 1500 Kc.Power: 250 Watts d.
 Owned-Oper. By.....James Gerity, Jr.
 Address.....Treat Rd.
 Phone Number.....9000
 Transmitter Location.....Treat Rd.
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hal Holman Co.
 Membership.....NARTB, BAB
 Owner.....James Gerity, Jr.
 General Manager.....O. Wm. Myers
 Commercial Manager.....Harley West, Jr.
 News, Pgm. Dir.....Larry Payne
 Chief Announcer.....Phil Sanford
 Chief Engineer.....Elwood Brown
 Consulting Engineer.....Earl Cullum

Business Address.....Alpena
 Phone Number.....1049
 Studio-Transmitter Location.....M-32 West
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Representative.....Hal Holman
 President.....Les Biederman
 General Manager.....Drew McClay
 Chief Engineer.....William Kiker

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By....Huron Valley Bcstrs., Inc.
 Business Address.....Box 608
 Phone Number.....2-4573
 Studio-Trans. Location.....4230 Packard Rd.
 News Service.....AP
 Transcription Service.....World
 Representative.....Walker
 President.....J. F. Hopkins
 General Manager.....Steve Filipiak
 Program Dir.....Cecelia Ward
 Chief Engineer.....James Allen

W F Y C

ALMA—1948

Frequency: 1280 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....WFYC, Inc.
 Address.....408½ Gratiot Ave.
 Phone Number.....95
 Trans. Loca.....1 Mi. E. of City on U.S. 27
 News Service.....UP
 Trans. Service.....Lang-Worth, World
 President.....L. R. Kamperman
 General Manager.....Robert W. Cessna
 Program Director.....Bob Clayton
 News Director.....David Sommerville
 Chief Engineer.....Harold Frisbee

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Washtenaw Bcstg. Co.
 Bus.-Studio Address...3rd Floor, Hutzel Bldg.
 Phone Number.....2-5517
 Transmitter Location.....1795 So. Maple Rd.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....McGillvra
 President.....Arthur E. Greene
 General Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth McDonald
 Program Director.....Pat Quinn
 Chief Engineer.....George D. Stearns

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.

MICHIGAN

W L E W

BAD AXE—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Saginaw Bcstg. Co.
 Phone Number 1010
 Representative Headley-Reed
 Transcription Service Standard
 News Service AP
 President Milton L. Greenebaum
 Vice-President Jack Parker
 Commercial Manager Cliff Thomas
 Chief Engineer Meredith Koerner

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address 402 Security Nail.
 Bank Bldg.
 Phone Number 3-5555
 Transmitter Location Golden Ave.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus, World
 Representative Burn-Smith
 Pres., General Manager Robert H. Holmes
 Commercial Manager F. K. Doyle
 Program Director E. F. Cahill
 News Director Robt. Merklein
 Chief Engineer Raymond Roof

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Federated Publications, Inc.
 Bus.-Studio-Transmitter Address Michigan
 National Bank Bldg.
 Phone Number 5655
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Bolling
 Membership NARTB, BAB
 General Manager Dan E. Jayne
 Commercial Manager E. P. Mills, Jr.
 Program Director Forrest F. Owen
 Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bay Bcstg. Co., Inc.
 Business-Studio Address Wenonah Hotel
 Phone Number 7551-2
 Transmitter Address Tuscola Rd., Hampton
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Harley D. Peet
 Gen.-Station-Comm. Mgr. Hugh A. Giesel

Program Director Charles E. Anthony
 News Director Frank J. Walsh
 Musical Director Lionel H. DeRemer
 Chief Engineer Ralph H. Carpenter
 Consulting Engineer Jansty & Bailey

W G R O

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Trans. Address 4451 Wheeler Rd.
 Phone Number 3-1260
 Air Time Daytime
 News Service AP
 Representative Sears & Ayer
 Pres., Gen. Mgr. Gail D. Griner
 Comm., Sales Prom. Mgr. Edward T. Dillon
 Chief Engineer Floyd Woody

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone Number 5-2113
 Transmitter Location Fairplain Ave.
 Air Time Sunrise-Sunset

W E L L

BATTLE CREEK

*Battle Creek's top-rated
station*

and the best buy
because . . .

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

Represented nationally by
THE BOLLING CO.

250W • 1400

**WELL
WELL-FM**



J

the
GREAT VOICE
of the
GREAT
LAKES

R



MICHIGAN

News Service AP
 Transcription Service Lang-Worth, RCA, World
 Representative Hal Holman
 Membership NARTB, BAB
 President Stanley R. Banyon
 Gen., Sta. Mgr. J. P. Scherer
 Commercial Manager Ted Vernasco
 Sales Prom. Mgr. Dwight Edmunds
 Program Director John Pershing Chase
 Publicity Director Charles Hart
 Production Director Cal Bollwinkel
 Chief Engineer Munson Robinson
 Consulting Engineer: Craven, Lohnes & Culver

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Midwestern Bcstg. Co.
 Business-Studio Address P.O. Box 219, Cadillac
 Phone Number 1270
 News Service AP
 Transcription Service SESAC, KBS
 Representative Hal Holman
 Pres., Gen. Mgr. Les Biederman
 Station Manager Art Nyhus
 Commercial Manager M. L. Chandler
 Chief Engineer Bill Kikel

WTVB

COLDWATER—1949—LBS

Frequency 1590 Kc. Power: 1000 Watts
 Owned-Oper. By ... Twin Valley Bcstrs, Inc.
 Address Box 32
 Phone Number 1230
 Trans. Loca. 1½ Mi. So. on U.S. 27
 Air Time 6 a.m.-9 p.m.
 News Service AP
 Trans. Service Associated, Cole
 Representative McGillvra
 President George Hosek
 Gen., Station Manager E. Harold Munn, Jr.
 Program Director Jack Douglas
 Chief Engineer E. Harold Munn, Jr.

WKMH

DEARBORN—1946—LBS

Frequency: 1310 Kc. Power 5000 Watts d.
 1000 n.
 Owned-Operated By WKMH, Inc.
 Business-Studio Address WKMH Bldg.
 Phone Number Logan 2-4000
 Transmitter Willow Run Express Hwy.
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Sta., Gen. Mgr. Fred A. Knorr
 Comm., Prom. Mgr. George M. Miller
 Program Director Verna Borsadi
 Production Director Clare Linn
 Chief Engineer Jerrold Martin

News Director Dale Marr
 Musical Director Albert Gross
 Farm Editor Terry Washburn
 Consulting Engineer Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. Power: 50,000 Watts
 Owned-Oper. By ... Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.
 Business Address .3300 Guardian Bldg., Det.
 Phone Number Woodward 1-7200
 Studio Address .Canada Trust Bldg., Windsor
 Transmitter Location Harrow, Ont.
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service Standard, World,
 Thesaurus
 Representative All Canada Facilities,
 Adam J. Young, Jr.
 Membership NARTB
 President, General Mgr. J. E. Campeau
 Sta. Mgr., Chief Engr. W. J. Carter
 Commercial Manager E. Wilson Wardell
 Sales Prom. Mgr. Art Gloster
 Pgm., Prod. Dir. S. Campbell Ritchie
 News Director Val Clare
 Publicity Director Gene Saunders
 Chief Announcer John Gordon
 Musical Director Wally Townsend
 Farm Editor Austin Grant

WJBK

DETROIT—1928

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fort Industry Co.
 Business-Studio Address 500 Temple Ave.
 Phone Number Temple 3-7900
 Transmitter Location ... 15555 Woodrow Wilson
 Air Time 24 Hours
 News Service INS, UP
 Representative Katz Agency
 Membership NARTB
 President George B. Storer
 Exec. Vice-Pres. Richard E. Jones
 Sales Manager Tom Harker
 Program Director Richard Fischer
 Publicity Director Patricia MacInnis
 Chief Engineer Paul O. Frincke
 Consulting Engineer Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By ... Booth Radio & TV Stas.
 Business Address David Broderick Tower
 Phone Number Woodward 5-2000
 Transmitter Location 375 Midland Ave.
 News Service AP
 Membership BAB
 Representative For Joe
 Pres., Gen. Mgr. John L. Booth

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep. •

J. E. Campeau, President

• MUTUAL •

MICHIGAN

Commercial Manager.....Eric V. Hay
 Sales Prom. Mgr.....Edwin E. Nyy
 Program Director.....George Kendall
 Chief Announcer.....Richard Pavey
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1926—CBS

Frequency: 760 Kc....Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 Address.....Fisher Bldg.
 Phone Number.....Trinity 5-4440
 Transmitter Location.....Trenton
 Air Time.....24 Hours
 News Service.....AP, INS, UP
 Trans. Service.....Thesaurus, World
 Representative.....Petry & Co.
 Membership.....NARTB, BAB
 President.....John F. Patt
 V.P., & Gen. Mgr.....Worth Kramer
 Sales Service Manager.....F. A. McPhillips
 Advt. & Pub. Rel. Dir.....James Quello
 Sales Manager.....Elmer O. Wayne
 Program Director.....Franklin Mitchell
 Production Director.....Norman White
 V.P. in charge of News.....George Cushing
 Chief Announcer.....Charles Park
 News Editor.....Jack White
 Musical Director.....Paul LaVoie
 V.P. in chge of Engr.....George Leydorf
 Farm Editor.....Marshall Wells

(See Pages 276, 477)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc....Power: 5000 Watts
 Owned-Oper. By...The Evening News Assn.
 Address.....615 W. Lafayette
 Phone Number.....Woodward 2-2000
 Trans. Loca.....8 Mi. & Myers Rd.
 Air Time.....24 Hours
 News Service.....AP, UP
 Trans. Serv.....Lang-Worth & Thesaurus
 Representative...George P. Hollingberry Co.
 Membership.....NARTB
 Director of Radio.....W. J. Scripps
 General Manager.....Edward Wheeler
 Station Manager.....Don DeGroot
 General Program Mgr.....M. C. Wissman
 General Engr. Mgr.....E. J. Love
 Public Affairs Manager.....James Eberle
 Pgm. & Prod. Mgr.....Charles Penman
 Publicity Manager.....Fran Harris
 Chief Engineer.....Carl Wesser
 Promotion Manager.....Jack Albert
 Program Manager.....John Hill
 News Editor.....Tom MacMahon
 Musical Director.....Mischa Kotler
 Farm Editor.....John Merrifield
 Sales Manager.....Wendell Parmelee
 Consulting Engineer.....William L. Foss

(See Page 474)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....WVYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone Number.....Woodward 3-8321
 Transmitter Location...Joy Rd. & Greenfield
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Representative.....ABC Spot Sales
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Pub. Dir., Sales Prom. Mgr...William Morgan
 Program Director.....Jack McCarthy
 Chief Engineer.....Charles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Bcstg. Co.
 Business-Studio Address.....P. O. Box 419
 Phone Number.....3190-1
 Transmitter Location.....Ski Hill Rd.
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Walker
 Gen., Comm. Mgr.....George D. Lindenthal
 Sta., Mgr., Pgm. Dir.....Robert Wagner
 Production Director.....John Hagerman
 Chief Engineer.....Jack W. Foster
 Consulting Engineer.....McNary, Wrathall

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By..Booth Radio & TV Stations.
 Business-Studio Address...112 W. Water St.
 Phone Number...Detroit, Woodward 2-0220;
 Flint, 9-8686
 Transmitter Location.....3076 Bristol Rd.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 Membership.....BAB
 President.....John Lord Booth
 General Manager.....W. Eldon Garner
 Program Dir.....Jerry Schroeder
 Chief Engineer.....G. Elwood Ryan

W C L C

FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Adelaide L. Carrell
 Address.....1623 Utica Ave.
 Phone Number.....43381
 News Service.....AP
 Transcription Service.....SESAC

MICHIGAN

Man. Dir., Comm. Mgr. Adelaide L. Carrell
 Prom., Publ. Dir. Charles R. Carrell
 Program Director Richard Hallwood
 Chief Engineer James Robertson
 Consulting Engineer Russell P. May

Program Dir. Laurence Arnold
 Chief Engineer Frank Folsom

W F D F

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol Road
 Air Time 5:45 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Standard, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Farm Edit., Pgm. Dir. Elmer A. Knopf
 Chief Announcer Irving Haggart
 News Director Jack Lewin
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain
 Consulting Engineer Gillett & Assoc.

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3417 Lapeer Rd.
 Air Time Daytime
 Transcription Service UP
 Transcription Service Standard
 Representative Best
 President Victor Longfield
 General Manager William H. Merford
 Chief Engineer Homer Blumerich
 Commercial Manager Richard Carter

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 President George W. Trendle
 General Mgr. H. Allen Campbell
 Sta., Comm. Mgr. J. R. McKinley

W A T C GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone Number Traverse City 2700
 Representative Holman
 Transcription Service Standard
 News Service AP
 President Les Biederman
 General Manager Mitch Gordon
 Commercial Manager Gerald Crittenden
 Program Director Ken Haven
 Chief Engineer William Kiker

W G H N

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Grand Haven Bcstg. Co.
 Address Grand Haven

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Trans. Loca. 501 Garfield Ave., N.W.
 Air Time Sunrise-sunset
 News Service AP
 Trans. Serv. Associated, RCA, Thesaurus
 Representative Hil F. Best
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager H. J. Swierenga
 Program Director Henry Bosch
 Chief Engineer Jack Timmer
 Sales Prom., Prod. Dir. Roy W. Marsh
 News Director Gordon Kibby
 Musical Director Bob Beukema

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 Program Director F. T. Mabie
 Chief Engineer Richard Groenevelt
 Consulting Engineer Commercial Radio

MICHIGAN

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Fetzer Bdcstg. Co.
Address 124 W. Mich. Ave., Kalamazoo
Phone Number Glendale 6-8512
Transmitter Location Pantlind Hotel
Air Time 6:30 a.m.-12:05 M.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel, Inc.
Membership NARTB, BAB
Pres., Gen. Mgr. John E. Fetzer
Pub. Dir., Sta. Mgr. Martin Giaimo
Commercial Manager John W. O'Harrow
Sales Promotion Manager Martin Giaimo
Production Supervisor Donald Richardson
Dir. of Public Affairs Dr. Willis F. Dunbar
Chief Engineer Carl E. Lee
Consulting Engineer Paul F. Godley

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Versluis Radio &
Television, Inc.
Trans. Loca. Add. 6 Fountain St., N.E.
Phone Number Glendale 6-5461
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service Standard
Representative John E. Pearson
Membership BAB
President Leonard A. Versluis
Vice-Pres. & Gen. Mgr. Hy M. Steed
Sales Promotion Manager L. A. Versluis, Jr.
Program Director Bob Kirby
Production Director Don Mullen
Chief Engineer Lee Stevens
Consulting Engineer George Davis

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By Grandwood Bdcstg. Co.
Address 1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4211
Transmitter Location 60th St.
Air Time 5:30 a.m.-1 a.m.
News Service UP
Trans. Serv. Lang-Worth, World
Representative Katz Agency
President H. M. Bitner, Sr.
Gen., Sta., Comm. Mgr. William Schroeder
Program Director Frank Sisson
Publicity Director Howard Silbar
News Director Bob Runyon
Chief Engineer Robert Wilson

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Holland Bcstg. Co.
Business-Studio Address 5 E. Eighth St.
Phone Number 9482
Transmitter Location 4th & Central Avenue
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World, Lang-Worth
Representative Grant
President W. A. Butler
Chief Engineer John Klungle
Comm., Gen., Sta. Mgr. Sandy Meek
Pgm., Prod. Director Robert Nelson
Publicity Director George Jackson
Consulting Engineer Andrews Co.

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan Bcstg. Co.
Address Douglas House
Phone Number Houghton 1
Air Time 7 a.m.-11:15 p.m.
News Service AP
Transcription Service World
Representative Walker
Membership NARTB, BAB
Chief Owner G. L. Burgan
General Manager Albert W. Payne
Prog. Dir., Chief Announcer Earl Norden
Technical Supervisor George L. Burgan

W M I Q

**IRON MOUNTAIN—1947
ABC-NORTHERN**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Iron Mountain-Kingsford
Bcstg. Co.
Business-Studio Address 211 E. Ludington St.
Phone Number 2031
Transmitter Location Pewabic Hill
News Service UP
Transcription Service Thesaurus
President Frank J. Russell
General Manager Russell J. Staffeld
Commercial Manager William C. Johnson
Chief Engineer Paul F. Anick

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By WIKB, Inc.
Operated By Upper Mich.-Wisc. Bcstg. Co.
Phone Number 102-3
Transmitter Location Caspian
Air Time 6:55 a.m.-1:55 p.m.
News Service UP
Transcription Service World
Representative Walker
President H. H. Frailing

MICHIGAN

General Manager.....Donald R. Hoover
 Sta., Prom. Mgr.....James F. Kauper
 Commercial Manager.....K. P. Firnstahl
 Prod., Pgm. Dir.....Bob Serenson
 Publicity Director.....Ann Cascioli
 Chief Engineer.....Eugene Kaarl
 Consulting Engineer.....Andrew Engless

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By..Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address..124 E. McLeod Ave.
 Phone Number20
 Transmitter Location.....Cary, Wis.
 Air Time7 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 President.....William L. Johnson
 Station Manager.....Donald R. Hoover
 Music, Pgm. Dir.....Laura Johnson
 Sports, News Director.....Bob Olson
 Prod. Dir., Chief Anncr.....Tom Kelly
 Chief Engineer.....Arne Dahlbacka
 Consulting EngineerAndrew F. Inglis

W J P D

ISHPEMING—1947—PBN-GOEBEL KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ishpeming Bcstg. Co.
 Business-Studio Address.....Jenks Block
 Phone Number1892
 Transmitter Location.....Hwary, 41
 Air Time7 a.m.-11:00 p.m.
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen., Sta. Mgr.....J. P. Deegan
 Prod., Pub. Dir.....Carl B. Tupala
 Program Director.....Paul C. Crowley
 Chief Engineer.....Bernard R. Maloney
 Consulting Engineer.....C. H. Meyer

W I B M

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....WIBM, Inc.
 Transmitter Address2511 Kibby Rd.
 Phone Number6121
 Air Time6:30 a.m.-M.
 News ServiceAP
 RepresentativeHal Holman, ForJoe
 President.....Roy Radner
 Vice-President.....Herman Radner
 Station-Commercial Manager.....William Cizek
 Prog. Dir., Chief Announcer..Jack Underwood
 Chief Engineer.....Charles Wirtanen
 Consulting Engineer.....Geo. C. Davis

W K H M

JACKSON—1951—MBS-KBS

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated By...Jackson Bcstg. & Tele.
 Corp.
 Address441 Wildwood
 Phone4-7181
 Air Time6 a.m.-1 a.m.
 News ServiceINS
 Transcription ServiceWorld
 RepresentativeHeadley-Reed
 MembershipNARTB
 Pres., Gen. Mgr.....Fred A. Knorr
 Managing Director.....Walter Patterson
 Program Director.....Milton Maltz
 Chief Engineer.....Roland Grambau
 Consulting Engineer.....Kear & Kennedy

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address...State Theatre Bldg.
 Phone Number4-0111
 Transmitter Location.....4154 Jennings Dr.
 News ServiceUP
 RepresentativeH.R. Reps., Inc.
 President.....Harold F. Gross
 General ManagerL. Joe Bolles
 News Director.....Warren Anderson

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Bcstg. Co.
 Business Address.....124 W. Michigan Ave.
 Phone Number3-1223
 Transmitter Location...Route 2, Richards Dr.
 Air Time6 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 President, Gen. Mgr.....John E. Fetzer
 Comm.-Sales Prom. Mgr...John W. O'Harrow
 Pgm., Prod., Dir.....Harry E. Travis
 Director Public Affairs...Dr. Willis F. Dunbar
 Chief Engineer.....Carl E. Lee
 Consulting EngineerPaul F. Godley

W I L S

LANSING—1946

Frequency: 1320 Kc...Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By.....Lansing Bcstg. Co.
 Bus.-Studio Address.....407 N. Washington
 Phone Number2-1655

MICHIGAN

Transmitter Location.....Lowcroft Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Rambau
 Membership.....BAB
 Pres., Gen. Mgr.....W. A. Pomeroy
 Sta., Comm. Mgr., Chief Eng...John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir.....Adrian Swets
 Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJIM, Inc.
 Bus. Studio Address...Bank of Lansing Bldg.
 Phone Number.....2-1333
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....H-R Reps., Inc.
 Membership.....NARTB
 President.....Harold F. Gross
 General Manager.....Howard K. Finch
 Commercial Manager.....Roger S. Underhill
 Program, Pub. Dir.....Richard E. Nason
 Prod., Mus. Dir.....Derwood Carn
 Chief Engineer.....Donald T. Silbert
 Consulting Engineer.....Kear & Kennedy

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Raymond A. Plank
 Address.....204 East Ludington Ave.
 Phone Number.....842
 Trans. Loca.....E. Ludington Ave.
 Air Time.....Unlimited
 Transcription Service.....UP
 Representative.....Burn-Smith
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Raymond A. Plank
 Sales Promotion Manager.....Jerry Breen
 Chief Anncr., News Dir.....Tom Mathews
 Chief Engineer.....Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Manistee Radio Corp.
 Address.....Radio Road
 Phone Number.....1340
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Best
 President.....Dr. Tom A. Manwell
 General Manager.....E. J. Powell
 Commercial Manager.....Edward Owens

Sta. Mgr., Pgm. Dir.....Al LaGuire
 News Director.....John Sullivan
 Chief Engineer.....John Porterfield

W S D C

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio St. Clair, Inc.
 Address.....5300 Marine City Hwy.
 Phone Number.....3471
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Best
 Pres., Gen. Mgr.....Jerry Coughlin
 Commercial Manager.....Robert J. Campbell
 Program, News Director.....John S. Bell
 Promotion Manager.....Harry Coughlin
 Chief Engineer.....George Carroll

W D M J

**MARQUETTE—1931—MBS
 NORTHERN**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By...Lake Superior Bcstg. Co., Inc.
 Business-Studio Address...4th & Wash. St.
 Phone Number.....616
 Transmitter Location.....Garfield & Bluff Sts.
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Frank J. Russell, Jr.
 General Manager.....Leo G. Brott
 Station Manager.....R. G. Ulbrich
 Commercial Manager.....Robert Luke
 Program Director.....Eldon Wallace
 Promotion Manager.....John Dahl
 Chief Engineer.....Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rich Publ. House, Inc.
 Transmitter Address.....298 S. Swede Rd.
 Phone Number.....4000
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 President.....Phillip T. Rich
 Gen., Sta., Comm. Mgr.....J. A. Sturgeon
 Pgm., Prod. Dir.....Spencer Dennison
 Chief Engr., Farm Editor.....Peter A. Wolfe
 Consulting Engineer.....Nathan Williams

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Paul A. Brandt
 Address.....112½ E. Bway
 Phone Number.....33-171, 21-501
 Air Time.....6 a.m.-M.

MICHIGAN

News Service AP
 Trans. Serv. World, Standard
 Owner Paul A. Brandt
 Gen., Sta. Mgr. Robert Meskill
 Sales Promotion Manager Jim Brownell
 Program Director Jim Bailey
 Publicity Director Chet Rogoza
 Chief Engineer Steve Cole

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service AP, UP
 Trans. Serv. Lang-Worth, Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Grant F. Ashbacker
 Comm., Prom. Mgr. Arch Shawd
 Prod., Pgm. Dir. Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky
 Consulting Engineer E. C. Page

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By NK Bcstg.
 Address Federal Square
 Phone Number 32126
 News Service UP
 Transcription Service World
 Representative Best
 Owner, Gen. Mgr. Nickolas W. Kuris
 Sales Prom., Pgm. Dir. Don Seaman
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 1769 Peck St.
 Phone Number 2-7608
 Transmitter 517 Giles Rd.
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Dr. S. E. Duplissis
 Gen., Sta. Mgr. John L. Roach
 Comm., Sales Prom. Mgr. Dalton Hille
 Pgm., Prod., Pub. Dir. Miles M. Olsen
 Chief Engineer Sam Lombardi
 Consulting Engineer Nathan Williams

W O A P

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Transmitter Address 2301 N. Shiawassee
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 Gen., Comm. Mgr. M. H. Wirth
 News, Pgm. Dir. Merrill Walker
 Chief Engineer M. Carson

W M B N

**PETOSKEY—1946
 MBS-KBS-BUNYAN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson

W C A R

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Representative John E. Pearson
 General Manager H. Y. Levinson

W H L S

**PORT HURON—1938
 MBS-KBS-LBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Transmitter Location 540 - 32nd St.
 Air Time 6 a.m.-1 a.m.
 Transcription Service UP
 Trans. Serv. World, Lang-Worth
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Prod., Pgm. Dir. R. A. Whitford
 Chief Announcer Ernest O. Ferriby
 News Director Stanley G. Smith
 Chief Engineer Russel S. Thrun

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Transmitter Location 3800 Dove Rd.

MICHIGAN

Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. World, Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager Harold E. King
 Commercial Manager William Weil
 Program Director Alice Anderson
 Chief Announcer Dick Sommerville
 News Director Bob Thaw
 Chief Engineer Marion Stoner
 Consulting Engineer E. C. Page

W H A K

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 175
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Brege
 News Director Ward Mayrand

W E X L

ROYAL OAK—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Transmitter Location ... 2201 Woodward Hts.
 Blvd., Ferndale
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Prom. Mgr. Ernest Holder
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947

Frequency: 1210 Kc. ... Power: 1000 Watts d.
 Owned-Oper. By ... Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Transmitter Location Bridgeport
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards
 Vice-President Donald Williams
 Secy.-Treas., Sta. Mgr. Howard H. Wolfe
 Program Director Henry Scott
 News Director Britt Temby

Publicity Director Henry Scott
 Chief Announcer Bob Dyer
 Chief Engineer Max W. Thomas
 Consulting Engineer John Creutz

W S A M

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Saginaw Bdcstg. Co.
 Address Radio Building
 Phone Number 2-8161
 Transmitter Location 2000 Whittier
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.
 Membership NARTB, BAB
 President Milton L. Greenebaum
 V.P., Gen., Sta. Mgr. Jack D. Parker
 Pgm., Prod. Dir. Howard Finger
 Publicity Director Jean Wright
 News Director Oscar Huff
 Chief Engineer Harold McCullen
 Consulting Engineer Kear & Kennedy

W S G W

SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By ... Booth Radio & TV Stations
 Address Mason Bldg.
 Phone Number 3-4456
 Representative Pearson
 Transcription Service ... World, NBC Thesaurus
 News Service AP
 Pres., Mngg. Dir. John L. Booth
 Vice-Pres. & Gen. Mgr. Robert W. Phillips
 Program Director Robert Elliot
 Publicity Director Mary Kay
 Chief Engineer John T. Travers
 News Director Frank Wells

W S O O

SAULT STE. MARIE—1940

ABC-NORTHERN

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By ... Hiawathaland Bcstg. Co.
 Business-Studio Address ... 107 W. Portage Ave.
 Phone Number 3000
 Trans. Loca. ... Hw.ay. No. 2, 2 Mi. S. of City
 President, General Manager, Stanley R. Pratt
 Sta., Comm. Mgr. Richard Y. Burnett
 Pgm. Dir., Farm Editor Ed Krieger
 Promotion Manager Charles Pratt
 News Director Homer Foster
 Chief Engineer William F. Morris

W S T R

STURGIS—1951—KBS-LBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Operated By ... Southern Michigan Bcstrs.

MICHIGAN - MINNESOTA

Address.....P. O. Box 67
Phone Number1199
News ServiceAP
Transcription ServiceThesaurus
RepresentativeMcGillvra
General Manager.....E. Harold Munn Jr.
Station Manager.....Charles R. Palmquist Jr.
Program, News Director.....James Harden

W T C M

TRAVERSE CITY—1941 MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. ByMidwestern Bdcstg. Co.
Address.....Paul Bunyan Bldg.
Phone Number2700-1
Transmitter LocationElmwood Township
RepresentativeHal Holman Co.
General Manager.....Les Biederman

MINNESOTA

*Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270
Families April 1, 1952 (Est.) 832,000—Stations in State 47*

K A S M ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. ByStearns Co. Bcstg. Co.
Phone Number1150
Transcription ServiceLang-Worth
News ServiceUP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm., Prom. Mgr.....Ray Schnelly
Pub., News Dir.....John J. Nugent
Program Director.....Sally Hancuska
Chief Engineer.....Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Albert Lea-Austin Bdcstg. Co., Inc.
Address332 South Broadway
Phone Number2338
News ServiceUP
Transcription Service.....Associated, World,
SESAC
Representatives..Rambeau, Bulmer & Johnson
MembershipNARTB
PresidentBennett O. Knudson
General Manager.....Anson Van Alstyne
Commercial Manager.....Kenneth Peterson
Program DirectorJack Hoetger
News Director.....Dave Pickard
Chief EngineerRobert Holt

K X R A

ALEXANDER—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Alexandria Bcstg. Co.
AddressAlexandria
Phone Number1000
News ServiceUP
Transcription ServiceLang-Worth

RepresentativeLawson
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
News Director.....Wayne Moody
Chief Engineer.....Gerald Lentz

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceWorld
RepresentativePearson
MembershipNARTB
PresidentHarry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub., News Dir.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Production Dir.....Ken Bryant
Chief Engineer.....Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number1900
Transmitter Location.....Midway Dr.
Air Time7 a.m.-11:30 p.m.
News ServiceUP
Transcription ServiceSESAC
RepresentativeLawson
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief EngineerArt Vandersluis
Consulting EngineerNat Williams

MINNESOTA

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak St.
Phone Number 2853
Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Walker
Membership NARTB, BAB
President, General Manager E. T. O'Brien
Program Director Lucille Grosse
Sta., Comm., Prom. Mgr. Earl R. Johnsen
Chief Engineer James Peterson

WKLK

CLOQUET—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cloquet Bcstg. Co.
Address 124½ Ave. C.
Phone Number 1450
News Service UP
Transcription Service Lang-Worth
Representative Continental
General Manager James A. McDougall
Commercial Manager Dale R. Peterson
Program Director Ralph Hanssen
Chief Engineer Darrel Gander

KROX

CROOKSTON—1948—LBS

Frequency: 1260 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1050
Transmitter Location 1.5 Mi. N. of Crookston
News Service UP
Transcription Service Thesaurus
Representatives Donald Cook, Gene Grant,
Lawson & Assoc.
President D. A. McKenzie
Gen. Mgr., News. Farm Dir.
Garfield A. Dahlberg
Program Director Jerome A. Dahlberg
Chief Engineer William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By Detroit Lakes Bcstg. Corp.
Address 1360 Richwood Rd.
Phone Number 1100
News Service AP
Transcription Service World
Representative Lawson
President R. C. Brown
General Manager Gordon Hutton
Commercial Manager Phil Solberg
Program Director Roger Awsumb
Chief Engineer Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By Red River Bcstg. Co., Inc.
Business-Studio Address 218 Bradley Bldg.
Phone Number Melrose 2-2628
Trans. Loca. 901 So. 63rd Ave. W.
Air Time 24 Hours
News Service AP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membe ship NARTB, BAB
Pres., Gen. Mgr. Dalton Le Masurier
Commercial Manager Odin S. Ramsland
Sales Prom. Mgr. Dale Cowle
Program Director Jack Gordon
Chief Engineer Robert A. Dettman

WEBC

DULUTH—1924

NBC-ARROWHEAD

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By Head of the Lakes Bcstg. Co.
Business-Studio Address WEBC Bldg.
Phone Number Melrose 2-2873
Transmitter Location 3925 Tower Ave.,
Superior, Wis.
News Service UP
Transcription Service SESAC, World
Representative Hollingbery
President Morgan Murphy
General Manager W. C. Bridges
Commercial Manager Clifford J. Lue
Program Director Earl Henton
Chief Engineer Norman Gill
Consulting Engineer C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.,
5000 Watts n.
Owned-Oper. By Lake Superior Bcstg. Co.
Business-Studio Address 213 E. Superior St.
Phone Number 7-2911
Transmitter Location McCuen St.
News Service UP
Representative Weed
President Thomas McCabe
Commercial Manager Robert J. Rich
Gen. Mgr., Chief Engr. William Lounsbury
News Director Loren Paynter

WEVE

EVELETH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Carl Bloomquist
Address Park Hotel
Phone Number 991
Transmitter Location Eveleth
Air Time Unlimited

MINNESOTA

Transcription Service Standard
 Representative Orville Lawson
 Membership BAB
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Program Director Robert Daniels
 Chief Engineer Joe Cerar

KDHL

FARIBAULT—1948—LBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By KDHL Bdcstg. Co.
 Business-Studio Address 213 Central Ave.
 Phone Number 2312
 Transmitter Location Hwya. 65
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Capitol
 Representative Pearson, Lawson
 General Mgr. Herbert H. Lee
 Commercial Mgr. Palmer Dragsten
 Musical Director Mera Ballis Frydenlund
 Sta. Mgr., Chief Engineer. John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone Number 1370
 Transmitter Location W. Lair Road
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Walker Co., Lawson
 Trans. Serv. Thesaurus
 Membership NARTB, BAB
 President Leo J. Seifert
 General Manager Frank Endersbe
 Program Director Everett Ohrt
 News Director Ray Stougard
 Chief Engineer Lawrence Lawson
 Consulting Engineer ... Chambers & Garrison

KGDE

**FERGUS FALLS—1926
 MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fergus Radio Corp.
 Business-Studio Address Fergus Falls
 Phone Number 3986
 Transmitter Location Hwya. 3
 Air Time 6 a.m.-M.
 News Service AP
 Representative Walker
 Membership NARTB
 Secy-Treas., Exec. Dir. Harold L. Dell
 Station Manager Don L. Albertson
 Asst. Mgr. Frederic T. Dell
 Chief Engineer Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Itasca Bcstg. Co.
 Phone Number 198
 Transmitter Location Grand Rapids
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Pres., General Manager. Robert D. Kennedy
 Program Director Bul Germ
 Chief Engineer Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg. Co.
 Business-Studio Address 5th & Howard
 Phone Number 3-7531
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Morgan Murphy
 General Manager W. C. Bridges
 Sta., Commercial Mgr. Oscar H. Peterson
 Pgm., Prod., Pub. Dir. Ruth E. Coe
 Chief Engineer Norman Gill

KLTF

LITTLE FALLS—1950

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By Capital City Bcstg. Co., Inc.
 Address 105½ Broadway E.
 Phone Number 367
 President Thornton G. Simpson
 General Manager Wayne L. King
 Comm. Mgr., News Dir. Albert L. Beck, Jr.
 Program Director Robert J. Hasselman
 Promotion Manager Gordon O. Lommen
 Chief Engineer Donald J. Powers

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Minnesota Valley Bcstg. Co.
 Phone Number 4537
 News Service UP
 President H. W. Linder
 Station Manager D. O. Linder
 Commercial Manager Willard Smith
 Program Director Wayne Grant
 Chief Engineer Don Ranniger

KYSM

**MANKATO—1938
 NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By F. B. Clements & Co.
 Business-Studio Address 101 N. Second St.

MINNESOTA

Phone Number4673
 Transmitter.....Belgrade Hill, N. Mankato
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service....Standard, Thesaurus
 RepresentativeMeeker
 MembershipNARTB, BAB
 Gen.-Station-Comm. Mgr.....John F. Meagher
 Sales Promotion Manager.....George Brooks
 Prom. Pgm. Dir.....Bob Gardner
 Musical Director.....Chuck Pasek
 Publicity Director.....Marilyn Mason
 News Director.....Bob Amick
 Chief Engineer.....James Houts
 Consulting EngineerGeorge C. Davis

KMHL

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Phone Number2282
 Transmitter Location.....½ Mi. E. of City
 Air Time6 a.m.-M.
 News ServiceUP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 News Director.....Bill Farrell
 Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Family Bcstg. Corp.
 Business-Studio Address.....15 N. Ninth St.
 Phone Number.....Lincoln 8451
 Transmitter Location.....Golden Valley
 Air Time6 a.m.-Sundown
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeRambeau
 MembershipNARTB, BAB
 PresidentHenry Klages
 Sta., Gen. Mgr.Lee L. Whiting
 Commercial Manager.....Ray Tenpenny
 Prod., Pgm. Dir.....Harry Zimmerman
 Chief Engineer.....Harvey W. Headen
 Consulting Engineer.....Frank H. McIntosh

WCCO

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 Operated By.....CBS Radio Division
 Business-Studio Address....625 Second Ave. S.
 Phone Number.....Main 1202
 Transmitter LocationAnoka
 Air Time5 a.m.-1 a.m.
 News Service.....AP, UP, INS

Transcription ServiceLang-Worth
 Representative.....CBS Radio Spot Sales
 Sta., Gen. Mgr.Eugene Wilkey
 Commercial Manager.....Roy W. Hall
 Sales Prom., Mgr.....C. H. Smith
 Program DirectorRobert P. Sutton
 Publicity Director.....Fred Heywood
 News Director.....Jim Bormann
 Chief Engineer.....J. J. Beloungy

WDGY

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc...Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By....Twin Cities Bcstg. Corp.
 Business-Studio Address.....Hotel Nicollet
 Phone Number.....Bridgeport 2271
 Transmitter Location..103rd & Lyndale Ave. S.
 Air Time.....5:30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNARTB, BAB
 PresidentJames Stuart
 Station Mgr.....S. Hegeman
 Commercial Manager.....Sydney Rich
 Sales Promotion Manager.....Gerry Cohen
 Pgm., Prod. Dir., Asst. Mgr.....John Leslie
 News Director.....James McGovern
 Chief Engineer.....Charles Winkler
 Consulting Engineer.....John Creutz

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Independent Bcstg. Co.
 Business-Studio Address..1730 Hennepin Ave.
 Phone Number...Atlantic 0406, Midway 4043
 Transmitter Location....1370 Davern, St. Paul
 Air TimeUnlimited
 News ServiceUP
 Representative.....A. M. Radio Sales
 President.....Ralph L. Atlas
 Gen. Sta. Mgr.....C. T. Hagman
 Commercial Manager.....Samuel N. Nemer
 Prom., Pgm., Prod., Pub. Dir....Jack Swenson
 Studio Engineer.....Gene Brautigam
 Transmitter Engineer.....Merle Bjork
 Consulting Engineer.....E. C. Page

WPBC

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
 Owned-Oper. ByPeople's Bcstg. Co.
 Address1133 Stinson Blvd
 Phone NumberGranville 4356, Prior 3181
 Trans. Loca.1133 Stinson Blvd.
 Air TimeDaytime

MINNESOTA

News ServiceUP
Transcription ServiceLang-Worth
RepresentativeSears & Ayer, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Sales Prom. Mgr.....L. Sherman, II
Commercial Manager.....Merle Forland
Pgm., Prod., Pub. Dir.Becky Ann Stewart
Chief Engineer.....Leroy Myri
Consulting Engineer ..Gautney, Ray & Price

W T C N

MINNEAPOLIS-ST. PAUL—1925
ABC-DAIRYLAND

Frequency: 1280 Kc....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Mid Continent Radio-
Television, Inc.
Business-Studio Address.....50 S. Ninth St.
Phone Number.....Lincoln 0552
Transmitter Location.....2235 N. Snelling
News Service.....AP, UP
Transcription ServiceAssociated
Representative.....Free & Peters
President.....William J. McNally
Vice-Pres., Gen. Mgr....F. Van Konyzenberg
Commercial Manager.....Robert N. Ekstrum
Program Director.....Judy Bryson
Director of Radio.....C. D. Miller
Promotion Manager.....Bob Wold
Chief Engineer.....John Sherman

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By....Midwest Bcstg. Corp.
Address.....West Hwy. 212
Phone.....125
Air Time.....Unlimited
Representative.....Pearson
Pres., Gen. Mgr.....H. Willard Linder

K V O X

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Business-Studio Address ..Fred. Martin Hotel
Phone Number3-1522
Transmitter Location...14th St. & 12th Ave. So.
Air Time.....6:30 a.m.-M.
News ServiceUP
Transcription ServiceWorld
RepresentativeWalker, Lawson
MembershipNARTB, BAB
PresidentE. J. McKellar
General-Station Manager.....M. M. Marget
Comm., Sls. Prom. Mgr.....Robert L. Owens
Program Director.....Al Bergquist
Chief Engineer.....Don Gelken

K N U J

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. ByKNUJ, Inc.
Address.....308 1/2 N. Minn. St.
Phone Number905
Air Time.....Daytime
Transmitter LocationSo. Bridge St.
News ServiceAP
Transcription Service.....Lang-Worth, World,
Associated
MembershipNARTB, BAB
President.....W. K. Mickelson
Gen. Mgr., Chief Engr.....Jack H. Duncan
Program ManagerWip Robinson, III
News Director.....Robert Arnott

K O B K

OWATONNA—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Operated By....Owatonna Bcstg. Co.
Address307 Vesterby
Phone Number2359
News ServiceUP
Transcription ServiceLang-Worth
Pres., Gen., Comm. Mgr....William F. Johns, Jr.
Program, News Director.....Harry Rand
Chief Engineer.....Carl Wilford

K A A A

RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.
Owned-Oper. ByRed Wing Bcstg. Co.
Address.....Red Wing
Phone Number3512
Trans. Loca.....Hwy. 58 So. Red Wing
Air Time.....6 a.m.-Local Sunset
News ServiceAP
Transcription Service.....World, Capitol
MembershipBAB
President.....Fred C. Clarke
Comm., Sta., Gen. Mgr.Maxine Jacobs
Prod., Pgm. Dir.Peter Lyman
Publicity Director.....D. Nelson
News Director.....Marvin Schultz

K L E R

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.;
1000 Watts n.
Owned-Operated By....Rochester Bcstg. Co.
Business Address.....229 First Ave. S.W.
Phone Number2-2757
Transmitter LocationOrchard Acres
Air Time.....6 a.m.-1 a.m.
News ServiceUP
RepresentativePearson
MembershipNARTB
President.....Alyce P. Mayo
General ManagerWalter T. Bruzek

MINNESOTA

Commercial Manager.....Robert A. Fick
 Program Director.....Vera Keefe
 Prod., News Dir., Chief Anncr.....Bill Erin
 Chief Engineer.....Ruben Rieck

K R O C

ROCHESTER—1935
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern Minnesota
 Bcstg. Co.
 Business-Studio Address....100 1st Ave. Bldg.
 Phone Number3924
 Transmitter Location.....Cascade Township
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceThesaurus
 Representatives.....Bulmer & Johnson
 MembershipNARTB, BAB
 President.....Mrs. G. P. Gentling
 General ManagerG. David Gentling
 Sta. Mgr., Pgm. Dir.....Cal Smith
 Commercial ManagerJerry Brataas
 Sales Prom. Mgr., Pub. Dir.....Warren Miller
 Chief Announcer.....Gene Thompson
 News DirectorRay Thompson
 Chief Engineer.....Bob Cross

K F A M

ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publ. Co.
 AddressWeber Bldg.
 Phone Number3330, 3331
 Trans. Loca.Hwy. 152, 2 Mi. So. of city
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipNARTB, BAB
 Pres., Gen. Mgr.Frederick C. Schilplin
 Commercial ManagerJohn F. Green
 Program Director.....Laurel H. Westrom
 Chief EngineerRobert Witschen

W J O N

ST. CLOUD—1950—ABC INDEPENDENT

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Granite City Bcstg. Co.
 AddressSt. Cloud Hotel
 Phone Number1240
 RepresentativeRambau
 Transcription ServiceWorld
 News ServiceUP
 President.....Max H. Lavine
 General Manager.....W. C. Porson
 Commercial Manager.....Paul T. Zaborik
 Program Director.....Wallace MacBriar
 Publicity Director.....Herm Schneider
 Chief Engineer.....Robert Muchow
 Consulting Engineer.....Charles Persons

W M I N

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address.....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Transmitter Location.St. Anthony at Frontenac
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeForjoe
 V.P., Gen., Sta. Mgr.....Frank M. Devaney
 Commercial Manager.....N. L. Bentson
 Program Director.....Norman Page
 Publicity Director.....Stuart Lindman
 Chief Engineer.....Warren B. Fritze

K S T P

ST. PAUL-MINNEAPOLIS—1928-NBC NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus.-Studio Address.....3415 University Ave.
 Phone Number.....Prior 2717
 Trans. ...County Rd. C. & Hwy. 61, St. Paul
 Air Time6 a.m.-1 a.m.
 News ServiceAP, UP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Cole
 RepresentativeEdward Petry
 MembershipNARTB
 President, Gen. Mgr.....Stanley E. Hubbard
 V.P. chg. Sales.....Miller C. Robertson
 Exec. V.P., Treas.....K. M. Hance
 Program Director.....C. Brooks Henderson
 News Director.....Walter C. Miller
 Promotion-Publicity Director.....Joe Cook
 Chief Engineer.....John McMahon

W C O W

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....South St. Paul Bcstg. Co.
 Address.....208 3rd Ave. N.
 Phone Number.....LaSalle 1371
 News ServiceUP
 Transcription ServiceSESAC
 Exec. Director.....Albert Tedesco
 General Manager.....Reinhard Steinley
 Commercial Manager.....Victor Tedesco
 Program Director.....Donald S. Doty
 Promotion Manager.....Paul DeNault
 Chief Engineer.....Robert Muchlo

W S H B

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
 Owned-Operated By.....St. Croix Bcstg. Co.
 Address.....1st Natl. Bank Bldg.
 Phone Number.....Cedar 6819

AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

“KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant’s National Bank, 4 years. Winona Motors, 10 years.

“Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

“Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

“When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list.”

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota

MINNESOTA

Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 Pres., Gen. Sta. Mgr. Richard Power
 Sales Prom. Mgr. James McLaughlin
 Pgm., Prod., Music Dir. Roger Erickson
 Publicity Director Don Hastings
 Chief Engineer Elmer Christianson
 Consulting Engineer Fred O. Grimwood

Transcription Thesaurus
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Chief Engineer Milton La Due

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Henry K. Arneson
 Address 1313 North Main Ave.
 Phone Number 13, 14
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson, Inc.
 Membership NARTB, BAB
 General Manager Henry K. Arneson
 Program Director Alverda Noel
 Pub., News Dir. Katherine Barzen
 Chief Engineer Henry J. Bothman
 Consulting Engineer May & Bond

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Martinson
 Chief Engineer Wendell Tallakson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By .. Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Garvin Hts.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Sales Prom. Mgr. Dave Moffitt
 Chief Engineer Stanley Johnson

WHLB

**VIRGINIA—1936—NBC
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter B. Idges
 Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Pgm., Prod. Dir. Harry Willis
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill
 Consulting Engineer C. Persons

KWOA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By .. Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Phone Number 2-7301
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Mgr. Arne Karhu
 Program Director Ty Mack
 Chief Engineer Clinton W. Knapp

KWAD

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 920-1
 Transmitter Location 4 Mi. S. City
 Air Time 6 a.m.-12 M.
 News Service UP

MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
 Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WLOX Bcstg. Co.
 Bus. Studio-Transmitter Address Opp. Buena Vista Hotel
 Phone Number 5581-2
 Air Time 24 hrs.
 News Service UP
 Representative William G. Rambeau
 Membership NARTB
 President James S. Love, Jr.
 Gen.-Station Mgr. Ray Butterfield
 Commercial Manager Thomas B. Majure
 Program Director Toni McCorkle
 Chief Engineer T. B. Majure
 Consulting Engineer L. J. du Triel

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Associates
 Address P. O. Box 152
 Phone Number 6961
 Representatives Natl. Time Sales, Dora Clayton
 Transcription Service Thesaurus, Lang-Worth
 Air Service UP
 Pres., Gen., Mgr. Odes E. Robinson
 Station Manager Gene Tibbett
 Comm. Sales Prom. Mgr. Jerry Thompson
 Pgm., Prod. Dir., Chief Anncr. Robert Campbell
 Chief Engineer Geo. Tillotson

WBIP

BOONEVILLE—1950—LBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Booneville Bcstg. Co.
 Address Highway No. 45-S
 Phone Number 678
 News Service UP
 President, Gen. Mgr. E. O. Roden
 Commercial Manager D. E. Vowell
 Chief Engineer L. A. Bryan
 Consulting Engineer Claude Gray

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Brookhaven Bcstg. Co.
 Address W. Chicksaw St.
 Phone Number 1298
 Transmitter Location Highway 51
 News Service AP
 Air Time 6 a.m.-11 p.m.
 Transcription Service Lang-Worth
 Membership NARTB, BAB

Pres., Sta., Gen. Mgr. Tullius Brady
 Chief Engineer Robert Bedford

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Birney Ines, Jr.
 Address Delta Ave.
 Phone Number 1566-2467
 Transmitter Location City Limits
 Air Time 5:30 a.m.-10:30 p.m.
 News Service AP
 Commercial Manager Helen Sugg
 Pgm. Dir., Chief Anncr. Jack Cristil
 Station Manager P. B. Hinman
 Chief Engineer C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Cleveland Bcstg. Co., Inc.
 Address Trans. Highway 61, S.
 Phone Number 990
 News Service AP
 Transcription Service World
 Station Representative McGillvra
 President Lowry Tims
 General Manager Claude D. Raney
 Office Manager Gay Rowse

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Williams, WCJU, Inc.
 Address So. Main St.
 Phone Number 735
 Transmitter Location Hiway 24 South
 Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World, Keystone
 Pres., Gen., Comm. Mgr. Lester Williams
 Asst. Sta. Mgr. Charles E. Newman, Jr.
 Prod. Dir., Chief Anncr. Bill Barrett
 News, Musical Dir. Paul Dantin
 Chief Engineer Ray Tolat

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Address WACR Bldg.
 Phone 768
 Transmitter Location 1800 14th Ave. N.
 Air Time Sunrise-Sunset
 Transcription Service Standard
 News Service UP
 Pres., Gen. Mgr. Withers Gavin

MISSISSIPPI

W C B I

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Birney Imes, Jr.
Business-Studio Address..... Columbus
Phone Number..... 1430
Transmitter Location..... River Bridge
News Service..... AP
Representative..... McGillivra
President..... Birney Imes, Jr.
Gen., Sales Prom. Mgr..... Bob McRaney
Commercial Manager..... James Eatherton
Program Director..... Florence Thrower
Chief Engineer..... Thomas McFerrin

W C M A

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Corinth Bcstg. Co., Inc.
Business-Studio Address..... Ray Bldg.
Phone Number..... 5575
Transmitter Location..... Hwy. No. 72 E.
Air Time..... 5:30 a.m.-M.
News Service..... UP
Transcription Service..... World
Representative..... Burn-Smith
Membership..... NARTB
President..... Dr. Frank M. Davis
General Manager..... Aaron B. Robinson
Sta., Sales Prom. Mgr..... John E. Bell
Program Director..... Tom Weaver
Commercial Manager..... Joe P. Van Dyke
Chief Engineer..... James D. Anderson
Consulting Engineer..... Kear & Kennedy

W G V M

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By..... Cotton Belt Broadcasting Co.
Bus.-Studio Address..... 1000 So. B'way
Phone Number..... 4559
Transmitter Location..... Pickett St.
Air Time..... 6 a.m.-Sunset
News Service..... UP
Transcription Service..... Standard
Representative..... Devney, Melville
Pres., General Manager..... David M. Segal
Comm. Sta. Mgr..... Edward M. Guss
Pgm., Prom., News Director..... Wallace D. Hoy
Prod., Pub. Dir., Chief Anncr..... Jack Baruth
Chief Engineer..... Welton H. Jetton
Consulting Engr..... Lee E. Baker

W J P R

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By..... Radio Services Co.
Business-Studio Address..... 107 So. Poplar St.
Phone Number..... 9040-9049
Transmitter Location..... Beuchamp Rd.

News Service..... AP
Transcription Service..... World
Representative..... Sears & Ayer
Gen. Sta. Mgr..... Emmett H. McMurry
Commercial Manager..... Frank W. Baldwin
Program Director..... Barbee Ashley
Sales Prom. Mgr..... Jack R. Stull
Publicity Director..... Margo Stephens
Chief Announcer..... Bill McHan
News Director..... Tommy Tiller
Chief Engineer..... Percy L. Kuhn
Consulting Engr..... Harold B. Rothrock

W A B G

GREENWOOD—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By..... Greenwood Bcstg. Co.
Address..... 222 Howard St.
Phone..... 3010
Transmitter Location..... Money Rd.
Air Time..... 5 a.m.-M.
News Service..... AP
Transcription Service..... World
Owner, Gen. Mgr..... Cy Bahakel
Program Director..... Tom Reardon
Chief Engineer..... Henry Frye
Consulting Engineer..... John Creutz

W G R M

GREENWOOD—1937
NBC-KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Operated By..... P. K. Ewing
Phone Number..... 1900-1
Studio-Transmitter Location..... Walnut St.
Air Time..... 6 a.m.-12 M.
News Service..... UP
Transcription Service..... Capitol
President..... P. K. Ewing
General Manager..... F. C. Ewing
Commercial Manager..... Van Power

W N A G

GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Birney Imes, Jr.
Trans. Address..... Barwin Hotel
Phone Number..... 1400
Air Time..... 6 a.m.-11 p.m.
Representative..... Mid-South Network
Owner..... Birney Imes, Jr.
General Manager..... Bob McRaney
Sta., Comm. Mgr..... Monroe Looney
Chief Announcer, Eng..... Barney Loebe
Consulting Engr..... Dixie Engineering

W G C M

GULFPORT—1929—ABC
LBS AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... WGCM Bcstg. Co.

MISSISSIPPI

AddressHewes-Martin Bldg.
 Phone Number1110
 Transmitter Location.....Arlington Heights
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 Station Representative.....Sears & Ayer, Inc.
 Owner & Gen. Mgr.....Hugh O. Jones
 Station Manager.....C. Edwin Vann
 Commercial Manager.....Mrs. O. I. Owens
 Publicity Director.....Thomas Davis Berry
 Chief Engineer.....Charles T. Hook
 Consulting Engineer.....A. D. Ring

W F O R

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Bcstg. Co.
 Address.....302 Hemphill St.
 Phone Number1866
 Transmitter Location..West 7th St. & 25th Ave.
 Air Time.....5:30 a.m.-11:05 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Station Rep.....George P. Hollingbery Co.
 Pres., Gen. Sta. Mgr.....C. J. Wright, Jr.
 Program Director.....Carl Anderson
 Publicity Director.....Bud Norval
 Chief Engineer.....B. B. McLemore
 Consulting Eng..Broadcast Engineering Service

W H S Y

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Hub City Bcstg. Co. Inc.
 Address.....Highway 11 North
 Phone Number3180
 Transmitter Location.....Highway 11 North
 News ServiceAP
 Transcription ServiceLang-Worth
 Station Rep.....Joseph Hershey McGillvra Inc.
 MembershipNARTB, BAB
 President, Gen., Comm. Mgr..Charles W. Holt
 Sales Promotion Manager.....Bob Robinson
 Station Manager.....Connie Holt
 Program Director.....Bill Tracey
 Chief Engineer.....Charles Sharpling
 Consulting Engineer.....C. Shelkofsky

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Lamar Life Ins. Co.
 Business Address.....P. O. Box 2171
 Phone Number2-1183
 Air Time.....Unlimited
 News ServiceUP
 Transcription Service ..Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative.....George P. Hollingbery

MembershipNARTB
 General Manager.....Wiley P. Harris
 Commercial Manager.....Frank Gentry
 Program Director.....Howard Langflitt
 Chief Engineer.....Percy G. Root

W J Q S

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Mississippi Bcstg. Co., Inc.
 Business-Studio Address.....Edwards Hotel
 Phone Number3-9681
 Transmitter Location.....Pleasant Ave.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard
 President, General Manager...Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Jackson Bcstg. Co.
 Address.....Deposit Guaranty Bank Bldg.
 Phone Number2-6673
 News ServiceAP
 Transmitter Location.....Fair Grounds
 Air Time.....6 a.m.-12 M.
 RepresentativeIndie Sales
 Pres., Gen. Mgr.....James T. Ownby
 Sales Prom. Mgr.....Hy Davis
 Chief Engineer.....Thomas Patterson

W R B C

JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By....Rebel Bcstg. Co., Inc.
 Business-Studio Address.....125 So. Lamar
 Phone Number5-1562
 Transmitter Location.....3 Mi. NE City
 Air Time.....5:30 a.m.-M.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeBranham
 MembershipNARTB
 Gen., Comm. Mgr.....J. W. Carlier
 Prog. Dir., Farm Editor.....Forrest Cox
 Production Director.....W. V. Dubard
 Chief Engineer.....G. G. Benson
 Consulting Engineer.....McIntosh & Inglis

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 Number3-2788
 Transmitter Location.....Hwy. 80 N.
 Air Time.....5:30 a.m.-12 M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed

MISSISSIPPI

Membership NARTB, BAB
 President W. R. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Program Director B. K. Smith
 Production Director M. B. Wray
 Chief Engineer C. A. Perkins
 Consulting Engr. A. D. Ring

WKOZ

KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Kosciusko Bcstg. Co.
 Business Address P. O. Box 392
 Phone Number 782
 Transmitter Location Golf Course Rd.
 Air Time 5 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Owner, General Manager Cy N. Bahakel
 Program Director Erlene Leach
 Chief Engineer Wayne A. Oliver

WAML

LAUREL—1932—NBC-KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station
 Business-Studio Address 442 Sixth Ave.
 Phone Number 5601
 Transmitter Location Washington Rd.
 News Service AP
 Transcription Service World
 Representative George P. Hollingbery
 President Harold Matison
 Gen., Prom. Manager Granville Walters
 Commercial Manager M. M. Caver
 Program Director Stanley Walters
 Chief Engineer Clyde Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southland Bcstg. Co.
 Bus.-Studio Address 437 N. Magnolia St.
 Phone Number 7227-8
 Transmitter Location Meridian Ave.
 Air Time 5:30 a.m.-11 p.m.
 News Service UP
 Representative McGillvra
 Membership BAB
 President C. T. McCallum
 Gen., Sta. Mgr. Norma H. Leggett
 Commercial Manager Teck Jones
 Sales Prom. Mgr. J. L. Collins
 Pgm. Dir., Chief Anncr. David Kane
 Chief Engineer Jimmie Hilbun

WMBC

MACON—1947—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.

Phone Number 310
 Transmitter Location Old Starkville Rd.
 Air Time 6 a.m.-M.
 News Service UP
 President, General Manager... Withers Gavin

WAPF

McCOMB—1948—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By S. W. Bcstg. Co. of Miss.
 Address Pike Hotel, Box 604
 Phone Number 1884
 Transmitter Location Hiway 24 West
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Louis Alford
 Commercial Manager Bill Tyler
 Sales Promotion Manager Mack Smith
 Program Director Carl Austin
 Publicity Director Bonnie Sanders
 Chief Engineer, Sta. Mgr. Phillip Brady

WSKB

McCOMB—1939

Frequency: 1250 Kc. Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By McComb Bcstg. Corp.
 Address P. O. Box 111
 Phone Number 37

WCOG

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

WMOX

MERIDIAN—1946

MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Address 9th St. & 23rd Ave.
 News Service AP
 Representative Mid-South Network
 President Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager Joseph W. Carson
 Commercial Mgr. Eddie Holladay
 Chief Engineer Al Betmarik

WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Meridian Bcstg. Co.

MISSISSIPPI

Bus-Studio Add... Citizens Natl. Bank Bldg.
Phone Number 3-1441
Transmitter Location..... 3rd Ave. & 20th St.
Air Time..... 6:30 a.m.-11:05 p.m.
News Service INS
Representative Headley-Red
Pres., General-Station Mgr... Robert F. Wright
Comm.-Sales Prom. Mgr.... William B. Crooks
Pub., Pgm. Dir..... Cecil Germany
Chief Engineer..... Joe H. Saxon
Consulting Engineer..... Gautney & Ray

WMIS

**NATCHEZ—1941—NBC-KBS-LA.
MISS.**

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Natchez Bcstg. Co.
Business-Studio Address..... Box 330
Phone Number 8211
Transmitter Location..... Hway. 61 N.
News Service UP
President..... P. K. Ewing
Gen., Comm. Mgr..... P. K. Ewing, Jr.
Program Director..... Ervin Parks
Chief Engineer..... George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Old South Bcstg. Co.
Business Address..... Box 54
News Service UP
Transcription Service Standard
President..... Mrs. Laurie G. Ratcliffe
Gen., Comm. Manager..... Paul Schilling
Chief Engineer..... S. J. Parks, Jr.

WPMP

PASCAGOULA—1951—LBS

Frequency: 1580 Kc..... Power: 250 Watts d.
Owned-Operated By..... Crest Bcstg. Co., Inc.
Address..... P. O. Box 348
Phone Number 83
News Service INS
Transcription Service Capitol
Pres., Comm. Mgr..... William R. Guest, Jr.
Sta. Mgr., News Dir..... Donovan Murphy
Program Director..... Lee Smith
Chief Engineer..... Fred Strothers

WHOC

PHILADELPHIA—1948—KBS-LBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... William Howard Cole
Address..... P. O. Box 26
Phone Number 740
News Service UP
Transcription Service Capitol
Owner, Gen., Comm. Mgr.
..... William Howard Cole
News, Prom., Prog. Dir..... Jim Sparks
Chief Engineer..... Edgar C. Goforth

WRJW

PICAYUNE—1949—LBS-KBS

Frequency: 1230 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Moseley Bros.
Business Address Picayune
Phone Number 474
Transmitter Location.State Rd. 2 Mi. E. of City
News Service UP
Transcription Service..... SESAC, Lang-Worth
General Manager..... W. L. Moseley
Program Director..... Archie Rushing, Jr.
Chief Engineer..... Floyd Colee

WSSO

STARKVILLE—1948—KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Starkville Bcstg. Co.
Business-Studio Address..... WSSO Bldg.
Phone Number 1230
News Service AP
Transcription Service Capitol
President..... Grady Imes
Gen., Comm. Mgr..... Joe Phillips
Program Director..... Mrs. Belle McPherson
Chief Engineer..... Travis Palmer

WELO

**TUPELO—1944
MBS-KBS-MID SOUTH**

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Tupelo Bcstg. Co.
Business-Studio Address..... Welo Bldg.
Phone Number 1400
Transmitter Location..... Hway. 45 So.
News Service AP
Station Representative..... Mid-South Net
Owner..... Birney Imes, Jr.
General Manager..... Bob Evans
Commercial Manager..... Reeves Whitley
Program Director..... Chuck Givens
Chief Engineer..... LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc..... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Delta Bcstg. Co., Inc.
Business-Studio Address..... Post-Herald Bldg.
Phone Number 312
Transmitter Location..... 2½ Mi. E. of City
News Service AP
Transcription Service Capitol
Representative..... Sears & Ayer
Membership NARTB, BAB
President..... L. P. Cashman
General-Station Mgr..... Mary-Van Cashman
Commercial Manager..... L. L. Miller
Program Director..... Charlotte Kahn
Chief Engineer..... Waverley Conway

MISSISSIPPI-MISSOURI

WVIM

VICKSBURG—1948—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Miss., Inc.
 Business-Studio Address Box 76
 Phone Number 1920
 Transmitter Location Thompson & Floyd Sts.
 President James T. Ownby
 Sta., Comm. Mgr. Frank Holifield

WROB

**WEST POINT—1947
 MBS-MID SOUTH-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Bob McRaney, Sr.
 Studio Address WROB Bldg.
 Transmitter Address Forrest St.
 Phone Number 807

Air Time 6 a.m.-11 p.m.
 Representative Mid South Network
 President, General Mgr. Bob McRaney, Sr.
 Sta., Comm. Mgr. Hugh Shankle
 Chf. Ann., Eng. George Corken

WAZF

YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WAZE, Inc.
 Phone Number 1300-1
 Transmitter Location I Mi. No. of City
 Air Time 5:55 a.m.-10:15 p.m.
 News Service AP
 Transcription Service World
 Pres., Gen. Sta. Mgr. Guy Corley
 Prom., Comm. Mgr. Phil Streit
 Prod. Program Director Fred Rand
 Chief Engineer D. A. Flinspach

MISSOURI

*Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772
 Families April 1, 1952 (Est.) 1,103,000—Stations in State 51*

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Hirsch Bcstg. Co.
 Business-Studio Address 324 Broadway
 Phone Number 2104
 News Service UP
 Representative John E. Pearson
 President Oscar C. Hirsch
 Gen., Comm. Manager Ralph L. Hirsch

KDMO

CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Carthage Bcstg. Co.
 Trans. Address 1201 E. Chestnut
 Phone Number 2648, 2623
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Continental
 Membership NARTB, BAB
 Station Manager L. C. McKenney
 Commercial Manager J. I. Dalt
 Sales Promotion Manager Phil Hannum
 Program Director Lee Crocker
 News, Publicity Director Les Kennon
 Chief Engineer George Province

KCRV

CARUTHERSVILLE—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pemiscot Bcstg. Co.
 Address 106 W. 3rd St.

Phone Number 965
 Transcription Service Thesaurus, World
 News Service UP
 President J. E. Taylor
 Gen., Sta. Mgr. Robert L. Harrison
 Commercial Manager Raymond Miller
 Pgm., Prod. Dir. Denis McGovern
 Pub. Dir., Farm Editor Harry A. Moreland
 News Director Norman Shainberg

KCHI

CHILLICOTHE—1950—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Cecil W. Roberts
 Address Box 719
 Phone Number 1920
 News Service UP
 Representative Conwell
 General, Station Manager Howard G. Rion
 Commercial Mgr., Pgm. Dir. R. Wayne Cox
 Chief Engineer James L. Preston

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Clinton Bcstg. Co., Inc.
 Address P. O. Box 113
 Phone Number 233
 News Service UP
 Transcription Service World
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Commercial Manager Bill E. Brown
 Program Director Virgil Eugene Stone
 Chief Engineer Marvin Landon

MISSOURI

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KFRU, Inc.
Trans. Business Address: U. S. 40 at U. S. 63
Phone Number: 4141
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth, World
Membership: NARTB, BAB
President: H. J. Waters, Jr.
Gen., Sta. Mgr.: Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.: F. J. LeGrand
Program Director: Harold Douglas
News Director: Edward Lambert
Musical Director: Paul Robinson
Chief Engineer: Robert Haigh
Consulting Engr.: John B. Heffelfinger

KREI

FARMINGTON—1947—LBS

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Cecil W. Roberts
Phone Number: 710
Studio-Transmitter: Burks Rd. & Webster St.
Air Time: Sunrise-sunset
News Service: UP
Pres., Gen. Mgr.: Cecil W. Roberts
Station Manager: F. P. (Ted) Graves
Chief Engineer: Bill Westbrook

KFCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By: Jefferson County Radio & TV Co.
News Service: UP
General Manager: C. M. Poindexter
Commercial Manager: Donald M. Donze

KFMO

FLAT RIVER—1947—MBS

GRIESEDieCK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Lead Belt Bcstg. Corp.
Business-Studio Address: Flat River
Phone Number: 1000
Transmitter Location: U. S. Hway. 61
Air Time: Unlimited
News Service: UP
Representative: John E. Pearson
President, General Manager: Oscar C. Hirsch
Station-Comm. Mgr.: James F. Collins
Program, Publicity Director: Virginia Collins
Production Director: Earl Whitener
Chief Engineer: Gilbert Collins

KFAL

FULTON—1950—LBS

Frequency: 900 Watts Power: 250 Watts d.
Owned-Oper. By: Mo. Central Bcstrs.
Address: 5th and Market

Phone Number: 1400
Transcription Service: Capitol
News Service: UP
Membership: NARTB, BAB
Gen. Mgr., Chief Engr.: Robert W. Nickles
Sta. Mgr., Pgm. Dir.: Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By: Courier-Post Publishing Co.
Business-Studio Address: 102 1/2 S. Main St.
Phone Number: 3450
Transmitter Address: 6 Mi. S. of Hannibal
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: RCA Thesaurus
Representative: John E. Pearson
Membership: NARTB, BAB
Gen.-Sta.-Sales Prom. Mgr.: Wayne W. Cribb
Commercial Manager: P. H. Cunningham
Pgm., Prod., Pub. Dir.: Gene Hoenes
News Director: George Allen, Jr.
Chief Engineer: Ben Parrish
Consulting Engr.: Commercial Radio

KIMO

INDEPENDENCE—1947—LBS

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Blue Valley Co.
Business-Studio Address: 310 N. Osage
Phone Number: CL. 9815
Transmitter Location: 28th & Northern Blvd.
Air Time: Sunrise-sunset
News Service: AP
Membership: NARTB
General. Comm. Manager: Craig Siegfried
Pgm., Prod., Pub. Dir.: Harry L. Becker
Chief Announcer: Mark Foster
News Director: Robert Hoyt
Chief Engineer: Eldon Ryan

KWOS

JEFFERSON CITY—1937

MBS-GRIESEDieCK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Business-Studio Address: 210-212 Monroe St.
Phone Number: 6-3137
Transmitter Location: St. Mary's Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth RCA Thesaurus
Representative: Sears & Ayer
President: R. C. Goshorn
Gen., Sta. Comm. Mgr.: Catherine Roer
Chief Engineer: Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.; 1000 Watts n.

MISSOURI

Owned-Oper. By.....Four States Bcsters, Inc.
 Business-Studio Address.....1027 Main
 Phone Number.....1310
 Transmitter Location.....N.W. of Joplin
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Meeker
 Membership.....NARTB, BAB
 President.....Harry Easley
 Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark
 Program Director.....Ed Johnson
 Chief Engineer.....Ralph Meador
 Consulting Engr.....Robert Silliman

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Trans. Address.....1928 W. 13 St.
 Phone Number.....7260
 News Service.....UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Pres., Gen. Mgr., Chf. Engr.

Austin A. Harrison
 Commercial Manager.....John D. Whitt
 Pgm., Prom. Dir.....Ronald W. Robson

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Joplin Bcstg. Co.
 Business-Studio Address.....Frisco Bldg.
 Phone Number.....330
 Transmitter Location.....13th & Munroe
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen.-Station-Comm. Mgr.....D. J. Poyner
 Sales Prom. Mgr.....David Gregg
 Program Director.....Golda Shaunce
 Chief Engineer.....Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg., Inc.
 Business-Studio Address.....300 Walthow Bldg.
 Phone Number.....Victor 3864
 Transmitter Location.....901 N. 8th St., Kansas
 City, Kan.
 News Service.....AP, UP
 Transcription Service.....Langworth, Standard
 Representative.....Capper Publications, Inc.
 General Manager.....Ben Ludy
 Sales Prom. Mgr.....Joe Story
 Program Director.....George Stump

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....KCMO Bcstg. Co.
 Address.....125 E. 31st St.
 Phone Number.....Jefferson 6789
 Transmitter Location.....Nashua
 Air Time.....Unlimited
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Associated
 Representative.....Katz
 Membership.....NARTB
 President.....Tom L. Evans
 General Manager.....E. K. Hartenbower
 Asst. Manager.....C. E. Breazeal
 Commercial Manager.....R. W. Evans
 Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
 Program Director.....S. B. Tremble
 Production Director.....Kenneth Heady
 News Director.....Jim Monroe
 Chief Engineer.....Karl Troeglen
 Consulting Engr.....Andrew R. Ring

K F R M

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Midland Bcstg. Co.
 Business-Studio Address.....222 W. 11th St.
 Phone Number.....HA. 2650
 Transmitter Location.....10 Mi. S. of Concordia
 Air Time.....Sunrise-sunset
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Arthur B. Church
 V.P., Managing Dir.....George J. Higgins
 Sales Promotion Manager.....Harold W. Storm
 Program Director.....Rod B. Cupp
 Production Director.....Fran Heysner
 News Director.....John Farmer
 Chief Announcer.....Lee Stewart
 Musical Director.....P. Hans Flath
 Chief Engineer.....Ray Moler
 Consulting Engr.....Jansky & Bailey

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Bcstg. Co.
 Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Transmitter Location.....50th & Belinder
 Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Free & Peters
 Membership.....NARTB, BAB

MISSOURI

President.....Arthur B. Church
V.P., Managing Director.....George J. Higgins
Sales Promotion Mgr.....Harold W. Storm
Program Director.....Rod Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
News Director.....John Farmer
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Consulting Engr.....Jansky & Bailey

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Transmitter Location.....Johnson County, Kans.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard, Thesaurist
Representative.....H. I. Christial
President.....Roy A. Roberts
General Manager.....Dean Fitzer
Station Manager.....V. S. Batton
Commercial Mgr.....E. Manne Russo
Program Director.....Harry J. Kaufmann
Publicity Director.....Harold Glazer
News Director.....Walt Bodine
Chief Engineer.....J. A. Flaherty
Consulting Engineer.....G. E. Gauntney

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc....Power: 10,000 Watts d.;
5,000 Watts n.
Owned-Operated By.....WHB Bcstg. Co.
Business-Studio Address.....Scarritt Bldg.
Phone Number.....Harrison 1161
Transmitter Location.....Route 1, Liberty
News Service.....AP
Transcription Service.....Associated
Representative.....John Blair & Co.
Pres., Comm. Mgr.....Donald Dwight Davis
Gen., Sta. Mgr.....John T. Schilling
Sales Prom. Mgr.....Charles Rosenfeldt
News, Program Director.....Richard Smith
Chief Engineer.....Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number.....8-4616
Air Time.....Daytime
News Service.....AP
Transcription Service.....Standard, Capitol
Membership.....BAB
President, General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison
Commercial Manager.....Joe Bankhead
Chief Engineer.....Robert H. Conner

K I R X

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address.....KIRX Bldg.
Phone Number.....5-3781
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
General, Station Manager.....Samuel A. Burk
Commercial Manager.....R. M. Harpster
Program Director.....Lee Jones
News Director.....Robert S. Herrin
Chief Engineer.....Charles Porter

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number.....1015
Transmitter Location.....Buffalo Rd.
Air Time.....6a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
President.....Robert C. Fields
General Manager.....O. R. Wright
Commercial Manager.....Jack A. Sellers
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

K M M O

MARSHALL—1949—KBS-LBS

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Operated By.....KMMO, Inc.
Address.....P. O. Box 513
Phone Number.....40
Transmitter Location.....1 Mi. N.W. of City
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Station Manager.....Harold Gordon
Commercial Manager.....Roger Gordon
Program Director.....Bettie S. Baldwin
Chief Engineer.....Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Phone Number.....2340-1
Studio, Trans. Loc.....1725 E. Liberty
Air Time.....6:00 a.m.-12 M.
News Service.....AP
Representative.....John E. Pearson
Membership.....NARTB, BAB
President.....John Badaracco
Gen., Sta. Mgr.....W. Earl Dougherty
Sales Promotion Manager.....Monty Moncrieff
News Director.....Jim Buffington
Chief Engineer.....Bob Bruner

MISSOURI

KNCM

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Moberly Bcstg. Co.
Phone Number 1600
Representative Conwell
Transcription Service. Lang-Worth, Thesaurus
News Service UP
Owner, Gen. Mgr. Jerrell A. Shepherd
Commercial Manager. John Conwell
Program Director James Lipsey
Chief Engineer. W. D. Sneed
News Director. Tom Hackward

KRMO

MONETT—1950—LBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By. Carthage Bcstg. Co.
Phone Number 858
Transcription Service Capitol
News Service AP
Gen. Mgr., (Partner)..... L. C. McKenney
Sales Manager (Partner)..... J. J. Daly
Commercial Manager..... Marion Pilant
Station Manager..... Jim Allwood
Publicity, News Dir..... Victor Cox
Chief Engineer George Province

KNEM

NEVADA—1941—KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Missouri Bcstg. Co.
Address. P. O. Box 15
Phone Number 13
Transmitter Location..... 3rd & Smecter
Air Time 6:30 a.m.-10 p.m.
News Service UP
Transcription Service SESAC
Representative Conwell Co.
President..... Cecil W. Roberts
General Manager..... Jerrell Henry
Commercial Manager..... Al Meschi
Program Director..... Dorothy Henry
Chief Engineer..... Paul Gregg

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Poplar Bluff Bcstg. Co., Inc.
Transmitter Address KWOC Bldg.
Phone Number 3922
Air Time 6:00 a.m.-10 p.m.
News Service UP
Transcription Service SESAC
Representative John E. Pearson
President, General Manager. A. L. McCarthy
Station Manager..... Byron Kearbey, Jr.
Prog., Prod. Dir..... Jerry J. Higley
News Director John A. Thies
Chief Engineer Donald M. Lidenton
Consulting Engineer F. O. Grimwood

KTTR

ROLLA—1947—KBS-LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper By. "Show-Me" Bcstg. Co.
Address P. O. Box 567
Phone Number 380
Transmitter Location Soest Rd., Rolla, Mo.
Air Time..... 5:30 a.m.-M.
News Service AP
Transcription Service Capitol
Pres., Gen.-Sta.-Comm. Mgr. Luther W. Martin
Pgm., Prdo., Pub. Dir. Wilson C. Burkhead
Musical Director Mel Lee
Chief, Consulting Engr. Martin W. Mitchum

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By. KFEQ, Inc.
Business-Studio KFEQ Bldg.
Phone Number 4-0813
Transmitter Location..... Hwy. No. 71
Air Time 5:30 a.m.-12 M.
News Service UP, AP
Transcription Service World, SESAC
Representative Headley-Reed
President, General Manager..... Barton Pitts
Commercial Manager.... Glenn G. Griswold
Prom. Mgr., Pub. Dir. J. Ted Branson
Program Director..... E. C. Schirmer
Production Director..... Walter Johnson
Chief Engineer..... J. Wesley Koch
Consulting Engr..... George C. Davis

KRES

ST. JOSEPH—1946—LBS

Frequency: 1550 Kc. Power: 5000 Watts
Owned-Oper. By. Missouri Valley Bcstg. Corp.
Business-Studio Address..... 113 S. 7th St.
Phone Number 4-6346
Transmitter Location..... Hwy. 169
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service. Lang-Worth, Thesaurus
Representative Forjoe
Membership NARTB, BAB
President Basil L. Kaufmann
Exec. V.-P., Gen. Mgr. William C. Whitlock
Gen., Sta. Mgr. John L. Bilyeu
Commercial Manager..... C. Warren Stout
Program Director..... Allen Menefee
Local Sales Manager..... Warren Stout
Publicity Director..... Gene Miller
Chief Engineer..... Harry L. Teegarden
Consulting Engr. Commercial Radio

*You get **MORE** for your money
when you buy the*



Buy **KSD**

*... with the **LARGEST** daytime
half-millivolt coverage area of
any radio station in **ST. LOUIS***

*... 5000 watts on 550 kc
day and night!*

KSD •

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: **FREE & PETERS, Inc.**

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI

K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned By Columbia Bcstg. System, Inc.
 Operated By CBS Radio Division
 Business-Studio Address 401 So. 12th St.
 Phone Number Central 8240
 Transmitter Location Stallings
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative CBS Radio Spot Sales
 Membership BAB
 General Manager John Ackerman
 Commercial Manager P. S. Anderson
 Sales Prom. Mgr. C. W. Doebler
 Program Director Mark Russell
 Production Director George M. Clare
 Chief Engineer Harry Harvey

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Phone Number Main 1111
 Transmitter Hwy. 66, E. St. Louis, Ill.
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NARTB
 President Joseph Pulitzer
 General Manager George M. Burbach
 Sales Manager Arthur J. Casey
 Program Director Harold Grams
 Commercial Manager Edward W. Hamlin
 Promotion Manager David Pasternak
 Chief Engineer J. E. Risk

K S T L

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Louis, Inc.
 Address St. Louis 1
 Phone Number MAin 0600
 Transmitter Location East St. Louis, Ill.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. William A. Ware
 Asst. Manager Dick J. Kasten
 Commercial Manager William A. Knight
 Program Director Bob Terry
 Traffic Manager Rose DiCarlo
 Publicity Director Dolores J. Ryan
 News Director Bob Sheehan
 Chief Engineer Edward B. Bench, Jr.

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By KWK, Inc.
 Bus-Studio Address 1215 Cole St.
 Phone Number Main 9100
 Transmitter Location 500 Logan St., Baden
 Air Time 5:30 a.m.-M.
 News Service AP
 Representative Kriz
 President, General Mgr. Robert T. Convey
 Station Director Ray E. Dady
 Commercial Director V. E. Carmichael
 Program Director John W. Tinnea
 Production Mgr. John Traxler
 Publicity Director Fred J. Mueller
 Chief Engineer N. J. Zehr
 Consulting Engineer McIntosh & Inglis

K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Bus-Studio Address 8135 Forsythe Blvd.
 Phone Number Delmar 1320
 Transmitter Location Brentwood
 News Service UP
 Transcription Service Lang-Worth
 Representative Bolling
 Membership NARTB, BAB
 Pres., Gen. Mgr. S. E. Sloan
 Station Manager Les Ware
 Chief Engineer Wallace E. St. Vrain

K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By KKOX, Inc.
 Business-Studio Address 12th & Delmar
 Phone Number CHestnut 6000
 Transmitter Location Madison, Ill.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative John Blair
 Membership NARTB, BAB
 President Elzey Roberts
 General Manager C. L. Thomas
 Asst. to Gen. Mgr. Bruce Barrington
 Commercial Manager V. N. Springgate
 Sales Promotion Manager Foster H. Brown
 Production Director Elmer Muschany
 Publicity Director Mary Williamson
 Chief Engineer Arthur F. Rekart
 Consulting Engineer Jansky & Bailey

W E W

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By The St. Louis University

MISSOURI

Address 3642 Lindell Blvd.
 Phone Number Franklin 5665
 News Service INS, UP
 Transcription Service Lang-Worth, Associated
 President (St. Louis U.)
 Very Rev. Paul C. Reinert, S.J.
 Sta. Gen. Manager Geo. A. Volz
 Promotion Manager John G. Walsh
 Chief Engineer Joseph A. Volk

W I L

ST. LOUIS—1922—LBS

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Business-Studio Address Hotel Chase
 Phone Number Rosedale 6200
 Transmitter Location North Dupo, ll.
 Air Time 5:30 a.m.-1:30 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Pres., Gen. Mgr. L. A. Benson
 Commercial Manager R. M. Hetherington
 Promotion Manager Nick Pagliara
 Program Director Edward M. Galloway
 Publicity Director Marilyn Rohan
 Chief Announcer Bob Grossman
 News Director John Carr
 Chief Engineer Wells Chapin

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 245 Merchant St.
 Phone Number 580
 Transmitter Location Maxwell Hill
 Air Time 6 a.m.-10 p.m.
 News Service UP
 President, General Manager Elmer L. Donze
 Chief Announcer Harry Stonum
 Chief Engineer Murel L. Rose
 Consulting Engineer Grimwood

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Milton J. Hinlein
 Bus.-Studio Address 2100 W. Broadway
 Phone Number 4004
 News Service UP
 Representative Forjoe
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Commercial Manager James F. Glenn
 Chief Engineer Leman E. Jones

K S I M

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address Hwy. 60 W.

Phone Number 1
 News Service AP
 Transcription Service Standard
 President Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr. Richard L. Watkins, Jr.
 Pgm. Dir., Chief Anncr. James Palmer
 Chief Engineer Ralph L. Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus.-Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Transmitter Location Bolivar Rd., Hiway 13
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Tams Bixby, Jr.
 General Manager J. Gordon Wardell
 Program Director Carl Fox
 Pub. Dir., Chf. Ann. Dudley Morris
 News Director Paul Adams
 Chief Engineer E. Dennis White

K I C K

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Address 610 College St.
 Phone Number 4-1561
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative McGillvra
 Membership NARTB, BAB
 President Floyd W. Jones
 General Manager Miles N. Walker
 Commercial Manager Richard Bradley
 Program Director Welcome Stanton
 Publicity Director Richard Hainline
 Chief Engineer Charley Grayston

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address Chamber of Commerce Bldg.
 Phone Number 2-7474
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NARTB, BAB
 President J. H. G. Cooper
 Gen., Sta., Prom. Mgr. G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 News Director Bill Bowers
 Chief Engineer William F. Curry
 Consulting Engineer James C. McNary

MISSOURI-MONTANA

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Ozarks Bcstg. Co.
 Business-Studio Address: 606 E. St. Louis St.
 Phone Number: 2-4422
 Transmitter Location: So. Fremont Rd.
 Air Time: 5 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: John E. Pearson
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Ralph D. Foster
 Asst. Gen. Mgr.: Leslie L. Kennon
 Program, Prod. Director: Lou Black
 Chief Announcer: Joe Slattery
 Promotion Director: Bill Bailey
 News Director: Floyd M. Sullivan
 Chief Engineer: Fritz Bauer
 Consulting Engineer: A. D. Ring

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Operated By: W. T. Zimmerman

Address: Warrenton
 Phone Number: 398
 Transmitter Location: Hwy 47
 News Service: UP
 Transcription Service: RCA
 Representative: Continental Radio
 Pres., Gen. Mgr.: W. T. Zimmerman
 Station Manager: Don Clem
 Commercial Manager: Leo Waters
 Sales Prom. Mgr.: Geo. Eddons
 Chief Engineer: Cal Morris

K W P M

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Robert F. Neathery
 Trans. Address: E. Abe Taylor Blvd.
 Phone Number: 700
 News Service: AP
 Transcription Service: Standard
 General Manager: Robert F. Neathery
 Commercial Manager: Fritze Williams Dixon
 Program Director: John Billingsley
 Consulting Engineer: Fred Grimwood

MONTANA

*Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184
 Families April 1, 1952 (Est.) 179,000—Stations in State 25*

K A N A

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Mosby's, Inc.
 Business Address: Box 1470, Missoula
 Phone Number: Missoula 7668
 Studio-Transmitter Location: 1 Mi. E. of City
 News Service: UP
 Transcription Service: Lang-Worth
 President: A. J. Mosby
 Station Manager: Helen M. Ryan
 Commercial Manager: F. Gilbert Lieser
 Sales Promotion Mgr.: John B. Hogan
 Chief Engineer: W. J. Derzay

K B M Y

**BILLINGS—1946—KBS
 MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Billings Bcstg. Co.
 Business Address: Box 2124
 Phone Number: 3838
 Transmitter Location: W. of City
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Capitol. Associated
 Representative: Avery-Knodel

Membership: NARTB, BAB
 President: Don C. Foote
 General Manager: Ken Nybo
 Program Director: Charles Du Bois
 Chief Engineer: Theodore Hildebrand

K G H L

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Northwestern Auto Supply Co.
 Business-Studio Address: 5th & N. B'way
 Phone Number: 2-2222
 News Service: UP
 Representative: Katz
 President: C. O. Campbell
 Gen., Comm. Mgr.: Edward Yocum
 Program Director: V. Braunberger
 Chief Engineer: Jeff A. Kiichli

K O O K

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: The Montana Network
 Address: P. O. Box 1712
 Phone Number: 9-5970
 News Service: AP
 Transcription Service: Thesaurus

MONTANA

Representative Hollingbery
 President C. L. Crist
 Station Manager V. V. "Bud" Clark
 Comm., Sales Prom. Mgr. Jerry Moen
 Pgm., Prod. Dir. Ed Peiss
 Chief Engineer Grant French
 Consulting Engineer Wrathall & McNary

K B M N BOZEMAN—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Penn Engrg. Co.
 Address Box 691
 Phone Number 2104
 Transcription Service Associated
 News Service UP
 Membership NARTB
 Pres., Gen. Sta. Mgr. G. Norman Penwell
 Comm., Sls., Prom. Mgr. C. J. Chucovich
 Pgm., Prod. Dir. Dan Snyder
 Pub., News Dir. Ralph Evans
 Chief Engineer Ed Kolman
 Consulting Engineer Archer Taylor

K X L Q

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Bcsters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Representative Walker
 Pres., General Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Wally Reid
 Publicity Director Chuck Dawson
 Chief Engineer Larry Friesner

K B O W

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Address 720 Yale Ave.
 Phone Number 7429
 News Service UP
 Representative Donald Cooke
 President Frank Reardon

K O P R

BUTTE—1948—ABC-MBS INTERMOUNTAIN

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546
 Transmitter Location Little Basin Creek
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodell
 President Frank C. Carman
 General Manager Ed Cooney
 Commercial Manager G. W. Chance

Program Director Jim Harrold
 Publicity Director H. F. Burgman
 Chief Engineer Jim Foster

K X L F

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Phone Number 2-2344
 Transmitter Location W. of Butte
 News Service UP
 Transcription Service MacGregor
 Representative Walker; Pacific No. West
 Pres., Gen. Mgr. E. B. Craney
 Station, Comm. Mgr. Arne E. Anzjon
 Promotion Manager Frank Field
 Publicity Director Vern Totten
 Chief Engineer W. J. Provis

K X G N

GLENDDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Wiles Moore
 Address 314 McDougal
 Phone Number 5375
 Transmitter Location S. Pearson Ave.
 News Service AP
 Transcription Service Capitol
 Owner Lewis Wiles Moore
 General Manager Daniel C. Palen
 Commercial Manager M. M. Schlasner
 Chief Engineer Don Powers

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Buttrey Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President Fred Birch
 General Manager J. P. Wilkins
 Chief Engineer Wilbur L. Myhre

K M O N

GREAT FALLS—1948—MBS ABC-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Montana Farmer Bcstg. Co.
 Business Address Tribune Bldg.
 Phone Number 4382
 Transmitter Location 5 Mi. S. of City
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodell
 President Lester Cole
 General Manager Robert H. Warner
 Commercial Manager Frank W. Kaul

MONTANA

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address... Park Hotel
Phone Number 2-2453
Transmitter Location Park Hotel
Representative Walker
Manager Paul Hatton
Eastern Sales Manager Wythe Walker
Western Sales Manager Tracy Moore

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc. Power: 1000 Watts d.
Owned-Operated By... No. Montana Bcstg. Co.
Business-Studio Address... Box 70, Liberty Hotel
Bldg.
Phone Number 1096-7
Transmitter Location 3.5 Mi. N.E. of Havre
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Donald Cooke, Inc.
President O. R. Rubie
General. Sta. Mgr. Charlotte H. Brader
Prog. Dir., Chf. Ann. James R. Saenger
Production Director Stanley G. Stephens
Chief Engineer George H. Bauer

KCAP

HELENA—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Lewis & Clark Bcstg. Corp.
Address 1705 Jerome Pl.
Phone Number 4030
News Service UP
Transcription Service Associated
President James Flinn
Gen., Comm. Mgr. Robert Fleming
Program Director D. M. Lewing
Promotion Manager H. J. Rueggs
Co-Chief Engr., Farm Dir. Dean Mack
Co-Chief Engineer Lee Dobler
News Director Allen Nowathy

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Peoples Forum of the Air
Address P. O. Box 797
Phone Number 1240
Transmitter Location Helena
News Service UP
President A. T. Hibbard
General Manager Barclay Craighead
Commercial Manager Carl Argabrite
Program Director Gene Hogan
Chief Engineer Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Donald C. Treloar
Business-Studio Address 7 Main St.
Phone Number 331-2
Transmitter 2½ Mi. S. on Hwy. 93
Air Time Unlimited
News Service UP
Transcription Service... World, SESAC, Standard
Membership NARTB, BAB
Pres., Gen. Sta. Mgr. Donald C. Treloar
Sales Prom. Mgr. Robert Bennett
Prog., Prod. Dir. Norm Fisher
Chief Engineer Paul Johnston
Consulting Engineer Al Sparling

KXLO

LEWISTON—1947—MBS
INTERMTN. NET

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... W. G. Kelley
Bus.-Studio-Transmitter Address... E. Main St.
Phone Number 1210
News Service AP
Transcription Service World
President William G. Kelly
Comm., Gen. Mgr. Marlin T. Obie
Chief Engineer David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Lincoln County Bcstrs. Inc.
Address P. O. Box 565
General Manager O. G. Coburn

KPRK

LIVINGSTON—1947—MBS
INTERMTN.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Yellowstone Amuse. Co.
Business Address Box 691
Phone Number 1000
Transmitter-Studio Address E. Park St.
News Service UP
Transcription Service World
Pres., Gen. Mgr. Paul B. McAdam
Commercial Manager Jack Hinman
News, Prog. Dir. Gerald Tyo
Chief Engineer Edwin Wood

KRJF

MILES CITY—1941—KBS
MBS-INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Star Printing Co.
Transmitter-Studio Location 13 N. 8th
Business Address Box 1015, Miles City

MONTANA - NEBRASKA

Phone Number1340
 News ServiceUP
 Transcription Service.....Lang-Worth, KBS
 RepresentativesAvery-Knodel, Blair
 MembershipNARTB, BAB
 General Manager.....Ian A. Elliot
 Commercial Manager.....Fred B. Hunnes
 Program Director.....Donald E. Holen
 Production Director.....Herbert J. Hanson
 Chief Engineer.....William Sebastian

K G V O MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.
 Business-Studio Address.....127 E. Main
 Phone Number2155
 Transmitter Location.....5 Mi. S. of City
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeGil-Pentra-Keith
 MembershipNARTB, BAB
 Pres., Gen.-Sta. Mgr.A. J. Mosby
 Commercial Manager.....F. G. Lieser
 Prog., Prod., Pub. Dir.....Marion E. Dixon
 Chief Engineer.....Clifford Baker

K X L L MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 Business Address.....Box 1503
 Phone Number4114
 Studio-Transmitter Location...Orchard Homes
 Air Time.....6 a.m.-M.

News ServiceUP
 RepresentativeWalker
 Pres., Gen., Sta. Mgr.....Pat M. Goodover
 Commercial Mgr.....Bob Gillis
 Program Director.....Bill Strothman
 Chief Engineer.....Dave Green

K I Y I SHELBY—1946—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Tri County Radio Corp.
 Address.....P. O. Box 185
 Phone Number560
 News ServiceUP
 RepresentativeCooke
 President.....John J. Hurley
 General Manager.....Bill Murphy
 Commercial Manager.....John Lyon

K G C X SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Phone Number408
 Transmitter Location.....4 Mi. N. of City
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeLawson
 General Manager.....E. E. Krebsbach
 Station Mgrs.....(Sidney) Keith Krebsbach,
 (Williston, N. D.) Clair Krebsbach
 Production Director.....Bob Roderick
 Publicity Director.....Bob Rockne
 Chief Engineer.....O. H. Halvorson
 Consulting Engineer.....G. B. Bairay

NEBRASKA

*Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305
 Families April 1, 1952 (Est.) 379,000—Stations in State 22*

K C O W ALLIANCE—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Sandhills Bcstg. Corp.
 Trans. Address.....1030 W. 3rd St.
 Phone Number1300
 Air Time6:30 a.m.-10:30 p.m.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 PresidentHansford Jagers
 Gen., Sta. Mgr.Gene Ackerley
 Commercial Manager.....James L. Thomas
 Chief EngineerEdward Davenport

K W B E BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Blue Valley Bcstg. Co.
 Address112½ North 6th St.
 Phone Number1245
 Transmitter Location ...Mary & Sherman Sts.
 News ServiceAP
 Transcription Service.....World, Cole,
 Thesaurus
 Comm., Sales Prom. Mgr.....Bud Pentz
 Gen. Mgr., Pgm. Dir.....C. Brugha
 Chief EngineerWilbur R. Emerson

NEBRASKA

KCNI

BROKEN BOW—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Custer County Bstg. Co.
 Address Broken Bow
 Air Time Unlimited
 Mgr., Chief Engr. Bud Crawford
 Commercial Manager Georgia A. Crawford

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By George Basil Anderson
 Business Address Box 460
 Phone Number 5154
 Studio-Transmitter Location Columbus
 Air Time Sunrise-sunset
 News Service AP
 Representative Biddick, Continental
 Transcription Service World, SESAC.
 Thesaurus
 Pres., Gen. Sta. Mgr. George Basil Anderson
 Commercial Manager Milo Kincaid
 Program Director Florence L. Anderson
 Chief Anncr., Farm Editor Gene Jones
 News, Musical Dir. Carl Rafferty
 Chief Engineer Harold Hardy

KFGT

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By Walker Newspapers, Inc.
 Business-Studio Address 118 E. 5 St.
 Phone Number 1060
 Transmitter Location E. 16th St.
 Air Time 7 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Capitol
 Membership NARTB, BAB
 Pres., Gen. Mgr. Lester A. Walker

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By KMMJ, Inc.
 Business-Studio Address Division at Cedar
 Phone Number 709-4
 Transmitter Location Phillips
 Air Time Daytime
 News Service UP
 Transcription Service World, SESAC
 Representative Headley-Reed
 President Don Searle
 V.P. & General Manager Bill Martin
 Sales Promotion Manager Quintin McCredie
 Chief Engineer V. L. Lynch

KHAS

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 Standard
 President Fred A. Seaton
 Gen., Comm. Mgr. Duane L. Watts
 Pub., Prod., Prog. Dir. Lloyd O. Thomas
 Chief Engineer Duane B. Allison

KGFW

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
 News Service UP
 Transcription Service World
 President, General Manager Lloyd C. Thomas
 Commercial Manager John W. Yeager, Jr.
 Program Director Elen Selah
 Chief Engineer Jack Lewis
 News Director Don Sherrill

KRVN

LEXINGTON—1950—LBS

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By Nebraska Rural Radio
 Address 104 W. 8th St.
 Phone Number 716
 Representative Taylor
 Transcription Service Standard
 News Service AP
 Membership NARTB, BAB
 President Jay A. Person
 General Manager Max Brown
 Commercial Manager Dan Bellus
 Program Director Gary Schroeder
 Traffic Manager Patricia Doyle
 Chief Engineer Tom Copeland

KFOR

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 NARTB, BAB
 President James Stuart
 Gen., Sta. Mgr. George X. Smith
 Pub., Sales Promotion Lydia Nekuda
 Prod., Program Director Ken Greenwood
 Chief Announcer Avrum Bondarin
 Chief Engineer Charles W. Winkler

NEBRASKA

KLMS

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By..... Lincoln Bcstg. Corp.
 Address..... 130 N. 16th St.
 Phone Number..... 2-7579
 Transcription Service..... Associated
 Representative..... Ind. Met. Sales
 President..... Howard A. Shuman
 General Manager..... J. Russell Joynt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Inland Bcstg. Co.
 Business-Studio Address..... 212 Federal
 Securities Bldg.
 Phone Number..... 2-7218
 Transmitter Location..... 40th & W Sts.
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... World
 Representative..... Pearson
 President..... Paul R. Foy
 General, Sta. Manager..... Harold E. Anderson
 Commercial Manager..... W. B. Waugh
 Prod., Prog. Director..... William L. Lucas
 Publicity Director..... Twila Walker
 Chief Engineer..... M. J. Korinek

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... The McCook Bcstg. Co.
 Bus.-Transmitter Address... Hway. 83 & "J" St.
 Phone Number..... 1450
 Air Time..... 6:30 a.m.-10:30 p.m.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... McGillvra
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... LeRoy W. Lenwell
 Prog. Dir., Chf. Ann..... Gilbert Mitchell
 Consulting Engineer..... Fred O. Grimwood

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Huse Publ. Co.
 Bus.-Studio Address..... 527 Norfolk Ave.
 Phone Number..... 432
 Transmitter Location..... 3½ Mi. W. of Norfolk
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Walker
 Membership..... NARTB, BAB

President..... E. F. Huse
 General Manager..... Art Thomas
 Station Manager..... Bob Thomas
 Commercial Manager..... Vernon Stedry
 Prom. Mgr., Pub. Dir..... Evans Meier
 Chief Engineer..... Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Radio Station KODY
 Bus.-Studio-Transmitter Address... 1521 W. 12th
 Phone Number..... 382
 Air Time..... 6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Representative..... John Blair
 Membership..... NARTB, BAB
 President, Gen. Mgr..... John Alexander
 Office Manager..... Jerry Wing
 Commercial Manager..... Joe di Natale
 Chief Engineer..... Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Inland Bcstg. Co.
 Business-Studio Add..... 676 World Ins. Bldg.
 Phone Number..... Jackson 8282
 Transmitter Location..... 2807 So. 38th St.
 Air Time..... 6:30 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Pearson
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Paul R. Fry
 Station Manager..... Richard E. Welna
 Commercial Manager..... Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir..... Beverly Bush
 Program Director..... Richard F. Low
 Chief Engineer..... Richard E. Welna
 Consulting Engineer..... E. L. Dillard

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By..... KFAB Bcstg. Co.
 Business-Studio Address..... 620 Farnam Bldg.
 Phone Number..... Ja. 3420
 Transmitter Location..... 10 Mi. S. of Omaha
 Air Time..... 24 Hrs.
 News Service..... AP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Free & Peters
 Membership..... NARTB, BMB
 President..... Fred S. Sidles
 Gen., Sta. Mgr..... Harry Burke
 Commercial Mgr..... Harold Soderlund
 Sales Promotion Mgr..... Don Shoemaker

NEBRASKA

News Director Carl Uhlarik
 Musical Director..... Alene McKinney
 Transmitter Engineer..... Art Stewart
 Farm Editor..... W. E. Macdonald
 Consulting Engineer..... George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By... Central States Bcstg. Co.
 Business-Studio Address..... 211 So. 17th St.
 Phone Number..... Jackson 7626
 Transmitter Location..... Council Bluffs, Ia.
 Air Time..... Unlimited
 News Service..... AP, INS
 Transcription Service..... Capitol, Standard
 Representative..... Edward Petry
 Membership..... NARTB, BAB
 President..... James Stuart
 Sta., Gen. Mgr..... William J. Newens
 Sales Promotion Manager... Charles Frandsen
 Commercial Manager..... Arden Swisher
 Program Director..... Virgil Sharpe
 News Director..... Harry Hatcher
 Musical Director..... Betty Baker
 Chief Engineer..... Charles W. Winkler

KOWH

OMAHA—1922

Frequency: 660 Kc..... Power: 500 Watts d.
 Owned-Oper. By... Mid-Continent Bcstg. Co.
 Business-Studio Address..... 15th & Farnam
 Phone Number..... Atlantic 2228
 Transmitter Location..... 60th & Redmon
 News Service..... AP, UP
 Transcription Service..... Lang-Worth
 Representative..... Bolling
 President..... Robert H. Storz
 Sta., Gen. Manager..... Todd Storz
 Sales Promotion..... Jack Sandler
 Program Director..... Gaylord Avery
 Production Director..... Don Loughane
 Publicity Director..... G. W. Armstrong
 Chief Announcer..... Jim O'Neill
 News Director..... Walt Kavanagh
 Musical Director..... Peg E. McGrath
 Studio Supervisor..... Dale Moudy
 Consulting Engr..... Cravens, Lohnes & Culver

WOW

OMAHA—1923—NBC

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By.. Radio Station WOW, Inc.
 Business-Studio Address. 280 Insurance Bldg.
 Phone Number..... Webster 3400
 Transmitter Location..... 5500 Kansas Ave.
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service. Standard, World, SESAC

Representative..... John Blair
 Membership..... NARTB, BAB
 President..... E. T. Meredith, Jr.
 General Manager..... Frank P. Fogarty
 Natl. Sales Mgr..... Bob Dooley
 Sales Promotion Manager..... Bill Wiseman
 Program Director..... Ray Olson
 Chief Announcer..... Merrill Workhoven
 Musical Director..... Morton Wells
 Chief Engineer..... William J. Kotera
 Farm Editor..... Mal Hansen

KNEB

SCOTTSBLUFF—1948—MBS

Frequency: 970 Kc..... Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By... Platte Valley Bcstg. Corp.
 Business-Studio Address... Golden Rule Bldg.
 Phone Number..... 1620
 Transmitter Location..... 1½ Mi. S.E. of City
 Air Time..... 5:30 a.m.-12:30 a.m.
 News Service..... AP
 Transcription Service... Capitol, Lang-Worth
 Representative..... Hal Holman
 Membership..... NARTB, BAB
 President..... John R. Jirdon
 General-Station Mgr..... Russ M. Stewart
 Commercial Manager..... Byron Joachim
 Program Director..... Keith Roper
 Chief Announcer..... Arthur Taylor
 News Director..... Richard Rayman
 Sales Prom. Mgr..... Bob Wilber
 Prod., Pub. Dir..... Perry Gerstein
 Chief Engineer..... Leslie A. Proctor
 Consulting Engineer..... Gautney & Roy

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc... Power: 5000 d., 1000 n.
 Owned-Operated By..... The Hilliard Co.
 Address..... 1517½ Bway
 Phone Number..... 856
 Transmitter Location..... 2 Mi. W. of City
 Air Time..... 6 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... McGillvra
 Membership..... NARTB, BAB
 Pres., Gen.-Sta. Mgr..... L. L. Hilliard
 Commercial Manager..... Louis Hunter
 Sales Promotion Manager..... Red Davis
 Program Director..... W. G. Walter
 Production Director..... Bob Horstman
 Chief Announcer..... Hap Ellis
 News Director..... W. J. Brennan
 Musical Director..... Gretchen Wimmer
 Chief Engineer..... Harland A. Morrison
 Farm Editor..... R. C. Ingwerson
 Consult. Eng..... Commercial Radio

NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457
Families April 1, 1952 (Est.) 51,000—Stations in State 11

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Elko Bcstg. Co.
Address P. O. Box 790
Phone Number 260
Air Time 6:30 a.m.-10 p.m.
News Service UP
Transcription Service Standard
President Chris Sheerin
General Manager John J. Gammick
Chief Engineer Lee Peer

KELY

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By White Pine Bcstg. Co.
Address Hotel Nevada
Phone Number 2077
Transcription Service Capitol
News Service INS
Co-Mgr., Chief Engr. D. I. Hansen
Co-Manager D. V. Bradley
Comm. Mgr., Pgm., News Dir. J. D. Steward

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By Nevada Bcstg. Co.
Business Address Box 1310
Phone Number 1400
Studio-Transmitter Location "The Strip"
Air Time 5 a.m.-1:30 a.m.
News Service INS
Representative W. S. Grant
Pres., Gen.-Sta. Manager Maxwell Kelch
Commercial Mgr. Thompson Magowan
Prog., Prod., Pub. Dir. Ken O'Connell
News Director Ed Oncken
Chief Engineer R. O. Dow
Consulting Engineer J. Tap

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Las Vegas 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 Hollingbery
Pres., Gen. Mgr. Fred Stoye
Sales Promotion Manager Maxine Lunt
Program. News Director John Ryken
Chief Engineer Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Vegas Valley Bcstg. Co.
Address Hotel Thunderbird
Phone Number 6500
News Service UP
President David McKay
Station Manager Jack Kehoe
Program Director George Corneal
Chief Engineer Bill Binford

KRAM

LAS VEGAS—1946—MBS-LBS-KBS
INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By Boulder City Bcstg. Co.
Address P. O. Box 1712
Phone Number 920
Air Time 6 a.m.-2 a.m.
News Service UP
Station Representative Avery Knodel
President Edward J. Jansen
Gen., Comm. Mgr. Truman B. Hinkle
Program Director Drew Rogne
Publicity Director Paula Clark
Chief Engineer Fred Young

KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sierra Bcstg. Co.
Business-Studio Address Box 2231.
Mapes Hotel
Phone Number 2-4501
Transmitter Location 6th & Cassinelli Rds.
Air Time 7 a.m.-1 a.m.
Representative John E. Pearson, Western
Transcription Service MacGregor
Membership NARTB, BAB
Pres., Chief Engr. R. K. Wittenberg
Sta.-Gen., Comm. Manager Robert L. Stoddard

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
Owner McClatchy Bcstg. Co.
Business-Studio Address 143 Stevenson St.
Phone Number 3-5106
Transmitter Location Sparks
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative Paul H. Raymer
Membership NARTB, BAB
President Eleanor McClatchy
Station Manager Hewitt Kees

NEVADA—NEW HAMPSHIRE

Commercial Manager.....Merle Snider
 Sales Promotion Mgr.....Tom Caferty
 Pgm. Dir., Chief Anncr.....Bruce Branson
 News Director.....George Umbenhaur
 Chief Engineer.....Wesley Craig
 Consulting Engineer.....George C. Davis

K O L O

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone Number.....2-4516
 Transmitter Location.....Sparks
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Sales Prom. Mgr.....Bob Tower
 Prod., Program Director.....William Ruff
 Publicity Director.....Martha Breaker
 Musical Director.....Jere Laird
 Chief Engineer.....Merle Peterson

K W I K

RENO—1946—ABC-MBS

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Eastern Ida. Bcstg. &
 TV Co.

Address.....Bannock Hotel
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 President.....James M. Brady
 General Manager.....Charles Crabtree
 Commercial Manager.....Don W. Burden
 Pgm. Dir., Prom. Mgr.....Dick Wright
 News Director.....John Suchy
 Chief Engineer.....Delbert Williams

K W R N

RENO—1947—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Radio-TV Inc.
 Business-Studio Address.....Riverside Hotel
 Phone Number.....38156
 Transmitter Location.....Kietzke Lane
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Representative.....Grant
 President.....Kenyon Brown
 General Manager.....Frank McLaurin
 Commercial Manager.....Jack Stodelle
 Sales Prom. Mgr.....Jim Luce
 Pgm., Prod., Pub. Dir.....Mark Curtis
 Chief Announcer.....Aubin Thomas
 News Director.....Gene Elyot
 Musical Director.....Walt Rees
 Chief Engineer.....W. C. Comer
 Consulting Engineer.....Earl Cullum

NEW HAMPSHIRE

*Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031
 Families April 1, 1952 (Est.) 157,000—Stations in State 12*

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper.....White Mtns., Bcstng. Co.
 Address.....40 Main Street
 Phone Number.....1797-8
 Transmitter Location.....Hutchins St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter, Radio Reps.
 Membership.....NARTB, BAB
 President.....John W. Guider
 General Manager.....Wendell C. MacKenzie
 Sales Manager.....A. F. Hickey
 Chief Engineer.....Herschel M. Howe

W T S V

CLAREMONT—1948—GRANITE

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Granite State Bcstg. Co.
 Trans. Address.....155 Front St., Manchester
 Phone Number.....4-4075
 News Service.....UP
 Representative.....Bolling
 President.....William J. Barkley
 General Manager.....W. J. Rust, Jr.
 Comm. Sta. Mgr.....Fred Sterns
 Program Director.....Dick Hill
 Chief Engineer.....A. Davis

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstng. Co.
 Business-Studio Address.....Eagle Hotel
 Phone Number.....4180
 Transmitter Location.....Redington Rd.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP

NEW HAMPSHIRE

Transcription Service World
 Representative Adam Young
 Pres., Gen. Mgr. Hon. Charles M. Dale
 Asst. Comm., Prom. Mgr. Thomas S. Pingree
 Station Manager Tom Frank
 Chief Announcer Win Blake
 News Director Donn Tibbetts
 Chief Engineer Robert Wright

W T S L

**HANOVER-LEBANON—1950
GRANITE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Granite State Bcstg. Co., Inc.
 Address 155 Front St.
 Phone Number 4-4075
 Representative Bolling
 News Service UP
 President William J. Barkley
 General Manager. . . . William J. Rust, Jr.
 Commercial Manager Henry Lewis
 Chief Engineer William Heiser

W K N E

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By. WKNE Corp.
 Address 17 Dunbar St.
 Phone Number 2080
 Transmitter Location Stanhope Ave.
 News Service UP
 Transcription Service World
 Representative Meeker, Kettell-Carter
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Joseph K. Close
 Commercial Manager Frank B. Estes
 Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
 Prod. News Director. . . . Howard E. Wheelock
 Chief Engineer Ernest F. Batcheldar, Jr.
 Consulting Engr. Craven, Lohnes & Culver

W L N H

LACONIA—1922—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Northern Bcstg. Corp.
 Business-Studio Address 635 Main St.
 Phone Number 2-300
 Transmitter Location Sanornton
 Air Time Unlimited
 News Service AP
 Representative Kettell-Carter, Grant
 President Genevieve Wingate
 Gen., Sta. Mgr. Arthur Rothafel
 Commercial Manager Sydney Clark
 Chief Engineer Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By. N. H. Bcstg., Inc.

Business-Studio Address 286 Franklin St.
 Phone Number 5-5491
 Transmitter Location Merrimack
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter

President Morris Silver
 Gen., Sta. Mgr., Prog. Dir. . . . Warren H. Journey
 Commercial Manager Saul Gross
 Chief Announcer Gerald Kearney
 Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1946
GRANITE STATE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Granite State Bcstg., Inc.
 Trans. Address 155 Front St.
 Phone Number 44075
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Borgatti, Bolling
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Manager Ralph Gottlieb
 Program Director William Carlisle
 Chief Engineer Royston Phillips

AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

"Our AP news programs are
 among the greatest audience-pull-
 ers, as sales of newscasts show!
 AP more than pays for itself!"

JOCK MacKENZIE,
 General Manager,
 WMOU, Berlin, New Hampshire

NEW HAMPSHIRE—NEW JERSEY

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By.....The Radio Voice of
New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number.....5-5788
Transmitter Location.....Front St.
News Service.....UP
Air Time.....6 a.m.-11:15 p.m.
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, BAB
President.....Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr.....Hervey Carier
Production Dir.....Bernie Mack
News Director.....Tom Power
Chief Engineer.....Vincent Chandler
Consulting Engr.....Tansky & Bailey

WOTW

NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number.....5000
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Representative.....Bertha Bannan, Walker
Pres., Gen. Mgr.....Arthur A. Newcomb
Comm., Sls. Prom. Mgr.....Norman R. Delude
Program Dir.....Paul Keeffe
Chief Engineer.....Harry Hamfield
Consulting Engineer.....Russell P. May

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Bus.-Studio-Transmitter Address..Lafayette Rd.
Phone Number.....4080
Air Time.....Daytime
News Service.....AP
Transcription Service.....World
Representative.....Kettel-Carter, Walker
Pres., Gen. Mgr.....Charles M. Dale
Commercial Manager.....Jack Kane
Sales Promotion.....Walt Emery
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH

**ROCHESTER—1948
GRANITE STATE**

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By...Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number.....1400-1
Air Time.....Sunrise-Sunset
News Service.....UP
Representative.....Bolling, Bannan
Membership.....NAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....George Michael
Sta. Mgr., Production Dir.....H. Martin
Publicity Dir.....Mary Verrette
Chief Engineer.....Thomas E. McLaughlin, Jr.

NEW JERSEY

*Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19*

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address.....Press Plaza
Phone Number.....Asbury Park 2-3000
Transmitter Location.....Neptune, N. J.
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Jos. McGillvra, Inc.
Membership.....NARTB, BAB
President.....Wayne D. McMurray
General Manager.....Ernest W. Lass
Station Manager.....Thomas B. Tighe

Commercial Manager.....Margaret Curtis
Program Director.....Everett Rudloff
Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Senator Hotel
Phone Number.....4-1340
Transmitter Location.....Absecon Blvd.
Air Time.....7 a.m.-2 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Forjoe
President.....Richard Endicott

NEW JERSEY

Gen., Sta. Mgr.....David H. Freedman
 Program Director.....Jack Shefrin
 Chf. Ann., Prod. Dir.....Alan Owen
 Chief Engineer.....Earl Godfrey

W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Neptune Bcstg. Corp.
 Business Address.....Steel Pier
 Phone Number.....5-2188
 Transmitter Location.....Absecon Blvd.
 News Service.....UP
 Transcription Service.....MGM
 Representative.....John E. Pearson
 Membership.....BAB
 President.....Fred Weber
 Commercial Mgr.....R. E. Truex
 Sales Prom. Mgr.....George Lewis
 Program Dir.....Ed Davis
 Production Dir.....Fred Haggerty
 Chief Engineer.....Blair K. Thron

W S N J

BRIDGETON—1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern States Bcstg. Co.
 Address.....Carll's Corner
 Phone Number.....2930
 Transmitter Location.....Old Burlington Rd.

News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Thomas Clark
 President.....Russell S. Henderson
 Vice-Pres., Gen. Mgr.....Paul Alger
 Commercial Manager.....Jerry Alden
 News Director.....Don Hart
 Chief Engineer.....Francis Fekel

W C A M

CAMDEN—1926

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Operated By.....City of Camden, Inc.
 Business-Studio Address.....City Hall
 Phone Number.....Emerson 5-5600
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, BAB
 Director.....Willard C. Schriver
 Gen. Comm. Mgr.....John Cleary
 News Director.....Frank Sheridan
 Chief Engineer.....John Zander
 Consulting Engineer.....H. L. Wilson

W K D N

CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....So. Jersey Bcstg. Co.
 Business Address.....Radio Park
 Phone Number.....EM 5-7200
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Pres., Gen. Mgr.....Major Ramulf Compton
 Station Manager.....Gordon Giffen
 Commercial Manager.....William Sherry
 Sales Prom. Manager.....Susan Rollins
 Program Director.....Jerry Williams
 News Director.....Bob Ross
 Chief Engineer.....Frederick Chassey

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc...Power: 1000 Watts d.
 Owned-Operated By...Morristown Bcstg. Co.
 Address.....P. O. Box 345
 Phone Number.....MO 4-5700
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NARTB
 President.....George S. Croy
 Station Mgr.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 Chief Engineer.....Rudolph C. Prow
 Consulting Engineer.....McIntosh & Inglis

W A A T

NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Bremer Bcstg. Corp.

W F P G

CBS RADIO NETWORK FOR NEW JERSEY

Atlantic City, N. J.

*Serving the 107th Market
of the Nation*

with

More Network Programs

More Public Service

More Baseball

More News

from its

408 FOOT TOWER

(Tallest structure in New Jersey,
south of Newark)

WSTV
Steubenville



WHEE
Boston

WPIT
Pittsburgh

WFG
Atlantic City

NEW JERSEY

Business-Studio Address...Television Center
 Phone...Mitchell 2-6400; Barclay 7-8216 (N. Y.)
 Air Time.....7 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed
 Membership.....NARTB
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Program Director.....George Green
 Public Relations Director...Roland Trenchard
 V.P., Engineering.....Frank V. Bremer

WVNJ

NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By...Newark Bcstg. Corp.
 Business-Studio Address.....45 Central Ave.
 Phone Number.....Mitchell 3-7600
 Transmitter Location.....Livingston
 News Service.....UP
 Transcription Service.....World
 V.P., Gen.-Comm Mgr.....Ivon B. Newman
 Station Manager.....Helen Sutton
 Chief Engineer.....Bernard Kellom

WHBI

NEWARK—1922

Frequency: 1280 Kc....Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By...May Radio Bcst. Corp.
 Business-Studio Address.....100 Shipman St.
 Phone Number.....Mitchell 2-7354
 Transmitter Location.....155 Washington St.
 Air Time.....Unlimited
 Pres., Gen. Mgr.....James L. Shearer
 Vice-Pres. & Prog. Dir.....William Masi
 Chief Engineer.....Herman Foster

WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...North Jersey Radio, Inc.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....Market 3-2700
 Transmitter Location.....Union
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 President.....Edward W. Scudder, Jr.
 Gen., Sta., Comm. Mgr....Harry D. Goodwin
 Pub. Dir., Sales Prom. Mgr....Arnold Snyder

**W
 V
 N
 J**

620 on your dial

**The most for your
 dollar in the
 metropolitan area**

NEWARK, N. J.

custom-tailored

*for the 3,833,000 Consumers
 in the rich*

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the exclusive North Jersey

**radio dollars
 station**

WNJR
 RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME
 91 Halsey St., Newark 2, N. J.

Market 3-2700
 Cortlandt 7-8070

NEW JERSEY

Program Director.....Steven Van Gluck
 News Director.....Tom Costigan
 Chief Engineer.....Peter Testan
 Farm Editor.....Will Peigelbeck
 Consulting Engr.....Paul Godley

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Chanticleer Bcstg. Co.
 Business-Studio Address.....385 George St.
 Phone Number.....Charter 7-1450
 Transmitter Location.....Highland Park
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....James L. Howe
 General Manager.....Robert Williams
 Commercial Manager.....Kenneth Leslie

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By...North Jersey Bcstg. Co., Inc.
 Business-Studio Address.....66 Hamilton St.
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
 Transmitter.....Broad at Hepburn Rd. Clifton
 Air Time.....24 Hrs.

News Service.....AP, UP
 Transcription Service.....Associated, Sesac,
 Lang-Worth
 President.....Richard Drukker
 Exec. V.P. & Gen. Mgr.....D. J. Wright
 Commercial Manager.....John F. Sloan
 Sales Prom. Mgr.....Frank X. Tuoti
 Program Director.....Don Kerr
 Chief Announcer.....Bill Bohack
 News Director.....Edward Pollack
 Musical Director.....Harvey Humphrey
 Chief Engineer.....Earl F. Lucas

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pioneer Bcstgs., Inc.
 Address.....Old Turnpike
 Phone Number.....3971
 Transcription Service.....Standard
 News Service.....AP
 Representative.....Martin Scheuer
 President.....Charles Rupp
 General Manager.....John Struckell

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Morrisville Bcstg. Co.

RESULTS

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 in the important
 New York—New Jersey market

5000 watts Paterson, N. J.

930 KC

NEW JERSEY

Address.....108 N. Broad St.
 Phone Number4-7191
 News ServiceAP
 Transcription ServiceWorld
 President.....Verna S. Hardin
 General Manager.....Richard M. Hardin
 Chief Engineer.....William A. Brewer

WTNJ

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 Phone Number8149
 Transmitter Location.....Morrisville, Pa.
 Transcription ServiceSesac
 Program Director.....Frank Brooks

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Bcst. Corp.
 Business-Studio Address.....541 E. State St.
 Phone Number5-8515-6-7-8
 Transmitter Location.....Yardley, Pa.
 Air Time.....7 a.m.-12:05 a.m.
 News ServiceAP
 RepresentativeForjoe

MembershipNARTB, BAB
 President.....Elmer H. Wene
 General Manager.....S. Carl Mark
 Chief Engineer.....Theodore P. Kilmer

WWBZ

VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By...Community Bcstg. Serv.
 Address.....633 Wood St.
 Phone Number.....Vineland 7-1360
 Transmitter Location.....Brotmanville, N. J.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeKennedy
 President.....Joseph M. Bullock
 Gen., Sta., Prom. Mgr.....Fred M. Wood
 Commercial Manager.....John Serra
 Program Director.....Dorothy H. Carlson
 Chief Engineer.....Rudolph Macak
 Consulting Engineer.....John Creutz

WCMC

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By....Francis J. Matrangola
 Address.....3300 Pacific Ave.
 Owner.....Francis J. Matrangola

U. P. 2/7/52

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.

Sell ALL of southern New Jersey with

WWBZ

For details on this wealthy industrial and agricultural market call:

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 TEmpleton 8-4740
 Mal Kennedy Philadelphia
 RIttenhouse 6-8546

WWBZ 1000 Watts - Vineland, N. J.

AP SELLS

For Stations and Sponsors —

For instance . . . **WCTC**

“Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened.”

ROBERT L. WILLIAMS,
 Station Manager,
 WCTC, New Brunswick, N. J.

NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964
Families April 1, 1952 (Est.) 181,000—Stations in State 25

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... William Wayne Phelps
Address..... Cuba at Canyon Rd.
Phone Number..... 311
Air Time..... 6 a.m.-10:15 p.m.
News Service..... UP
Representative..... Avery Knodel
Membership..... NARTB, BAB
Pres., Gen. Sta. Mgr..... William W. Phelps
Chief Engineer..... Pete Paulos
Consulting Engineer..... Louis Goemetz

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By..... New Mexico Bcstg. Co.
Business Address..... P. O. Box 1294
Phone Number..... 3-4543
Transmitter Location..... So. 2nd St.
Air Time..... 5:30 a.m.-12 M.
News Service..... UP, AP
Transcription Service..... World
Representative..... Weed & Co.
Pres., Gen. Mgr..... A. R. Hebenstreit
Music Pgm., Prod., Pub. Dir. Robt. Van Driel
Chief Engineer..... Leonard F. Dodds
Consulting Engr..... A. Earl Cullum, Jr.

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.... Alvarado Bcstg. Co., Inc.
Business-Studio Address..... 122 S. Tulane
Phone Number..... 5-7501
Transmitter..... 2000 W. Indian School Rd.
Air Time..... 19½ hrs.
News Service..... UP
Transcription Service..... Capitol Lang-worth
Representative..... Adam J. Young
President..... Herbert W. Wimberly
General Manager..... A. M. Caldwell
Chief Engineer..... William Carman

KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By..... Time, Inc.
Bus.-Studio Address..... Fifth & Silver
Phone Number..... 3-4411
Transmitter Location..... Alameda
News, Service..... AP, INS
Transcription Service..... Standard
Representative..... Branham
President..... Wayne Coy

General Manager..... J. I. Myerson
Program Director..... Rolf Nielson
Promotion Manager..... Mary Moses
Chief Engineer..... George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... KVER Bcstg. Co.
Address..... 317 N. Broadway, Box 1388
Phone Number..... 3-1744
Transmitter Location..... Old Albuquerque
News Service..... AP
Representative..... Avery Knodel
Membership..... NARTB, BAB
Vice-President..... Bert Arnold
Station Manager..... Keith Type
Program Director..... Jack Lynn
Publicity Director..... Violet Shine
Chief Engineer..... Wilfred Smith
Consulting Engineer..... Commercial Radio

KSVP

ARTESIA—1946—KBS-MBS
INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Artesia Bcstg. Corp.
Business-Studio Address..... Box 38
Phone Number..... 650
Transmitter Location..... South Roselawn
Air Time..... 5:30 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Standard
Representative..... Avery Knodel
Membership..... NARTB, BAB
President..... Martin Yates III
Gen., Sta., Sales Prom. Mgr.... David M. Button
Commercial Manager..... David Adams
Chief Engineer..... Pat Kettleon

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.... Carlsbad Bcstg. Corp.
Business-Studio Address..... 601 No. Canal St.
Phone Number..... 244
Transmitter Location..... 3 mi. SW City
Air Time..... 6 a.m.-M.
News Service..... AP
Representative..... Taylor Co.
President..... Val Lawrence
General-Station Mgr..... Norman R. Loose
Commercial Manager..... Vernon Spidah
Program Director..... Alexander Pitcaithley
Chief Engineer..... Harland Nifong

NEW MEXICO

K P B M

CARLSBAD—1950—LBS

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By: Coronada Bcstg. Co.
Address: 313 W. Mermod
Phone Number: 5-5373
Transcription Service: Lang-Worth
News Service: AP
Pres., Gen. Mgr.: Maurice F. McEvoy
Commercial Manager: Darrell A. Swayze
Program Director: Wayne F. Scott
Chief Engineer: Luther S. Pully, Jr.

K G A K

GALLUP—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Thunderbird Bcstg. Co.
Address-Transmitter: P. O. Box 1150
Phone Number: 1177
News Service: UP
Transcription Service: Capital, Lang-Worth
Station Representative: McGillivra
Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker
Chief Engineer: Robert Adamson

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper By: Ari-Ne-Mix Bcstg.
Address: Box 7, Fair Grounds
Phone Number: 616
Transcription Service: Capitol
News Service: UP
President: Arthur Jernigan
Gen., Sta. Mgr., Pgm. Dir.: Frank Vale
Commercial Manager: James Morris
Chief Engineer: Robert Waters

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: KWEW, Inc.
Business-Studio Address: 116 E. Dunnan
Phone Number: Hobbs 3-3137
News Service: UP
Transcription Service: MacGregor, Lang-Worth
Representative: Taylor
President: Mrs. Theresa Whitmore
General Manager: Harry McAdams
Commercial Manager: Phil McGee
Chief Engineer: Roy Evans

K I C A

CLOVIS—1931—MBS
INTERMOUNTAIN

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAlister
Address: 520 Pile St.
Phone Number: 5511
Transmitter Location: 1 mile East of Clovis
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: Associated, Lang-Worth
Station Representative: Avery-Knodel
Membership: NARTB, BAB
Gen., Sta., Comm. Mgr.: DeWitt Landis
Prod., Prof. Director: Harold Cook
Chief Engineer: Vernon Hughes
Consulting Engineer: Fred O. Grimwood

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Mesilla Valley Bcstg. Co.
Bus.-Studio Address: 902 N. Main St.
Phone Number: 1121
Transmitter Location: W. Amador Ave.
News Service: UP
President: C. L. Knight
General Manager: L. S. Sleppy
Chief Engineer: Howard L. Maudlin

K V B C

FARMINGTON—1951

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Valley Bcstg. Co.
Address: Box 1117
Phone Number: 307W
News Service: UP
Transcription Service: Lang-Worth
Pres., Gen. Mgr., Chf. Engr: Marvin E. Bowles
Commercial Manager: Maxcyne Parker
Program Director: Marilu Marshall

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcsters, Inc.
Business Address: Box 710
Phone Number: 12
Transmitter Location: 1/2 mi. E. City
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
Representative: Hil F. Best
Pres., Gen.-Station Mgr.: Ernest N. Thwaites
Chief Engineer: A. F. Schultz

NEW MEXICO

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Alvarado Bcstg. Co.
 Address..... Community Center
 Phone Number..... 2-4422
 Representative..... Adam J. Young
 Transcription Service..... Capitol
 News Service..... UP
 President..... H. W. Wimberly
 General Manager..... A. M. Cadwell
 Station Manager..... Bob Porton
 Pgm., Prod., News Dir..... William Spack, Jr.
 Publicity Director..... John F. McCormick
 Chief Engineer..... John L. Lockhart
 Consulting Engineer..... William Carman

KENM

PORTALES—1950—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Plains Bcstg. Co.
 Address..... Box 1019, Roswell
 Phone Number..... 600
 News Service..... UP
 Transcription Service..... Lang-Worth, MacGregor
 Representative..... Taylor
 President..... Theresa Whitmore
 General Manager..... G. F. Roberts
 Commercial Manager..... Clarence Garner
 Chief Engineer..... William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Southwest Bcsters, Inc.
 Business Address..... Box 710, Las Vegas
 Phone Number..... 875
 Studio-Transmitter Address..... 1128 State St.
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Hil F. Best
 Pres., Gen. Manager..... Ernest N. Thwaites
 Station Manager..... Stanley K. Brown
 Chief Engineer..... A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... KGFL, Inc.
 Business-Studio Address..... Box 1019
 Phone Number..... 2000
 Transmitter Location..... 511 W. 16th St.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, World,
 MacGregor
 Representative..... Taylor Co.
 Membership..... NARTB
 President..... Mrs. Theresa Whitmore
 General Manager..... W. E. Whitmore

Station Manager..... G. F. Roberts
 Sales Prom. Mgr..... Paul Larson
 Chief Engineer..... Leo J. McNemee

KWSW

ROSWELL—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... McEvoy Bcstg. Co.
 Bus.-Studio Address..... 401 N. Richardson
 Phone Number..... 2400
 Transmitter Location..... 19th & Railroad Sts.
 News Service..... AP
 Transcription Service..... Associated
 Representative..... McGillvra
 President..... Paul B. McEvoy
 General Manager..... John A. McBoyle
 Commercial Manager..... Jack Schafer
 Chief Engineer..... Ray R. Summersgill

KTRC

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Alvarado Broad. Co., Inc.
 Address..... 208 E. Marcy St.
 Phone Number..... 3-6335
 Transmitter Location..... 208 East Marcey St.
 News Service..... UP
 Transcription Service..... Capitol
 President..... Herbert W. Wimberly
 General Manager..... A. M. Cadwell
 Sales Promotion Manager..... Al Paul Theil
 Comm., Sta. Mgr., Pgm. Dir..... Hugh M. Gray
 Chief Engineer..... Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By..... Sante Fe Bcstg. Co.
 Business-Studio Address..... 759 Cerrillos Rd.
 Phone Number..... 3-7319
 Transmitter Location..... Lower Alameda St.
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Weed
 President..... A. R. Hebenstreit
 Gen., Comm. Mgr..... Ivan R. Head
 Program Director..... Arleen Davy
 Chief Engineer..... E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... S. W. N. Mex Bcstg.
 Bus.-Studio-Transmitter Address..... 17th & Cactus
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Representative..... Taylor
 Pres., Gen., Comm. Mgr..... A. Carl Dunbar
 Sta., Prom. Mgr., Dir..... James H. Duncan
 Chief Announcer..... Jim Doyle
 Chief Engineer..... Edward C. Orris

NEW MEXICO-NEW YORK

KCHS

TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Sierra Bcstg. Co., Inc.
Business-Studio Address 401 Broadway
Phone Number 161
Transmitter Location Yucca Heights
News Service UP
Transcription Service Capitol
Representative Continental Radio Sales
President Leonard R. Trainer
General Manager Russell A. Walz

Commercial Manager H. B. Gardey
Chief Engineer Sam Bradley

KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Quay County Bcstg. Co.
Business Address Box 668
Phone Number 100
Transmitter Location Outside east city limits
Air Time 6 a.m.-10:30 p.m.
News Service UP
Gen., Sta. Mgr. Lloyd Hawkins
Comm., Prom. Mgr. Richard S. Fox
Program Director Richard Dale Wood

NEW YORK

Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857
Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

WABY

ALBANY—1933—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Eastern N. Y. Bcstg.
Business-Studio 80 Braintree St.
Phone Number 2-3353
Transmitter Location Braintree St., Colonie
Air Time 7 a.m.-11:30 p.m.
News Service UP
Representative Rambeau
President David Kyle
General Manager Edward L. Trudeau
Commercial Manager Paul Dennis
Program Director Toni Brady
Chief Engineer Tom Stapleton

Transmitter Location Middle Rd., Colonie, N. Y.
News Service AP, INS
Transcr. Service Associated, SESAC
Station Representative Weed and Co.
President J. Myer Schine
General Manager Morgan Ryan
Station Manager W. Russell David, Sr.
Commercial Manager Bill Schnaudt
Program Director Glen Walrath
Prom., News Dir. Howard W. Maschmeier
Chief Engineer Dwelle S. Hoag

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By . . . Gov. Donagan Bcstg. Corp.
Business-Studio Address 136 State St.
Phone Number 3-6638
Transmitter Location Kenwood Ave., Elsmere
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative McGillora
President, General Mgr. James T. Hedley
Station Manager A. Kellert
Program Director Frank Panny
Chief Engineer Al Sardi

WROW

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;
1,000 Watts n.
Owned-Oper. By . . . Hudson Valley Br. Co., Inc.
Address 112 State Street
Phone Number 3-2225
Transmitter Location Route 9W—Glenmont
Air Time 6 a.m.-M.
News Service INS, UP
Transcription Service Thesaurus
Station Representative The Bolling Co.
Membership NARTB, BAB
President Dr. John J. Quinlan
General Manager Harry L. Goldman
Station Mgr. Johnny Lee
Commercial Mgr. Harry Littler
Pgm., News Director Keyes Perrin
Publicity Director Mary Eleanor Wells
Chief Engineer Charles Heisler

WPTR

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By . . . Patroon Brcdstg. Co., Inc.
Address Hotel Ten Eyck
Phone Number 5-3345

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By . . . Champlain Valley Bcstg.
Business-Studio Address 444 Broadway
Phone Number 6-7676
Transmitter Location Selkirk

NEW YORK

Air Time.....6:00 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeKatz
 President, Gen. Mgr.....Stephen R. Rintoul
 Station Manager.....George Wetmore
 Commercial Manager.....Eugene Fitzpatrick
 Chief Engineer.....Paul Krutz
 Consulting Engr.....Robert M. Silliman

WCSS

AMSTERDAM—1948—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Community Service Bcst.
 Bus.-Studio-Transmitter Address...Upper Locust
 Phone Number4000
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Pres., Gen., Sta. Mgr.....Cecil Woodland
 Program-Production Dir.....Ray Cheney
 Publicity Director.....Joan MacGregor
 Chief Engineer.....Guy Rauert

WMBO

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Business-Studio Address.....141 Genesee St.
 Phone Number2-3511
 Transmitter Location.....York & Division Sts.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, SESAC, KBS
 Representative.....Thomas F. Clark
 MembershipNARTB, BAB
 President.....William O. Dapping
 General Manager.....Frederick L. Keesee
 Commercial Manager.....Robert B. Morgan
 Chief Engineer.....Herbert House

WBT A

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Batavia Bcstg. Corp.
 Business-Studio Address.....90 Main St.
 Phone Number715
 Transmitter Location.....Creek Rd.
 Air Time6:30 a.m.-M.
 News ServiceAP
 Transcription ServiceLang-Worth
 Pres., Gen.-Station Mgr.....Edmund R. Gamble
 Commercial Manager.....Robert E. Newstead
 Program-Production Dir.....J. Gordon Bridge
 Pub. Dir., Farm Editor.....James Gerrety
 Chief Engineer.....Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By..Southern Tier Radio Service

Business-Studio Address..Court House Square
 Phone Number4-4318
 Transmitter Location.....Windy Hill
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentDonald Kramer
 General Manager.....George J. O'Connor
 Station Executive.....E. R. Vadeboncoeur
 Commercial Manager.....H. R. Nicholson
 Program Director.....Charles Bishara
 Publicity, News Director...George O'Connor
 Chief Engineer.....A. A. Kelley
 Consulting Engr.....Craven, Lohnes & Culver

WKOP

BINGHAMTON—1947—MBS

Frequency: 1360 Kc....Power: 100 Watts d.,
 500 n.
 Owned-Oper. By..The Binghamton Bcstrs., Inc.
 Business-Studio Address.....34 Chenango St.
 Phone Number2-3437
 Transmitter Location.....Morgan Rd.
 Air Time.....5.30 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB, BAB
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Prom.-Comm. Manager....Samuel Handshaw
 Prod.-Prog. Dir., Farm Ed.....Wally Buman
 Chief Engineer.....Charles Hallinan
 Consulting Engineer.....E. Dillard

WNB 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 ServiceUP
 Transcription ServiceThesaurus
 RepresentativeBolling
 MembershipNARTB, BAB
 President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Treasurer.....L. L. Rogers
 Commercial Manager.....S. N. Heslop
 Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer..E. M. Scala
 Chief Engineer.....L. H. Stantz
 Consulting Engineers.....Jansky & Bailey

WENE

BINGHAMTON—ENDICOTT—1947 ABC

Frequency: 1430 Kc.....Power 5000 Watts
 Owned-Oper. By..Empire Newspapers-Radio
 Business-Studio Address.....909 E. Main
 Phone Number5-3351

NEW YORK

Transmitter Location.....Pierce Hill, Vestal
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Transcription Service.....Associated, Capitol
 Representative.....Radio Reps. Inc.
 Membership.....NARTB, BAB
 President.....James H. Ottaway
 Managing Director.....F. H. Brinkley
 Sta., Comm., Sales Prom. Mgr....S. W. Ryder
 Pgm., Prod. Dir.....Harold E. Graves
 Publicity Dir.....James A. McKechnie
 Chief Engineer.....Sheldon W. Weyland
 Consulting Engr.....Chambers & Garrison

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 Address.....Hotel Statler
 Phone Number.....MOhawk 0930
 Transmitter Location.....Grand Island
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP, INS, UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Edward H. Butler
 Vice-President.....A. H. Kirchhofer
 General Manager.....C. Robert Thompson
 Station Manager.....Frank W. Kelly
 Local Sales Mgr.....C. E. Daly
 Asst. Radio Sales Mgr.....Robert J. Conway
 Program Director.....William R. Rich
 Promotion Manager.....Joseph A. Haeffner
 Chief Engineer.....Ralph J. Kingsley
 Commercial Engineer.....A. Earl Cullum

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Business-Studio Address.....485 Main St.
 Phone Number.....Mohawk 1400
 Transmitter Location.....154 E. Eagle St.
 News Service.....AP, UP
 Representative.....Adam J. Young, Jr.
 Membership.....FMA
 President.....Roy L. Albertson
 General Manager.....James M. DeMunn
 Sales Director.....Howard Schellenberg
 Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WEBR, Inc.
 Business-Studio Address.....23 North St.
 Phone Number.....Lincoln 7133

Transmitter Location.....Hamburg
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB, BAB
 President.....William J. Conners, III
 General Manager.....Cy King
 Commercial Manager.....William Doerr, Jr.
 Sales Prom., Pub. Div.....Wm. Schweitzer
 Program Director.....Lloyd Gibson
 Chief Announcer.....Ed Tucholka
 News Director.....Gene Barry
 Musical Director.....Victor D'Ana
 Chief Engineer.....Frank B. Ridgeway
 Consulting Engineer.....McIntosh & Inglis

WGR

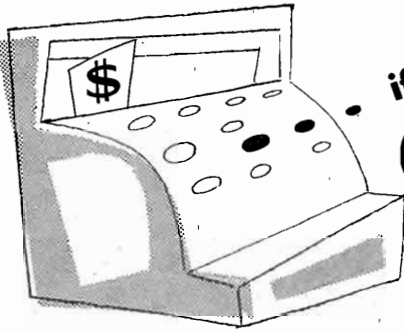
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....WGR Bcstg. Corp.
 Business-Studio Address.....Rand Bldg.
 Phone Number.....Washington 3100
 Transmitter Location.....Hamburg
 Air Time.....5:50 a.m.-1:05 a.m.
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NARTB
 Chairman of Board.....Leo J. Fitzpatrick
 Pres., Gen. Mgr.....I. R. Lounsberry
 Comm. Mgr. (National spot).....F. R. Greene
 Commercial Manager (Local).....Nat Cohen
 Sales Promotion Manager.....R. McPherson
 Program Director.....Robert Strigl
 Production Director.....Ray F. Wander, Jr.
 Chief Announcer.....Allan Lewis
 News Director.....David Getman
 Musical Director.....David Cheskin
 Chief Engineer.....K. B. Hoffman
 Consulting Engineer.....George C. Davis

WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Greater Erie Broad. Co.
 Address.....315 Main St.
 Phone Number.....MO 1200
 Trans. Location..Dorance St., W. Seneca, N. Y.
 News Service.....INS, UP
 Representative.....ForJoe
 Owner.....Leon Wyszatycki
 Sta. Gen. Mgr.....Ted Wyszatycki
 Commercial Manager.....James C. McKinney
 Sales Promotion Manager.....Cass Casey
 Program Director.....Joe A. Rico
 Production Director.....Fred Klestine
 News Director.....Frank Frederick
 Musical Director.....Trudy Peoples
 Chief Engineer.....Frank Sai



if you want

Cash Register Results

then you need

WKBW

BEST BUY in the BUFFALO MARKET

- If you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice . . .

first in . . .

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that — day in and day out — promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS
AVERY-KNOEL, INC.
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

WKBW

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and Manager

NEW YORK

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By WKBW, Inc.
 Business Address Radio Center, 1430 Main St.
 Phone Number Grant 5101
 Transmitter Location Big Three Rd., Hamburg
 Air Time 5:30 a.m.—2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President, General Mgr. Clinton H. Churchill
 Asst. to Pres. Roger M. Baker
 Sales Promotion Alfred E. Anscombe
 Program Director Irving Haag
 Musical Director Jerry Davidson
 News Director Hugh Shannon
 Chief Engineer Leroy Fiedler
 Farm Editor Wally Waggoner

W X R A

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d
 Owned-Operated By W. New York Broad. Co.
 Trans. Loc. 1515 Niagara Falls Blvd., Amherst
 Phone Number AMherst 1160
 News Service AP
 Transcription Service Associated
 Station Representative Wm. G. Rambeau
 General Manager Thaddeus Podbielniak
 Commercial Manager Robert Bartemus
 Sales Prom. Mgr. Burton W. Flanders
 Program Director James J. Frieling
 Chief Engineer Roger W. Fleming
 Consulting Engr. Edwin R. Sanders

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By
 Corning Wellsboro Broad. Adv. Inc.
 Address English-Keenan Bldg.
 Phone Number 2608
 Transmitter Location Caton Rd.
 News Service UP
 Transcription Service Lang-Worth, Capital
 Representative McGillvra, Inc.
 Pres., Gen. Mgr. Paul E. Carpenter
 Station Manager Paul E. Carpenter
 Program Director Harry Lee

W C L I

CORNING—1950—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By Elmira-Corning Bcstg.
 Address 114 Walnut St.
 Phone Number 6-4651
 Representative Meeker
 Transcription Service Associated

News Service AP
 President W. A. Underhill
 General Manager Walter Valerius
 Commercial Manager Gordon Jenkins
 Program Director C. Ronald Graham
 Chief Engineer Allen N. Bell

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Operated By Radio Cortland, Inc.
 Business Studio Address 27 N. Main St.
 Phone Number 2990
 Transmitter Location Cortlandville-Virgil
 Air Time 6 a.m.—11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Standard
 President Leighton A. Hope
 Commercial Manager Keith W. Horton
 Program Dir. William J. Griffiths
 Chief Engineer William Barron

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By Dunkirk Broad. Corp.
 Address 316 Main St.
 Phone Number 7756-7-8
 Transmitter Location Willow Rd.
 Air Time 6:00 a.m.—1:00 a.m.
 News Service AP
 Transcription Service Standard, Lang-Worth,
 World
 Membership NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr. Alois A. Schmidt
 Commercial Manager Paul Rinehardt
 Program Director Robert Gifford
 Chief Engineer George Smith
 Consulting Engr. Russell-May

W E L M

ELMIRA—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Corning Leader, Inc.
 Business-Studio Address 222 E. Market St.
 Phone Number Elmira 2-1400
 Transmitter Location Grand Central Ave.
 Air Time 6 a.m.—M.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB, BAB
 President W. Allen Underhill
 Sta. Gen. Manager Walter Valerius
 Comm.-Sales Prom. Mgr. Claude R. Snyder, Jr.
 Prog.-Prod. Dir. Kenneth C. Powell
 Chief Engineer Allen Bell
 Consulting Engineer Commercial Radio

the **WHLI** *long island story*

BEST BUY

for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend \$722,640,000 a year in retail sales — \$214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAM- MING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

REPRESENTED BY RAMBEAU

Data Sources:—

Market: U. S. Census, 1950
Sales Management, 1951

Ratings: Conlan — 1951

WHLI

AM 1100

FM 98.3

**H E M P S T E A D
LONG ISLAND, N. Y.**

**PAUL GODOFSKY
President and General Mgr.**

*the voice of
long island*

NEW YORK

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . Elmira Star-Gazette, Inc.
 Bus.-Studio Address Mark Twain Hotel
 Phone Number 5181
 Transmitter Location Milton St.
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett & McKinney
 Membership NARTB, BAB
 General Manager Dale L. Taylor
 Scales Manager Phil Cameron
 Production Director Ted Hodge
 Chief Engineer Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Harry H. Carman
 Business-Studio Address 44 So. Grove St.
 Phone Number Freeport 9-1400
 Transmitter Location 215 Bedell St.
 Air Time 7 a.m.-12 m.
 News Service AP
 Transcription Service Lang-Worth
 Gen. Sta. Mgr. Harry H. Carman
 Commercial Manager Murray Evans
 Production Director Theodore J. Austin
 Program Director A. Cheesman
 Publicity Director Marjorie Greto
 Chief Engineer Robert Milos

W O S C

FULTON—1949—LBS

Frequency. 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Cassil Radio Corp.
 Address 118 Oneida St.
 Phone Number 2-2255
 Transmitter Location Town of Granby
 Air Time Sunrise to Sunset only
 News Service UP
 Transcription Service Lang-Worth
 Station Representative Devney
 President Harold W. Cassill
 General Manager H. Harrison Flint
 Program Director Robert Fitzgerald
 Production Director Edward Kuppe
 Chief Engineer Richard Horan

W G V A

GENEVA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Star Bcstg. Co., Inc.
 Address Geneva Federal Savings Bldg.
 Phone Number 6691
 Transmitter Location Lennox Park
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP

Representative Cooke
 Transcription Service Standard
 President M. R. Forman
 V.P., Comm., Gen. Mgr. Thomas L. Brown
 Program Director Alex Lamutis
 Chief Engineer R. Carleton Greene
 Consulting Engr. Lohnes & Culver

W W S C

GLENS FALLS—1946—ABC

Frequency: 1450 Kc. Power: 1000 Watts
 Owned-Operated By Gt. Northern Radio Co.
 Address 13 Warren St.
 Phone Number 2-6518
 Transmitter Location Dix Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative Everet-McKinney Inc.
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Martin R. Karig
 Program Director Carl W. Mattinson
 Commercial Manager Alfred A. Brown
 Chief Announcer Shel Bullock
 Chief Engineer Joseph Thomas
 Consulting Engineer Gautney & Ray

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By FM Bcstg. Corp.
 Business-Studio Address 245 Baldwin Rd.
 Phone Number Hempstead 2-8000
 Transmitter Location 470 Milburn Ave.
 News Service UP
 Transcription Service Associated, World,
 Thesaurus
 President, Gen. Mgr. Elias I. Godofsky
 Exec. V.P., Station Mgr. Paul Godofsky
 V.P., Sales Joseph A. Lenn
 News Director Jerome J. Karpf, Jr.
 Production-Musical Dir. Roger Wayne
 Publicity Director Arthur E. Paterson, Jr.
 V.P., Chief Engineer Frank E. Knaack
 Farm Editor Jerry Carr

W L E A

HORNELL—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hornell Bcstng. Corp.
 Business-Studio Address P. O. Box 60
 Phone Number 1420
 Transmitter Location Ashbaugh Hill
 News Service UP
 Transcription Service Capitol
 Representative Everett-McKinney
 President Maxwell V. McCarthy
 Gen., Sta. Manager Donald L. Sellers
 Commercial Manager Harold McEvoy
 Program Director Mike Ryan
 Chief Engineer Richard Cook

NEW YORK

W W H G
HORNELL—1946

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address85 Canistota St.
Transmitter LocationHornellville
News ServiceAP
Transcription ServiceWorld, Associated
RepresentativeMcGillvra
General ManagerLouis G. Buisch
Station Manager.....Donald J. Curran
Commercial Manager.....Sheffield Davis
Production DirectorEddie Spoo
News Director.....Edward Murphy
Chief EngineerJames Gram

W H U C
HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Trans. AddressUnion Turnpike
News ServiceUP
Transcription ServiceWorld
Representative.....G. J. Kramer
MembershipBAB
Gen. Station Manager.....John Kearney
Comm., Prom. Manager.....Robert Strakos
Prog., Prod. Director.....James F. McDonough

Chief Announcer.....Wink Hart
News Director.....Robert France
Chief EngineerJames F. McDonough

W G S M

HUNTINGTON—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Huntington-Montauk Bcstg.
Co., Inc.
Address.....237 Main St.
Phone Number46740
News ServiceUP
Transcription ServiceThesaurus
President.....Byron T. Sammis
Gen., Comm. Mgr.....Edward J. Fitzgerald
Pgm., Farm Director.....James L. McGrath
Promotion Manager.....Don MacLachlan
Chief Engineer.....Perley Tribou

W H C U

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 4-6301
Transmitter Location....R. D. No. 2, Freeville
Air TimeSunrise-sunset

3,000,000
SUFFOLK BUYERS
NOT COVERED OR CLAIMED
BY ANY OTHER ADVERTISING MEDIUM

PLUS + NASSAU POPULATION 701,600
PLUS + WESTCHESTER POPULATION 624,200
PLUS + FAIRFIELD, CONN. POPULATION 505,300
PLUS + NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the 3 billion dollar World's Greatest Suburban Market

AND ONLY **WGSM** REACHES THEM
1000 WATTS
at the best spot on the dial
HUNTINGTON, NEW YORK



NEW YORK

News Service UP
Transcription Service..... Standard, Associated
Membership NARTB
General Manager..... Michael R. Hanna
Commercial Manager..... Earl S. Cobey
Ass't Mgr. Chg. Prod...... Joseph A. Short
Chief Engineer..... Norman R. Hoffman
Consulting Engr...... McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Operated By..... Air Waves, Inc.
Trans.-Bus.-Studio Address... 415 W. Fourth St.
Phone Number 5-108
Air Time 5:55 a.m.-12 M.
News Service AP
Representative McGillvra
Pres.-Gen. Chf. Engr...... Harry E. Loyman
Commercial Manager..... Harold P. Kane
Program Director..... Jerry Lawson

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... James Bcstg. Co., Inc.
Bus.-Studio Address Hotel Jamestown
Phone Number 7-151
Transmitter Location... Jones & Gifford Aves.
Air Time..... 6 a.m.-M.
News Service UP
Transcription Service... Associated, McGregor
Representative..... William G. Rambeau
Membership NARTB, BAB
President..... Jay E. Mason
Gen.-Sta.-Comm...... Simon Goldman
Publicity Dir...... Jess Price
Music, Pgm. Dir...... George Pileeger
Production Director..... Jim Gardner
Chief Engineer..... Harold J. Kratzert
Chief Engineer..... Jaucky & Bailey

WENT

**JOHNSTOWN—GLOVERSVILLE
 1944—CBS**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Sacandaga Bcstg. Corp.
Business-Studio Address..... 8 W. Fulton St.
Phone Number 4-7175
Transmitter Location..... Harrison St.
Air Time..... 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service Thesaurus
President George Bissell
Sta., Gen. Mgr...... Kolin Hager
Commercial Manager..... Jack Charles
Pgm. Dir., Chief Anncr...... Clem Cooper
Chief Engineer..... Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Kingston Bcstg. Corp.
Business-Studio Address..... 601 Broadway
Phone Number..... Kingston 4500
Transmitter..... Plainfield St., Ulster Township
Air Time..... 6:45 a.m.-11:30 p.m.
News Service UP
Transcription Service World
Representative Meeker
President..... Joseph K. Close
General-Station Mgr...... Robert M. Peebles
Program Director..... Edward R. Eckert
Chief Engineer..... Joseph McNelis

WVOS

LIBERTY—1947—LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Sullivan County Bcstg. Co.
Business Address..... P. O. Box 156
Phone Number 1680-1, Monticello 869
Air Time 6:58 a.m.-12 M.
News Service UP
Pres., Gen., Sta. Mgr...... S. D. Lubin
Commercial Manager..... H. G. Borwick
Program Director..... Al Turk
Chief Announcer..... B. Orr
News Director..... P. Bergin
Chief Engineer..... Vincent Gabriele

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Union-Sun & Journal, Inc.
Trans.-Address..... 320 Michigan St.
Phone Number 3-5944
Air Time 7 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Joseph H. McGillvra, Inc.
Membership NARTB, BAB
President Egbert D. Corson
Station Manager Jack Gelzer
Publicity Director..... Carolyn Corson
Chief Engineer..... Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper By..... North Country Bcstg. Co.
Trans.-Address 65 Woodward St.
Phone Number..... 187
Air Time 7 a.m.-11:15 p.m.
News Service UP
Pres., Gen. Sta. Mgr...... Mitchell C. Tackley
Commercial Manager..... Alice M. Tackley
Program Director..... Donald J. Paye
Chief Announcer..... John Flynn
News Director..... John Flynn
Chief Engineer..... Adolf F. Stromer



MILLIONS

of impressions at a few cents a thousand

For only 9 cents a thousand **WHOM** reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . . according to **ADVERTEST RESEARCH** which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . . .

WHOM

1480 on your dial • 5000 watts

AM • FM *The N Progresso Station*

136 W. 52 ST. N. Y. 19 • Circle 6-3900

NEW YORK

W M S A

MASSENA—1945—ABC-RRN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By The Brockway Co.
Business Address Central Bldg.
Phone Number 990
Studio-Transmitter Location So. Main St.
Air Time 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service Associated
Representative Weed
Membership NARTB, BAB
President John B. Johnson
General Manager Louis Saiff, Jr.
Station-Comm. Mgr. Thomas R. McHugh
Program Director James H. Nash
Chief Engineer Michael Tarkulich
Consulting Engineer George Davis

W A L L

MIDDLETOWN—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By . . . The Community Bcstg. Corp.
Business-Studio Address 62 North St.
Phone Number 3119
Air Time 6:45 a.m.-10 p.m.
News Service AP
Pres., General Manager James M. Patt
Commercial Manager E. C. Winkler
Program Director George Shepard
News Director Charley Zaines
Chief Engineer Charles B. Lissner

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By . . . WGNV Bcstg. Co., Inc.
Business-Studio Address 161 Broadway
Phone Number 4600
Transmitter Location Cohecton Turnpike
News Service UP
Transcription Service Standard
President M. C. Speidel
General Manager George W. Bingham
Commercial Manager Joseph Rake
Program Director Richard Crans
Chief Engineer Marvin S. Seimes

W G N R

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
Owned-Oper. By . . . New Rochelle Bcstg. Service
Address 524 North Ave.
Phone Number 6-1460
Transcription Service Lang-Werth
News Service UP
Pres., Gen. Mgr. Julian H. Gins
Commercial Manager Carl Calman

Sales Prom Mgr. Fred Gardner
Chief Engineer Peter Fetridge
Consulting Engr. McIntosh & Inglis

W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By . . . WBNX Bcstg. Co., Inc.
Bus.-Studio Address 260 E. 161st St., Bronx
Phone Number MELrose 5-0333
Transmitter Location Carlstadt, N. J.
News Service AP
Transcription Service SESAC, Standard
Representative King
Membership NARTB
President A. L. Haskell
V.P., Sta.-Gen. Manager William I. Moore
Program Director Edward Ervin
Production Director Frank Johnson
Musical Director Ed Michaelson
Consulting Engineer McNary & Wrathall

W C B S

NEW YORK—1924—CBS
RADIO

Frequency: 880 Kc. Power: 50,000 Watts
Owned By Columbia Bcstg. System, Inc.
Operated By CBS Radio Division
General Studio Address 485 Madison Ave.
Phone Number PLaza 5-2000
Transmitter Columbia Island, New Rochelle,
Air Time Unlimited
News Service AP, INS, UP
Representative CBS Radio Spot Sales
Membership BAB
President of CBS Frank Stanton
Gen.-Sta. Mgr. Carl Ward
Sales Manager Don Miller
Asst. Sales Mgr. William P. Dix, Jr.
Sales Prom. Mgr. Don Foley
Program Director Sam Slate
Production Director D. Gordon Graham
Publicity Director Margaret Kennedy

W H O M

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Il Progresso Italo-
Americano Publishing Co.
Business Address 136 W. 52nd St.
Phone Number Circle 6-3900
Studio Addresses 136 W. 52nd St., New York,
Transmitter Location Ridgefield Park, N. J.
Air Time 6 a.m.-2 a.m.
President, Gen. Mgr. Fortune Pope
V.P., Chge. Sales, Prom. Charles Baltin
Program Director Ralph Constantino
Publicity Director Dan Alfieri
Musical Director Michael Rosco
Chief Engineer George Steiger



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

NEW YORK

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Debs Memorial Radio Fund
 Business-Studio Address.....117 W. 46th St.
 Phone Number.....PLaza 7-0880
 Transmitter Location.....Maspeth, L. I.
 News Service.....AP
 President.....Adolph Held
 Gen.-Sta.-Comm. Mgr.....Henry Greenfield
 Program-Publicity Dir.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslowsky
 Chief Engineer.....Charles Brown
 Consulting Engineer...Raymond N. Wilmotte

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By....Crosley Bcstg. Corp.
 Bus.-Studio Address....Crosley Sq., Cincinnati
 Transmitter Location.....Lyndhurst, N. J.
 Air Time.....6 a.m.-3 a.m.
 News Service.....INS. UP
 Representative.....WLW Sales Tracy Moore
 Transcription Service.....Associated
 Membership.....NARTB
 President.....Robert E. Dunville
 Asst. Gen. Mgr., Pgm. Dir.....Joe Besch
 Business Manager.....Harry G. Kirwan
 Sales Manager.....Roy Holmes
 General-Station Manager.....Harry Folts
 Publicity Director.....Dick Winters
 News Director.....Charles Hall
 Chief Engineer.....Paul von Kunitz
 Consulting Engineer.....Weldon & Carr

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
 Owned-Oper. By....American Bcstg. Co., Inc.
 Business Address.....30 Rockefeller Plaza
 Phone Number.....SU 7-5000
 Transmitter Location.....Lodi, N. J.
 Air Time.....24 hours
 Representative.....ABC Spot Sales
 President.....Robert E. Kintner
 General Manager.....William M. Materne
 Commercial Manager.....Earl Salmon
 Sales Promotion Manager...Phillip Bernstein
 Program Mgr.....Ray Diaz
 Publicity Director.....Arthur Donegan
 News Director.....Thomas Velotta
 Chief Engineer.....William Trevarthen
 Farm Editor.....Philip Alampi

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Business-Studio Address.....1657 Broadway
 Phone Number.....Circle 6-2200
 Transmitter Location.....Kearny, N. J.
 Air Time.....6 a.m.-3 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....AM Radio Sales
 President.....Nathan Straus
 V.P. & Gen. Mgr.....M. M. Fleischl
 V.P. & Program Director.....Leon Goldstein
 Sales Mgr.....John J. McSweeney
 Chief Announcer.....Alun Williams
 Musical Director.....Lou Wacks
 Chief Engineer.....James McCafferty
 Consulting Engineer.....E. C. Page

WMGM

NEW YORK—1922—LBS

Frequency: 1050 Kc.....Power: 50,000 Watts
 Owned-Oper. By..Marcus Loew Booking Agcy.
 Business-Studio Address.....711 Fifth Ave.
 Phone Number.....Murray Hill 8-1000
 Transmitter Location.....E. Rutherford, N. J.
 Air Time.....6 a.m.-4 a.m.

5000 WATTS
 1330 K.C.

WEVD
**ENGLISH
 JEWISH**

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
 Managing Director

117-119 West 46th Street, New York 19

**The Only Station Serving New York's One Million Negroes
and 2,500,000 English-Speaking Jewish-Americans**

With studios in Harlem's famed Hotel Theresa

Listened to by greatest number of Negro families

Launching Anglo-Jewish programs (in English)

Broadcasting to biggest speciality audience in U. S.

1190 kc.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

207 East 30th Street

New York 16, N. Y.

HARRY NOVIK, General Manager

Tel.: ORegon 9-2720

NEW YORK

News Service.....AP, UP
 Representative.....Radio Reps.
 Director.....Bertram Leihar, Jr.
 General Manager.....Frank Roehrenbeck
 Sales Manager.....Arthur M. Tolchin
 Program Director.....Raymond Katz
 Publicity Director.....Jo Ranson
 Supvr. of Ann.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling

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
 Transcription Service.....Associated
 President.....Morris S. Novik
 General Manager.....Harry Novik

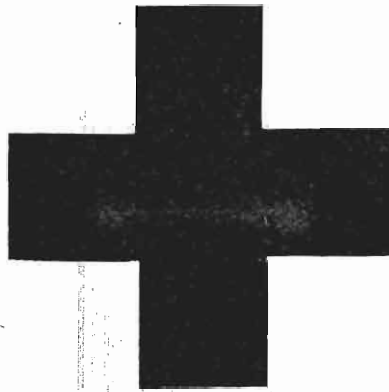
Program Director.....Jack Kuney
 Publicity Director.....Mike Jablons
 Chief Engineer.....John J. Bubbers

W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Transmitter Location.....Port Washington
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC Spot Sales
 President.....Joseph H. McConnell
 General Manager.....Ted Cott
 Sales Mgr.....William Rich
 Promotion Manager.....Jay Smolin
 Adv. & Prom. Mgr.....Wini Schaefer
 Program Director.....John Grogan
 Publicity Director.....Phil Dean
 Chief Engineer.....O. B. Hanson

The Red Cross Needs



Your Unstinting Assistance

GIVE!

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!

NEW YORK

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 Time24 Hours
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair
 President.....William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.....Bernice Judis
 V.P., Sales Director.....Ira Herbert
 Promotion Manager.....Kenneth Klein
 Production Manager.....Milton Slater
 Program Dir.....William Kaland
 Publicity Director.....Alan E. Brandt
 Chief Anncr., News Dir.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max Weiner

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address.....1440 Broadway
 Phone Number.....LOngacre 4-8000
 Transmitter Location.....Carteret, N. J.
 Air Time23 Hours
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Keenan & Eickelberg,
 Kettell & Carter
 Membership.....NARTB, BAB
 President.....Theodore C. Streibert
 V.P. in Chg. of Sales.....R. C. Maddux
 V.P. in Chg. Pgms.....Julius F. Seeback, Jr.
 V.P. Chge of Engr.....J. R. Poppele
 Sales Prom. Mgr.....Joseph Creamer
 Publicity Director.....Robert Blake
 Dir. of News.....Dave Driscoll
 Musical Director.....Sylvan Levin
 (See Page 304)

AP SELLS

For Stations and Sponsors—

For instance . . . **WSNY**

“We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition.”

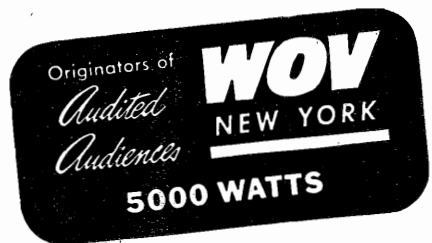
WINSLOW LEIGHTON,
 President,
 WSNY, Schenectady, New York



THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV. Put it on *all* your New York schedules!



* The sign says "Pedestrian Crossing"

National Representative:
John E. Pearson Co.

730 Fifth Ave., New York 19

**Rome Studios: Via di Porta Pinciana 4
544**

NEW YORK

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 Time21 hrs.
News ServiceAP

Transcription Service Standard....MacGregor
RepresentativePearson
General Manager.....Ralph N. Weil
Sales Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Ruth Thompson
Production Director.....Giorgio Padovani
Musical Director.....Dick Dia
Chief Engineer.....Emile Hill

See pages 100-101 for

**LISTING OF NEW YORK
PHONE NUMBERS**



NETWORKS
★
PUBLICATIONS
★
ORGANIZATIONS
★
TALENT AGENCIES
★
FM RADIO STATIONS
★
AM RADIO STATIONS
★
NEWS ASSOCIATIONS
★
TELEVISION STATIONS
★
PROGRAM PRODUCERS
★
RECORDING COMPANIES
★
ADVERTISING AGENCIES
★
TRANSCRIPTION COMPANIES
★
STATION REPRESENTATIVES

THERE IS



NO SUBSTITUTE



FOR THE GOOD MUSIC



OF WQXR



The Radio Station of The New York Times, Times Square, New York 18, N. Y.
Represented nationally by Paul H. Raymer Co.

NEW YORK

W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
Owned-Operated By: Interstate Bcstg. Co.
Business-Studio Address: 229 W. 43rd St.
Phone Number: LA. 4-1100
Transmitter Location: Maspeth, L. I.
Air Time: 6:30 a.m.-1 a.m.
News Service: N. Y. Times
Transcription Service: Associated
Representative: Paul H. Raymer
President: Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.: Elliott M. Sanger
V.P. Sales Mgr.: Norman S. McGee
Station Mgr.: James Kovach
Sales Prom. Dir.: Mary Rice Anderson
Program Director: Eleanor N. Sanger
Chief Announcer: Albert A. Grobe
Publicity Director: Eleanore "Pat" Hurley
Musical Director: Abram Chasins
Chief Engineer: L. J. Kleinklaus
Consulting Engineer: John V. L. Hogan

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 46000 Watts d.
Owned-Oper. By: The Niagara Falls Gazette Publishing Co.
Business-Studio Address: Hotel Niagara
Phone Number: 8421
Transmitter Location: Grand Island
Air Time: Daytime
News Service: UP
Transcription Service: World, Standard, Associated
Representative: Headley Reed
V.P., Gen.-Station Mgr.: Earl C. Hull
Commercial Manager: Richard G. Robbins
Program Director: Tony Allen
Chief Engineer: Robert Wilson
Consulting Engr.: Russell May

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Oper. By: John J. Laux
Phone Number: 5266
Transmitter Location: New Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: SESAC
Representative: Grant
Owner: John J. Laux
Prom., Sta. Mgr.: Tom W. Talbot
Commercial Manager: Terry Milan
Program Director: Louise Hamrick
Chief Engineer: Gustav Czaplak
Consulting Engineer: George Davis

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: St. Lawrence Bcstg. Corp.
Address: Ogdensburg
Phone Number: 500
Studio-Transmitter Location: 2315 Knox St.
News Service: UP
President: Joseph R. Brandy
General Manager: Harold J. Frank
Program Director: Hal Gilman
Chief Engineer: Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Address: 3219 State St.
Phone Number: 4149
Air Time: 6:45 a.m.-11:15 p.m.
News Service: AP
Transcription Service: World
Representative: Everett & McKinney
Membership: NARTB, BAB
President: E. B. Fitzpatrick
General-Station Mgr.: John R. Henzel
Commercial Manager: Donald Merriman
Sales Promotion Manager: Joseph K. Eade
Publicity Director: Anne L. Anstaett
News Director: Carroll Anstaett
Chief Engineer: Otis Atherton
Consulting Engr.: Bernard O'Brien

W D O S

ONEONTA—1947—MBS

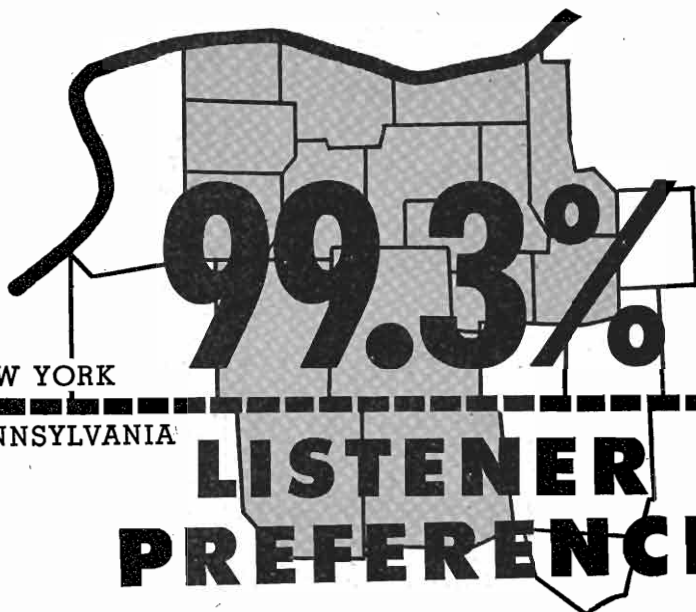
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: The Oneonta Star, Inc.
Bus.-Studio Address: 104 Chestnut St.
Phone Number: 2470
Transmitter Location: So. Side
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Ernest F. Oliver
Prom. Mgr., Pub. Dir.: Dennis J. Sullivan
Program Director: Charles Hobart
Chief Engineer: Wiley Bates
Consulting Engineer: Jansky & Bailey

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Oper. By: Key Bcstg. System Inc.
Phone Number: Oyster Bay 6-2500;
Transmitter Location: Battery Park
News Service: UP

HOW MUCH CLOSER TO 100% CAN YOU GET?



NEW YORK

PENNSYLVANIA

LISTENER PREFERENCE

ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties ... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429

WHAM is TIED for FIRST in 2

WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson
Station



Basic NBC — 50,000 watts — clear channel — 1180 kc

NEW YORK

Transcription ServiceMacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth
Commercial Manager.....Harry Minkoff
Program Director.....Joan Bennett

WALK
PATCHOGUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....24 E. Main St.
Phone Number.....408
General Manager.....Nils E. Segerdahl
Commercial Manager.....Walter S. Bates
Program Director.....Jack Ellsworth
Chief Engineer.....Walter Luce

WPAC
PATCHOGUE—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Patchogue Bcstg. Co.

WLNA
PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Trans. Address.....Radio Terrace
Phone Number.....7-2454
Air Time.....6:45 a.m.-6:45 p.m.
News Service.....UP
Transcription Service.....World
Membership.....NARTB
Pres., Chief Engineer...Peter C. Housekeeper
Gen., Sta. Mgr.....Irving E. Cottrell
Sales Promotion Mgr.....Francis Lough
Consulting Engineer.....Paul Godley

WEAV
PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone Number.....1600
Transmitter Location.....Lake Shore Rd.
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Langworth
Representative.....Gill-Keefe & Perna
Membership.....NARTB, BAB
President, Sta. Mgr.....George F. Bissell
Ass't. Sta. Comm. Mgr.....Jan King
Program Director.....Frank Allen
Production Director.....Glenda Huffman
Publicity Director.....Claire Norris
Chief Engineer.....Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address...301-03 Cornelia St.
Phone Number.....2800
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant Co., Inc.
Membership.....NARTB, BAB
Pres., Gen., Comm. Mgr....Joel H. Scheier
Sales Prom. Mgr., News Dir..Martin D. Mannix
Chief Engineer.....John M. Nazak

WEEK

POUGHKEEPSIE—1948

Frequency: 1390 Kc...Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number.....8300
Transmitter Location.....Pendell Road
News Service.....UP
Transcription Service.....World
Representative.....Devney & Co.
Comm., Gen. Mgr.....Arthur J. Barry, Jr.
Program Director.....Harold Hennig
Chief Engineer.....John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

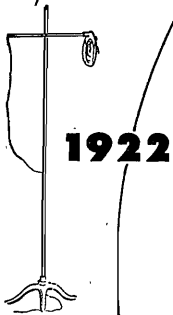
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dutchess County
Broadcasting Corp.
Business-Studio Address.....Nelson House
Phone Number.....6800
Transmitter Location.....Nelson House
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
Membership.....NARTB, BAB
President.....George W. Bingham
Sec.-Treas.....Mabel Shroyer Meurer
V.P. of Sales.....Richard A. Dwelley
V.P. of Pgm.....John Kuhn
V.P. of Engr.....Marvin S. Seimes

WHAM

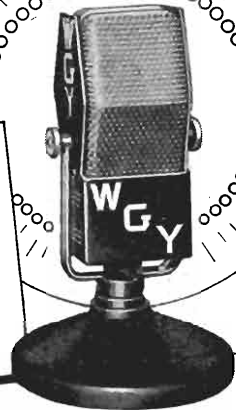
ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Transmitter Location.....Chili
Air Time.....5:15 a.m.-12:30 a.m.
News Service.....UP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....NARTB, BAB
V.P., Gen. Mgr.....William Fay
Commercial Manager...John W. Kennedy, Jr.

30 Years of Leadership



**WGY's
Pearl Anniversary**



- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY

50,000 Watts

REPRESENTED
NATIONALLY BY NBC SPOT SALES
**A GENERAL ELECTRIC STATION
SCHENECTADY, N. Y.**

NEW YORK

Program Director..... Charles W. Siverson
 Production Director..... Sylvester Novelli
 Publicity Director..... Armin N. Bender
 Chief Announcer..... Robert Turner
 News Director..... David E. Kessler
 Chief Engineer..... Kenneth Gardner
 Farm Editor..... George Haefer

W A R C

ROCHESTER—1947—ABC

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Operated By..... WARC, Inc.
 Bus.-Studio Address..... Sheraton Hotel
 Phone Number..... HAMILTON 8920
 Transmitter Location..... 2670 So. Clinton Ave.
 Air Time..... 24 Hours
 News Service..... AP
 Transcription Service..... RCA, Thesaurus
 Representative..... Raymer
 President, Gen. Mgr..... S. W. Townsend
 Station Manager..... Fred R. Ripley
 Commercial Manager..... George Schautz
 Program Director..... Edward Merritt, Jr.
 Publicity Director..... Bebe Grau
 Chief Engineer..... Robert Emch
 Consulting Engineer..... Chambers & Garrison

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc..... Power: 5000 Watts
 Owned-Operated By..... WHEC, Inc.
 Business-Studio Address..... 40 Franklin St.
 Phone Number..... Baker 6740
 Transmitter Location..... 1850 N. Winton Rd.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Everett McKinney
 President..... Frank E. Gannett
 Executive V.P..... Clarence Wheeler
 General Manager..... Gunnar O. Wiig
 Commercial Manager..... Le Moine C. Wheeler
 Pgm., Prom. Dir..... William J. Adams
 Production Director..... L. H. MacMillan
 Chief Engineer..... Bern C. O'Brien

W R N Y

ROCHESTER—1947—LBS

Frequency: 680 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Monroe Bcstg. Co., Inc.
 Business-Studio Address..... 191 East Ave.
 Phone Number..... Hamilton 9775
 Transmitter Location..... Mt. Read Blvd.
 News Service..... AP
 Representative..... Forjee
 President..... George B. Kelly
 Gen., Sta. Mgr..... W. Eccles Huff
 Production Director..... Russell A. Browne
 News Director..... Robert Barager
 Chief Engineer..... Kenneth Henderson
 Farm Editor..... Harry Russell

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned-Oper. By... Federal Bcstg. System, Inc.
 Business-Studio Address..... 328 Main St. E.
 Phone Number..... Baker 4870
 Transmitter Location..... French Rd., Brighton
 Air Time..... Unlimited
 News Service..... INS
 Representative..... Walker
 Pres., Gen. Mgr..... Gordon P. Brown
 Station Director..... John Hill
 Commercial Manager..... Russell K. Schmidt

W V E T

ROCHESTER—1947—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By..... Veterans Bdcstg. Inc.
 Address..... 17 Clinton Ave So.
 Phone Number..... HAMILTON 4820
 Transmitter Location..... Westfall Rd.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Associated
 Representative..... The Bolling Co., Inc.
 Pres., Gen. Mgr., Chf. Engr..... Ervin F. Lyke
 Commercial Manager..... Elmer J. Walz
 Sales Prom. Manager..... Arthur Murrellwright
 Program Director..... Paul C. Louther
 Production Director..... F. Chase Taylor
 Chief Announcer..... Bob Trebor
 News Director..... David Roberts
 Musical Director..... Patricia Perkins
 Consulting Engineer..... John Creutz

W K A L

ROME—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Copper City Bcstg. Corp.
 Business-Studio Address..... Capitol Theatre Bldg.
 Phone Number..... 3616-7
 Transmitter Location..... Muck Rd. & Jay St.
 Air Time..... 6:30 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Donald Cooke, Inc.
 President..... Myron J. Kallet
 General Manager..... Charles King
 Commercial Manager..... Joseph Trela
 Program Director..... Louis Barile
 Sales Prom. Mgr..... George Bolton
 Production Director..... Rick Morgan
 Chief Engineer..... James Delaney
 Consulting Engineer..... George Adair

W N B Z

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Upstate Bcstg. Corp.
 Business-Studio Address..... 88 Main St.

NEW YORK

Phone Number 1320
 Transmitter Location Merrill St.
 Air Time 7:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Langworth
 Representative Thomas F. Clark
 Membership NARTB
 Pres., Gen. Mgr. Jacques DeMattos
 Program Dir. Chief Ann. Ray Turner
 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
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus, World
 Representative NBC Spot Sales
 Membership NARTB, BAB
 V.P., Pub. Rel. Chester H. Lang
 Asst. Mgr. of Bcstg. B. J. Rowan
 Station Manager R. B. Hanna
 Asst. Station Mgr. R. W. Welpott
 Supervisor of Sales Robert F. Reid
 Supervisor of Prod. Earle Pudney
 Spvr. Prom., Pub. George L. Peck
 Spvr. of News W. T. Meenam
 Spvr. of Music A. O. Coggeshall
 Spvr. of Programs Caleb Paine
 Chief Engineer W. J. Purcell
 Supervisor of Farm Bcstg. Merl L. Galusha
 (See Page 550)

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Gateway Bcstg.
 Business-Studio Address 619 State St.
 Phone Number 3-3622
 Transmitter Location Campbell Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Young
 Membership BAB
 President, Gen. Mgr. Winslow Leighton
 Comm., Sls. Prom. Mgr. Thomas Seeley
 Chief Anncr., News Dir. Robert Wallace
 Chief Engineer Irving P. Beck

WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By WAGE, Inc.
 Business-Studio Address Loew Bldg.
 Phone Number 2-0277
 Transmitter Location 626 Liverpool Rd.
 Air Time Unlimited

News Service AP
 Transcription Service Standard
 Representative O. L. Taylor
 Membership NARTB, BAB
 President Frank G. Revoir
 General-Station Manager Doug Johnson
 Commercial Manager F. I. Geiger
 Sales Prom. Mgr. Ed. O'Connor
 Program Director George Drisko
 News Director Joe Cumiskey
 Chief Engineer Donald F. Langham
 Consulting Engineer A. Earl Cullum

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By Onondaga Radio Bcstg.
 Bus.-Studio Address 433 S. Warren St.
 Phone Number 2-1147
 Transmitter Location Collamer
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative Free & Peters
 Membership NARTB, BAB
 President Oscar F. Soule
 General Manager Samuel Woodworth
 Commercial Mgr. Charles Phillips
 Sls. Prom. Mgr., Pub. Dir. Hendrick Soule
 Pgm., Prod. Mgr. Raymond Gantter
 News Director Raymond Krise
 Chief Engineer James Kelly
 Consulting Engineer Jansky & Bailey

WNDR

SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Syracuse Bcstg. Corp.
 Address 306 So. Salina St.
 Phone Number 2-6101
 Transmitter Location Dewitt
 News Service AP
 Transcription Service World, SESAC
 Representative Rambeau
 General Manager Arthur C. Kyle, Jr.
 Assistant Treasurer Neldon L. Kidd
 V.P., Comm. Mgr. Franklin H. Small
 Program Director Eric Fields
 Chief Engineer Robert Dye

WOLF

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Business-Studio Address Onondaga Hotel
 Phone Number 2-7211
 Transmitter Location Kirkpatrick & Van
 Renselear Sts.
 Air Time 6 a.m.-2 a.m.
 News Service AP

NEW YORK

Transcription Service Standard
 Representative Walker
 President, General Mgr. . . . T. Sherman Marshall
 Sta. Mgr., Prog. Dir. Hamilton M. Woodie
 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 Kemper Bldg.
 Phone Number 3-7111
 Transmitter Location Valley Dr.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 President Harry C. Wilder
 V.P. & Gen. Mgr. E. R. Vadeboncoeur
 Commercial Manager W. R. Alford, Jr.
 Sales Prom. Mgr. Caley Augustine
 Program Director Bill Rothrum
 Chief Announcer Elliott Gove
 News Director Fred Hillegas
 Chief Engineer A. G. Belle Isle
 Consulting Engineer. Craven, Lohnes & Culver

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 NARTB, BAB
 President H. C. Wilder
 General Manager W. W. Carter
 Commercial Manager J. W. Sutphen
 Sales Prom. Mgr., Pub. Dir. . . . James F. Baker, Jr.
 Program-Musical Dir. Randolph English
 News Director John J. Givney
 Chief Engineer A. H. Chismark
 Consulting Engr. Craven, Lohnes & Culver

W G A T

UTICA—1947—LBS

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Central Bcstg. Co.
 Phone Number 2-9231
 Bus. Studio Add., Trans. Loc. Kellogg Rd.
 New Hartford
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Representative Meeker

Pres., Gen. Mgr. J. Eric Williams
 Comm., Prom. Mgr. Roland L. Fowler
 Chief Engineer Hans W. Winkler
 Consulting Engineer Selliman & Barclay

W I B X

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Whitestone
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Reps. Colton, Bannan, Biddick
 Membership NARTB, BAB
 Pres., Gen. Mgr. Mrs. Margaret B. Stevens
 V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Production Director Betty Cushing Griffin
 Publicity Director Nathan W. Cook
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone Number 2-5111
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Avery-Knodel
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Richard A. Clark
 Sales Prom. Mgr. Margaret Barnard
 Transmitter Supervisor George S. Woods

W D L A

WALTON—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Corp.
 Address Route 206
 Phone Number 1270
 News Service UP
 President E. Ogden Bush
 Gen., Comm. Mgr. Arthur L. Cooper
 Sta. Mgr., Pgm., Prom. Dir. H. C. Fisher
 Chief Engineer Gene Robinson

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Watertown Bcstg. Corp.

NEW YORK

Bus.-Studio Location.....118 Washington St.
 Phone Number2424
 Air Time.....7 a.m.-12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard
 MembershipNARTB
 Pres., Gen. Mgr.....G. Harry Righter

W W N Y
WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway Co.
 Business-Studio Address.....Public Square
 Phone Number4120
 Transmitter Location.....Ives St. Rd.
 News ServiceUP
 Transcription Service.....World, Associated
 RepresentativeWeed
 MembershipNARTB, BAB
 President.....John B. Johnson
 General-Comm. Mgr.....Louis Saiff, Jr.

W F A S
WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Westchester Bcstg. Corp.
 Bus.-Studio Address.....8 Church St.
 Phone Number.....White Plains 9-6400
 Transmitter Location....Secor Rd., Greenburgh
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, Associated
 RepresentativeHeadley-Reed
 MembershipNARTB, BAB
 President.....Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz

W W R L
WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address..41-30 58th St.
 Phone Number.....Newtown 9-3300
 Transmitter Location.....Secaucus, N. J.
 News ServiceAP
 Transcription ServiceAssociated
 President.....W. H. Reuman
 Station Manager.....Edith Dick
 Sales Prom. Mgr.....Selvin Donneson
 Prom., News Dir.....Fred Barr
 Chief Engineer.....Benton R. Bartlett

OUR 21st YEAR . . .

Serving Westchester . . . a retail market of nearly \$¾ billion!

And year by year, the WFAS share-of-audience keeps climbing.

Ask for current surveys.
 They're really interesting!

WFAS and WFAS-FM

8 Church Street
 White Plains, N. Y.

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

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By...Roanoke-Chowan Bcstg.
Co., Inc.
Business Address...Ahoskie
Phone Number...333
Studio-Transmitter Location...Ahoskie-Aulander
Hwy. (N. C. 350)
News Service...UP
Transcription Service...World
President...Charles H. Jenkins
Gen., Comm. Mgr....P. G. Sewell
Program Director...Johnny Palmer
News Director...Burt Derman
Chief Engineer...John M. Sherwood

WABZ

ALBEMARLE—1947—KBS-LBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By...Radio Station WABZ, Inc.
Business-Studio Address...Hotel Albemarle
Phone Number...1100
Transmitter Address...3 Mi. N. City, Hiway 52
News Service...UP
Representative...Devney, Dodson
President...M. M. Palmer
General Manager...W. J. Page
Commercial Mgr....C. H. Shank
Program Dir....J. T. Newman
Chief Engineer...J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By...Asheboro Bcstg. Co., Inc.
Business-Studio Address...303 E. Salisbury St.
Phone Number...2187
Transmitter Location...Oakie Mt.
Air Time...5 a.m.-sunset
News Service...UP
Transcription Service...Associated
President...Roy Cox
Gen., Sta. Mgr....J. R. Marlowe
Comm., Sis. Prom. Mgr....Ryan R. Neely
Pgm., Pub. Dir., Farm Editor...A. B. Brown
Production Director...C. V. Smith
Musical Dir....Nelson J. Harill
Chief Engineer...Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
1000 n.
Owned-Operated By...Radio Station WISE, Inc.
Address...100 College St.
Phone Number...3-5381-3

Air Time...Unlimited
News Service...AP
Representative...Devney
Membership...NARTB
Pres., Gen. Sta. Mgr....Harold H. Thoms
Commercial Mgr....Lloyd B. Leonard
Sales Prom. Manager...Floye Bowers
Program Director...Harold Moon
Publicity Dir....Skeeter Moore
Chief Engineer...John Randolph
Consulting Engineer...Wm. E. Benns, Jr.

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By...Skyway Bcstg. Corp.
Business-Studio Address...Battery Park Hotel
Phone Number...2-2431
Transmitter Location...Emma
Air Time...6:00 a.m.-12 M.
News Service...UP
Transcription Service...World
Representative...Taylor Co.
V.P., General Manager...Charles B. Britt
Station Manager...Kenneth Beachboard
Comm., Prom. Mgr....George Roesler
Program Director...William L. Robertson
Musical Director...Fred Osborne
News Director...R. F. Brown, Jr.
Farm Editor...“Bing” Bennett
Chief Engineer...William M. Chambers
Consulting Engineer...John Creutz

WSKY

ASHEVILLE—1946—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Radio Asheville, Inc.
Business-Studio Address...12 Church St.
Phone Number...3-4451
Transmitter Location...Campbell Woods
Air Time...6:30 a.m.-M.
News Service...AP
Transcription Service...Lang-Worth
Representative...Rambeau
President...Carl R. Bamford
Gen.-Sta. Mgr....Zeb Lee
Commercial Manager...Cliff Bowers
Program Director...Frank Messer
Chief Engineer...Bill Clemments
Consulting Engineer...A. D. Ring

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By...Asheville Citizen-Times Co.
Business-Studio Address...14 O'Henry Ave.
Phone Number...5611
Transmitter Location...Emma

NORTH CAROLINA

Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Headley-Reed
 Membership.....NARTB, BAB
 President.....Don S. Elias
 Gen., Sta. Manager.....Cecil B. Hoskins
 Commercial Manager.....James A. Hagan
 Program, News Director.....William F. Melia
 Chief Engineer.....William H. Hamrick
 Consulting Engineer.....A. D. Ring Co.

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Address.....Depot St., Box 72
 Phone Number.....467
 News Service.....AP
 President.....Doris B. Brown
 Commercial Manager.....Roland B. Potter
 Prom. Mgr., Pgm., News Dir...Charles Wilfong
 Chief Engineer.....Bill K. Phillips
 Consulting Engineer.....John Creutz

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
 Phone Number.....745
 News Service.....AP
 President.....Ed M. Anderson
 Exec. Director.....John Anderson
 Gen., Comm. Mgr.....M. L. Hammette
 Chief Engineer.....William Pascal
 Program Director.....Dorothy Wallace
 Prom., Farm, News Dir.....Dave Sherrill

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Alamance Bcstg. Co., Inc.
 Business-Studio Address.....318½ S. Main St.
 Phone Number.....6-6376
 Transmitter Location.....W. Front St. Ext.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated, Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NARTB
 Gen., Sta. Mgr.....E. Z. Jones
 Commercial Manager.....Phil Eakin
 News, Pgm. Dir.....Ed Brooks
 Sales Prom. Mgr.....Ted Hanker
 Production Director.....Robert Thompson
 Chief Engineer.....Berry Tysor
 Consulting Engineer.....John Creutz

WFNS

**BURLINGTON—1946—LBS
 TOBACCO NET**

Frequency: 1150.....Power: 1000 Watts d.,
 Owned-Oper. By Burlington-Graham Bdcstg Co.
 Phone Number.....4261
 Transmitter Location.....Burch Bridge Rd.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....World
 Representatives.....Sears & Ayer
 Membership.....NARTB, BAB
 General Manager.....John C. Hamner
 Commercial Manager.....Alan Friedrich
 Chief Engineer.....Charles D. Chandler
 Consulting Engineer.....George Davis

WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...Inter-City Advertising Co.
 Business-Studio Address.....120 E. Third St.
 Phone Number.....3-7173
 Transmitter Location.....Oakdale Section
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....George W. Dowdy
 Gen., Comm. Mgr.....Walter H. Goan
 Program Director.....Harry Barfield
 Chief Engineer.....B. C. Stewart

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Jefferson Standard Bdcstg.
 Address.....Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nation's Ford Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated, World
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, BAB
 President.....J. M. Bryan
 Gen., Sta. Mgr.....Charles H. Crutchfield
 Commercial Manager.....Keith S. Byerly
 Sales Promotion Manager...J. R. Covington
 Program Director.....Kenneth I. Tredwell
 Production Director.....Robert L. Rierson
 Publicity Director.....Doratheia Janssen
 News Director.....Jack Knell
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

NORTH CAROLINA

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Charlotte Radio & TV Corp.
 Business Address 702 Builders Bldg.
 Phone Number 2-6669, 5-4829
 Studio-Transmitter Location 2520 Toomey Ave.
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Promotion Manager Eric C. Dehlin
 Chief Announcer John G. Surratt
 Program Director Fred W. Vinroot
 Commercial Manager Henry G. Grad
 Chief Engineer Thomas C. Brandon
 Consulting Engineer Gautney & Ray

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By. Bcstg. Co. of South
 News Service AP
 Transcription Service Thesaurus
 Representative Free & Peters
 Managing Director Ray A. Furr
 Commercial Manager Tom Mitchell
 Program Director James A. Frazer
 Chief Engineer John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station WSOC, Inc.
 Trans. Address 1925 N. Tryon St.
 Phone Number 7138
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Nelson Benton
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.
 Consulting Engineer George C. Davis

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Station WRRZ, Inc.
 Bus. Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton,
 on Hwy. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World

Representative Walker
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 General Manager George S. Walston
 Program Director Richard Welsh
 Chief Engineer Robert H. Bowden

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Own-Oper. By Cabarrus Bdcstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 26000
 Transmitter Location Hiway 29
 News Service AP
 Transcription Service Thesaurus
 President A. W. Huckle
 Secretary-Treasurer Elizabeth Huckle
 Pgm., Comm., Prom. Dir. Howard McCurry
 Chief Engineer James M. Wise

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By. No. Car. Cent. Bcstrs.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hwy. 421
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Lefton A. Tart, Sr.
 Sta., Gen. Mgr., Pub. Dir. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. Walt De Puy
 Pgm. Prod., Music. Dir. E. L. Burwell
 Chief Engineer Joseph Kollas
 Consulting Engineer Fred O. Grimwood

WDNC

DURHAM—1934—CBS-LBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Durham Radio Corp.
 Bus. Studio Address 138½ E. Chapel Hill St.
 Phone Number 6155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB
 President C. C. Council
 V.P., Gen. Sta. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett
 Consulting Engineer George Davis

NORTH CAROLINA

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Public Information Corp.
Address P. O. Box 1168
Phone Number 6919-6910
Transmitter Location Cole Rd.
Air Time 6 a.m.-12 M.
News Service INS
Transcription Service Capitol
Representative Don Cooke
President Tom Sawyer
Gen., Sta. Mgr. Thomas O. McCaffrey
Comm. Mgr. William R. Kirby, Jr.
Program Director Ed Coles
Production Director Mrs. Leslie Carroll
Publicity Director Doris Ortell
Chief Engineer Edward Norman
Consulting Engineer Walter Stout

Phone Number 4371-2
Transmitter Location Newland Road
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
President, News Dir. Herbert Peele
Gen., Sta. Mgr. C. Alden Baker
Comm. Mgr., Pgm. Dir. Bob Thomas
Consulting Engineer E. C. Page

WIFM

ELKIN—1951—LBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Yadkin Valley Bcstg. Co.
Phone Number 739
News Service UP
Transcription Service Capitol
Representative Continental
Owner, Mgr., Chief Engr. John A. Hinshaw
Commercial Manager Johnny Miller

WTIK

DURHAM—1946—ABC-TOBACCO

Frequency: 1310 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By Durham Bcstg Enter., Inc.
Address 205½ W. Main St.
Phone Number 6-101
Transmitter Location Leon St. off Glendale
News Service AP
Transcription Service World, Capitol
Representative Pearson
General Manager Floyd Fletcher
Commercial Manager Harmon L. Duncan
Pgm., Prom. Dir. Ken Corbitt
Chief Engineers Roy E Fullen, Arlis White

WFAI

FAYETTEVILLE—1951

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Rollins Bcstg. Inc.
Bus-Studio Add. Huske Bldg.
Phone Number 8131
Air Time 6 a.m.-1:05 a.m.
News Service AP
Transcription Service RCA Thesaurus
President John W. Rollins
General Manager James H. Mayes, Jr.
Commercial Manager Tom Harrell
Program Director Ray Woodard
Publicity Director Les Coleman
Chief Engineer Frank Delle

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Albemarle Bcstg. Co., Inc.
Address E. Colonial Ave.
Phone Number 4370
Representative Burn-Smith
Transcription Service SESAC
News Service UP
President Joseph A. Gill
Gen., Comm., Mgr., News Dir
George W. Haskett
Program Director Maud McClelland
Chief Engineer Benjamin Shannon

WFLB

FAYETTEVILLE—1948—ABC-LBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstrs., Inc.
Phone Number 7136
Studio-Transmitter Location Bragg Blvd.
Air Time 5:30 a.m.-M.
News Service AP
Representative Burn-Smith
President Harry B. Stein
Gen., Sta. Mgr. L. W. Allen
Commercial Manager C. M. Gaylord
Chief Announcer Gail Thompson
News, Pgm. Dir. W. H. Farrior, Jr.
Chief Engineer W. D. Bailey

WGAI

ELIZABETH CITY—1947—LBS—TN

Frequency: 560 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By WGAI Radio Co., Inc.
Business-Studio Address Kramer Bldg.

WFNC

**FAYETTEVILLE—1940
MBS—TOBACCO NET**

Frequency: 1390 Kc. Power: 5000 W. d.-
1000 W. n.
Owned-Oper. By Cape Fear Bcstg. Co.
Business-Studio Address 114 Anderson St.
Phone Number 4848
Transmitter Location Bragg Blvd.

NORTH CAROLINA

Air Time 5 a.m.-M.
News Service UP
Representative Walker
President T. K. Weyher
Gen., Sta. Manager Victor W. Dawson
Program Director Nat R. Martin
News Dir., Farm Editor Vestal Taylor
Chief Engineer John Ikner
Consulting Engr. Craven, Lohnes & Culver

W B B O

FOREST CITY—1947—LBS

Frequency: 780 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Rutherford County Radio Co., Inc.

Bus.-Studio-Transmitter Address Forest City
Phone Number 3205
News Service AP
Transcription Service Lang-Worth
Pres., Gen. Mgr. Ed M. Anderson
Sta., Comm. Mgr. Fred Blanton
Sales Prom. Mgr., Prog. Dir. Jane Smith
News Dir., Farm Editor Charles Melton
Chief Engineer Merton Iwerks

W F V G

FUQUAY SPRINGS—1949

Frequency: 1460 Kc. **Power:** 1000 Watts &
Owned-Oper. By W F V G Bdcstg. Co.
Phone Number 333
Trans. Loca. 1.5 miles No. of Fuquay Varine
News Service AP
President J. M. Stephenson
General Manager Marshall T. Pack
Commercial Manager Auburn C. Hayes
Promotion Director William P. Weathers
Program Director Walter Pearson
News Director Mark Thomas
Chief Engineer Walter Johnson

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Catherine T. McSwain
Bus.-Studio Address P. O. Box 737
Phone Number 5-0821
Transmitter Location Dallas Rd.
Air Time 6 a.m.-11:30 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Continental Radio Sales
Owner Catherine T. McSwain
General Manager Pat McSwain
Commercial Manager F. C. Abernathy
Program Director Fred Gray
Chief Engineer W. C. Groves, Jr.

W L T C

GASTONIA—1948—LBS

Frequency: 1370 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Gastonia Bcstg. Serv., Inc.

Address P. O. Box 1010
Phone Number 5-1079
Trans. Loca. Chapel Rd., nr. Ash. Ave.
News Service UP
Transcription Service World
Representative Thomas F. Clark
Pres., Gen. Mgr. James B. Petty
Commercial Manager Boyce C. Morrow
Prom., News Pgm. Dir. R. St. Lawrence
Chief Engr., Farm Editor Don C. Voigt

W F M C

GOLDSBORO—1951

Frequency: 730 Kc. **Power:** 1000 Watts d.
Owned-Oper. By Southern Radio & TV Corp.
Address Goldsboro
Phone Number 963
News Service UP
Transcription Service World, SESAC
President Hayden Stuart
Gen., Comm. Mgr. William R. Murray
Program., Prom. Dir. Charles S. Carter
Chief Engineer William W. Bridges

W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc. **Power:** 1000 Watts
Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
Address P. O. Box 1024
Phone Number Main Studio-1550
Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
News Service AP
Transcription Service Associated
President A. T. Hawkins
General Manager V. Gerald Balkcum
Chief Engineer Daniel B. Trueblood
Comm., Sales Prom. Mgr. Nat Royster
Program Director Vassie Balkcum

W C O G

GREENSBORO—1948—ABC

Frequency: 1320 Kc. **Power:** 1000 Watts
Owned-Oper. By Inter-City Adv. Co., Inc.
Business-Studio Address 314 S. Greene St.
Phone Number 3-6925
Transmitter Location Muirs Chapel Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership NARTB, BAB
President George W. Dowdy
General Manager Henry E. Sullivan
Commercial Mgr. George Barber
Program Director W. E. Jackson, Jr.
Publicity Director Sandra Sisk
Chief Engineer Ernest Pate, Jr.
Consulting Engineer W. H. Malone

NORTH CAROLINA

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By. North Carolina Bcstg. Co.
 Phone Number 6125
 Studio Address. O. Henry Hotel Bldg.
 Transmitter Location. Battleground Blvd.
 News Service AP
 Transcription Service. Thesaurus, World
 Representative. George P. Hollingbery
 Pres., Gen. Mgr. Gilbert M. Hutchison
 Commercial Mgr. William P. Mitchell
 Sales Prom. Mgr. Aileen Gilmore
 Program Director. Alfred J. Rice
 News Director. Charles Mitchell
 Chief Engineer. Earl F. Allison

Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Ralph M. Lambeth
 Commercial Mgr. L. O. Hutchins
 Sales Prom. Manager Earl O. Sullivan
 Publicity Director H. Marie Craven
 Chief Engineer Fred S. Smith

W G T C

**GREENVILLE—1940
 TOBACCO—MBS**

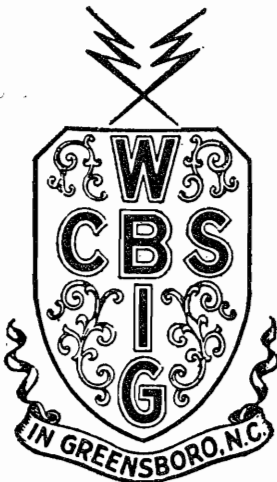
Frequency: 1590 Kc. Power. 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By. Carolina Bdcstg. Sys., Inc.
 Address P. O. Box 898
 Phone Number 3182
 Transmitter Location Faulkland Hwy.
 Air Time 6 a.m.-11:15 p.m.
 News Service. UP
 Transcription Service World,
 Capitol Associated
 Representative John E. Pearson Co.
 Membership NARTB, BAB
 President Earl McD. Westbrook
 Gen. Sta., Prom. Mgr. A. Hartwell Campbell
 Commercial Manager Carl McKinney
 Program Director. George Webb
 Production Director. Margaret Laughinghouse
 Publicity Director. Ruth Webb

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.
 News Service UP
 Transcription Service Lang-Worth

ONE OF AMERICA'S FIRST STATIONS!



**WBIG
 MARKET DATA
 16 Counties**

1950 Radio Homes* 198,187
 1950 Retail Sales† \$651,567,000
 1950 Total Farm Income* . . . \$90,234,756

* SOURCE: 1951 *Broadcasting Marketbook*

† SOURCE: 1951 *Sales Management*

"The Prestige Station of the Carolinas"

represented by hollingbery

NORTH CAROLINA

Chief Announcer Charles Whedbee
 Chief Engineer Hank Tribley
 Consulting Engineer Dixie B. McKee

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Oper. By Henderson Radio Corp.
 Bus.-Studio Address Norlina Road
 Phone Number 736
 Transmitter Location Norlina Rd., U. S. 1
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus, Cole,
 Lang-Worth, Keystone

President S. S. Stevenson
 V.P. & Gen. Mgr. Nathan Frank
 Station Manager Harry Trotman
 Program Director Bob Leach
 Production Director Bob Harrison
 Chief Engineer Lewis Hiland
 Consulting Engineer George C. Davis

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Hendersonville, Inc.
 Phone Number 9062
 Transmitter Location Chimney Rock Rd.
 Air Time 5:45 a.m.-M.
 News Service AP
 Transcription Service McGregor
 Representative Donald Cooke
 President Beverly Middleton
 Station Manager Kermit Edney
 Commercial Manager Robert Smith
 Chief Engineer Charles Renfrow
 Consulting Engineer Eliot Lovett

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Catawba Valley Bcstg. Co.
 Address Radio Bldg.
 Phone Number 2294
 Representative Walker
 Transcription Service World, SESAC
 News Service UP
 President Carl V. Cline
 Gen. Sta. Mgr. Edmund S. Long
 Commercial Manager James K. Willis
 Program Director Jack Starnes
 Chief Engineer Thomas E. Long

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bdcstg., Inc.
 Address 329 1st Ave.
 Phone Number 2124
 Trans. Loca. 2 Mi. SE. of Hickory

Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NARTB, BAB
 Pres., Pub., News Dir. Margaret A. Smith
 Secty.-Treas., Gen. Mgr. E. H. Smith, Jr.
 Commercial Manager Lee Douglas
 Program Director Mattie I. Padgett
 Chief Announcer Richard H. Benson
 Chief Engineer Elmer H. Troutman
 Consulting Engineer John Creutz

WHPE

HIGH POINT—1947—KBS-LBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By High Point Enterprise, Inc.
 Business-Studio Address 307 N. Main St.
 Phone Number 3466
 Transmitter Location Old Thomasville Rd.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Associated, Standard
 Membership NARTB, BAB
 Co-Owner R. B. Terry
 Co-Owner D. A. Rawley
 Sta., Comm. Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Engineer Yancy Cecil
 Consulting Engineer Dillard

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address 164 S. Main
 Phone Number 4593
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen.-Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Sales Prom. Mgr. Gerald D. Sullivan
 Program, News Dir. Gary Davis
 Mus. Dir., Farm Editor Wayne Morgan
 Chief Engineer Robert Moore
 Consulting Engineer George Davis

WJNC

JACKSONVILLE—1945 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Lester L. Gould
 Address Box "E"
 Phone Number 707-708
 Trans. Location New Bridge St.
 Air Time 6 a.m.-11:30 p.m.
 News Service UP

NORTH CAROLINA

Transcription ServiceLang-Worth
 Representative Pearson
 MembershipNARTB
 Pres., Gen., Comm. Mgr..... Lester L. Gould
 Sta. Mgr., Chief Annrc..... Rodric L. Jones
 Sales Prom. Mgr., Pgm. Dir..Frances A. Bovick
 Chief Engineer, Pub. Dir.... Howard P. Cohen

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fred H. Whitley, Inc.
 Address ...Box 997, Cannon Blvd., Hwy 29
 Phone Kannapolis 870, Concord 27076
 Air Time Sunrise-sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 MembershipNARTB
 Pres., Gen. Mgr..... Fred H. Whitley
 Chief Engineer..... Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Farmers Bstg. Service, Inc.
 Address.....1400 W. Vernon St.
 Phone Number5151
 Air Time Daytime
 News ServiceUP
 Transcription Service Capitol
 Representative Devney
 President..... E. L. Scott
 Gen. Comm. Mgr..... Jack P. Hankins
 Program Director..... Ed Sheppard
 Chief Engineer..... Kenneth Read

WFTC

**KINSTON—1937—ABC-CBS-NBC
TOBACCO NET**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Kinston Bcstg. Co.
 Address.....204 East King St.
 Phone Number4111
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative Burn-Smith
 Pres., Gen., Sta. Mgr..... William S. Page
 Commercial Mgr..... J. Harold Vester
 Program Dir..... S. Bruce Petteway
 News Director..... Herman B. Civils
 Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
 Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947—LBS-KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Scotland Bcstg. Co

Bus-Studio AddressState Bank Bldg.
 Phone Number770
 Transmitter Location ..Laurinburg-Maxton Hy.
 Air Time Daytime
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Devney & Co.
 MembershipNARTB, BAB
 President Edwin Pate
 General Mgr., Farm Edit.. J. R. Dalrymple, Jr.
 Commercial Manager..... Bill Hogan
 Program Director..... Paul Wynn
 Prom., News Dir..... Dick Brown
 Chief Engineer..... Truman N. Brock
 Consulting Engr..... George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Douglas L. Craddock
 Address-Trans. Loc..... Blvd. & Pine
 Phone Number701-2
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription Service.....World, Keystone
 MembershipNARTB
 Pres., Gen., Sta. Mgr...Douglas L. Craddock
 Pgm., News Dir., Chf. Ann..... J. K. Thomas
 Chief Engineer..... Eldred Winn
 Consulting Engr.McNary & Wrathall

WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address107 West Ave.
 Phone Number761 & 899
 Transmitter LocationMorganton Rd.
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription Service...Lang-Worth, Keystone
 Pres., Gen. Mgr. John P. Rabb
 Commercial Manager F. Kent Atwater
 Program Director K. Rabb
 Chief Announcer..... John A. Dellinger
 Musical Director George Kirstin
 Chief Engineer.....Harvey C. Atchisson
 Consulting Engineer..... Janskey & Bailey

WBUY

LEXINGTON—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..Davidson County Bcstg. Co.
 Business Address..... P. O. Box 359
 Phone Number2716
 Studio-Transmitter Location..... Route 29
 Air Time6 a.m.-10 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative..... Continental Radio Sales
 MembershipNARTB, BAB
 Partners.....Greely N. & Omar G. Hilton

NORTH CAROLINA

Station Manager.....C. Robert Ray
 Commercial Mgr.Robert Raker
 Chief Engineer.....E. P. Mallard
 Consulting Engr.William Bennis

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Robeson Bcstg. Corp.
 Business-Studio Address.....112 W. Fifth St.
 Phone Number1080
 Transmitter Location.....Charlotte Rd.
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 General Manager.....James MacNeil

W B R M

MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Lake City Bcstg. Corp.
 Address.....13½ W. Court St.
 Phone Number7221
 News ServiceUP
 Pres., Gen. Mgr.....W. P. Erwin
 Commercial Mgr.....J. C. Pleasant
 Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.
 Chief Engineer.....Hubert C. Martin

W M A P

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....P. O. Box 382
 Phone Number1060
 Studio-Transmitter Location.....Camp Sutton
 News ServiceUP
 Transcription ServiceWorld
 PresidentDick Marable
 Commercial Mgr.....Z. Bright Tucker
 Gen., Prom. Mgr., Farm Dir.....J. Archie Laney
 Chief Engineer.....Robert I. Smith

W H I P

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne M. Nelson
 Trans.-AddressMooresville, N. C.
 Phone Number500
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....KBS, Capitol
 Pres., Gen. Manager.....Wayne M. Nelson
 Chief Engineer.....E. M. Stanton, Jr.
 Consulting Engineer.....George C. Davis

W M B L

MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.

AddressBox 740
 Phone Number6-3188
 Transmitter Location.....Radio City Island
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....World and Standard
 RepresentativeMcGillvra
 MembershipNARTE, BAB
 Pres., Gen. Mgr.....Grover C. Munden
 Sales Prom. Mgr.....Charles Markey
 Commercial Manager.....Jimmy Wallace
 Prog. Dir., Chf. Engr.....Ray Cummins

W M N C

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Nathan J. Cooper
 Transmitter—Address.....Hwy 181, P. O. Box 698
 Phone Number1100
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol
 Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
 Publicity Dir.....Madelyn Patton
 Production Director.....Mozelle Buff
 Chief Engineer.....Frank Ballew

W P A Q

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Bus.-Studio-Transmitter.....Springs Rd., R 5
 Phone Number682
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeThomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Prom. Mgr.....W. E. Craddock, Jr.
 News Dir., Chf. Ann.....Johnny Joyce
 Chief Engineer.....Arnold Bruce Flemming
 Consulting Engr.....John J. Keel

W S Y D

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.
 Address.....P. O. Box 53
 Phone Number581
 Pres., Gen. Mgr.....Robert H. Epperson
 Assistant Manager.....Tom Stewart
 Commercial Manager.....Erastus F. Poore
 Pgm., Prom. Dir.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT

NORTH CAROLINA

Address US Hwy 17 So.
 Phone Number 4450-4024
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President Harmon L. Duncan
 Gen.-Sta.-Comm. Mgr. Ray D. Williams
 Pgm., Prod., News Dir. Stuart Hall
 Chief Engineer Billy Haire

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Newton Conover Bcstg. Co.
 Business Address West A St.
 Phone Number 930
 Studio-Transmitter Location. West A. St., Ext.
 News Service UP
 President Charles Turner
 Gen. Mgr., News Dir. Earl Holder
 Commercial Manager Eugene Henry
 Chief Engineer Dennis Long

W K B C

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Wilkes Bcstg. Co.
 Business-Studio Address. Radio Bldg.
 Phone Number 633
 Transmitter Location Wilkes County
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Program Director C. E. Litchfield
 Prod., News Dir. Ben Talbot
 Chief Engineer Walter Harrold
 Consulting Engineer John Creutz

W O X F

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Address Oxford Bcstg. Corp.
 Phone Number 4167
 Transcription Service Capitol
 News Service AP
 President Frank W. Hancock
 General Manager. James F. Flanagan
 Commercial Manager Bill Blalock
 Promotion Manager Bob Smith
 Chief Engineer Archie Hawkins

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By. News & Observer Pub. Co.
 Address 219 So. McDowell St.
 Phone Number 2-0321
 Transmitter Location Cary

Air Time 24 Hrs.
 News Service UP
 Transcription Service. Standard & Associated
 Representative Weed & Co.
 President Josephus Daniels, Jr.
 General Manager Frank Daniels
 Station Manager G. F. Albright
 Comm. Mgr., Pgm. Dir. David A. Brown
 Chief Announcer Wally Ausley
 Pub., News Director Scott Summers
 Chief Engineer E. J. Reopelles
 Consulting Engr. A. D. Ring & Co.

W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By. WPTF Radio Co.
 Business-Studio Address. Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NARTB, BAB
 V.P., Gen. Sta. Mgr. Richard H. Mason
 Sales Manager R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. Henry T. Vaden
 News Director J. Edgar Kirk
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Consulting Engineer James C. McNary

W R A L

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Capitol Bcstg. Co., Inc.
 Bus.-Studio Address 130 S. Salisbury St.
 Phone Number 6411
 Transmitter Location Bart St.
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President A. J. Fletcher
 Gen., Sta. Mr. Fred Fletcher
 Pgm., News Director Jesse Helms
 Chief Engineer Virgil D. Duncan

W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By. Piedmont Carolina Bcstg.
 Business-Studio Address. Box 990, Gilmer St.
 Phone Number 4361-2
 Transmitter Location Wentworth Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson

NORTH CAROLINA

Commercial Manager.....Forrest Bedell
 Sales Prom. Mgr.....Costin Lindsey
 Production Director.....James B. Mead
 Publicity Director.....Tiny Turner
 Chief Engineer.....Sam E. Sexton
 Consulting Engineer.....Phil Hedrick

MembershipNARTB
 President.....Josh L. Horne
 General Manager.....Mel Warner
 Commercial Manager.....Ray Thompson
 Program Director.....Ray Wilkinson
 Chief Engineer.....Grover Taylor

W R E V

REIDSVILLE—1948—LBS

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....114½ N. Scales St.
 Phone Number.....7051
 Transcription Library.....Standard
 News Service.....UP
 Representative.....Devney
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Station Manager.....Mrs. Katye Price
 Program Director.....Frank Elliott
 Chief Engineer.....W. T. Martin

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.....7-8551
 Transmitter Location.....E. 10th St.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Pres., Mgr.....J. Winfield
 Gen., Comm., Prom. Mgr.....Bernard M. Dabney
 Program Director.....Donald O. Collins
 Assistant Manager.....Jerry Elliott
 Chief Engineer.....C. Meares

W A Y N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....WAYN, Inc.
 Bus.-Studio-Trans. Address.....Rockingham
 Phone Number.....4041
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....Wayne M. Nelson
 Res., Sta. Mgr.....Matt F. Gettings
 Chief Engineer.....William Henley
 Consulting Engineer.....Geo. C. Davis

W C E C

ROCKY MOUNT—1947—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....E. Caro. Elec.
 Bus.-Studio Address.....115 N. Church St.
 Phone Number.....23109
 Transmitter Location.....Hwy. 95
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated

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 Hiway
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Representative.....Burn-Smith
 Gen.-Sta. Manager.....W. A. Wayne
 Commercial Mgr.....R. E. Horner
 Program Dir.....Eunice Snipes
 Chief Engineer.....Joe R. Morris
 Consulting Engineer.....Commercial Radio

W R X O

ROXBORO—1949—LBS

Frequency: 1430.....Power: 1000 Watts d.
 Owned-Operated By.....Roxboro Bcstg. Co.
 Address.....Box 130
 Phone Number.....6013
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 President.....H. W. Winstead, Jr.
 Gen., Sta., Comm. Mgr.....H. S. Taylor
 Chief Engineer.....Lloyd Perkins
 Consulting Engineers.....Brown, Duncan & Porter

W S A T

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power 1000 Watts d.
 Owned-Oper. By.....Mid-Carolina Bcstg. Co.
 Business-Address.....Drawer 99
 Phone Number.....276
 Studio-Transmitter Location.....Milford Hills Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Charles H. Wentz
 General Manager.....John E. Smith
 Commercial Manager.....R. M. Hunt
 Program Director.....W. F. Fleming
 Chief Engineer.....Elbert Sherman

W S T P

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Piedmont Bcstg. Corp.
 Bus.-Studio Address.....State Theatre Bldg.

NORTH CAROLINA

Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NARTB, BAB
 President Bryce P. Beard, Sr.
 Gen., Sta., Prom. Mgr. Alex P. Beard
 Pgm., Publicity Dir. Russ McIntire
 Comm. Mgr. Katherine F. Murphy
 Chief Engineer Carl B. Watson
 Consulting Engr. Phil Hedrick

W W G P SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sandhills Bcstg. Corp.
 Address 137 So. Steele, Box 651
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Continental
 President J. C. McIver
 Gen., Sta. Mgr. Earl L. Boyles
 Commercial Manager James Ward
 Pgm., Prod. Dir., Chf. Ann. Del Carty
 Publicity Director W. E. Horner
 Chief Engr. Edward O. Koprivier

W O H S SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By. Western Carolina Radio
 Business Address Box 1401, Shelby
 Phone Number 6313
 Studio-Transmitter Location .. Hway. No. 74, W.
 Air Time Daytime
 News Service UP
 Membership NARTB, BAB
 President Lee B. Weathers
 Gen.-Sta. Mgr., Chf. Engr. Robert M. Wallace
 Commercial Mgr. Max P. Butler
 Program Director Hugh Dover

W M P M SMITHFIELD—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Selma-Smithfield Bcstg. Co.
 Address Box 177
 Phone Number 2434
 News Service UP
 Transcription Service Capitol
 Co-op., Gen. Mgr., Chf. Eng. John S. Townsend
 Co-Owner J. Fred Horton
 Comm. Mgr., Pgm. Dir. Joe Foster
 News Director Robert L. Dupree

W E E B

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Sandhill Community
 Bcstrs., Inc.
 Business Address So. Pines
 Phone Number 6191
 Studio-Transmitter Location U. S. Hwy. 2
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr. Jack S. Younts
 Comm. Mgr., Chf. Anncr. Joe A. Warren
 Secy.-Treas., Mus. Dir. Elizabeth M. Younts
 News Dir., Farm Editor Tom Perry
 Chief Engineer Melvin Kushner

W S I C

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc. Power: 250 Watts d.
 Owned-Oper. By. Statesville Bcstg. Co.
 Address Box 1189
 Phone Number 9078
 Transmitter Location Radio Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Capitol
 Representative Continental Radio Sales
 Membership NARTB, BAB
 President Dr. James W. Davis
 Gen., Sta., Comm. Mgr. Charles D. Melton
 Pgm., Prod., Pub. Dir. J. N. Tomkins
 News Director Bill Brown
 Chief Engineer T. K. Abernethy
 Consulting Engr. Kear and Kennedy

W C P S

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address Edgecombe Bank Bldg.
 Phone Number 2191-2
 Transmitter Rocky Mt. & Tarboro Hwy.
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Dora-Clayton
 President V. E. Fountain
 Gen., Sta. Mgr. J. T. Snowden, Jr.
 Sales Prom. Mgr. J. Porter MacNair
 Production Director Alfred Vickers
 Publicity Director Grace Satterthwaite
 Chief Engineer G. Lee Hodges

W T N C

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By. The Thomasville Bcstg. Co.

NORTH CAROLINA

Phone Number 902
 Studio-Transmitter Location... Salem St., Ext.
 News Service AP
 Transcription Service World
 President George W. Lyles, Sr.
 Gen., Comm. Mgr..... Harold Harrison
 Chief Engineer..... James McAden

WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc....Power: 1000 Watts d.
 Owned-Oper. By..... Anson Bcstg. Co.
 Bus.-Studio Address..... Radio Bldg.
 Phone Number 620
 Transmitter Location..... Highway 52
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Continental
 President R. P. Lyon
 Gen., Sta. Manager..... Walter V. Mitchell
 Comm., Sls. Prom. Mgr..... J. A. Ballard
 Program Director..... Williard Billingsley
 Chief Engineer..... Cecil Sills
 Consulting Engineer..... Wm. E. Bennis, Jr.

WHED

WASHINGTON—1948—LBS-KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By..... Beaufort Bcstg. Co.
 Bus.-Studio Address..... Guaranty Bank Bldg.
 Phone Number 278
 Transmitter Location..... Rt. 17, S.
 Air Time 17¼ Hrs.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental
 Membership NARTB
 President Lee B. Wynne
 Gen., Sta. Manager..... F. K. Ward
 Comm., Prom. Mgr..... G. Earl Broome
 Pgm., Prod. Director..... Harry Shriver
 Chief Engineer..... John Wilroy
 Consulting Engineer..... Wm. H. Malone

W R R F

WASHINGTON—1942—ABC

Frequency: 930 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.. Tar Heel Bcstg. System, Inc.
 Bus.-Studio Add.... Bank of Washington Bldg.
 Phone Number 403
 Transmitter Location..... 1 Mi. S., Hway. 17
 Air Time 6 a.m.-1:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager..... T. H. Patterson
 Comm., Sales Prom. Mgr..... Merrill Daniels
 Program Director Don Pierce

Chief Engineer..... I. G. Murphrey
 Consulting Engineer..... Geo. C. Davis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc....Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address..... Main St.
 Phone Number 680
 Transmitter Location..... Howell Mill Rd.
 Gen., Prom. Mgr..... James B. Childress
 Commercial Manager..... Vestal Jones
 Chief Engineer..... Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By... Whiteville Bcstg. Co., Inc.
 Business-Studio Address..... Whiteville
 Phone Number 120
 Transmitter Location... 1 Mi. from Bus. District
 Representative Clark
 President Josiah Maultsby
 General Manager..... Ward A. Coleman
 Commercial Manager..... Jerry Honeycutt
 Chief Engineer..... Auburn Dutton

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Oper. By..... Martin Co. Bcstg.
 Address..... 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 Co-owner..... James Gray, Sr.
 Co-owner..... Charles Gray
 Gen., Sta., Comm. Mgr..... R. B. Armstrong
 Sales Prom. Mgr..... Dolores Bæird
 Prod., Pub. Dir..... Carl B. Armstrong
 Chief Engineer..... James E. Kitchings, Jr.

W G N I

WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.. New Hanover Bcstg. Corp.
 Business Address..... P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location..... Eagle Island
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Pearson
 President..... J. S. Brody
 Station Manager..... Allen B. Jones
 Commercial Mgr..... Tommy Thompson
 Program Director..... Paul Parker
 Chief Engineer..... Arthur L. Madeley

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NORTH CAROLINA
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WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Phone Number 4840
 Transmitter Location Brunswick County
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Membership NARTB
 Pres., Gen.-Sta. Mgr. R. A. Dunlea
 Comm.-Sales Prom. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chief Engineer E. I. Herring, Jr.
 Consulting Engineer A. D. Ring

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 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 President Penn Thomas Watson
 Gen.-Sta.-Prom. Mgr. Allen Wannamaker
 Commercial Mgr. R. R. Brunson
 Pgm. Dir., Chief Anncr. Bill Gordon
 Production Director Clint Faris
 Chief Engineer W. H. Malone

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Wilson
 Phone Number 5157
 News Service AP
 Representative Pearson
 President H. W. Anderson
 General Manager Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 News Director Callbie Wood
 Chief Engineer Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bcstg.
 Service, Inc.
 Address Atlantic Bldg.
 Phone Number 2-4121
 President Roger Page, Jr.

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WAIR Bcstg. Co.
 Business-Studio Address Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location S. Stratford Rd.
 Air Time 6 a.m.-12:15 p.m.
 News Service AP
 Transcription Service World, Capitol
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. George D. Walker
 Comm., Prom. Mgr. Pat Taylor
 Pub. Dir., Chief Anncr. Lawrence Patrick
 Program Director Bernice Morris
 Chief Engineer Lee King
 Consulting Engr. George Davis

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Piedmont Publishing Co.
 Bus.-Studio Address 419-21 N. Spruce St.
 Phone Number 5-2311
 Transmitter Location R.F.D. No. 1, Old Town
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Standard
 Representative Headley-Reed
 Membership NARTB, BAB
 President Gordon Gray
 V.P., Managing Dir. Harold Essex
 Sales Manager Harry B. Shaw
 Program Manager Robert Estes
 Production Director John Comas
 Publicity Director Jack Burney
 Chief Engineer Phil Hedrick
 Consulting Engineer Craven, Lohnes & Culver

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Op. By Winston-Salem Bcstg. Co., Inc.
 Address P. O. Box 2798
 Phone Number 34353
 Transmitter Location Polo View Rd.
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President James W. Coan
 Gen.-Comm. Manager John G. Johnson
 Sales Prom. Manager Charles Brunt
 Program Director Owen Spann
 Publicity Director Jack Wiggins
 Chief Engineer Ben Vogler

NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602
Families April 1, 1952 (Est.) 160,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 402½ Fourth St.
Phone Number 468
Transmitter Location Menoken
News Service AP, UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Pgm., Prod. Dir. Cal Culver
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925

MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time Unlimited
News Service UP
Transcription Service World, SESAC
Representative Lawson
President, General Manager Bert Wick
Program Director Wilbur Clemenson
Chief Engineer Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 119 2d Ave. W.
Phone Number 4113
Transmitter Location 1 Mi. N. of Dickinson
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Orville F. Lawson
Membership NARTB, BAB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager William C. Mason
Chief Engineer Clark Franklin

KFGO

FARGO—1948—ABC

Frequency: 780 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3291
Transmitter Location Wild Rice
News Service AP
Transcription Service Standard
Representative Bolling
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Pgm., Prod. Dir. David B. Henley
Chief Engineer Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB, BAB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Director Ken Kennedy
Chief Engineer Juline Savold
Technical Director Julius Hetland
Consulting Engineer Glen D. Gillett

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.
Phone Number 4-5321
Transmitter Location Univ. of N. Dak. Campus
Air Time Unlimited
News Service UP
Representative Avery-Knodel
Membership NARTB
President M. M. Oppegard
General Manager J. Warren McClure
Comm. Manager Herman Livingston
Program Director M. C. Gorham
News Director Rikk Riley
Chief Engineer A. F. Petrich
Program Dir. Jeff Gorham
Consulting Engineer Walter F. Keen

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NORTH DAKOTA
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KNOX

GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Radio Corp.
 Address Grand Forks
 Phone Number 4-4611
 Transmitter Location State Mill Rd.
 News Service UP
 Transcription Service World
 Representative Natl. Time Sales
 President Carroll E. Day
 General Manager Elmer Hanson
 Sales Prom. Mgr. Robert Whyte
 Program Director Jack French
 Chief Engineer Clifford Thomfords

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By N. Dak. Bcstg. Co., Inc.
 Address 429 S.W. 2d St., Jamestown, N. D.
 271½ Bway., Fargo, N. D.
 Phone Number 1600
 Transmitter Location Hwy 218, 6 Mil. So.
 of City

News Service UP
 Representative Weed & Co.
 Pres., Gen. Manager John W. Boler
 Station Manager Don Kingsley
 Comm., Sales Prom. Mgr. Jud Milton
 Publicity Director Howard Graber
 Chief Engineer Robert E. Ridgway
 Farm Editor Chester Reitan
 Consulting Engineer Kear Kennedy

K G C U

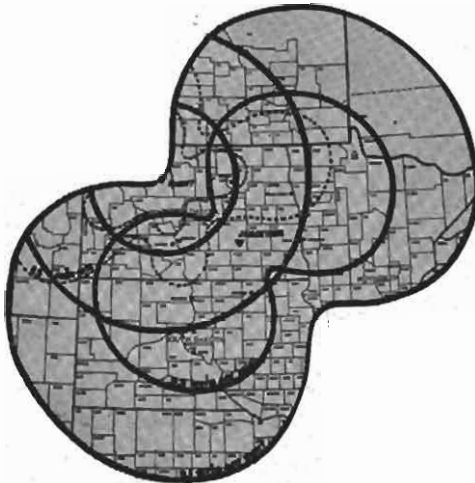
MANDAN—1925—MBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.
 Owned-Oper. By Mandan Radio Assn., Inc.
 Bus.-Studio Address Mandan
 Phone Number 561, 562
 Transmitter Location 2 Mil. SE of Mandan
 on Hwy. 10
 Air Time 6 a.m.-12 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. S. Russell
 Sta., Comm. Mgr. Paul C. Gussner
 Program Director Merritt Bushee
 Chief Engineer Ray Barnett

KSJB 600 KC
5000 W

JAMESTOWN,
 NORTH DAKOTA

COVERING
 THE GREAT
 NORTHWEST



•
 "CBS —
 The Stars'
 Address"
 •

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA

K C J B

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....No. Dakota Bcstg. Co.
 Address.....104 A. So. Main
 Phone Number.....51-161
 Representative.....Weed
 News Service.....UP
 Pres., Gen. Mgr.....John W. Boler
 Commercial Manager.....G. H. McKinnon
 Sales Prom. Mgr.....Charles L. Henshaw
 Pgm. Prod. Dir.....Arv. Johnson
 News Director.....Bill Johnson
 Chief Engineer.....Don Harris

K L P M

**MINOT—1929
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Minot Bcstg. Co.
 (Partnership)
 Business-Studio Address.....Fair Block
 Phone Number.....41-146
 Transmitter.....E. of Minot
 Air Time.....6 a.m.-12 M.

News Service.....AP, UP
 Transcription Service.....World
 Representative.....Walker
 President, Gen. Mgr.....John B. Cooley
 Sta. Mgr., Chief Engineer.....C. W. Baker
 Comm. Mgr., Farm Editor.....E. H. Cooley
 Publicity Director.....Lyle Swigert
 Prog.-Prod. Dir.....James J. Hautman
 Consulting Engr.....Commercial

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV, Inc.
 Business-Studio Address...156 Central Ave. S.
 Phone Number.....408-W
 Transmitter Location.....S.W. of town
 Air Time.....6:30 a.m.11 p.m.
 News Service.....UP
 Pres., Gen., Comm. Mgr....Robert E. Ingstad
 Program Director.....Russ Kaber
 Chief Engineer.....Charles Sjostrom

K B M W

WAHPETON—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper: By.....Interstate Bdcstg. Corp.

**K C J B 910 KC
 1000 W**



MINOT,
 NORTH DAKOTA

SERVING
 THE GREAT
 NORTHWEST

“CBS —
 The Stars’
 Address”

REPRESENTED NATIONALLY BY WEED & CO.

NORTH DAKOTA—OHIO

Address Willmar, Minn.
 Phone Number (Wahpeton, N. D.) 567
 Transmitter Location . 2 Mi. N. of Breckenridge
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 President Kline E. Bower
 Gen. Sta., Comm., Prom. Mgr. Herbert E. Nels
 News, Pgm. Dir., Chief Anncr. . . Geo. Kaufman
 Chief Engineer Grant Unkenholz
 Farm Editor Virgil Fortner

K W B M

WILLISTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By KWBM Bcstg. Co.
 Address Box 198, Williston
 Phone Number 1450
 News Service UP
 Transcription Service World
 General Manager Charles L. Scofield
 Commercial Manager James C. Carson
 Sales Promotion Manager Fay Faltys
 Program Director L. P. Holloran
 Chief Announcer Rodney Romine
 Chief Engineer Charles L. Scofield

AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

“Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it’s the equivalent of ten salesmen in the field.”

ORVILLE F. BURDA,
 General Manager,
 KDIX, Dickinson, North Dakota

OHIO

*Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356
 Families April 1, 1952 (Est.) 2,340,000—Stations in State 70*

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Allen T. Simmons
 Bus.-Studio Address WADC Bldg., corner
 Main & Mill Sts.
 Phone Number Jefferson 6165
 Transmitter Location Route 8, Akron-
 Cleveland Rd.
 Air Time 5:30 a.m.-1:00 a.m.
 News Service Transradio, UP
 Transcription Service . . Lang-Worth, Standard,
 World
 Representative George P. Hollingbery
 Owner-Operator Allen T. Simmons
 Asst. Mgr., Comm. Dir. Robert B. Wilson
 Sales Prom. Mgr. Secret Williams
 News, Program Dir. Harold H. Hageman
 Publicity Director Doc Williams
 Chief Engineer Lawrence Hennigan
 Consulting Engr. Glen Gillett

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned By Summit Radio Corp.
 Operated By WAKR
 Bus.-Studio Address First Natl. Tower
 Phone Number HEMlock 6151
 Transmitter Location 739 Swartz Rd.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Weed
 President, Gen. Mgr. S. Bernard Berk
 Asst. Prom. Mgr. Viola G. Berk
 Station Manager Roger G. Berk
 Comm.-Sales Prom. Mgr. . . Kenneth M. Keegan
 Pgm., Prod., Pub. Dir. A. R. Cooper
 Chief Announcer Bob Wylie
 Chief Engineer Irwin L. Knopp

W C U E

AKRON—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Akron Bcstg. Corp.
 Address.....Palace Theatre Arcade
 Phone Number.....Fr. 7114
 Representative.....Forjoe
 News Service.....UP
 President.....Tim Elliot
 General Manager.....George K. Stroupe
 Commercial Manager.....Jack Maurer
 Consulting Engineer.....A. D. Ring

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.....Thesaurus
 Representative.....Meeker Assoc.
 President.....S. E. Graham
 General-Station Mgr.....R. W. Richmond
 Comm.-Sales Manager.....Cecil Green
 Program-Production Dir.....B. R. Blake
 Publicity Director.....Don O'Neil
 Chief Engineer.....B. V. Berg
 Consulting Engr.....Carl E. Smith

W A T G

ASHLAND—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Beer & Koehl
 Phone Number.....1575-1
 Transcription Service...Lang-Worth, Thesaurus
 News Service.....AP
 Co-Owners.....Robert Beer, Edgar Koehl
 General Manager.....Robert Beer
 Comm., Sales Prom. Mgr.....Richard Topper
 Sta. Mgr., Pgm. Dir.....Richard Leidy
 Production Director.....Wayne Byers
 Chief Engineer.....Richard Matthes
 Consulting Engineer.....Glenn Gillett

W I C A

ASHTABULA—1937—LBS

Frequency: 970 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated By.....WICA, Inc.
 Business-Studio Address.....221 Center St.
 Phone Number.....26-221, 27-181
 Transmitter Location...Ashtabula-Jefferson Rd.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....McGillvra
 President.....R. B. Rowley

General Manager.....D. C. Rowley
 Station Manager.....W. W. Walrath
 Commercial Manager.....D. W. Fassett
 Program Director.....John C. Strasen
 News Director.....H. James Sharp
 Musical Director.....Joan Hart
 Chief Engineer.....F. N. Bernato
 Consulting Engr.....Gautney & Ray

W A T H

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By....Andrew Kovlan & James
 Sinyard
 Address.....P. O. Box 502
 News Service.....UP
 Partners.....Andrew H. Kovlan,
 James D. Sinyard
 Gen. Mgr., Chief Engr.....Andrew Kovlan
 Commercial Manager.....J. D. Sinyard
 Program Director.....Joe Klarke
 Publicity Director.....Joe Salley
 Consulting Engineer.....Lynne C. Smeby

W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By....The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address...The Skyline
 Phone Number.....1515
 News Service.....AP
 Transcription Service.....Associated, World
 Representative.....Walker
 Membership.....NARTB, BAB
 V.P., Gen. Manager.....Robert W. Ferguson
 Sales Prom. Mgr.....Albert T. Fisher
 Program Director.....Frank Curtis
 Publicity Director.....Helen Gaynor
 Chief Engineer.....George Cowen
 Consulting Engineer.....William Foss

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Land O'Lakes Bcstg. Corp.
 Business-Studio Address.....917 Beatty Ave.
 Phone Number.....4-5605
 Transmitter Location...R. D. No. 1, College
 Hill
 Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....World
 President.....H. D. McClelland
 V.P., Gen. Mgr.....Howard A. Donahoe
 Comm. Mgr., Pub. Dir.....Richard F. Rose
 Program Director.....David C. Lorimer
 Chief Engineer.....A. G. Engel
 Consulting Engineer.....Frank McIntosh

OHIO

WAND

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.

WCMW

CANTON—1946

Frequency: 1060 Kc. Power: 1000 Watts d. Owned-Operated By: Stark Bcstg. Corp. Bus-Studio Address: Hills & Dales Rd. Phone Number: 5-9475 Transmitter Location: Hills & Dales Rd. Air Time: Daytime News Service: AP Transcription Service: Thesaurus, Capitol, World Representative: Sears & Ayer Membership: BAB Pres., Gen. Mgr.: S. L. Huffman Station Manager: Clark L. Dozer Commercial Manager: Ronald Stranathan Pgm., Prod. Director: Robert Valliquette Chief Engineer: Robert Leedham Consulting Engineer: Herbert Wilson

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc. Power: 5000 Watts Owned-Operated By: Ohio Bcstg. Co. Business-Studio Address: 550 S. Market St. Phone Number: 6-7166 Transmitter Location: Richville Air Time: 6 a.m.-1 a.m. News Service: AP Transcription Service: Associated Representative: Taylor Co. Membership: NARTB, BAB President: Roy D. Moore General Manager: Joseph K. Vodrey Station Manager: Robert C. Fehlman Commercial Manager: Paul E. Gilmor Sales Prom. Mgr., Pub. Dir.: Marian Zwallen Program Director: James Roberts News Director: Al Frances Musical Director: Charles Pickens Chief Engineer: Kenneth L. Sliker Farm Editor: John Baker Consulting Engr.: Ring & Clark

WBEX

CHILLICOTHE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts Owned-Operated By: Shawnee Bcstg. Co. Business-Studio Address: 27 E. Second St. Phone Number: 2244 Transmitter Location: Carlisle Hill Air Time: 6 a.m.-11 p.m.

News Service: AP Transcription Service: World Representative: W. S. Grant Membership: NARTB, BAB General Manager: Truman Morris Sta., Sales Prom. Mgr.: William R. Mnich Program Director: Donald Dick Pub. Dir., Chief Anncr.: Dave Achor News Director: Ron Johnson Chief Engineer: Harold Counts

WCKY

CINCINNATI—1929

Frequency: 1530 Kc. Power: 50,000 Watts Owned-Operated By: L. B. Wilson, Inc. Bus-Studio Address: Hotel Gibson, 5th & Walnut Sts. Phone Number: Cherry 6565 Transmitter Location: near Crescent Springs, Ky. Air Time: 24 Hrs. News Service: INS Transcription Service: Standard, Associated Representative: Thomas Welstead Membership: NARTB, BAB President, General Manager: L. B. Wilson Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller News Director: John Murphy Record Librarian: Essie Rupp Farm Editor: Frank Sommerkamp Consulting Engr.: Andrew Ring

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts Owned-Oper. By: Scripps-Howard Radio, Inc. Phone Number: Capitol 0777 Studio Address: 2345 Symmes St. Transmitter Location: 659 E. 8th St. Air Time: 6 a.m.-1 a.m. News Service: UP Transcription Service: Lang-Worth Representative: Branham President: Jack R. Howard General Manager: M. C. Watters Station Dir.: Glenn Clark Miller Pgm., Prod. Dir.: Earl Corbett Publicity Director: Jack Sebastian News Director: Robert Otto Chief Engineer: Paul Adams

WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.: 1000 Watts n. Owned-Oper. By: Radio Cincinnati, Inc. Address-Trans.: Hotel Alms Phone Number: Woodburn 0550 News Service: AP Transcription Service: Lang-Worth

OHIO

RepresentativeKatz
MembershipNARTB
Exec. Vice-Pres......Hulbert Taft, Jr.
General Manager.....H. E. Fast
Promotion Manager.....W. B. Hines
Local Sales Mgr......Joel W. Stovell
National Sales Mgr......Kenneth W. Church
Program Director.....Paul Shumate
Production Director.....Byron Taggart
Chief Engineer.....George Wilson

Transcription ServiceSESAC
Pres., Gen. Mgr......R. Morris Pierce
Asst. to Pres......Frederick C. Wolf
Program Director.....Charles Hoover
Chief Engineer.....William Pettepiece

W E R E

CLEVELAND—1948

Frequency: 1300 Kc.....**Power:** 5000 Watts d.
 5000 Watts n.
Owned-Operated By....Cleveland Bcastg. 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
MembershipNARTB
President.....Ray T. Miller
Gen., Sta. Mgr......Bob Neal
Commercial Manager.....O. Keith Baldwin
Publicity Director.....Ed Stevens
Sales Promotion Manager.....Ed Paul
Program Director.....John Kurtz
Production Director.....John Wellman
Chief Engineer.....M. L. Snedeker
Consulting Engineer.....George Adair

W L W

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc.....**Power:** 50,000 Watts
Owned-Oper. By.....Crosley Bcastg. Corp.
Address.....Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location.....Mason
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service.....Thesaurus
MembershipNARTB, BAB
Chairman of Board.....James D. Shouse
Pres., General Mgr......R. E. Dunville
Commercial Manager....Harry Mason Smith
Dir. of Sales Prom......Edward G. Feintheil
Program Director.....William P. Robinson
Prod. Dir., Chief Anncr......Chester A. Herman
Publicity Director.....Gilbert Kingsbury
News Director.....Dallas DeWeese
Gen. Mgr. of Music.....Milton Weiner
V.P. in Chrg. of Engineering....R. J. Rockwell
Dir. of Farm Prog. Dept......Roy Battles
 (See Page 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Buckeye Bcastg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068
Transmitter Location.....Mt. Healthy
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service....Capitol, Lang-Worth
Representative.....Avery-Knodel
President.....George B. Storer
General Manager.....J. Robert Kerns
Commercial Mgr......Robert H. Boulware
Program Director.....Charles Black
Chief Engineer.....William Symons

W D O K

CLEVELAND—1950—LBS

Frequency: 1260 Kc.....**Power:** 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number.....Main 1-3370
Trans. Location..Rockside Rd., 7 Hills Village
Air Time.....24 hrs.
News Service.....UP, INS

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....**Power:** 50,000 Watts
Owned-Operated By.....WGAR Bcastg. Co.
Address.....Hotel Statler
Phone Number.....Prospect 1-0200
Transmitter Location..Broadview & Akins Rd.,
 Broadview Hts.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....INS, UP
Transcription Service.....World
Station Representative.....Petry
MembershipNARTB
President.....John F. Patt
General Manager.....Carl E. George
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Production Director.....Stanley Gee
Publicity Director.....Robert Smith
Chief Announcer.....Charles Roberts
News Director.....Charles Day
Musical Director.....Henry Paldner
Chief Engineer.....Bob Fox

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....**Power:** 5000 Watts
Owned-Operated By.....United Bcastg. Co.

OHIO

Business-Studio Address . . . 500 Euclid Avenue
 Phone Number . . . Express 1-5000
 Transmitter Location . . . Pleasant Valley Rd.
 Air Time . . . Unlimited
 News Service . . . AP
 Transcription Service . . . ASCAP, BMI
 Representative . . . Headley-Reed
 Membership . . . NARTE, BAB
 President . . . Sterling Graham
 General Manager . . . K. K. Hackathorn
 Commercial Manager . . . J. B. Maurer
 Sales Prom. Manager . . . Louis Oswald
 Program Director . . . C. M. Hunter
 Production Director . . . James Aubele
 Chief Engineer . . . R. H. DeLany
 Consulting Engr. . . Carl E. Smith

Commercial Manager . . . Robert Detchon
 Pgm., Prod. Director . . . Paul Nakel
 Chief Announcer . . . Paul Nakel
 News Director . . . David Stashower
 Chief Engineer . . . Thomas Ghidui
 Consulting Engr. . . George Davis

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By WJW, Inc.
 Business-Studio Address . . . 1375 Euclid Ave.
 Phone Number SUperior 1-0101
 Transmitter Location North Royalton
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Representative H-R Representatives, Inc.
 President William M. O'Neil
 Vice-President Lawrence Webb
 General Manager William Lemmon
 Program Director Bruce MacDonald
 Chief Engineer Gerold G. Roberts

W 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 UP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 President W. J. Marshall
 Sta.-Gen. Mgr. Dave Baylor

W S R S

CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WSRS, Inc.

WE COUNTED THE CUSTOMERS!



Ratio of Results		
	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no 'if come' phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO-OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
 National
 Representatives

1000 WATTS
 in
CLEVELAND

O H I O

Bus. Studio-Transmitter Address...2156 Lee Rd.
Phone Number.....ER156 I-2005
Air Time6 a.m.-1 a.m.
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeForjoe & Co.
MembershipNARTB, BAB
Pres., Gen. Sta. Mgr., Pgm. Dir.....S. R. Sague
Commercial Mgr.....Jack D. Kelly
Sales Promotion Manager.....Will Dougherty
Production Director.....Stan Dale
Musical Dir.....Lenabelle Guerin
News DirectorBob Engel
Chief Engineer.....Ben Whittaker

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus. Studio Address.....30 Rockefeller Plaza,
N. Y.
Phone NumberCHerry 1-0942
Transmitter LocationBrecksville
Air Time5:30 a.m.-1 p.m.
News Service.....AP, UP
Transcription Service.....Thesaurus, Associated
Representative.....NBC Spot Sales

MembershipNARTB
President (NBC).....Joseph H. McConnell
General Manager.....John McCormick
Pgm., Prod. Dir.....Joseph Bova
Sales Manager.....Eugene Myers
Pub. & Prom. Director....Clement G. Scerback
Dir. Pub. Affairs.....J. E. Hines
News DirectorEdward Wallace
Engineer-in-Charge.....S. E. Leonard
Consulting Engr.NBC Engineers

W B N S

COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By.....Radioho, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Transmitter Location.....1037 Barnett Rd.
Air Time.....6 a.m.-1 a.m.
News ServiceAP
Transcription ServiceAssociate
RepresentativeJohn Blair
MembershipNARTB, BAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr

"BEST BY TEST!!"

IN THE CLEVELAND MARKET

WSRS

The Family Station!!

**CLEVELAND'S ONLY NEWS STATION
ON THE AIR... 24 HOURS DAILY
'ROUND THE CLOCK**

**LOCAL NEWS EVERY SIXTY
MINUTES ON THE HALF
HOUR 'ROUND THE CLOCK**

**WSRS
CLEVELAND**

ASK FOR JOE FOR THE COMPLETE SUCCESS STORY!!

OHIO

Sales Prom. Director..... Jim Yerian
 Program Director..... Geer Parkinson
 Chief Announcer..... Russell Canter
 Musical Director..... Paul Neal
 News Director..... Chet Long
 Chief Engineer..... Lester H. Nafzger
 Consulting Engineer..... Jansky & Bailey

WCOL COLUMBUS—1922—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Pixley's, Inc.
 Business-Studio Address... E. Broad & Young St.
 Phone Number..... MAin 4581
 Transmitter Location..... 555 W. Goodale St.
 News Service..... AP, UP
 Transcription Service..... Lang-Worth, World
 Representative..... H-R Reprs., Inc.
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... L. A. Pixley
 Program Director..... Phil S. Bradford
 Chf. Ann., Pgm. Dir..... William L. Belamey
 Publicity Director..... Margie J. Ruddock
 Chief Engineer..... Harold E. Beard
 Consulting Engr..... Robert M. Higgy

WHKC COLUMBUS—1921—MBS

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Operated By..... United Bcstg. Co.
 Business-Studio Address... 22 E. Gay St.
 Phone Number..... Adams 1101
 Transmitter Location..... 901 Obetz Rd.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... INS, UP
 Transcription Service..... Lang-Worth
 Representative..... Paul H. Raymer
 President..... Sterling Graham
 V.P., Gen.-Sta. Mgr..... Carl M. Everson
 Comm.-Sales Prom. Mgr..... H. H. Hoessly
 Program-Production Dir..... John B. Moses
 Publicity Director..... Rita Thomas
 Chief Ann., News Dir..... Budd Sweeney
 Musical Director..... John Kenward Agnew
 Chief Engineer..... William C. Minor
 Consulting Engr..... United Bcstg. Co.

WVKO COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Skyway Bcstg. Corp.
 Address..... 274 S. 3rd St.
 Phone Number..... Main 5247
 News Service..... UP, INS
 Transcription Service..... Associated, Capitol
 Representative..... Forjoe
 President..... Gustav Hirsch
 General Manager..... Bert Charles
 Commercial Manager..... Robert Hill
 Promotion Manager..... Mary Ladyne Weaver
 News, Farm Director..... John Terry
 Chief Engineer..... Gene Liggett

WTNS COSHOCTON—1947

Frequency: 1560 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Coshocton Bcstg. Co.
 Business-Studio Address... 114 N. 6th St.
 Phone Number..... 1560, 2140
 Transmitter Location..... Roscoe
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Bruce Wallace
 Commercial Manager..... James Sigman
 Pgm., News Director..... Michael Joseph
 Production Director..... Mark Lucas
 Publicity Director..... Lynn Burkholder
 Promotion Dir..... William Kirk
 Chief Engineer..... Eugene Wiggins
 Consulting Engr..... Jansky & Bailey

WHIO DAYTON—1935—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Miami Valley Bcstg. Corp.
 Business-Studio Address... 45 S. Ludlow St.
 Phone Number..... Adams 2261
 Transmitter Location..... Hempstead Rd., R.R. 2
 News Service..... AP, INS, UP
 Transcription Service... Standard, Associated
 Representative..... Bolling
 President..... James M. Cox, Jr.
 General Manager..... Robert H. Moody
 Commercial Manager... Harvey R. Young, Jr.
 Program Director..... Wade H. Alley
 Chief Engineer..... Ernest L. Adams

WING DAYTON—1924—ABC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Great Trails Bcstg. Co.
 Business-Studio Address... 121 N. Main St.
 Phone Number..... Adams 3288
 Transmitter Location..... E. David Rd.
 Air Time..... 6 a.m.-1:30 a.m.
 News Service..... AP
 Transcription Service..... World
 Representative..... H. R. Representative, Inc.
 President..... Charles Sawyer
 Exec. V.P..... John Pattison Williams
 General Manager..... Adna Karns
 Program Director..... Arthur L. Martin
 Prod.-Musical Dir..... Charles G. Reeder
 Publicity Director..... Jean Broome
 Chief Engineer..... H. Lloyd House
 Consulting Engr..... George C. Davis

WONE DAYTON—1949—MBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By..... Skyland Bcstg. Corp.

OHIO

Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501
Air Time.....19 Hrs.
News Service.....AP
Transcription Service.....Capitol
Representative.....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
National Sales Mgr.....Jack Thornquest
Commercial Manager.....William J. Warren
Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

WONW

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Defiance, Bryan, Poulding
Bcstg. Co.

Address.....U. S. Route 24
Phone Number.....32226
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
President.....Richard W. Crowell
Gen., Sta., Comm. Mgr.....Glenn R. Thayer
Program Director.....Walter Weaver
Consulting Engineer.....Harold B. Rothrack

WJER

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address.....Dover.....210 Blvd.
Phone Number.....42-126
Transcription Service.....World
News Service.....UP
Representative.....Robert S. Keller
Owner.....Agnes J. Reeves Greer
General Manager.....Ford Billings
Commercial Manager.....John C. Needs
Pgm., Prod. Director.....Donald W. Wolford
Chief Engineer.....William McClellan
Farm Editor.....Wesley Greenfield

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Business-Studio Address.....Pottery Bcstg. Co.
Phone Number.....Main 5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....7 a.m.-sunset
News Service.....UP
Membership.....NARTB, BAB
President.....Earl D. Eisenhower
Gen., Sta., Comm. Mgr.....Paul B. Saliner
Pgm., Prod. Dir., Chief Ann. Douglas Bateman
News Director.....Joseph Puglia
Musical Director.....June Bateman
Chief Engineer.....William Siebenthal
Consulting Engineer.....Weldon & Carr

WOHI

EAST LIVERPOOL—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
News Service.....AP
Transcription Service.....World
Representative.....W. S. Grant Co., Inc.
President, Manager.....Richard V. Beatty
Gen., Comm. Mgr.....Richard E. Kaiser
Program Director.....Bob Metcalf
Chief Engineer.....Mike Battle

WEOL

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone Number.....2255
Transmitter Location.....Grafton
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....World, Capitol
Membership.....BAB
President.....Roy W. Ammel
Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
Sales Prom. Manager.....Douglas Lilloco
Pgm. Dir., Chief Ann.....Viets Collister
Production Director.....Bill Reid
Publicity Director.....Jack O'Brien
News Director.....Don Kirk
Chief Engineer.....Gerald McCasland
Consulting Engr.....Weldon & Carr

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By.....The Findlay Publ. Co.
Bus.-Studio Address.....101½ W. Sandusky St.
Phone Number.....Main 1330
Transmitter Location.....2½ Mi. SE Findlay
Air Time.....Local Sunrise-Local Sunset
News Service.....INS, UP
Transcription Service.....Thesaurus
Membership.....BAB
President.....R. L. Heminger
Gen., Sta., Comm. Mgr.....Harold H. Heminger
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith

WFRO

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolf Bcstg. Corp.
Address.....905 W. State St.
Phone Number.....Main 3401
Transcription Service.....Thesaurus, World
News Service.....INS
President.....Robert F. Wolfe

O H I O

General Manager.....R. C. Force
Comm., Prom. Mgr.....J. Waddell Kerr
Pgm., Farm Director.....Frank Swartz
Chief Engineer.....Allen Kauble

W J E H GALLIPOLIS—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address.....Box 244
Phone Number.....1160
News Service.....UP
Transcription Service.....Capitol
Representative.....Grant
President.....John E. Halliday
General Manager.....Truman A. Morris
Promotion Manager.....Mrs. Phyllis W. Sheets
News Director.....Mrs. Leanna S. Haskins
Chief Engineer.....Paul Franzel

W M O H

HAMILTON—1944—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
President.....Robert J. Briede
Gen., Comm. Mgr.....Robert L. Odson
Program Director.....Robert F. Spina
News Dir., Chief Ann.....Joseph Weckerle
Chief Engineer.....Joseph Briggs

W I R O

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address.....Radio Plaza
Phone Number.....360
Air Time.....6:30-M.
Representative.....McGillvra
Membership.....NARTB
Pres., Gen. Mgr.....Glacus G. Merrill
Station Manager.....Robert Edge
Commercial Manager.....Dempsey McFann
Program Director.....Edward Paulin
Production Director.....Donna Mae Seicrist
Chief Engineer.....Chester Christensen
Consulting Engineer.....Beryl Snyder

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, UP
Transcription Service.....Thesaurus
Representative.....McGillvra
President.....Walson Emery
Gen., Comm. Manager.....J. E. Brown
Program Director.....Benny Bee
News Director.....Donald W. White
Chief Engineer.....Charles R. Houston

W I M A

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number.....6-3841
Transmitter Location.....2500 McClain Rd.
News Service.....AP
Representative.....Weed
Membership.....NARTB, BAB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
News Director.....Don Sherwood
Program Dir.....Ester Straker
Chief Engineer.....A. J. F. Smith
Consulting Engr.....George Davis

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WLOK, Inc.
Business Address.....Nat'l Bank Bldg.
Phone Number.....6-3411
Transmitter Location.....Rice Ave.
News Service.....UP
Representative.....H-R Reprs., Inc.
President.....L. A. Pixley
Gen., Sta. Mgr.....Robert O. Runnerstrom
Sales Prom. Mgr., Pub. Dir.....Pete Stanley
Program Dir.....Dave Lee
News Director.....Lyle Lee
Chief Engineer.....Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address.....144½ Park Ave. W.
Phone Number.....4235-6
Transmitter Location.....Longview Ave.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Taylor Co.
Membership.....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prod.-Mus.-Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marietta Bcstg. Co.
 Business Address P. O. Box 201
 Phone Number 1690
 Studio-Transmitter Location 409 Oakwood
 Ave., Williamstown, W. Va.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 President William G. Wells
 General Manager R. Sanford Guyer
 Chief Engineer Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Phone Number 2-6666-7
 Transmitter Location ¼ Mi. N. of city limits
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin, Canada
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Commercial Manager Robert M. Sprouse
 Prom. Mgr., Pub. Dir. R. T. Mason, Jr.
 News Director Joe Ionne
 Musical Director Richard Stadler
 Chief Engineer Francis Joseph Peters

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc. Power 1000 Watts d.
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Address-Trans. Loc. Lebanon-Coles Rd.
 Phone Number 2-3625
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Sesac
 Pres., Gen., Sta. Mgr. Paul F. Braden
 Commercial Manager Ranny Daly
 Prog., Prod. Dir. Jack Kistler
 News Director Harold Calvin
 Traffic & Pub. Dir. Jean Murphy
 Musical Director Jack Sheehan
 Chief Engineer Larry Beckwith
 Farm Editor Homer Tingle
 Continuity Director Jean Anne Young
 Consulting Engineer George Davis

WCLT

NEWARK—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By ... Advocate Printing Co.
 Address Newark, Ohio

Phone Number 4007
 Transmitter Location ... Jackson Rd., Route 13
 Air Time 6:45 a.m.-Sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker Associates
 Membership NARTB
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Program Director Lewis Greenough
 Chief Engineer Benjamin Windle

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 Service AP
 Transcription Service World
 Pres., Gen., Comm., Sta. Mgr. Richard E. Hunt
 Pub.-Pgm.-Production Dir. Robert Bupp
 Musical Director Anne Steenrod
 Chief Announcer Kenny Rench
 News Director Bill Fox
 Chief Engineer Bob Blaney
 Consulting Engr. Odes E. Robinson

WPFB

Middletown-Dayton-Hamilton

Serving 2 million people
 1 million of which are in
 rural areas & small communities

Daily news broadcasts
 from newspaper offices in

- Miamisburg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc

1000 Watts

Middletown, Ohio

W N X T

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By... Portsmouth Bcstg. Co.
 Address... Masonic Temple Bldg.
 Phone Number... 2-1961
 Transmitter Location... 6½ Mi. N. of Portsmouth
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 Representative... Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr... Marshall Rosene
 Program Director... Dean Sturm
 Prod., Musical Director... Phil Phillips
 Publicity Director... Lillian Sagraves
 Chief Announcer... Bill Dawson
 News Director... Frank Balmert
 Chief Engineer... Russell Newman
 Consulting Engineer... Wm. L. Foss

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address... 1009 Gallia St.
 Phone Number... 3-2111
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Associated
 Representative... The Taylor Co.
 Membership... NARTB, BAB
 President... Roy D. Moore
 Director of Radio... Eugene Carr
 Station Comm. Mgr... Gerald F. Boyd
 Production Director... Mary Bercini
 Program Director... E. G. Sheridan
 News Editor... E. L. Kaufman
 Chief Engineer... Maurice L. Myers

W L E C

SANDUSKY—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Lake Erie Bcstg. Co.
 Address... 1640 Cleveland Rd.
 Phone Number... 5170
 Air Time... 6a.m.-M.
 News Service... AP
 Transcription Service... World, Lang-Worth,
 Associated
 Membership... NARTB, BAB
 Pres., General-Station Mgr... Albert E. Heiser
 Commercial Manager... Ralph S. Silver, Jr.
 Program Director... Ray Sherman
 News Director... Irwin Hunt
 Chief Engineer... Jay Leibach
 Consulting Engr... George Davies

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Voice of Springfield

Trans.-Address... 117 W. High St.
 Phone Number... 3-4955
 News Service... AP
 Transcription Service... World
 Representative... H. R. Representative, Inc.
 President... Charles Sawyer
 Exec. V.P... J. P. Williams
 Station Manager... Arthur L. Martin
 Program Director... Robert Christol
 Promotion Manager... John McEnaney
 Chief Engineer... Victor L. Bushong

W J E L

SPRINGFIELD—1947

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By... Champion City Bcstg. Co.
 Business Address... Guardian Bank Bldg.
 Phone Number... 3-4676
 Transmitter Location... 801 Bechtle Ave.
 News Service... UP
 Representative... McGillvra
 President, Gen. Mgr... Chester R. Hinkle
 Commercial Manager... R. D. Chew
 Program Director... Paul Miller
 News Director... Bill Morgan
 Chief Engineer... Fred Eckardt

W W S O

SPRINGFIELD—1947—LBS-KBS

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned-Oper. By... Radio Springfield, Inc.
 Address... Spring & High
 Phone Number... 3-6488
 Transmitter Location... Arthur Rd.
 Air Time... Sunrise-Sunset
 Transcription Service... M. M. Cole
 President... Bradley Kincaid
 Commercial Mgr... E. Parnelle
 Program Director... Ford Rush, Jr.
 Chief Engineer... Ed Stuepak

W S T V

STUEBENVILLE—1940—MBS— OHIO NET

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... WSTV, Inc.
 Bus.-Studio Address... Exchange Realty Bldg.
 Phone Number... 2-6265-6-7
 Transmitter Location... Altamont Hgts.
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Pearson
 President... Jack N. Berkman
 Gen.-Comm.-Sta. Mgr... John J. Laux
 Pgm., Prod., Pub. Dir... Joseph M. Troesch
 News Director... Scott McMurray
 Chief Engineer... Charles S. Shepherd
 Consulting Engr... George C. Davis

OHIO

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Oper. By..... The Fort Industry Co.
Bus.-Studio Address. 199 Pierce St., Birmingham
Phone Number..... Midwest 4-7700
Transmitter Location..... R.F.D. Oregon Rd.
News Service..... INS, UP
Transcription Service..... World, Lang-Worth
Representative..... Katz
President..... George B. Storer
Managing Director..... Ailen L. Haid
Local Comm. Mgr..... Westford F. Shannon
Program Director..... Robert Evans
Promotion Manager..... Richard Gourley
News Director..... James Uebelhart
Chief Engineer..... William M. Stringfellow

WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc.... Power: 1000 Watts d.
Owned-Operated By..... Unity Corp.
Business-Studio Address... 515 Madison Ave.
Phone Number..... Garfield 5551
Transmitter Location. Byrne & Arlington Rds.
Air Time..... 6 a.m.-sunset
News Service..... AP
Transcription Service. Lang-Worth, Associated
Representative..... Headley-Reed
President..... Edward Lamb
Gen., Sta., Comm. Mgr..... Sunne Miller
News, Program Director..... Doug Tabner
Sales Promotion Mgr..... John Koerber
Production Director..... Richard Rice
Musical Director..... Larry Owens
Chief Engineer..... Robert Sowers
Consulting Engr..... George Adair

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By... Community Bcstg. Co.
Trans.-Address..... Bell Bldg.
Phone Number..... Adams 3291
Air Time..... 19 hrs.
News Service..... AP, UP
Transcription Service..... Standard
Representative..... Paul H. Raymer
Membership..... NARTB
President..... Frazier Reams
Gen.-Station Mgr..... Thomas S. Bretherton
Commercial Manager..... Morton Neipp
Sales Prom. Mgr., Pgm.-Pub.
Prod. Dir..... Bob Krieghoff
Chief Ann., News Dir..... Charles Baxter
Musical Director..... Lee Leall
Chief Engineer..... Harold Holmes
Consulting Engr..... Andy Ring

WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly \$5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

5000 WATTS

880 KC



Worthington
Ohio

Represented nationally by
O. L. Taylor Company

O H I O

W H H H

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By: Warren Tribune Radio Station, Inc.
Business-Studio Address: 108 Main St.
Phone Number: 2212-9
Transmitter Location: Lordstown Center
Air Time: 6:45 a.m.-M.
News Service: AP
Transcription Service: Associated. SESAC
Representative: Joseph Hershey McGillvra
President: Helen Hart Hurlbert
General Manager: H. R. Farrall
Sta., Comm. Mgr., Pgm., Prod. Dir.: Carl J. Raymond
News Director: Bill Loftus
Chief Engineer: Robert E. Hardy

W W S T

WOOSTER—1947

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By: Wooster Republican Ptg. Co.
Phone Number: 760
Transmitter Location: 1.8 Mi. E. of City, Rte. 30
News Service: AP
Transcription Service: Capitol, World
General Manager: E. B. Evans
Commercial Manager: K. S. Gordon
Program Director: R. E. Heeter
Chief Engineer: Willis Sherman

W R F D

WORTHINGTON—1947—LBS

Frequency: 880 Kc. Power: 5000 Watts d.
Owned-Oper. By: Peoples Bcstg. Corp.
Phone Number: FR 2-5342
Transmitter Location: Powell Rd. & Rte. 23
News Service: AP, INS
Transcription Service: Thesaurus
Representative: O. L. Taylor Co.
President: M. D. Lincoln
Vice-Pres., Gen. Mgr.: Herbert E. Evans
Comm. Station Manager: J. D. Bradshaw
Program Director: Robert C. Miller
News Director: Winfred C. Arthurs
Production Manager: Bob Geis
Chief Engineer: Harold Schaeff
Farm Editor: Robert C. Miller, Clyde Keathly
(See Page 583)

W B B W

YOUNGSTOWN—1949

Frequency: 1240 Power 250 Watts d.
Owner: Mahoning Valley Bcstg. Corp.
Address: Warner Theatre Bldg.
Phone Number: 44421
Transmitter Location: 418 Knox St.
Air Time: 5:30 a.m.-1:05 a.m.
News Service: AP, INS

Trans. Serv.: Associated, Lang-Worth
Station Representative: Forjoe & Co.
Membership: NARTB, BAB
President: John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.: Gene Trace
Program Director: Tony Ross
Publicity Director: Dorothy Park
Chief Engineer: John Cherpack, Jr.

W F M J

YOUNGSTOWN—1939—ABC-NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: WFMJ Bcstg. Co.
Business-Studio Address: 101 W. Boardman
Phone Number: 3-4121
Transmitter Location: Boardman-Poland Rd.
Air Time: 6 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: Thesaurus, Standard
Representative: Headley-Reed
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: William F. Maag, Jr.
Comm. Mgr.: Leonard E. Nasman
Program Director: Ronald W. Richards
Chief Engineer: Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: WKBN Bcstg. Corp.
Bus.-Studio Address: 2930 Sunset Blvd.
Phone Number: 2-1145
Transmitter Location: 3930 Sunset Blvd.
News Service: UP, AP
Transcription Service: World, Lang-Worth,
McGregor
Representative: Paul H. Raymer
Membership: NARTB, BAB
Pres., Gen. Mgr.: Warren P. Williamson, Jr.
Station Dir.: J. Lothair Bowden
Promotion Mgr.: Howard Rempes
Prog., Prod. Dir.: Don Brice
Chief Engineer: B. T. Wilkins

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc. Power: 250 Watts
Owner: Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address: Lind Arcade Bldg.
Phone Number: 2-5431
Transmitter Location: Newark Rd.
News Service: AP, UP
Transcription Service: World
Representative: John E. Pearson
Membership: NARTB, BAB
President: Clay Littick
Gen., Station Manager: Vernon A. Nolte
Commercial Manager: Nate Milder
Chief Engineer: William A. Hunt

OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418
Families April 1, 1952 (Est.) 623,000—Stations in State 43

K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number.....12-3
Studio-Transmitter Address....No. Broadway
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morria
Prod., Music Dir.....Zelma Dean Woods
Publicity Director.....Nadine Mullinax
Pgm. Dir., Chf. Annr.....Monte C. Bell
News Director.....Charles Seybert
Chief Engineer.....George Miller
Consulting Engineer.....Weldon & Carr

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Bcstg. Co., Inc.
Business Address.....Radio Bldg.
Phone Number.....1405
Studio-Add. Trans. Loca.....E. Bradford
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

K V S O

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number.....3030
News Service.....AP
Transcription Service.....World, SESAC
Representative.....The Taylor Co.
Membership.....NARTB
General Manager.....Albert Bloom
Sta., Comm. Mgr.....J. E. Bloom
Program Director.....Dolly Dutton
Publicity Director.....Gayley Varnell
Chief Announcer.....Heywood Vaughn
Chief Engineer.....William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number.....1400
Transmitter Location.....9 Mi. NE on U. S. 75
President, Manager.....J. Fred Case

K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address.....KWCO Bldg.
Phone Number.....2899
Transmitter Location.....4th & Grand
Air Time.....6 a.m.local sunset
News Service.....AP
President.....P. D. Jackson
Program Director.....Lorine Null
Chief Engineer.....Neal M. Allen

K W O E

CLINTON—1949—LBS

Frequency: 1320 Kc....Power: 1000 Watts d.
Owned-Operated By..Western Okla. Bcstg. Co.
Address.....Box 706
Phone Number.....617
Transmitter Location.....Neptune Park
News Service.....UP
Transcription Service.....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Chief Engineer.....Hugh Gaston
Consulting Engr.....Colton & Foss

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d.
100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address.....Hwy. 81 at Pine St.
Phone Number.....1350
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Membership.....NARTB
President.....R. H. Drury
Sta., Comm. Mgr.....Leo Morris
Sales Prom. Mgr.....Joe Fisher
Pgm., Prod., Pub. Dir.....Henry Mattison
Chief Engineer.....William D. Buford

OKLAHOMA

K S E O

DURANT—1947—KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By... Democrat Printing Co.
 Address Box 511
 Phone Number 2200
 News Service AP
 Transcription Service Standard
 Partners..... R. F. Story, Bennett Story
 General Manager..... Leroy Moses
 Chief Engineer..... Curtis Parish

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address... 150 North Randall
 Phone Number 731
 Transmitter Location..... No. Randall
 Manager..... Lonnie J. Preston

K C R C

ENID—1931—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus.-Studio Address..... Broadway Tower
 Phone Number 447
 Transmitter Location..... 318 E. Willow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative O. L. Taylor Co.
 Membership NARTB, BAB
 President..... Milton B. Garber
 General Manager..... Guy B. Farnsworth
 Commercial Mgr..... H. P. Hale
 Publicity, News Dir..... Cecil E. Hill
 Chief Engineer..... Murray D. Coleman

K G W A

ENID—1949—MBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Phone Number 4230
 News Service UP
 Transcription Service..... Capitol, Standard
 Representative Rambeau
 President George Hutchison
 General Manager..... H. J. Godschalk
 Commercial Manager..... Hi Roberts
 Program Director..... Tom Belcher
 Chief Engineer..... William Teitzel Jr.

K T A T

FREDERICK—1948—KBS-LBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By..... Frederick Bcstg. Co.

Address..... Main & Grand
 Phone Number 1010
 Transmitter Loc..... 1 Mi. W. of City Hwy. 5
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service..... World, Capitol
 Representative Hil F. Best
 General Manager (Ptrn.)..... J. D. Jones, Jr.
 Program Director (Ptrn.)..... Mary Wheeler
 Comm. Mgr., Pub. Dir..... Evelyn Jones
 News Dir., Chf. Engr..... Dan Jones
 Consulting Engr..... Guy C. Hutcheson

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Plains Bcstg. Co.
 Business-Studio Address..... Box 77
 Phone Number 888
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President, Gen. Mgr..... T. M. Raburn, Jr.
 Commercial Manager..... Ed Slater
 Chief Engineer..... Herbert L. Noyes

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By..... T. J. Shriner
 Transmitter Location 315 E. 11th St.
 Phone Number 1070
 Air Time Sunrise-sunset
 News Service AP
 President, Gen.-Sta. Mgr..... T. J. Shriner
 Commercial Manager M. J. Shriner
 Prom. Manager A. C. Ferguson, Jr.
 Pgm.-Prod.-Pub. Dir. Jack Wickizer
 Chief Announcer..... Herb Carnahan
 Musical Director Barbara Evans
 Chief Engineer..... Ted Shriner

K I H N

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Little Dixie Bcstg. Co.
 Phone Number 1140
 News Service AP
 Transcription Service SESAC
 President George Malone
 Gen.-Comm. Manager..... Jim Hendrix
 Program Director..... Dan Bridges
 Promotion Manager..... Mrs. Billie Van Hoose
 Chief Engineer..... Dalton E. Jones

K S W O

**LAWTON—1941
 ABC-OKLA. NET**

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By..... Okla. Quality Bcstg. Co.
 Bus.-Studio Address..... 406½ D Ave.
 Phone Number 1380

OKLAHOMA

Transmitter Location... 1½ Mi. E. of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative The Taylor Co.
 Membership NARTB, BAB
 President R. H. Drewry
 General Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr. Peggy Snell
 Chf. Ann., Prog. Dir. Morgan Roberts
 Production Director. Bill Wheatley
 Chief Engineer Bill Buford

KNED

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By. Pittsburg Bcstg. Co., Inc.
 Address McAlester
 Phone Number 1460
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Program Director Mildred Martin
 Chief Engineer Ben Strotman

KTMC

McALESTER—1946—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. McAlester Bcstg. Co.
 Business-Studio Address. Municipal Bldg.
 Phone Number 2411
 Transmitter Location. A & Grisler Sts.
 News Service AP
 Transcription Service Standard
 Representative The Taylor Co.
 President William Young
 Commercial Manager. Lee Hopper
 Gen. Mgr., News Dir. James O. Wilson Jr.
 Chief Engineer Robert Schilb
 Farm Editor Bill Gibbons

KGLC

**MIAMI—1948—KBS-LBS
 WESTERN**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By. Miami Bcstg. Co.
 Address Box 511
 Phone Number 3303
 Transmitter Location. 5 Mi. E. Miami
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Sam Bennet
 Membership NARTB, BAB
 President M. K. Hutts
 General Manager. Charles L. Unger, Jr.
 Exec. Vice-Pres. Kenyon Brown
 Program Director Bill York

Chief Engineer Louis Stone
 Consulting Engr. A. Earl Cullum

KBIX

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Okla. Press Pub. Co.
 Address 214-216 Wall St.
 Phone Number 303
 Air Time 6 a.m.-12 M.
 Transmitter Location. 9th floor, Barnes Bldg.
 News Service UP
 Transcription Service. Thesaurus
 Representative The Taylor Co.
 President, Gen. Mgr. Tams Bixby, Jr.
 Comm., Sta. Mgr. Walter W. Weber
 Program Director. Martin Thomas
 Chf. Ann., News Dir. Bob Carmack
 Chief Engineer Eugene Edwards

KMUS

MUSKOGEE—1948—MBS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By. Eastern Okla. Bcstg. Corp.
 Business-Studio Address. 412½ Court St.
 Phone Number 656-7
 News Service UP
 Representative Pearson
 President R. M. Mountcastle
 Gen., Station Mgr. Jimmie Barry
 Program Dir. George Overton
 Chief Engineer James Keitel

KNOR

NORMAN—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Cleveland County
 Bcstg. Co.
 Address P. O. Box 542
 Phone Number 474
 Transmitter ½ mile E. of city Hqy. 9
 News Service UP
 Transcription Service. Standard, World
 Partner William S. Morgan
 President, Comm. Mgr. Tol Dickenson
 Program Director. Gene Stansberry
 Chief Engineer Don Daniel

KBYE

OKLAHOMA CITY—1946—LBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By. State Bcstg. Co.
 Bus.-Studio Address. 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location. 55th & N. Eastern
 Representative Radio Reps
 General Mgr. Frank J. Lynch

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By. Byrns Ross

OKLAHOMA

Business Address.....128½ W. Commerce St.
 Phone Number3-6358
 Studio-Transmitter Address.....300 Block, SE
 73rd St. & Shields Blvd.

Air TimeSunrise-sunset
 News ServiceAP
 MembershipNARTB, BAB
 Owner, Pres., Gen. Mgr.....Byrne Ross
 Prom. Comm. Mgr.....Fred Farha
 Music Program Dir.....Mrs. Kathleen Burkett
 Production Dir.....Monty Wells
 Publicity Director.....Byrne Ross
 Chief Anncr.....Grant Ladd
 News Director.....Jack Reynolds
 Chief Engineer.....Jay Davis
 Consulting Engineer.....Commercial Radio

KOCY

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Plaza Court Bcstg. Co.
 Business-Studio Address.....Plaza Court Bldg.
 Phone Number3-4333
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 MembershipNARTB
 Pres., Gen. Mgr.....M. H. Beanebrake
 Sta., Comm Manager.....George Collison
 Program Director.....David E. Loye
 Chief Engineer.....Howard Hollars
 Consulting Engineer.....Dillard

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KOMA, Inc.
 Business-Studio Address.....Biltmore Hotel
 Phone Number2-3291
 Transmitter LocationMoore
 Air Time5 a.m.-12 M.
 News ServiceUP
 Transcription Service...Standard, Lang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB
 President.....John Toole Griffin
 General-Station Mgr.....J. J. Bernard
 Sales Prom. Mgr., News Dir...Ben H. Holmes
 Commercial Manager.....Carroll Loos
 Program Director.....Robert M. Eastman
 Production Director.....Martin Fuller
 Musical Director.....Clarence Reynolds
 Chief Engineer.....M. W. Thomas
 Consulting Engineer.....Paul Godley

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By.....KTOK, Inc.

Business-Studio Address.....1800 W. Main
 Phone Number3-8352
 Transmitter Location.....S.E. of City
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription ServiceCapitol
 Representative.....O. L. Taylor Co.
 President.....O. L. Taylor
 Station Manager.....Edgar T. Bell
 Commercial Manager.....E. L. Colbourn
 Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sooner Bcstg. Co.
 Business-Studio Address.....Liberty Bank Bldg.
 Phone Number2-6367
 Transmitter Location.....Reno & Eastern
 Air TimeSunrise-sunset
 News ServiceUP
 RepresentativeForJoe
 MembershipNARTB
 President.....Ralph Ball
 Gen., Sta. Mgr.....Rex M. Lester, Jr.
 Commercial Mgr.....Ross Baker
 Pgm., Prod., News, Pub. Dir.....Bill Bryan
 Chief Engineer.....John Witt

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WKY Radiophone Co.
 Bus.-Studio Address.....500 E. Britton Rd.
 Phone Number.....Britton 2161
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription Service...Associated, Standard
 RepresentativeKatz
 MembershipNARTB
 Pres., Gen. Mgr.....E. K. Gaylord
 V.P. & Station Manager.....P. A. Sugg
 Asst. Station Mgr.....Hoyt Andres
 Commercial Manager.....Robert E. Chapman
 Administrative Asst.....Eugene B. Dodson
 Program Manager.....Paul Brawner
 News Supvr.....Ewing Canaday
 Public Rel. Mgr.....Ray Scales
 Chief Announcer.....Wakefield Holley
 Chief Engineer.....H. J. Lovell
 Consulting Engineer.....A. D. Ring

KHBG

OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Okmulgee Bcstg. Corp.
 Business Address.....Box 1350
 Phone Number3646
 Transcription Location.....20th St.
 News ServiceAP
 RepresentativePearson

OKLAHOMA

President Don Reynolds
Gen. Mgr., News Dir. Dan Kenan
Program Director Bill Davis
Chief Engineer John Brennerman

KVLH

PAULS VALLEY—1947—KBS—LBS

Frequency: 1470 Kc. Power: 250 Watts d.
Owned-Operated By KVLH Bcstg. Co.
Business Trans. Address P. O. Box 610
Phone Number 1470
Air Time Local sunrise-sunset
News Service UP
Transcription Service World, Capitol
President James T. Jackson
General Manager Phil Crenshaw
Program Director Mort Halpern
Chief Engineer George Rountree

WBBZ

PONCA CITY—1928—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By The Ponca City Publ. Co.
Address 3rd & Cleveland
Phone Number 3311
Air Time 6 a.m.-11 p.m.
Transmitter Location 615 W. Grand St.
News Service AP
Transcription Service Standard
Membership NARTB, BAB
President Clyde E. Muchmore
Sta. Gen. Mgr. Cy Casper
Commercial Mgr. M. E. Sheid
Pgm., Prod. Dir. William C. Maugans
News Director Gareth Muchmore
Chief Engineer Carrol Blewster

KOLS

PRYOR—1950

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By Lakes Area Bcstg. Co.
Address Fifth & S. Mill Sts.
Phone Number 1263
Transcription Service Standard
News Service AP
Owner-General Manager L. L. Gaffney
Commercial Manager Mrs. L. L. Gaffney
Chief Engineers Jack Merrill,
Nathan Parsons, Jr.

KGFF

SHAWNEE—1930—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KGFF Bcstg. Co., Inc.
Address Federal Natl. Bldg.
Phone Number 4390
Transmitter Location Shawnee County Club
Air Time Unlimited
News Service AP
Transcription Service World
Representative Taylor Co.
President Oscar S. Stauffer

General Manager Wilford C. Dickson
Commercial Manager Bill Weaver
Program Director GERAL Ziegler
Chief Engineer Robert Martin

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc. Power: 250 Watts d.
Owned-Oper. By Stillwater Publishing Co.
Business Address P. O. Box 231
Phone Number 1831
Studio-Transmitter Loc. 1½ Mi. S. on Hw. 40
Air Time Sunrise-sunset
News Service UP
Transcription Service Standard
Membership NARTB, BAB
President C. R. Bellatti
General Manager L. F. Bellatti
Program Director J. R. Bellatti
Chief Engineer Paul McCallum

KAKC

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.,
500 n.
Owned-Oper. By Public Radio Corp.
Bus.-Studio Address 412 E. Fifth St.
Phone Number 4-2401
Transmitter Location 21st & Yale Sts.
News Service AP
Transcription Service Lang-Worth
Representative Walker
President-Treas. S. E. Avey
V.P., General Manager James L. Neal
Sales Promotion Manager Rusty Kirk
Program Director John B. Wheeler
Chief Engineer M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Fred Jones Bcstg. Co.
Business-Studio Address 13th & Boston
Phone Number 5-5555
Transmitter Location 21st & Yale
Air Time Daytime
News Service UP
Representative Indie Sales
Membership NARTB, BAB
President Fred Jones
General Manager Lawson Taylor

KOME

TULSA—1938—MBS

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Oil Capital Sales Corp.
Business-Studio Address Kome Bldg.
Phone Number 3-4121
Transmitter Location 86th & S. Harvard
News Service AP
Transcription Service World
Representative Pearson

OKLAHOMA

President.....John E. Brown Jr.
 Exec. Vice-Pres.....Storm Whaley
 General Manager.....Riley R. Gibson
 Program Director.....Jean Arwood
 News Director.....Don Bell
 Chief Engineer.....Roy Brown

K R M G

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d.
25,000 n.

Owned-Operated By..All Oklahoma Bcstg. Co.
 Business-Studio Address..311 So. Denver Ave.
 Phone Number.....5-3291
 Transmitter Location.....Keystone
 Transcription Service.....Capitol
 Air Time.....5:30 a.m.-M.
 Representative.....John Blair
 News Service.....AP
 Membership.....NARTB, BAB
 President.....Robert S. Kerr
 Sta., Gen. Mgr.....Robert B. Jones, Jr.
 Commercial Manager.....Frank S. Lane
 Program Director.....David E. Wilson
 News Director.....Glenn Condon
 Publicity Director.....Dale L. Bethke
 Chief Engineer.....Alden F. Wooster
 Consulting Engr.....McIntosh & Inglis

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
 V.P. & Gen. Mgr.....John Esau
 Commercial Mgr.....L. A. Blust, Jr.
 Sales Prom. Mgr.....George Ketcham
 Chief Announcer.....Ed Neibling
 Program Director.....Karl Janssen
 Production Director.....Harry Abbott
 News Director.....Jack Morris
 Musical Director.....Glenn Hardman
 Chief Engineer.....Robert Snider
 Farm Editor.....Al Clauser
 Consulting Engr.....Paul F. Godley

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Southwestern Sales Corp.

Bus-Studio Address....2104 Philtower Bldg.
 Phone Number.....3281-2
 Transmitter Location.....11 Mi. E. of Tulsa
 Hwy. 66

Air Time.....Unlimited
 News Service.....UP, INS
 Transcription Service.....Standard, World
 Representative.....Edward Petry
 President.....P. Q. Proctor
 Sta., General Mgr.....William B. Way
 Commercial Manager....Gustav K. Brandborg
 Sales Prom. Mgr.....N. T. McClarin
 Program Director.....Tom DeVore
 Production Director.....John Henry
 News Director.....Ken Miller
 Musical Director.....Joe O'Neill
 Chief Engineer.....Watt Stinson
 Farm Editor.....Sam Schneider

K W S H

WEWAKA—1951—MBS

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By.....KADA Bcstg. Inc.
 Address.....Box 1260
 Phone Number.....1260-1261
 Transmitter.....2 Mi. W. Wewoka, Hy. 270
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor
 Membership.....NARTB, BAB
 President.....Dr. C. C. Morris
 General Manager.....Bill Hoover
 Station Manager.....Pat Murphy
 Commercial Manager.....John Landreth
 Chief Anncr., Pgm., News Dir.....Don Owen
 Publicity Director.....Romane Rowland
 Musical Director.....Betty Hughes
 Chief Engineer.....Warren W. Abbott
 Consulting Engineer.....Weldon & Carr

K S I W

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address Trans. Loc.....22 & Cedar Sts.
 Phone Number.....1450
 Air Time.....6 a.m.-10:15 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Continental
 Pres., Gen. Mgr.....Edward A. Ryan
 Program Director.....Lenora W. Ryan
 Chief Engineer.....George Archer
 Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482
Families April 1, 1952 (Est.) 504,000—Stations in State 45

KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone Number1234
Air Time6 a.m.-M.
News ServiceUP
Transcription ServiceWorld
RepresentativeJohn Keating
MembershipNARTB, BAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Pgm., News, Pub. Dir.....Ken McCoy
Commercial Manager.....Johnny Birrel
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....Mal Waltman
Publicity Director.....C. Copenhaver
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number2-1351
Air Time.....6:30 a.m.-11 p.m.
News ServiceAP
Transcription Service.....Capitol
MembershipNARTB
President.....Leslie V. Bahr
Gen. Mgr., Pub. Dir.....James A. Strickland
Comm., Prom. Mgr.....Hal K. Shade
Pgm., News Dir.....Doyle Seely
Chief Anncr., Engr.....L. Curtis Raynes
Consulting Engineer.....Grant Feikert

KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone Number95
News ServiceAP
Transcription ServiceStandard
RepresentativeMcHugh
President.....Robert B. Chessman
Gen., Sta., Comm. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Production Director.....Irving Steinbock
Chief Anncr., Engr.....Bruce Whitwell
Consulting Engineer.....James Hatfield

KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Clatsop Video Bcstrs.
Address.....612 Commercial St.
Phone Number41
RepresentativeCoxcomb Hill
Transcription ServiceWorld
News ServiceUP
MembershipNARTB
Gen. Mgr., Chief Engr.....L. E. Parsons
Comm., Prom. Manager.....J. W. Spencer
Pgm., Prod. Dir.....E. W. Littlehales

KBKR

BAKER—1939—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....2030 Auburn Sts.
Phone Number140
Transmitter Location.....H. Street
News ServiceUP
Transcription ServiceWorld
MembershipNARTB
President.....Lee W. Jacobs
Gen., Station Mgr.....Kenneth B. Lockwood
Commercial Mgr.....Milton L. Levy
Program Dir.....Kenneth Holden
Chief Engineer.....Walt Bobisaud
Consulting Engineer.....Harold Singleton

KBND

BEND—1938—MBS

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone Number848
Air Time.....6 a.m.-11 p.m.
Transmitter Address.....Butler Market Rd.
News ServiceUP
Transcription ServiceStandard
Representative.....W. S. Grant
MembershipNARTB
Gen., Sta. Mgr.....Frank H. Loggan
Comm. Mgr.....W. H. Barton
Pgm. Dir., Chf. Ann.....Kessler Cannon
Publicity Director.....Jack Thornton
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Bus.-Studio-Trans. Address.....505 Hall Bldg.
Phone Number4321-4331

OREGON

Air Time Unlimited
News Service UP
Reps. Keating, Forjoe, O'Connell
President. Sheldon F. Sackett
Vice-President. Fred F. Chitty
Station Manager. Phil Waters
Asst., Comm. Manager. Jack Irvine
Program Director. Brad Cole
Chief Engineer. Nate Olson
Consulting Engineer. Paul Leake

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. KWRO Bcstrs.
Address P. O. Box 396
Phone Numbers. 3961-3971
News Service AP
Transcription Service. Associated, Cole, Capitol
Representative Gene Grant
Pres., Gen. Mgr. Walter L. Read
Station Manager. William Cook
News Director. Jim Hodges
Chief Engineer. Phillip Linn
Program Director. Patsy Barkwell
Consulting Engineer. Grant Feikert

KRUL

CORVALLIS—1947

LBS-VIKING-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Pacific States Radio Co.
Address Trans. Lot. 1221 So. 15th St.
Phone Number 3-3322
Air Time 6:30 a.m.-12:05 p.m.
News Service AP
Transcription Service Capitol
Representative Keating
President. J. C. Haley
Gen., Sta. Mgr. C. W. Peck
Commercial Manager. Doris Peck
Chief Announcer. Wayne Loerke
News Director. Ted Carlson
Program Director. Pat McHugh
Chief Engineer. Steve Evans
Consulting Engr. Grant Feikert

KODL

THE DALLES—1900—KBS-LBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
Owned-Oper. By. Western Radio Corp.
Trans. Address. Scenic Dr. nr. Sorosis Pk.
Phone Number 2300
Air Time 6:40 a.m.-10:30 p.m.
News Service UP
Transcription Service MacGregor
Pres., General Manager. V. B. Kenworthy
Station Manager. Paul E. Walden

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts

Owned-Oper. By. Radio Air Ways, Inc.
Business Address Trans. Day Island Rd.
Phone Number 5-3357
Air Time 6 a.m.-M.
News Service UP
Transcription Service. Capitol, SESAC
Representative Donald Cooke
Pres., Gen. Mgr. E. L. Kincaid
Commercial Manager. Paul N. Plank
Program Director. Laura Nidever
Asst. Mgr., Pub. Dir. Clare Mattingly
Chief Engineer. Norville M. Packard

KERG

EUGENE—1949—LBS-CBS

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By. Guard Pub. Co.
Address P. O. Box 506
Phone Number 5-4304
Transmitter Location. Route 2
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative W. S. Grant
Membership NARTB, BAB
President. Alton F. Baker
Gen., Sta. Mgr. L. W. Trommlitz
Commercial Manager. Herb Michael
Pgm., Prod. Dir. Reg Rose
Chief Engineer. Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Lane Bcstg. Co.
Business Address. P. O. Box 1032
Phone Number 4-4214
Studio-Trans. Location. S. Willamette St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Everett-McKinney
Membership NARTB
Director Glenn McCormick
General Mgr. Lee Bishop
Commercial Mgr. Bob Hillyer
Program-Production Dir. Robert Eubanks
Publicity Dir. Virgil Parker
Chief Engineer. Floyd Viken

KUGN

EUGENE—1946—ABC

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By. KUGN, Inc.
Business Address. P. O. Box 590
Phone Number 4-6216
Studio-Transmitter Location. Coburg Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative McHugh, Meeker

OREGON

Membership NARTB, BAB
President C. H. Fisher
Sta., Gen. Manager S. W. McCready
Commercial Manager L. N. Young
Program Director LeRoy Jolley
Chief Announcer Ken Lomax
News Director Robert Short
Chief Engineer George Hathaway
Consulting Engr. Grant S. Feikert

K F G R

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By Irving G. Schmidtke
Address Rt. 2, Box 245
Phone Number 6091
Transcription Service Standard, SESAC
News Service AP
Pres., Gen., Sta. Mgr. Irving V. Schmidtke
Sales Prom. Mgr., Pgm., Prod., Publ. Dir.

Robert Peel
Chief Ann., Mus. Dir. Gene D. Jacobson
News Director Allen Hoffard
Chief Engineer Irving V. Schmidtke
Consulting Engineer Stanton D. Bennett

K U I N

GRANTS PASS—1939—MBS

DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Southern Oregon Bcstg. Co.
Business Address P. O. Box 148
Phone Number 4477
Studio-Transmitter Location Redwood Hwy.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World, McGregor
Representative W. S. Grant
Membership NARTB, BAB
President A. E. Voorhies
General Manager E. A. Malone
Commercial Mgr. M. K. Ball
Program Director Dave Allen
Chief Engineer N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Ore.-Wash. Bcstrs.
Phone Number 8561
General Mgr., Ptnr. C. H. Fisher
Partner C. O. Fisher
Station Manager Don McCutcheon
Chief Engineer Robert Houghlum
Consulting Engineer Grant S. Feikert

K F J I

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By KFJI Bcstrs., Inc.
Address P. O. Box 692

Phone Number 22551
Transmitter Loc. Radio Hill
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative W. S. Grant, Keating
Membership NARTB
President W. D. Miller
General Manager Dick Maguire
Sales Promotion Manager Arlen Sanders
Chief Announcer Chas. A. "Sandy" Poteet
News Director John Barton
Chief Engineer William P. Grimes
Consulting Engineer Harold Singleton

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Herald Publ. Co.
Address P. O. Box 941
Phone Number 8115
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Everett-McKinney
Membership NARTB
President Frank Jenkins
General Manager Bud Chandler
Commercial Manager Aaron Boe
Program Director Marjorie Eagle
Chief Engineer Gilbert Walters
News Director Charles McFarlan
Farm Editor Paul Alexander

K L B M

LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Inland Radio, Inc.
Address Old Oregon Trail
Phone Number 2201
News Service UP
Transcription Service Lang-Worth
Membership NARTB, BAB
President Lee Jacobs
General Station Manager John G. Jones
Commercial Manager Ken Lillard
Pgm. Dir. Evelyn Bridges
Chief Engineer Murray Durham

K G A L

LEBANON—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Oper. By Linn County Bcstrs., Inc.
Phone Number 8631
Transcription Library Lang-Worth
News Service AP
President W. Gordon Allen
Gen. & Comm. Mgr. Marcus F. DuLaunay
Program Director Madeline Allen
Chief Engineer Ed McElroy

OREGON

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone Number.....3811
Transcription Service.....Lang-Worth
News Service.....AP
President.....Jack B. Bladine
General Manager.....Louis F. Gillett
Commercial Manager.....Glasco Branson
Chief Engineer.....Milt Muir

K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number.....2-4000
Transmitter Location.....Ross Lane
News Service.....UP
Transcription Service..Thesaurus, MacGregor
Station Representative.....Meeker Assoc.
President.....Vern Robinson
General Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Chief Engineer.....Ray Johnson

K Y J C

MEDFORD—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .. Medford Printing Co.
Trans. Address.....Barnett Rd.
Phone Number.....2-5277
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Grant, McHugh
President.....Robert W. Ruhl
Gen., Sta. Mgr.....Jimmy Dunlevy
Comm. Mgr.....Douglas Gaines
Pgm., Prod. Dir.....John Ahern
Chief Engineer.....Dick Woods
Consulting Engineer.....Grant S. Feikert

K N P T

NEWPORT—1948—LBS

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 276
Phone Number.....560
Studio-Transmitter Address.....Newport
News Service.....AP
Transcription Service.....World
President, General Manager...Tom R. Becker
Commercial Manager.....Dan Kirch
Program Director.....Ed Warmoth
Chief Engineer.....Tom Bracanovich

K F I R

NORTH BEND—1951—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address.....1937 Union Ave.
Phone Number.....5-7351
News Service.....AP
Transcription Service.....Standard
President.....Mrs. Josephine Bjarnson
Gen., Comm. Mgr., Chf. Engr....Roger Spaugh
Prom., Pgm. Dir.....Sara Spaugh

K S R V

ONTARIO—1946—LBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....Box 540
Phone Number.....212
Transmitter Location.....Hiway 30
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....Oregon Trail
Transcription Service.....World
Membership.....NARTB, BAB
President.....Lee W. Jacobs
V.P., Gen. Mgr.....Gordon L. Capps
Commercial Manager.....John W. Powell
Program Director.....Ned Leibman
Chief Engineer.....Charles E. Harland
Consulting Engr.....Harold Singleton

K G O N

OREGON CITY—1947—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number.....1-5475
Studio-Transmitter.....Super Hiway, N.
News Service.....AP
Transcription Service.....World
Representative.....McGillvra
President.....Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.....Irwin S. Adams
Assistant Manager.....H. I. Jackson
Program Director.....Sonora Hoffman
Chief Engineer.....Edward G. Saxe

K W R C

PENDLETON—1941—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number.....1425
Studio-Transmitter Location..End of S.W. Sixth
News Service.....UP
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Program Director.....Denman Dayton
Chief Engineer.....Robert E. Fay

OREGON

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By Mercury Bcastg. Co.
Bus-Studio Address 3908 N.E. Sandy Blvd.
Phone Number MURdock 1290
Transmitter Location Oaks Park
Representative For Joe
News Service UP
Pres., Gen. Mgr., Pgm. Dir. Gordon Bambrick
V.P., Chief Engr. Harold Krieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By Westinghouse Radio
Address 1230 SW Main St.
Phone Number CApital 1881
Transmitter Location Clackamas
Air Time 5:30 a.m.-1 a.m.
News Service UP, INS
Transcription Service Associated
Station Representative Free & Peters Inc.
Station Manager J. B. Conley
Commercial Manager Robert H. Prigmore
Sales Promotion Manager Charles L. Burrow
Program Director Mel Bailey
Production Director Jesse Leonard
News Director Robert L. Thomas

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By KOIN, Inc.
Business Address P. O. Box 1031
Phone Number ATwater 3333
Transmitter Location Rt. 5, Box 1025
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service Associated, World.

Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President Marshall Field
Gen-Sta. Mgr. Harry H. Buckendahl
Promotion Director George Wann
Program Manager Ted W. Cooke
Production Director Willard Mears
Chief Announcer Duncan Macleod
News Director Lester Halpin
Musical Director Owen Dunning
Dir. of Engineering Louis S. Bookwalter
Farm Editor Luke L. Roberts

KPAM

PORTLAND—1951

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By Ecstrs. Oregon Ltd.
Address P. O. Box 1230

AP SELLS

For Stations and Sponsors—

For instance . . . **KGAL**

“All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news.”

GORDON ALLEN,
President,
KGAL, Lebanon, Oregon

THE SKY'S THE LIMIT IN THE KGW MARKET!



**MORE PEOPLE
WITH MORE TO SPEND
ALL SET TO GIVE ADVERTISERS
A ROUSING WESTERN WELCOME**

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

OREGON

Phone Number.....Broadway 7471
 News Service.....AP
 Transcription Service.....Associated, World
 Pres., Comm., Gen. Mgr.....Stanley M. Goard
 Program Director.....Alvin C. Yantiss
 Chief Engineer.....Charles K. Dickson

K G W

**PORTLAND—1922—NBC
 N.W. TRIANGLE**

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper.....Pioneer Bcstrs. Inc.
 Bus.-Studio Address.....1320 S.W. Broadway
 Phone Number.....BEacon 6364
 Transmitter Location.....No. Portland
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS
 Transcription Service.....Lang-Worth, World
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....Mrs. S. I. Newhouse
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Program Manager.....Donald Whitman
 Chief Announcer.....Bob Franklin
 News Directors.....Don Kneass, Chuck Foster
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Farm Editor.....Don Kneass

K P D Q

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....John W. Davis
 Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
 Phone Number.....CA 9209
 Transmitter Location.....Oaks Park
 News Service.....AP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....John W. Davis
 Commercial Manager.....Dave Jack
 Pgm., News Dir.....Fred Haskins
 Chief Engineer.....Chuck Moore

K P O J

PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...KPOJ, Inc., Portland Oregon
 Journal
 Phone Number.....Broadway 3484
 Studio Address.....1019 S.W. 10th
 Transmitter Location....P. O. Address R. 1,
 Box 2433
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 Membership.....NARTB, BAB
 President.....P. L. Jackson
 General-Station Manager.....R. M. Brown
 Commercial Manager.....Harry C. McClain
 Sales Prom. Mgr., Publ. Dir.....Isabell Hoyt
 Program Director.....Joseph T. Hallock

Chief Ann., Prod. Dir.....Jack Moys
 News Director.....Vern Mueller
 Chief Engineer.....Carol Saling
 Farm Editor.....Alvin D. Bauer
 Consulting Engrs.....McIntosh & Inglis

K W J J

PORTLAND—1927

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....KWJJ Bcst. Co., Inc.
 Bus.-Studio Address.....1011 S.W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter Location.....4350 N. Suttle Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith
 Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
 Prog., Dir., Comm. Mgr.....Jerry Speerstra
 Prom. Mgr., Pub. Dir.....Ben Crosby
 Chief Anncr.....Art Morey
 Musical Director.....John Emmel
 Chief Engineer.....Dwight Loomis

K X L

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 Transmitter Location.....Harmony Twp.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Pres., Gen., Comm. Mgr.....H. S. Jacobson
 Program, Prom. Manager....Jackson Fleming
 News Director.....Ralph Wiegand
 Chief Engineer.....Ralph Mifflin

K R C O

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Phone Number.....6-239
 Representative.....Gene Grant
 Transcription Service.....Thesaurus
 News Service.....UP
 Pres., Gen., Sta. Mgr.....Norbert A. Miksche
 Sales Promotion Manager....Richard Burger
 Program Director.....Les McKay
 Chief Engineer.....Curtis Burnside
 Consulting Engineer.....Grant Feikert

K R N R

ROSEBURG—1935—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....News Review Co.
 Address.....211 N. Main St., 134 N.
 Jackson St.
 Phone Number.....3-5551

OREGON—PENNSYLVANIA

Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representatives John Keating
 Membership NARTB, BAB
 President Frank Jenkins
 Station Manager Leroy Hiatt
 Commercial Mgr. Warren Ward
 Program Director Lyle Fenner
 Chief Engineer Max Dick

Address Trans. Loca. 1426 Edgewater St.
 Phone Number 3-3100
 Air Time 8 a.m.-M.
 News Service UP
 Transcription Service. Capitol, Associated,
 Representative. William G. Rambeau
 General Manager Loring Schmidt
 Program Director Carl Ritchie
 Chief Ann., News Dir. Gene Good, Jr.
 Chief Engineer Robert Suing

KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Umpqua Bcstrs., Inc.
 Address P. O. Box 847
 Phone Number 3-4664
 Transcription Service. Lang-Worth,
 Capitol, World
 News Service UP
 President. Donn Radabaugh
 Gen., Sta. Manager. Iris Rice Helliwell
 Commercial Manager. Lon D. Hunt
 Chief Engineer Ralph E. Smith

KGAE

SALEM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By. Allen, Truhan & Clark
 Address Marion Hotel
 News Service AP
 Pres., Gen. Mgr. W. Gordon Allen
 Program Director Del Olney
 Chief Engineer Gordon Allen

KOCO

SALEM—1947—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Loring Schmidt

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Oregon Radio, Inc.
 Business Address P. O. Box 631
 Phone Number 3-4831
 Transmitter Location. Kingwood Hghts.
 Representative McKinney, Everett
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service. World, Lang-Worth
 Membership NARTB, BAB
 President Glenn McCormick
 Gen., Comm. Mgr. Earl Headrick
 Sales Prom. Mgr., Pgm. Dir. Dave Hoss
 News Director Jim Danielson
 Chief Engineer Clyde Carlton
 Consulting Engr. Grant Fiekert

KTIL

TILLAMOOK—1947

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Oper. By Tillamook Bcstg. Co., Inc.
 Business Address Star Route W.
 Phone Number 1122
 Representative John Keating
 Manager Tom Hoover
 Sales Manager Jim Kelly Jr.

PENNSYLVANIA

*Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785
 Families April 1, 1952 (Est.) 2,853,000—Stations in State 113*

WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By WAEB, Inc.
 Address Center Square
 Phone Number 4-9364
 Transmitter Location Mickley
 Air Time 6 a.m.-1 a.m.
 News Service UP

Representative George P. Hollingbery Co.
 President Howard Wasserman
 General Manager Milton Laughlin
 Program Director Thomas A. Earley
 Chief Engineer William Gottshall
 Consulting Engineer MacIntosh & Inglis

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Allentown Bcstg. Corp.

P E N N S Y L V A N I A

Add. Trans. Loca. 1125 Colorado St.
 Phone Number Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Thesaurus
 Representative Robert Meeker
 President Henry K. Bauman
 Sta. Mgr., Pgm., Pub. Dir. J. F. Chambers
 Musical Dir. Sydney Paul
 Chief Engineer Gerald B. Werst
 Consulting Engineer Lynne Smeby

W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By WKAP, Inc.
 Bus.-Studio Address ... P. O. Box 689, No. 7th
 St. Pike
 Phone Number 3-3166
 Transmitter Location No. 7th St., Pike
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated
 Representative Weed
 President N. Joe Rahall
 Sta., Gen. Mgr. O. R. Davies
 Program Director Marshall Cleaver
 Chief Engineer C. Frank Cordaro
 Consulting Engineer E. C. Page

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By ... Lehigh Valley Bcstg. Co.
 Bus.-Studio Address 39-41 N. Tenth St.
 Phone Number 4-9511
 Transmitter Location Route 1
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley Reed
 General Manager B. Bryan Musselman
 Comm. Mgr. Olivia P. Musselman
 Dir. of Programs George Y. Snyder
 Chief Engineer Reuel H. Musselman
 Consulting Engineer Gautney & Ray

W F B G

ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Phone Number 6467
 Transmitter Location Atop Gable Store
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative H-R Reprs., Inc.
 Membership NARTB, BAB
 President George P. Gable
 General Manager John M. Snyder
 Chief Ann., Pgm. Dir. James Gates

Musical Director Allo Weiland
 Chief Engineer George Burgoon
 Farm Editor Eugene Hammill
 Consulting Engineer Craven, Lohnes &
 Culver

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Altoona Bcstg. Co.
 Bus.-Studio Address 1413 11th Ave.
 Phone Number 9301
 Transmitter Location Goods Lane, Logan
 Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership BAB
 President Herbert T. Wolf
 General Mgr. Thomas W. Metzger
 Station-Comm. Mgr. James E. Moren
 Sales Prom. Mgr. D. Guy Chappie
 Publicity Director Charles Flynn
 Chief Engineer C. Irvin Metzger
 Consulting Engineer George C. Davis

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Thompson Bcstg. Co.
 Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Roy F. Thompson
 Sales Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Musical Director Robert Michaels
 Publicity Dir. S. Carlton Ayers
 Chief Engineer George R. Burgoon

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By General Bcstg. Corp.
 Address Trans. Loca. 2801 Edgewood Dr.
 Phone Number 8127
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 President Emanuel S. Leopold
 General Manager Robert G. Walter
 Comm., Prom. Mgr. Will Union
 Program Director Robert G. Walter
 News Director John Riley
 Chief Engineer William R. Butterbaugh

PENNSYLVANIA

WAVL

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts, d. Owned-Oper. By. Tri-Borough Bcstg. Co. Bus-Studio Address Trans. Loca. No. 4th Phone Number 72-3921 Air Time Daytime News Service UP Transcription Service SESAC, Cole, Thesaurus General Manager Cecil F. Clifton Sales Prom. Manager A. J. West Comm. Mgr., Prod. Dir. David T. Taylor Chief Engineer H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc. Power: 500 Watts d. Owned-Oper. By. No. Cambria Bcstrs. Phone Number 1010 Transcription Service Thesaurus, Standard News Service UP Pres., Prom. Mgr. Harris G. Breth General Manager W. J. Thomas Chief Engineer Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts Owned-Operated By. WBVP, Inc. Business-Studio Address. 1216 Seventh Ave. Phone Number 4100 Transmitter Location. New Brighton Air Time Unlimited News Service. UP, AP Transcription Service. Standard, World Membership NARTB, BAB Pres., Sta., Gen. Mgr. Frank R. Smith, Jr. Prom., Comm. Mgr. Thomas B. Price Program Director. Charles H. Wilson Production Director. Jean E. Biggard Chief Announcer. George Allen Chief Engineer. Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc. Power: 250 Watts d. Owned-Oper. By. The Bethlehems' Globe 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. Capitol, Thesaurus Membership NARTB, BAB General Manager. Ellis Service Station Manager Arthur C. McCracken Comm., Sales Prom. Mgr. Frank Collie Prod., Pgm. Dir. Stefan George Chief Engineer Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc. Power: 1000 Watts d. Owned-Oper. By. The Columbia-Montour Bcstg. Corp. Bus-Studio Address. 38 W. Main St. Phone Number 1700 Transmitter Location. Bloomsburg RFD Air Time Daytime News Service AP Transcription Service Associated Membership NARTB President. Robert R. Eyerly Gen. Mgr. Ed Darlington Chief Engineer. Robert Fulton

WHLM

BLOOMSBURG—1951—LBS

Frequency: 690 kc. Power: 1000 Watts d. Owned-Operated By. Bloom Radio Address. Hotel Magee Phone Number 1800-1 Transmitter Location. Scott Twp. Air Time Sunrise-Sunset News Service UP Transcription Service Lang-Worth Membership NARTB, BAB President Harry Magee Manager Robert R. Williams Chief Engineer Anthony Hogg

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 News Service UP President, Gen. Mgr. William G. Matta Commercial Manager. George Matta Program Director. George Bozic Chief Engineer. Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts Owned-Oper. By. WESB Business Address. 43 Main St. Phone Number 3173 Studio-Transmitter Location. High St. Ext. Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.) News Service AP Transcription Service World Membership NARTB, BAB News, Pub., Dir., Prom., Gen. Mgr. J. M. Cleary Commercial Manager. James Ponder Chief Engineer Joseph Sudock

P E N N S Y L V A N I A

W B U T

BUTLER—1948—LBS

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned-Oper. By Eagle Printing Co.
 Phone Number 75-778
 Transcription Service Thesaurus
 News Service AP
 President John L. Wise
 Sta., Comm. Mgr. Philip B. Hirsch
 Sales Prom. Mgr. Vernon L. Wise, Jr.
 Program Director Joseph Laconi
 Chief Engineer Gerald L. Coleman

W I S R

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By The Butler Bcstg. Co., Inc.
 Business-Studio Address 357 N. Main St.
 Phone Number 4701-2
 Transmitter Location McKinley Ave. Ext.
 Air Time 6:30 a.m.-Sunset
 News Service UP
 Membership NARTB, BAB
 President Mrs. Georgia Rosenblum
 News Dir., Sta. Mgr. Robert Kaufman
 Pgm., Musical Dir. Warren Ihlenfeld
 Chief Announcer Edward Menke
 Chief Engineer Paul Rex
 Consulting Engineer George C. Davis

W C D L

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Carbondale Bdcstg., Co., Inc.
 Address 127 Salem Rd., Carbondale; 849
 Main St., Honesdale, Pa.
 Phone Number Carbon. 1230, Hones. 1230
 Trans. Loca. 116 Salem Rd., Carbondale Twp.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service SESAC, World
 Representative Donald Cooke, Inc.
 President William H. Ware
 Gen., Sta. Mgr. W. Richard Carlson, Jr.
 (Honesdale Studio Manager Tut Perry)
 Comm., Prom. Mgr. William Fletcher
 Program Director Norah B. Carlson
 Production Director John Krieger
 Publicity Director Jean Lynady
 Chief Engineer Robert G. Adams
 Farm Editor (Honesdale Studios) J. McKeam
 Consulting Engineer J. Gordon Keyworth

W L X W

CARLISLE—1948—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews

Business Address Holly Pike
 Phone Number Carlisle 1785
 Studio-Transmitter Location Mt. Holly Pike
 News Service UP
 President Philip Mathews
 Chief Exec. Florence Good
 Chief Engineer Henry Palmer

W C H A

CHAMBERSBURG

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chambersburg Bcstg. Co.
 Bus.-Studio Address Craft Press Bldg.
 Phone Number 1110
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Capitol, Associated
 Representative Forjoe
 Membership NARTB
 Pres., Gen. Manager John S. Booth
 Commercial Manager Earl P. Strine
 Program Director Allen Saunders
 Chief Engineer James McCurdy
 Consulting Engineer Kear & Kennedy

W E S A

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By Monongahela Valley Bcstg.
 Business-Studio Address Fifth St.
 Phone Number 3-6551
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Thesaurus
 President Dr. A. S. Sickman
 Gen., Comm. Mgr. C. R. Duvall
 Chief Engineer Mel Wigand
 News Director Bill Richards

W P W A

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Lou Poller
 Business Address Box 30, Chester
 Phone Number 3-1641
 Trans. Loca. Brookhaven, Middletown Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Pres., Gen. Mgr. Lou Poller
 Station Manager Harry Simmington
 Comm., Sales Prom. Mgr. Burton Levin
 Pgm., Prod. Dir. Melvin Levine
 Chief Announcer Paul Warren
 Publ. News Director Mort Rosenman
 Chief Engineer Harry Simmington
 Consulting Engineer Russell P. May

P E N N S Y L V A N I A

W V C H

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By..... James M. Tisdale
 Bus.-Studio Address... Wolf Bldg., Market Sq.
 Phone Number Chester 2-8861
 Transmitter Location.. Bridgewater Rd., RD 1
 Air Time Sunrise-sunset
 News Service UP
 Prom., Gen., Comm. Mgr.... James M. Tisdale
 Program Director..... Robert A. Hibbert, Jr.
 Chief Engineer..... James M. Tisdale
 Consulting Engineer..... John Creutz

W C P A

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clearfield Bdcsters, Inc.
 Address 215 Church St.
 Phone Number 5-5541
 Transmitter Location R. D. Clearfield
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service .. Thesaurus, Associated
 Membership NARTB, BAB
 President W. K. Ulerich
 Commercial Manager W. C. Plummer
 Sta., Gen. Mgr., Pgm., Pub., News Dir.

W. J. Thomas
 Production Director ... Miss Margaret Nemeth
 Musical Director Joseph Milsop
 Chief Engineer Llewellyn Duck
 Consulting Engr..... John Mullaney

W C O J

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Chester Co. Bcstg. Co.
 Address 703 E. Chestnut St.
 Phone Number 2100
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr..... William S. Halpern
 Vice-President..... Richard Scully, Jr.
 Pgm., News Dir..... Ellis Shook
 Promotion Manager..... Donald Kimes
 Secy., Chief Engr..... Louis N. Seltzer

W C V I

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Connellsville Bcstrs., Inc.
 Bus.-Studio Address... 124 W. Crawford Ave.
 Phone Number..... Connellsville 2700
 Transmitter Location..... Limestone Hill
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service..... SESAC, World
 Membership NARTB, BAB
 President Raymond Galiardi
 Gen., Sta. Mgr..... Jack Craddock

Commercial Manager..... Howard McMeekin
 Program Director..... Fran Roberts
 Chief Announcer..... Dick Jessen
 Chief Engineer..... Paul Queer

W B U X

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.... Charles M. Meredith
 Business-Studio Address..... The Hart Bldg.
 Phone Number 220
 Transmitter Location.. Doylestown Township
 News Service AP
 General Manager..... William A. Lynch

W C E D

DUBOIS—1941—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Tri-County Bcstg. Co.
 Bus.-Studio-Transmitter Address.. 80 N. Park Pl.
 Phone Number 1700
 News Service UP
 Transcription Service SESAC
 Representative McGillvra
 President Harold Gray
 General Mgr..... Jason S. Gray
 Commercial Manager..... George Williams
 Pgm., News Dir..... Ed Paul Finger
 Promotion Manager..... Ken Johnston
 Chief Engineer..... Bernard Gurewich

W E S T

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Associated Bcstrs., Inc.
 Bus.-Studio Address 516 Northampton St.
 Phone Number 6131
 Transmitter Location..... Williams Township
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive..... Clair R. McCollough
 Station Manager..... Elwood C. Anderson
 Natl. Sales Manager..... J. Robert Gulick
 Program Director..... Eugene Bethman
 Technical Director..... J. E. Mathiot

W E R C

ERIE—1941—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By..... Presque Isle Bcstg. Co.
 Bus.-Studio Address 121 W. 10 St.
 Phone Number 46367
 Transmitter Location Robinson Rd.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service .. Capitol, Lang-Worth
 Representative Avery-Knodel
 President..... Jacob A. Young

P E N N S Y L V A N I A

General Manager.....Charles E. Denny
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Engineer.....Ken Hestor
 Consulting Engineer.....Kear & Kennedy

Phone Number.....850
 Air Time.....6 a.m. 12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.

W I K K

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Community Service Bcstg.
 Co.

Bus.-Studio Address.....1021 State St.
 Phone Number.....2-3248, 23-240
 Transmitter Location.....Waterford
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....H-R Reps.
 President.....Keith Kiggins
 Gen., Sta. Mgr.....Ted Nelson
 Program Director.....C. E. McElroy
 Chief Engineer.....Clarence Baker
 Consulting Engineer.....George Adair

Murray L. Goldsborough
 Sales Promotion Manager....Sebastian Hafer
 Program Director.....Maurine Nelson
 Publicity Director.....Edwin Shoop, Jr.
 Chief Announcer.....Owen Voigt
 Chief Engineer.....Lester Blair
 Consulting Engineer.....Howard S. Frazier

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. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen

W J E T

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Jet Bcstg. Co.
 Address.....1635 Ash St.
 Phone Number.....4-6013
 News Service.....AP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Myron Jones
 Commercial Manager.....Paul C. Rinehardt
 Chief Engineer.....William Fleckenstein

W H V R

HANOVER—1948—MBS

Frequency: 1280 Kc....Power: 1000 Watts d.
 500 Watts n.

Owned-Operated By....Radio Hanover, Inc.
 Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Transmitter Location.....½ Mi. No. of City
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Pres., Sta. Gen. Mgr.....John D. Bare
 Comm. Mgr.....H. Vernon Ferster
 Pgm. Dir.....Mack Edwards
 Chief Engineer.....Philip Rohrbough
 Consulting Engineer.....A. D. Ring Co.

W L E U

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus.-Studio-Transmitter Address.....2nd Fl.
 Commerce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 President.....Leo J. Omelian
 V.P., Comm., Gen. Mgr.V. Hamilton Weir
 Secretary.....Catherine Donatelli
 Musical Director.....Anthony Conti
 Consulting Engineer...McNary & Wrathall

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Bus.-Studio-Trans. Address.....112 Market St.
 Phone Number.....2-3456
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Representative.....Weed
 Pres., Gen., Comm. Mgr.....Herbert Kendrick
 Station Manager.....Jack Hooper
 Music, Publ. Dir.....Red McCarthy
 News Director.....Lewis Doolittle

W G E T

GETTYSBURG—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By....Times & News Pub. Co.
 Address.....Harrisburg Rd.



WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

**PULLS
HIGHEST HOOPERS
WITH CBS
AND STELLAR
LOCAL
PROGRAMMING**

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so... more listeners who listen more.



These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family (\$6,135), income per capita (\$1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.

**COVERS
PENNSYLVANIA'S
TOP-QUALITY
MARKET**



HARRISBURG, PA.

**KEY STATION OF
THE KEYSTONE
STATE**



5000W 580KC

REPRESENTED BY **BOLLING**

P E N N S Y L V A N I A

Chief Announcer.....Tony Bekas
Chief Engineer.....William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number.....4-3211
Transmitter Location...1½Mi. W. Summerdale
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service...Standard, Associated
Representative.....The Bolling Co.
Membership.....NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Pottsiger
Program Director.....Dick Redmond
Production Director.....Harry Hinkley
News, Pub. Dir.....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone 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.
Program Director.....Don Wear
Technical Director.....J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcastg. Co.
Bus.-Studio Address.....708 Hazleton Natl.
Bank Bldg.
Phone Number.....5400-1
Transmitter Location.....E. Berner Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Victor C. Diehm
Commercial Mgr.....Thomas Tito
Program Director.....Don Murray
Asst. to Gen. Mgr.....Kathryn Kahler
Chief Engineer.....Elwood Tito
Farm Editor.....Bob Richards

WAZL

1490 Kc.

ESTABLISHED 1932

WAZL-FM

97.9 Meg.

HAZLETON, PENNA.

VIC DIEHM, Pres. & Gen. Mgr.

FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is \$6,576.00*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — \$45,619,000*

National Representatives:

Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.

* Sales Management

PENNSYLVANIA

W H O D
HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By... Steel City Bcstg. Corp.
Bus.-Studio Address..... 105 E. Seventh Ave.
Phone Number..... HO 1-0172
Transmitter Location..... W. Millin Borough
Air Time..... Sunrise-sunset
News Service..... UP
Representative..... Interstate
President..... Anthony S. Ortale
General-Comm. Mgr..... Roy Ferree
Chief Engineer..... James Herbert

W H U N
HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.. Joseph F. Biddle Publ. Co.
Bus.-Studio Address..... 400 Washington St.
Phone Number..... 1291
Transmitter Location..... 27th & Murray Aves.
News Service..... UP
Transcription Service..... SESAC, World
President..... John H. Biddle
General Manager..... William E. Germann
Chief Engineer..... Ernest A. Craig

W D A D
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Indiana Broadcast Inc.
Address..... Indiana Theatre Bldg.
Phone Number..... 5-5511
Transmitter Location..... East Pike
Air Time..... 6:30 a.m.-12:05 a.m.
News Service..... AP, UP
Representative..... McGilvra
Pres., Gen. Mgr..... T. K. Cassel
Sales Prom. Manager..... Bob Sefick
Comm. Mgr..... Tony Rand
Sta. Mgr., News Dir..... James E. Pattison
Chief Engineer..... Robert Ramsay

W A R D
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Central Bcstg. Co., Inc.
Business-Studio Address..... Porch Bldg.
Phone Number..... 81-216
Transmitter Location..... Prospect Hill
Air Time..... 6 a.m.-2 a.m.
News Service..... UP
Transcription Service..... World
Representative..... Weed
Membership..... NARTB
President..... Paul Short
General Manager..... George D. Gartland
Station Manager..... Robert R. Nelson
Commercial Mgr..... Iohn C. Gilmore

Chief Announcer..... Bill Santoro
News Director..... Frank C. Jordan
Chief Engineer..... Millard C. Coleman

W C R O
JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Century Bcstg. Corp.
Bus.-Studio Address..... Fort Stanwix Hotel
Phone Number..... 9-8539
Transmitter Location..... Ihmsen Rd.
Air Time..... 6 a.m.-1 a.m.
News Service..... INS
Representative..... Radio Reps
President..... John J. Keel
General Manager..... Stewart W. Phillips
Comm., Sta. Mgr..... Dennis Gerken
Chief Engineer..... Robert Stillwagon

W J A C
JOHNSTOWN—1925—NBC-LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... WJAC, Inc.
Bus.-Studio Address..... 329 Main St.
Phone Number..... 4-1267
Transmitter Location..... Tribune Bldg.
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Young
President..... W. W. Krebs
Station Manager..... John P. Foster
Chief Engineer..... Theodore E. Campbell

W A C B
KITTANNING—1948-LBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By..... The Armstrong County
Bcstg. Corp.
Bus.-Studio Address..... 325 Market St.
Phone Number..... 43-1381
Transmitter Location..... Bunker Hill
Air Time..... Sunrise-Sunset
News Service..... AP
Transcription Service..... Thesaurus
Membership..... NARTB
President..... J. B. Moore
General Manager..... Edward J. Hirschberg
Station Manager..... W. Marshall Fatkin
Commercial Manager..... John Albert Dame
Chief Engineer..... Joseph Pelletier

W G A L
LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... WGAL, Inc.
Business-Studio Address..... 8 W. King St.

PENNSYLVANIA

Phone Number5251
 Transmitter LocationLancaster
 Air Time6:30 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeRobert Meeker
 MembershipNARTB
 President.....Clair R. McCollough
 Station Manager.....Maynard W. Thomas
 Technical Director.....J. E. Mathiot

Owned-Operated By....Clearfield Bcstrs. Inc.
 AddressLovenstein Bldg.
 Phone Number2348
 Transcription Service.....Thesaurus, World
 President.....W. K. Ulenick
 General Manager.....W. J. Thomas

WLAN LANCASTER—1946 ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Peoples Bcstg. Co.
 Bus.-Studio Address.....252 N. Queen St.
 Phone Number720
 Transmitter Location.....Manheim Township
 Air Time.....6 a.m.-12:35 a.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 President.....Frank H. Altdorfer
 Comm., Sales Prom. Mgr....Arthur H. Beckwith
 Pgm., Prod. Dir.....Theodore Pollack

WAKU LATROBE—1951

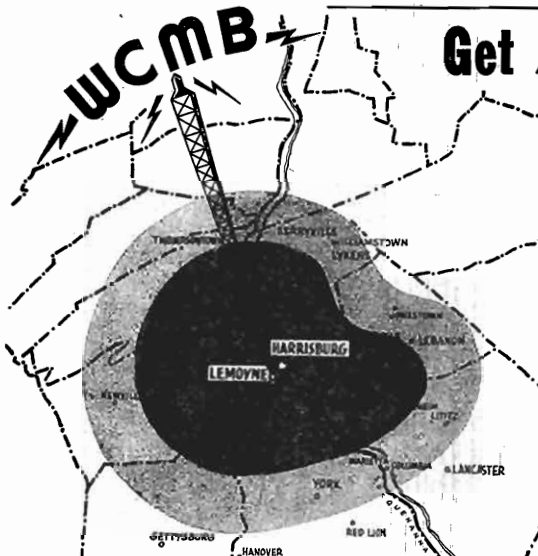
Frequency: 1570 Kc.....Power: 250 Watts d.

WLBR LEBANON—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Lebanon Bcstg. Co.
 Bus.-Studio Address....8th & Cumberland Sts.
 Phone Number3900
 Transmitter LocationEbenezer
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription Service.....World, Associated
 Representative.....William G. Rambeau
 MembershipNARTB, BAB
 General Manager.....Lester P. Etter
 Station Manager.....Julian F. Skinnell
 Chief Engineer.....M. Leonard Savage

WCMB LEMOYNE—1948—LBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Rossmoyne Corp.
 Bus.-Studio Address....Lemoyne Theater Bldg.
 Phone Number.....Harrisburg 4-3005



Get ALL of HARRISBURG

Make sure you get ALL of Harrisburg ...
 ... not just the "City of Harrisburg".

Perhaps you're missing MOST of your
 selling potential?? Consider this:

- ★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!
- ★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market
 ... ALL OF IT ... you need

WCMB

the BIG BUY

... per dollar, per listener!

5000 WATTS FULL TIME

WCMB

LEMOYNE, PA.

Represented by Donald Cooke Inc., New York

P E N N S Y L V A N I A

Transmitter Location.....Poplar Church Rd.,
E. Pennsboro Township
Air Time.....6:30 am.-1 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Donald Cooke
President.....Edgar T. Shepard, Jr.
Gen., Sta. Manager.....Ed K. Smith
Commercial Manager.....Rudy O. Marcoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Production Director.....Stanley Bowman
Publ., News Director.....Pete Wambach
Chief Engineer.....J. Howard Bair
Consulting Engineer.....McIntosh & Inglis

W K V A

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts a.
Owned-Operated By.....Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number.....6771
Air Time.....Daylight
News Service.....UP
Transcription Service.....World
President.....Mrs. Paul J. Newton
Sta., Gen. Mgr.....Robert L. Wilson
Prom. Mgr.....Don Raffensberger
Farm Ed., Pgm. Dir.....Lynn Bloom
Publicity Director.....Read Gray
Chief Engineer.....Robert Steltzer
Musical Director.....Allan Jay
Consulting Engineer.....A. D. Ring

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address.....Monument Square
Phone Number.....6759
Transmitter Location.....Lewiston
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....Burn-Smith
Membership.....NARTB, BAB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Pgm., Publ. Director.....James Keyes
Chief Engineer.....Bernard H. Bopp
Consulting Engr.....George Davis

W B P Z

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number.....4038
Transmitter Location.....Allison Township
Air Time.....6 a.m.-M.
News Service.....AP

Transcription Service.....Associated, World.
SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Prom. Mgr., News, Pgm. Dir.....Dave King
Production Director.....Richard Kidney
Chief Engineer.....Kenneth C. Caum
Consulting Engineer.....George Davis

W E D O

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....Box 810
Phone Number.....McKeesport 4-7167,
Homestead 1-3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP
Trans. Service.....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley
Consulting Engr.....Ben Farkas

W M C K

McKEESPORT—1947—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number.....88888
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-12 M.
News Service.....UP
Representative.....Rambeau
Transcription Service.....Lang-Worth
President.....Robert M. Cox
Gen., Comm. Mgr.....Gene Kline
Pgm. Dir.....Pat Haley
Pub. Dir.....Sam Vidnovic
Chief Engineer.....Charles White
News Director.....Steve Chantos

W M G W

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Meadville Bdcstg. Serv., Inc.
Address.....1st National Bank Bldg.
Phone Number.....46-723
Transmitter Location.....Kerttown
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Trans. Serv.....Lang-Worth, World
Membership.....NARTB, BAB
President.....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Fran Richmond
Program Director.....Zane Knauus
News Director.....Mark N. Funk, Jr.
Chief Engineer.....Hoyt H. Stout

P E N N S Y L V A N I A

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Morrisville Bcstg. Co.
 Business Address 108 N. Broad St.
 Phone Number 4-7191
 Transmitter Location Morrisville
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Commercial Manager William Garry
 Program Director William F. Hildenbrand
 Promotion Manager Fred Walker
 Chief Announcer John Schneider
 News Director Harry Alleva
 Chief Engineer William A. Brewer
 Consulting Engineer Wm. E. Bennis, Jr.

W H W L

NANTICOKE—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Anthracite, Inc.
 Business-Studio Address 38 E. Main St.
 Phone Number Nanticoke 1332
 Transmitter Avondale Plymouth Twp.
 News Service UP, AP
 Transcription Standard, Capitol SESAC
 Representative For Joe
 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 Shirely Kerr
 Chief Engineer Robert Emch

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
 Transmitter Location E. Deer Township
 News Service UP

Transcription Serv. Lang-Worth, MacGregor,
 SESAC, M. M. Cole
 Representative Continental Radio Sales
 President C. R. Cooper
 Gen., Comm. Mgr., Pgm. Dir. E. J. Kroen
 Chief Announcer Michael Felack
 Chief Engineer W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By Norristown Bcstg. Co.
 Bus.-Studio Address 115 W. Main St.
 Phone Number Norristown 8-7600
 Transmitter Location E. Norriton
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service SESAC
 Representative Walker
 Membership NARTB, BAB
 President Farris E. Rahall
 General Manager Joseph A. Pace
 Program Director Buddy Brode
 News Director James N. Nellany
 Chief Engineer Sam Geise
 Consulting Engineer E. C. Page

W K R Z

OIL CITY—1946—MBS-LBS-KBS

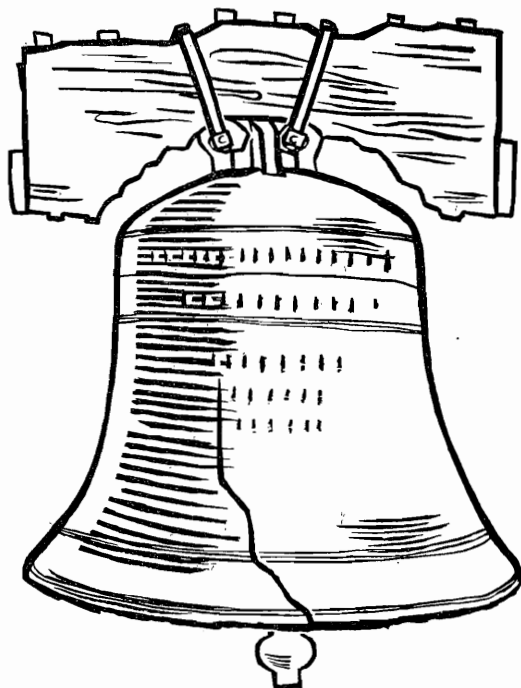
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKRZ, Inc.
 Business-Studio Address 201 Fair Bldg.
 Phone Number 4-1269
 Transmitter Rich Hill, Cranberry Township
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Kenneth E. Rennekamp
 Commercial Manager Joseph Connor
 Promotion Manager Roland B. Phillips
 News, Pgm. Dir. Richard Thompson
 Chief Engineer Gerald Cushing

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 Whitmarsh
 Air Time 5 a.m.-2 a.m.
 News Service INS, UP
 Transcription Service Associated
 Representative Free & Peters
 President Walter Evans
 Station Manager L. R. Rawlins
 Sales Manager R. H. Teter
 Promotion Manager Paul I. Woodland
 Program Director Gordon Davis
 Chief Engineer I. N. Eney

Philadelphia is proud of **WCAU**, too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

PENNSYLVANIA

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By. The Philadelphia Bulletin
 Address. Filbert & Juniper Sts.
 Phone Number LOcust 7-7700
 Transmitter Location Moorestown, N. J.
 Air Time Unlimited
 News Service. UP, AP
 Transcription Service Lang-Worth
 Representative. CBS Radio Spot Sales
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager John S. DeRussy
 Program Director Jos. T. Connolly
 Prom., Pub. Dir. Robert N. Pryor
 News Director Alfred T. Ringler
 Musical Director David Stephens
 V.P., Director of Engr. John G. Leitch
 Farm Editor Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Max M. Leon, Inc.
 Business-Studio Address. 1211 Chestnut St.
 Phone Number LOcust 7-7400
 Transmitter Location Philadelphia
 News Service AP
 Representative For Joe
 President Max M. Leon
 Gen., Comm. Mgr. Robert A. Klein
 Program Director. Richard H. Booth
 Chief Engineer. Frank W. Unterberger

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Independence Bcstg. Co.
 Business-Studio Address. 1505 Walnut St.
 Phone Number. Rlittenhouse 6-2058
 Transmitter Location. Penn. Sheraton Hotel
 Air Time 7 a.m.-1:30 a.m.
 News Service AP
 Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oromaner
 Music., Prod. Dir. Len Stevens
 News Dir., Chief Anncr. Jerry Gaines
 Chief Engineer. Arnold Goldman
 Consulting Engineer A. D. Ring Co.

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By. Patrick J. Stanton
 Business-Studio Address. St. James Hotel,
 13 & Walnut Sts.
 Phone Number. Kingsley 5-7000

Transmitter Location Pennsauken, N. J.
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra, Viola
 Pres., Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager. Charles Stahl
 Publicity Director Doug Henson
 Prog. Dir., Chief Announcer. Michael Deegan
 News Director Bob Gallagher
 Chief Engineer. Alec Felton Iles
 Consulting Engineer Kear & Kennedy

WPEN

PHILADELPHIA—1929—LBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. William Penn Bcstg. Co.
 Business-Studio Address. 2212 Walnut St.
 Phone Number LOcust 4-4383
 Transmitter Location. Brookhaven Rd. &
 77th St.
 Air Time. 24 hrs.
 News Service. AP, UP
 Representative. William G. Rambeau
 President William Sylk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Prod., Publ. Dir. Sam Elber
 Chief Engineer. Charles W. Burtis

AP SELLS

For Stations and Sponsors —

For instance . . . WFBG

“AP service is tops for
 good programming and easy
 sales. It always gives us top
 ratings.”

JOHN M. SNYDER,
 Managing Director,
 WFBG, Altoona, Pennsylvania

In **WFIL-adelphia**

**WFIL PROMOTION leads the way to
POINT OF SALE**

- AIR ANNOUNCEMENTS
- BILLBOARDS
- NEWSPAPER ADVERTISING
- STUDIO DISPLAY
- DIRECT MAIL
- MAGAZINE ADVERTISING
- POSTER DISPLAY
- WINDOW STREAMERS
- TRANSPORTATION CARDS
- PUBLICITY SERVICE



And Now... **ACTUAL PRODUCT DISPLAYS**
IN 35 FOOD FAIR SUPERMARKETS
serving a half-million customers a week
in 17 WFIL-covered cities



And **EXCLUSIVE MERCHANDISING COOPERATION**
OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS
and Affiliated Groups representing more
than 1800 drug stores

Promotion — Merchandising — Impact
to shorten the line between your RADIO
ADVERTISING and your SALES schedule

WFIL

The Philadelphia Inquirer Station

Represented by **THE KATZ AGENCY**
ABC AFFILIATE

PENNSYLVANIA

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By...Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business-Studio Address.....Widener Bldg.
 Phone Number.....Rittenhouse 6-6900
 Transmitter Location.....Whitemarsh
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB, BAB
 General Manager.....Roger W. Clipp
 Operations Asst. to Gen. Mgr.
 John D. Scheuer, Jr.
 Commercial Manager.....Norman R. Prouty
 Sales Prom. Dir.....George A. Koehler
 Program Director.....T. E. Paisley
 Production Director.....Claude Morris
 Publicity Director.....Joseph E. Dooley
 Chief Engineer.....Louis E. Littlejohn
 Farm Editor.....Howard Jones
 Consulting Engineer.....Garrison

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Seaboard Radio Bcstg.
 Corp.
 Business-Studio Address.....1425 Walnut St.
 Phone Number.....Rittenhouse 6-2300
 Transmitter Location.....Conshohocken RFD
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Radio Reps.
 President.....Paul F. Harron
 Vice-Pres.....Joseph Lang
 Gen.-Sta.-Comm. Mgr.....Edward D. Clery
 Sales Prom.-Prod. Mgr.
 Publicity Director.....Rupe Werling
 Program Director.....Doug Arthur
 Technical Director.....John H. Henninger
 Chief Engineer.....George Hooper
 Consulting Engineer.....Paul Godley

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.

**HOW
WHY,
WHERE**

**DO YOU SELL
PHILADELPHIA?**

**WITH PENNSYLVANIA'S
MOST POWERFUL INDEPENDENT**

**10,000 WATTS OF SPORTS
NEWS AND MUSIC MEAN SALES**

W I B G

WIBG-FM SERVES STORCASTING

Where

It

Pays



to advertise in . . Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WALnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts . . . Philadelphia's Pioneer Voice . . . 610 on the dial

*Courtesy National Cash Register Company

PENNSYLVANIA

Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Pres., Gen. Mgr. Benedict Gimbel, Jr.
 Dir. of Sales Ralph Brent
 Program Director Murray Arnold
 Production Director Howard J. Burnett
 Prom. Mgr., Pub. Dir. Edward Wallis
 News Director Samuel Ettinger
 Technical Director Clifford C. Harris

W T E L PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By. Foulkrod Radio Engineering Co.
 Business-Studio Address ... 4312 N. Broad St.
 Phone Number Gladstone 5-1310
 Transmitter Location Rowlandville
 Pres., Pgm. Dir. E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Engineer John Field

K D K A PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Radio Stations, Inc.
 Business-Studio Address Grant Bldg.
 Phone Number Grant 1-4200
 Transmitter Location Allison Pk.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Free & Peters
 President Walter Evans
 Gen. Mgr. Joseph E. Baudino
 Station Manager Robert G. Duffield
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Production Director Edward P. Young
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By. Allegheny Bcstg. Corp.
 Bus.-Studio Address 800 Chamber of Commerce Bldg.
 Phone Number Atlantic 1-9100
 Transmitter Babcock Blvd., Oak Glenn Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Comm., Prom., Sta. Mgr. J. F. Murray

Pgm., Publ. Director Ed Trageser
 News Director Bill Burns
 Chief Engineer James J. Schultz
 Consulting Engr. Craven, Lohnes & Culver

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address Carlton House
 Phone Number Atlantic 1-6900
 Transmitter Location Baldwin Township
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS
 Transcription Service World
 Representative Katz
 Membership NARTB, BAB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Edward Brown
 Production Director John Leban
 Chief Engineer James Greenwood
 Consulting Engineer A. Earl Cullum, Jr.

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 1-4860
 Transmitter Location 1459 Crane Rd., Greentree
 Air Time 6 a.m.-12:30 a.m.
 News Service Transradio, UP
 Transcription Service Lang-Worth
 Representative Hollingberry
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Production Director Fred R. Davy
 Publicity Director Cal T. Mara
 News Director Henry Dabecco
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy
 Consulting Engineer Garrison

W P G H PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address 220 N. Highland Ave.
 Phone Number EMerson 1-5000
 Transmitter Location 2500 E. Lane
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 General Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

PENNSYLVANIA

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d. Owned-Operated By: WPIT, Inc. Bus-Studio Address: 211 Smithfield St. Phone Number: Atlantic 1-1900 Transmitter Location: Mt. Troy Rd. Air Time: Sunrise-sunset News Service: UP Representative: For Joe President: John J. Laux V.P., Commercial Manager: Don Ioset Pgm., Prod., News Dir.: George Varnum Chief Engineer: Mike Komichak Consulting Engr.: George Davis

WWSW

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts Owned-Oper. By: WWSW, Inc. Bus-Studio Address: Sheraton Hotel Phone Number: GRant 1-5200 Transmitter Location: Cemetery Lane, Ross Township Air Time: Unlimited News Service: UP Representative: John Blair Membership: NARTB, BAB President, Gen. Manager: O. M. Schloss Station-Comm. Mgr.: Ben W. Muros Sales Prom. Mgr.: Harold J. Goldstein Chief Engineer: Henry R. Kaiser Consulting Engineer: Glenn D. Gillett

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc. Power: 1000 Watts d. Owned-Operated By: Pottstown Bcstg. Co. Address: 247 High St. Phone Number: 5000 News Service: UP Transcription Service: Thesaurus Representative: Rambeau General Manager: Herbert Scott Sales Manager: Clifford M. Chafey Chief Engineer: Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS QUAKER

Frequency: 1450 Kc. Power: 250 Watts Owned-Oper. By: Miners Bcstg. Serv., Inc. Bus-Studio Address: 106 S. Centre St. Phone Number: Pottsville 5050 Transmitter Location: Lawton's Hill Air Time: 6:30 a.m.-M. News Service: UP Transcription Service: Associated Representative: Everett-McKinney

Membership: NARTB, BAB President: Joseph L. Maguire Comm., Gen., Sta. Mgr.: Louis H. Murray Sales Promotion Manager: Bud Angst Production Director: Horace Richards Chief Engineer: Milton Seltzer Consulting Engineer: George C. Davis

WPPA

POTTSVILLE—1946—LBS

Frequency: 1360 Kc. Power: 1000 Watts d.; 500 Watts n. Owned-Oper. By: Pottsville Bcstg. Co. Bus-Studio Address: 8 So. Second St. Phone Number: Pottsville 1744 Transmitter Location: Bull's Head News Service: AP Transcription Service: World Membership: NARTB Owner, Gen. Mgr.: A. V. Tidmore Commercial Manager: Ralph L. Price, Jr. Farm Editor, Pgm. Dir.: Edward Romance Chief Engineer: A. V. Tidmore

WEUU

READING—1932 ABC—QUAKER

Frequency: 850 Kc. Power: 1000 Watts Owned By: Reading Eagle Co. Business-Studio Address: 431 Penn St. Phone Number: 7335 Transmitter Township: Spring Township Air Time: 6:15 a.m.-12 M. News Service: UP Transcription Service: Associated Representative: Headley-Reed Membership: NARTB, BAB President: Hawley Quier Gen., Sta. Mgr.: Thomas Martin Commercial Manager: K. Richard Creitz Prom. Mgr.: Nan Heckman Farm Edit., Prod., Pgm. Dir.: George Carroll Chief Engineer: Harold Schearer Consulting Engineer: Everett Dillard

WHUM

READING—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts Owned-Oper. By: Eastern Radio Corp. Business-Studio Address: Berkshire Hotel Phone Number: Reading 4-4805 Transmitter Location: Old Wyomissing Rd. Air Time: 6 a.m.-12 M. News Service: AP Representative: H-R Reps. Pres., Gen., Sta. Mgr.: Humboldt J. Greig Commercial Manager: Richard G. Fichthorn Production Director: Arthur W. Heim Program Director: Alan Lane

P E N N S Y L V A N I A

Chief Engineer.....Joseph McCormack
 Consulting Engineer.....A. Earl Cullum, Jr.

W R A W

READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Reading Bcstg. Co., Inc.
 Business-Studio Address.....19 N. Fifth St.
 Phone Number.....Reading 7173
 Transmitter Location.....6th & Penn 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.....J. Robert Gullick
 Program Director.....Frank Voss
 Technical Director.....J. E. Mathiot

W G C B

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rev. John M. Norris
 Address.....Delta Rd.
 Transcription Service.....SESAC
 News Service.....UP
 President.....Rev. John M. Norris
 Station Manager.....John H. Norris
 Commercial Manager.....Vincent A. Freeman
 Program Director.....Stanley D. Deppen
 Chief Engineer.....M. F. McDowell
 Traffic Manager.....Sarah E. Kitchen

W R Y O

ROCHESTER—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By...Beaver Valley Radio, Inc.
 Address Trans. Loca.....Cleveland Ave.
 Phone Number.....Roch. 4660
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Michael Baker, Jr.
 Gen., Sta., Comm. Mgr.....David R. Burkhardt
 Pgm., Prod., Publ. Dir.....Lois M. Huey
 Chief Engineer.....Philip R. Hurlbut
 Consulting Engineer.....E. E. McCosbe

W K B I

ST. MARYS—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk Cameron Bcstg. Co.
 Address.....41 Erie Ave.
 Phone Number.....2321
 Transcription Service.....Standard
 News Service.....AP
 Co-Partners.....K. E. Rennekamp,
 C. H. Simpson

General Manager.....C. H. Simpson
 Commercial Manager.....George A. Clark
 Program Director.....John A. Fay
 Promotion Manager.....R. H. Knouse
 Chief Engineer.....Galen D. Castlebury
 News Director.....Gautney & Ray

W A T S

SAYRE—1950—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Thompson K. Cassel
 Address.....110 N. Elmer Ave.
 Phone.....Tally 0961
 Transcription Service.....Thesaurus, World
 News Service.....UP
 Owner.....T. K. Cassel
 Station Manager.....Shaun F. Murphy
 Program Director.....Richard Buzzerd
 Prom. Mgr., News Dir.....Stan Hinden
 Chief Engineer.....Benjamin A. Franklin

W A R M

SCRANTON—1940—ABC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Union Bdcst. Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....Falls Twp.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Representative.....Hollingbery Co.
 Transcription Service.....Thesaurus
 President.....Martin F. Memolo
 Gen., Sta. Manager.....William M. Dawson
 Sales Prom. Mgr., Pub. Dir.....Mary Lynott
 Program Director.....Joseph H. Salsburg
 Chief Announcer.....Arthur Bolin
 Chief Engineer.....Roswell J. Parker

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business-Studio Address.....1000 Wyoming Ave.
 Phone Number.....2-0296
 Transmitter Location.....223 Davis St.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NARTB
 President.....Mrs. M. E. Megargee
 Vice-President.....Mrs. Douglas Holcomb
 Gen., Comm., Sales Prom. Mgr.
 George D. Coleman
 Station Manager.....Robert E. McDowell
 Program Director.....Frank Monaghan
 Chief Engineer.....Kenneth R. Cooke

PENNSYLVANIA

WQAN

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Trans. Serv. Standard, Associated, SESAC
 Representative The Bolling Co.
 Membership NARTB, BAB
 Owners .. Eliz. R. Lynett & Edward J. Lynett
 Gen., Sta., Comm. Mgr. Cecil Woodland
 Program Director Robert R. Flanagan
 News Director William Cullen, Jr.
 Chief Engineer John P. McGoldrick

WSCR

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By .. Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address ... 116 Adams Ave.
 Phone Number 5242
 Transmitter Location Keyser Ave.
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Program Director Barry Sherman
 Chief Announcer Mike Woloson
 News Director Bob McHale
 Chief Engineer Willard Shimski

WISL

**SHAMOKIN—1948—MBS
 QUAKER**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Coal Township
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NARTB, BAB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Engineer Bernard Marshall
 Consulting Engineer Weldon & Carr

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.

Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location .. Pine Hollow Blvd.
 News Service UP
 Transcription Service ... Associated, Capitol,
 World

Representative Adam J. Young, Jr.
 Pres., Gen. Mgr. John Fahline, Jr.
 Program Director Marc McCulloch
 Production Director Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

WVSC

SOMERSET—1951

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Somerset Bcstg. Co.
 Address P. O. Box 231
 Phone Number 4186
 News Service UP
 Transcription Service Standard
 Gen., Comm. Mgr. T. H. Oppgaard
 Program Director Ernest E. Mark
 Chief Engr., Sta. Mgr. Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888
 News Service AP
 Transcription Service World
 President R. J. Kennard
 General Manager Alethea Mattern Ulerich
 Commercial Manager Miriam Krebs
 Program, News Director John Pfeil
 Chief Engineer Douglas Beman

WPPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By Pocono Bcstg., Inc.
 Business-Studio Address 578 Main St.
 Phone Number Stroudsburg 1102
 Transmitter Location Godfrey's Ridge
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Associated
 Representative Radio Reps.
 President James H. Ottaway
 General Manager Merle C. Ostrom
 Station Manager Elton Hall
 Managing Director Francis H. Brinkley
 Program Director Joseph Webster
 Chief Engineer Ernest Transue

WKOK

**SUNBURY—1933—ABC
 QUAKER**

Frequency: 1240 Kc. Power: 250 W LIMITED
 Owned-Operated By Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter 1150 N. Front St.

P E N N S Y L V A N I A

Phone Number.....Sunbury 1325-6
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Harry H. Haddon
 Gen., Sta. Manager.....Homer R. Smith
 Commercial Manager.....W. Robert Trevitt
 Program Director.....Michael J. Kane
 Publicity Director.....Nelson Futch
 Chief Announcer.....Jerry Moore
 Chief Engineer.....John W. Keller

W M B S UNIONTOWN—1937 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fayette Bdcstg. Corp.
 Address.....F. T. & T. Bldg.
 Phone Number.....8-3900, 8-3909
 Transmitter Location.....Burgess Field
 Air Time.....7 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Meeker Asso., Inc.
 Pres., Gen. Mgr.....J. C. Burwell
 Sta., Comm. Mgr.....H. C. Burwell
 Sales Promotion Manager.....Ed Hamlyn
 Mus., Pgm. Dir., Chf. Anncr. C. H. Underwood
 Prod., Pub. Dir.....Ed Hamlyn
 News Director.....James Gismondi
 Chief Engineer.....Thomas Kikta
 Farm Editor.....Rex Carter
 Consulting Engineer.....George C. Davis

W N A E WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N. Allegheny Bdcstg. Co.
 Address.....Second Avenue
 Phone Number.....3033
 Transmitter Location.....Warren-Kinzua Rd.
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....A. David Potter, Jr.
 Commercial Manager.....James W. Potter
 Program Director.....W. LeRoy Schneck
 Chief Engineer.....Homer M. Haines
 News Director.....Charles Tranter

W J P A WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Phone Number.....4870
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillyvra
 President.....William S. Yard
 General Manager.....A. Boyd Siegel

Commercial Mgr.....Peter Stanton
 Chief Engineer.....H. E. Cooper

W B A X WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Business-Studio Address.....85 W. Union St.
 Phone Number.....3-0196
 Transmitter Location...Route 11, Edwardsville
 Borough
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burn-Smith
 President.....John H. Stenger, Jr.
 General Manager.....John H. Stenger, III
 Program Director.....Ed Kuzma
 Chief Announcer.....John Foster
 Chief Engineer.....John H. Stenger, Jr.
 Asst. Chief Engr.....Milan J. Krupa
 Farm Editor.....Jim Hutchison

W B R E WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louis G. Baltimore
 Bus.-Studio Address.....62 S. Franklin St.
 Phone Number.....3-3101
 Transmitter Location.....Kingston
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 President.....Louis G. Baltimore
 Prom., Gen. Mgr.....David M. Baltimore
 Commercial Mgr.....A. C. Baltimore
 Program Director.....Franklin D. Coslett
 Musical Director.....Louis Savitt
 Chief Engineer.....Charles Sakoski, Sr.
 Consulting Engineer.....Millard Garrison

W I L K WILKES-BARRE—1946 ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.
 Bus.-Studio Address.....88 No. Franklin St.
 Phone Number.....4-4666
 Transmitter Location...Breslau, Hanover Twp.
 Air Time.....6 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Avery-Knodel
 President.....Dr. I. C. Morgan
 General Manager.....Roy E. Morgan
 Station Mgr.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Announcer.....Charles Whittier
 Chief Engineer.....Theodore French
 Consulting Engineer.....John Creutz

P E N N S Y L V A N I A

W L Y C

WILLIAMSPORT—1951

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....Lycoming Bcstg. Co.
 Address.....331 Pine St.
 Phone Number.....24676
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....J. T. Keliher
 Gen., Prom. Mgr., News Dir. Richard W. Bower
 Commercial Manager.....John Spicer
 Program Director.....Vern Hester
 Chief Engineer.....Kenneth Calahan

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....WRAC, Inc.
 Address.....244 West 4th St.
 Phone Number.....2-6116
 Transmitter Location.....1561 W. 4th St.
 Air Time.....8:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Everett McKinney
 Membership.....NARTB, BAB
 President.....E. M. Case
 General Manager.....George E. Joy

Treasurer.....W. Van Person
 Comm. Mgr., Music. Dir.J. Wright Mackey
 Pgm. Mgr., Chief Annr.Leon E. Kelly
 Program Director.....Marian E. Antes
 Prod. Mgr., News Dir.Irving A. Berndt, Jr.
 Promotion Manager.....Everett W. Rubendall
 Chief Engineer.....Glen L. Sherman
 Consulting Engineer.....George Davis

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.....Ted Forman
 Musical Director.....Will Moyle
 Chief Engineer.....Carl Steinbacher
 Consulting Engineer.....Russell May

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P E N N S Y L V A N I A

W N O W

YORK—1948—LBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 8-2911-8-2952
 Transmitter Location R. D. 5
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 General Manager Lowell W. Williams
 Commercial Manager John O. Border
 News Director Albert Gladding
 Program Director H. E. Daugherty
 Sales Promotion Manager Edwin L. Fay
 Chief Engineer Willis N. Weaver
 Consulting Engineer John Mullaney

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 6629

News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 General Manager Leroy K. Strine
 Natl. Sales Mgr. J. Robert Gulick
 Program Director James R. Wilson
 Technical Director J. E. Mathiot

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bdcstg. Co.
 Address R. D. 5
 Phone Number 82676 - 81308
 Transmitter Location York, R. D. 5
 Air Time 5:55 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NARTB, BAB
 President Louis J. Appell
 General Manager Walter J. Rothensies
 Comm., Sales Prom. Mgr. Philip K. Eberly
 Program Director Otis B. Morse
 Chief Engineer Llewellyn Jones
 Consulting Engr. George Davis

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 President,
 WEDO, McKeesport, Pa.

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5000 watts (full time)
on 630 kc, blanketing
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OND LARGEST MARKET,
and also covering the
rich Fall River-New
Bedford, Mass., mar-
keting area with a sig-
nal greater than 2 mv.

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An active audience,
loyal to a BALANCED
schedule of TOP-RATED
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— programs designed
for PRIMARY listening
attention. Important
because—listeners who
really LISTEN, are buy-
ers who really BUY!

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

**to reach the
most buyers,**

BUY BASIC...



WPRO AM
& FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784
Families April 1, 1952 (Est.) 221,000—Stations in State 11

WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcstg. Corp.
Business-Studio Address 172 Thames St.
Phone Number 4673
Transmitter Location Middletown
Air Time 7:15 a.m.—Sunset
News Service AP
Transcription Service Associated, World
Representative Deveny & Co.
President Columbus O'Donnell
Gen. Mgr., Pgm. Dir., Chief Engr.
Warren G. Clement

WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Oper. By Roger Williams Bcstg. Co.
Address 34 N. Union St.
Phone Number 5-9000
Transcription Service MacGregor
News Service UP
Manager Dominick Hysko
Gen., Comm. Mgr. Allen Jones
Program Director Paul Garnett
Publicity Director Henrietta Brzeau
Chief Engineer John Costa
Consulting Engineer Jim Bonney

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Narragansett Bay B. Co.
Address 1111 N. Main St.
Phone Number Jackson 1-6565
Trans. Loca. Bold Pt. E. Providence
Air Time Sunrise-Sunset
News Service UP
Pres., Gen. Mgr. Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. John C. Martin
Publicity Director George Patrick Duffy
Chief Engineer George Arabak

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Yankee Network, Div. of
Thomas S. Lee Entr., Inc.
Business-Studio Address Crown Hotel
Phone Number Temple 1-0800
Transmitter Location E. Providence
Air Time 5:30 a.m.—1 a.m. (8 a.m.—M. Sun.)
News Service AP

Transcription Service Associated
Representative H-R Reps.
President William O'Neil
Gen., Sta., Comm. Mgr. Mowry Lowe
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcstg. Co.
Business-Studio Address 144 Westminister St.
Phone Number Union 1-4211
Transmitter Location Eastern Ave.,
E. Providence
Air Time 6 a.m.—6 p.m.
News Service AP
Representative Headley-Reed
President, Gen.-Sta. Mgr. Robert T. Engles
Program Director C. George Taylor
News, Prod. Dir., Chief Anncr.
Bruce Williamson
Chief Engineer Carroll Philbrook

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned Providence Journal Co.
Address 75 Fountain St.
Phone Number Dexter 1-0600
Transmitter Location Lincoln
Air Time 6 a.m.—M.
News Service AP, UP
Transcription Service World, Standard
Station Representative Avery-Knodel
Membership NARTB, BAB
President George P. Metcalf
General Manager H. William Koster
Sales Promotion Manager Arthur E. Lathrop
Program Director Harmon H. Hyde
Publicity Director Clifford A. Shaw
News Director Harry V. McKenna
Chief Engineer George W. Sharpe
Consulting Engineer Jansky & Bailey

WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcstg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.
Phone Number Plantations 1-9776
Transmitter Location E. Providence
Air Time 5:30 a.m.—12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus, Lang-Worth

RHODE ISLAND — SOUTH CAROLINA

Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....William S. Cherry, Jr.
General-Comm Mgr......Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri
Consulting Engineer.....James V. McNary

W J A R

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....**Power:** 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address.....176 Weybosset St.
Phone Number.....Gaspee 1-8521
Transmitter Location.....Wampanoag Trall.
E. Providence

Air Time.....6 a.m.-12:05 a.m.
Transcription Service.....World
News Service.....AP
Representative.....Weed
Membership.....NARTB
Vice Pres., Treas......George O. Griffith
General Mgr......John J. Boyle
Sales, Program Director.....Sothorn Abbott
News Director.....Ben Boyden
Chief Engineer.....Thomas C. J. Prior

W R I B

PROVIDENCE—1947—LBS

Frequency: 1220 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narragansett Hotel
Phone Number.....Union 1-4512
Transmitter Location.....Water St., E. Providence
Air Time.....Sunrise-local sunset

News Service.....UP
Transcription Service.....Associated
Representative.....Forjoe
President.....Frank Rao
General Manager.....Nicholas Ruggieri
Pgm. Dir., Chief Anncr......Don Rogers
Chief Engineer.....Richard Buckley

W E R I

WESTERLY—1949—KBS

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned Oper. By.....Radio Westerly, Inc.
Address.....34 Main St.
Phone Number.....2263
Transmitter Location.....Margin St.
Air Time.....14½ hrs.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Colten, Bannon
President.....Richard G. Moore
General Manager.....Warren M. Greenwood
Program Director.....Brud Warren
Chief Engineer.....Stanley Brown

W W O N

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone Number.....1240
Transmitter Location.....Getchell Ave.
News Service.....AP
Transcription Service.....World
President.....Millicent S. Palmer
Station Manager.....Mitchell F. Stanley

SOUTH CAROLINA

Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203
Families April 1, 1952 (Est.) 522,000—Stations in State 46

W A K N

AIKEN—1951

Frequency: 990 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Aiken Electronics Adv. Corp.
News Service.....AP
President.....B. T. Whitmire
Vice-Pres......Jack Younts
Vice-Pres......J. P. Williamson
Secy.-Treas., Managing Dir......John Mare
Chief Engineer.....W. W. Prim

W A I M

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.....World
Representative.....Burn-Smith, Dora—Clayton
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Prom., Comm. Mgr......G. P. Brown
Program Director.....Ray Barath
Chief Engineer.....H. B. Greene
Consulting Engnr......George C. Davis

W A N S

ANDERSON—1949—MBS

Frequency: 1280 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address.....Box 211
News Service.....UP

SOUTH CAROLINA

Pres., Gen. Sta. Mgr. C. R. Johnson
 Commercial Manager Richard Warner
 Sales Promotion Manager Robert Fant
 Pgm., Prod. Director Carroll Lee
 Publicity Director Paula J. Wright
 Chief Engineer Alfred W. Pratt
 Consulting Engineer Robert Silliman

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address Box 639
 Phone Number 1080
 Transmitter Location Hamlet Hwy. 38
 News Service AP
 Representative Joseph Hershey McGillvra
 President John W. Orvin
 Gen., Sta. Mgr. Malcolm A. Young
 Program Director Ervin Melton
 Chief Engineer John Gronert
 Consulting Engr. William E. Bennis

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcstg. Co.
 Address Camden
 Phone Number 80
 Transmitter 4 Mi. E. of City
 News Service UP
 Transcription Service Capitol
 President Haygood S. Bowden
 Gen. Comm. Mgr. Tom Richards
 News, Farm, Pgm. Dir. Chuck Ballard
 Chief Engineer Frank Richardson

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By WCSC, Inc.
 Address Francis Marion Hotel
 Phone Number 7811
 Transmitter Location Eagles Nest
 Air Time 6 a.m.—12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Pgm., Pub. Dir Russell Long
 Publicity Director Alma D. Davis
 Copy Chief Alma D. Davis
 News Director Robert Truere
 Musical Director Bob Tamblin
 Chief Engr., Cons. Engr. Wilbur Albee
 Traffic Manager Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address Box 183
 Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 President S. Lewis Johnson
 Acting Manager Traynor Ferillo
 Program Director Traynor Ferillo
 Chief Engineer William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By George G. Weiss
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 News Service UP
 Transcription Service Thesaurus
 Representative Clayton, Pearson
 Gen., Sta. Mgr. Laurens P. Moore
 Commercial Manager Robert T. Christle

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2961
 Transmitter Location St. Andrew's Parish
 Air Time 6:00 a.m.—12:50 a.m.
 News Service AP
 Transcription Service Associated
 Representative John Blair
 Membership NARTB, BAB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Publicity Director Kay Martin
 Pgm., Prod. Director Vernon M. Bushong
 News Dir., Chief Ann. Garry Morrison
 Chief Engineer Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus. Studio-Trans. Address 42 Tenth St.
 Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.—M.
 Representative Radio Reps.
 Pres., Gen., Sta., Comm. Mgr.
 J. Drayton Hastie
 Promotion Manager Ben Hutto
 Program Director Henry Hoppe

SOUTH CAROLINA

Chief Announcer Bill Ward
 News Director Charles Allen
 Chief Engineer Walter Nelson
 Consulting Engineer Gautney & Ray

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 128 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Transmitter Location Harris Street
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Comm., Prom. Mgr. D. A. Phillips
 Sta. Mgr., Prod., Music, Pgm. Dir.

Arthur Cornwall

Prod., Pub. Dir. James Kennedy
 Chief Engineer Vernon Cameron
 Consulting Engineer M. J. Craig

W C O S

COLUMBIA—1939—ABC-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Trans. Location 2806 Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m. (Mon.-Sat.)
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Law Epps
 Pgm., Prod., Pub. Dir. Stewart Spence
 Chief Engineer Robert D. Lambert, Jr.
 Consulting Engr. George C. Davis

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service .. Standard, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Chief Engineer Herbert G. Eldson, Jr.
 Consulting Engr. Jansky & Bailey

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 News Service UP
 Transcription Service .. Lang-Worth, Associated
 Representative H-R Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr.

C. Wallace Martin

Chief Announcer Tom Burgess
 Pub., Prod., Pgm. Dir. Grenville Seibels
 Chief Engineer John C. Cosby
 Consulting Engr. Millard M. Garrison

W N O K

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address Hotel Jefferson, Box 5307
 Phone Number 39401
 News Service AP
 Representative Walker
 Membership BAB
 General Manager H. Moody McElveen
 Commercial Manager W. C. Bochman
 Chief Engineer Don Willoughby
 Consulting Engineer Kear & Kennedy

W L A T

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Transmitter Location ... U. S. Hwy. 701, 1 1/4
 Mi. N.W. Center of City
 Representative Joseph Hershey McGillvra

W D S C

DILLON—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address 3. Mi. S. of Dillon
 Phone Number 470-1
 Transmitter Location ... U. S. Hwy. 301, 3 1/2
 Mi. S. of Dillon
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President L. B. Hyman
 Gen., Sta., Sales Prom. Mgr. .. Joseph Martin
 Commercial Manager ... Adelaide C. Monroe
 Pgm., Prod. Dir. J. E. Murff, Jr.
 Chief Engineer Chris. Stromberg
 Consulting Engr. McNary & Wrathall

SOUTH CAROLINA

W E L P

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By. Pickens County Bcstg. Co.
Address Box 522
Phone Number 9388
Transcription Service Capitol
News Service AP
President J. Lake Williams
Vice-Pres. Joel N. Hinton
General Manager Robert O. Moran
Commercial Manager Cleatus Brazzell
Program Director William D. Grove
Chief Engineer Ben A. Jones Jr.

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 Darlington Hwy.
Air Time Full Time
News Service AP
Transcription Service World, Capital
Representative Walker
President Eugene E. Stone
Gen., Sta. Mgr. Paul H. Benson, Jr.
Program Director Sam I. Latimer
Chief Engineer Frank Jenne
Consulting Engineer Craven, Lohnes & Culver

W O L S

FLORENCE—1937—KBS—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Florence Bcstg. Co., Inc.
Business-Studio Address 151 S. Dargan St.
Phone Number 3271-2
Transmitter Location 1 Mi. NE City
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Joseph Hershey McGillivra
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

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By. Cherokee Radio Co., Inc.
Address P. O. Box 759
Phone Number 4795-6
Trans. Loca. Leadmine Rd.
News Service UP
Transcription Service Lang-Worth
President A. Ray Godshall

Gen. Mgr., News Dir. Morton E. Green
Commercial Manager Velva Wilder
Program Director E. Parrott
Prom. Manager V. Gertz
Chief Engineer Albert Katool

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
President Dr. John T. Assey, Jr.
General Manager J. B. Delzell

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 5-7406
News Service INS
President V. D. Ramseur
General Manager J. S. Ayers
Chief Engineer H. A. Morris
Consulting Engr. Palmer Greer

W E S C

GREENVILLE—1947—LBS

Frequency: 660 Kc. Power: 5000 Watts d.
Owned-Operated By. Greenville Bcstg. Co.
Business-Studio Address 1 College St.
Phone Number 2-8241
Transmitter Location Farris Bridge Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth
Representative Walker, Keller
President (Mrs.) Scott Russell
Commercial Manager Gordan Anderson
Gen., Sta. Manager W. Ennis Bray
Program Director David Moss
Chief Engineer F. B. Bailey
Consulting Engr. George C. Davis

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.
News Service UP
Transcription Service Thesaurus
Representative Avery-Knodel
President B. H. Peace, Jr.
General Manager B. T. Whitmire
Commercial Mgr. R. Q. Glass, Jr.

SOUTH CAROLINA

Sales Prom. Manager..... P. H. Chapman
 Program Director..... Newton S. Smyth
 Chief Announcer..... Norvin Duncan
 Publicity Director..... P. H. Chapman
 Chief Engineer..... William Garrison
 Consulting Engineer..... A. D. Ring & Co.

Commercial Manager..... Ralph Norman
 Program Director..... Randy Davidson
 Chief Engineer..... Charlie Sparks

WEAB GREER—1949

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By..... Greer Bcstg. Co.
 Address..... Jones Rd.
 Phone Number..... 1057-8
 Air Time..... Daylight
 News Service..... UP
 Transcription Service..... Lang-Worth
 Pres., Gen. Mgr..... E. A. Burch
 Comm., Sales Prom. Mgr..... Chester Munson
 Program Director..... Vernon Fox
 Chief Engineer..... Joe Cole
 Consulting Engineer..... Palmer E. Greer

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, BAB
 Pres., Gen. Mgr..... R. A. Jolley, Sr.
 Prom., Comm. Mgr..... Kenneth C. Willson
 Prod., Pgm. Dir..... William T. Arrington
 Chief Announcer..... James D. Simpson, Jr.
 News Director..... Claude E. Freeman
 Chief Engineer..... George D. Tate
 Consulting Engr..... Robert M. Silliman

WHSC

HARTSVILLE—1946—MBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... Hartsville Bcstg. Co., Inc.
 Business-Studio Address..... 1306 College Ave.
 Phone Number..... 1450
 Transmitter Location..... 1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time..... 6:55 a.m.-11:15 p.m.
 News Service..... AP
 Representative..... McGillvra
 Transcription Service..... Capitol
 President..... Charles H. Campbell
 Gen. Mgr., News Dir..... Raymond Caddell
 Commercial Manager..... Gerald Quick
 Farm Ed., Pgm. Dir..... Ernest Stokes
 Publicity Director..... Eleanor F. Williamson
 Chief Engineer..... Donald A. Brien
 Musical Director..... David Rogers

WMUU GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Bob Jones Univ.
 Address..... Greenville
 Phone Number..... 2-6711
 Transmitter Location..... Piney Mt.
 Air Time..... 5 a.m.-Local Sunset
 News Service..... Ins
 Transcription Service..... SESAC, Associated
 Membership..... NARTB, BAB
 President..... Dr. Bob Jones, Jr.
 General Manager..... R. K. Johnson
 Sta. Mgr., Pgm. Dir..... Jim Ryerson
 Commercial Manager..... Marvin R. Steffins
 Sales Promotion Manager..... Robert J. Vrzal
 Production Director..... Ben Cummings
 Pub., News Director..... Elmer Rumminger
 Chief Announcer..... Dave Yearick
 Musical Director..... Mrs. Elmer Rumminger
 Chief Engineer..... Don C. Smith

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Palmetto Bcstg. Co.
 Address..... Kingstree
 Phone Number..... 6761
 Transmitter Location..... Hway. 52
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Partners..... M. L. Few, E. G. Robinson, Jr.
 Chief Engineer..... D. H. I. Owens

WCRS GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 News Service..... AP
 Transcription Service..... Standard, Lang-Worth
 President..... Douglas Featherstone
 General Manager..... Dan Crosland

WLCM

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Arthur Wilson Davis
 Address..... 103 S. Catawba St.

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By..... WLBG, Inc.

SOUTH CAROLINA

Business Address.....Box 642, Laurens
 Phone Number.....2-2331
 Studio-Transmitter Location..Greenville Hwy.
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World, Ziv
 President.....James C. Todd
 Gen., Sta., Sales Prom. Mgr..Bob Ross Smith
 Program Director.....Murul Ashley
 Prod., Pub. Director.....Bob Ross Smith
 News Dir., Chief Ann.....Dan McHugh
 Musical Director.....Betty Bishop
 Chief Engineer.....Jack Taylor

WJAY

MULLINS—1949—LBS-KBS

Frequency: 1280 Kc....Power: 1000 Watts d.
 Owned-Oper. By..Mullins & Marion Bcstg. Co.
 Phone Number.....390 (Marion, 3901 (Mullins))
 Transmitter Location..Highway 76 bet. Mullins
 and Marion
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Langworth
 President.....W. G. Smith
 Gen., Sta., Comm. Mgr.....James F. Ramsey
 Pgm. Prod. Dir.....Robert A. Allen
 Musical Director.....Kenneth Gasque
 Chief Engineer.....George Magera
 Consulting Engr.....Robert Lambert

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc....Power: 250 Watts d., n.
 Owned-Oper. By..Myrtle Beach Bcstg. Serv.
 Address.....Ocean Forest Hotel
 Phone Number.....5061
 Transmitter Location.....28th & Oak
 Air Time.....7:30 a.m.-10:15 p.m.
 Pres., Gen., Sta. Mgr.....Elizabeth Evans
 Comm., Sales Prom. Mgr.....S. W. Monroe
 Pgm., Prod., News Dir., Chief Ann.....
 Gaines Gough
 Chief Engineer.....W. C. Evans
 Consulting Engineer.....John Keel

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.
 Address, Trans.....11 Radio Dr., Box 211
 Phone Number.....143
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Thesaurus
 President.....John F. Clarkson
 Gen., Sta. Mgr.....James F. Coggins
 Comm., Sales Prom. Mgr..Emory Bedenbaugh
 Publ. Dir.....Marcia Coggins
 Chief Engineer.....Ray Gilliam
 News Dir., Farm Editor....Charles E. Bowers

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....WRNO, Inc.
 Bus. Addr.-Trans. Loc.....Orangeburg, S. C.
 Phone Number.....1420
 Air Time.....Unlimited
 News Service.....AP
 President.....Charles S. Henery
 Gen., Sta., Mgr.....Frank B. Best, Jr.
 Commercial Mgr.....Norman M. Mathews
 Chief Engineer.....Gus Browning
 Consulting Engr.....Gautney & Ray

WTND

ORANGEBURG—1948—LBS

Frequency: 1270 Kc....Power: 1000 Watts d.
 Owned-Operated By.....WTND, Inc.
 Phone Number.....1600
 Transmitter Location.....2 Mi. N.W. City
 Air Time.....Daytime
 News Service.....INS
 Transcription Service.....World, Associated
 Representative.....Thos. F. Clark
 Gen., Sta. Mgr., Pres.....J. I. Sims
 Program Director.....Richard R. Rhame
 Chief Engineers.....Larry W. Styles,
 Perry Herrington

WRHI

ROCK HILL—1944—MBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.....York Co. Brdgc. Co.
 Address.....Rock Hill Nat. Bk. Bldg.
 Phone No.....2085, 2077 (Studio); 5767 (Trans.)
 Transmitter Location.....E. Main St. Ext.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty
 Commercial Manager.....Harper S. Gault
 Consulting Engr.....James C. McNary

WTYC

ROCK HILL—1948—LBS

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-County Bcstg. Co.
 Bus.-Studio Address.....Robert Marshall Hotel
 Phone Number.....3175
 Transmitter...Hwy. 21 near Charlotte Hwy.
 Air Time.....Daytime
 Transcription Service.....Capitol
 Representative.....Continental Radio Sales
 President.....W. G. Reid
 Gen., Sta. Mgr.....G. P. Cobb
 Commercial Manager.....C. L. Stevens
 Chief Engineer.....Tom L. Byrd

WSNW

SENECA—1949—KBS-LBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
 Address Seneca
 Phone Number 8234
 News Service UP
 Transcription Service...Lang-Worth, SESAC
 Pres., Gen. Mgr.....J. A. Gallimore
 Program Director.....Virginia F. Gallimore

WORD

SPARTANBURG—1940—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By..The Spartan Radiocstg. Co.
 Business-Studio Address 291 E. Main St.
 Phone Number 3-2711
 Transmitter Location White Ave.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Hollingberry
 Membership NARTB
 President Walter J. Brown
 General Manager John W. Kirkpatrick
 News Director James Hobby
 Chief Engineer.....Clyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By..Bcsting. Co. of the So.
 Business-Studio Address 224 E. Main St.
 Phone Number 33621
 Transmitter Location Route 7
 News Service UP
 Air Time 19 hrs., 5 min.
 Transcription Service Standard
 Representative John Blair
 Membership NARTB, BAB
 Station Manager Roger A. Shaffer
 Commercial Manager...Guy Vaughan, Jr.
 Prom. Mgr., News Dir. Thomas J. Fleming
 Program Director.....Ed McGrath
 Chief Engineer.....H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Radio Station WFIG, Inc.
 Business-Studio Address...Radio Center Bldg.
 Phone Number 1340
 Transmitter .1 Mi. E. of Sumter on Hwy. 76
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 President Fulton B. Creech
 Gen., Sta. Mgr. T. Doug Youngblood
 Commercial Mgr. William H. Moore, Jr.
 News, Pgm. Dir. Paul Reidy
 Production Director John Sherman
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

WBCU

UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By...Union-Carolina Brcstg. Co.
 Address 210 East Main St.
 Phone Number 1200
 Transmitter Location 3 Mi. N.W. of Union
 Air Time 6:00 a.m. to 12:00 M.
 Transcription Service Thesaurus
 Station Repr. Continental
 Pres., Gen. Mgr. E. H. Hughes
 Prog., Prod. Dir. Marilyn F. Scruggs
 Sales Prom. Mgr., Chief Ann. C. P. Stribling
 News, Pub. Dir. Harry Doggette
 Chief Engineer T. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walterboro Bcstg. Co.
 Transmitter Address Ft. Benson St.
 Studio-Address Box 12
 Phone Number 3861
 News Service AP
 President R. M. Jefferies
 General Manager Louis M. Neale Jr.
 Program Director Louis Long
 News Dir., Chf. Engr. Ralph Keogh

SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079
 Families April 1, 1952 (Est.) 177,000—Stations in State 12

KSDN

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By Aberdeen News Co.
 Phone Number 4573
 Air Time 6 a.m.-12 M.

News Service AP
 Transcription Service World
 Representative Weed
 President Henry J. Schmitt
 Sta., Gen. Manager Byron McElligott
 Commercial Manager Russa Osborne
 Pgm., Prod. Director E. C. Pieplow
 Chief Engineer George Crocker

SOUTH DAKOTA

KDSJ

DEADWOOD—1947—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... John, Eli & Harry Daniels
 Address P. O. Box 462
 Phone Number 186
 Transcription Service World
 News Service UP
 Gen. Mgr., Chief Engr. Eli Daniels
 Commercial Manager Harry Daniels
 Program Director Bill Plunkett
 Chief Announcer Bill Lynn

KIJV

HURON—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... James Valley Bcstg. Co., Inc.
 Bus.-Studio Address 32 Second St. S.E.
 Phone Number 765
 Transmitter Location 18th St. & Idaho
 Representative Lawson
 Transcription Service Thesaurus
 Manager Max F. Staley
 Commercial Manager Dwight Coursex

KORN

**MITCHELL—1947—MBS
 GOLDEN PHEASANT**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mitchell Bcstg. Assn.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Transmitter Location ½ Ml. E. of city on
 Hwy. U. S. 16
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond V. Eppel
 Comm., Sales Prom. Mgr. B. Harland Ohde
 Pgm., Prod. Director Raymond Eppel
 Chief Engineer Frances Kelly

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By Estate of Dana McNeil
 Bus.-Studio-Transmitter Address 203 W.
 Summit Ave.
 Air Time 9:30 a.m.-Sunset
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Representative Continental
 President Ida A. McNeil
 Chief Engineer Selwyn Ronning

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Black Hills Bcstg. Co. of
 Rapid City

Business Address 1819 W. St. Joe St.
 Phone Number 2000
 Transmitter Location Hwy. 79, E. of
 Rapid City
 Air Time 5:30 a.m.-M.
 News Service UP
 Representative Headley-Reed
 Transcription Service... Standard, Associated,
 Capitol
 Membership NARTB, BAB
 President Robert J. Dean
 Gen., Sta., Comm. Mgr. Abner H. George
 Pgm. Dir., Chief Ann. Harley Hanson
 Chief Engineer A. E. Griffiths
 Consulting Engr. Everett L. Dillard

KELO

SIoux FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Midcontinent Bcstg. Co.
 Bus.-Studio Address Kelo Bldg.
 Phone Number 4-5841
 Transmitter Location S.E. of Sioux Falls
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. S. Fantle, Jr.

AP SELLS

For Stations and Sponsors —

For instance . . . KSDN

“AP news is a great service to KSDN’s vast rural audience. AP news programs are top money-getters on this station.”

B. J. McELLIGOTT,
 General Manager,
 KSDN, Aberdeen, South Dakota

SOUTH DAKOTA

Commercial, Station Manager.... Evans Nord
 Sales Prom. Mgr., Pub. Dir..... Darlene Nesby
 Pgm., Prod. Dir. Jim Burt
 News Dir., Chf. Ann..... Dean Montgomery
 Chief Engineer..... Lester Froke
 Consulting Engr..... Andy Ring & Co.

K I H O

SIoux FALLS—1948

Frequency: 1270 Kc..... Power: 1000 Watts
 Owned-Oper. By.... Big Sioux Brcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 912
 Transm. Location 5 miles s.w. of City
 News Service UP
 Transcription Service World
 Station Representative.... Paul H. Raymer Co.
 General Manager David J. Kempkes
 Commercial Manager..... Richard C. Morenus
 Program Director..... Fred W. Schweikher

K I S D

SIoux FALLS—1948—LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... KISD, Inc.
 Bus.-Studio Address..... 311 S. Phillips Ave.
 Phone Number 4-5571
 Transmitter Location W. 12th St.
 News Service AP
 Transcription Service Lang-Worth
 President..... H. R. Alton
 Gen. Mgr., Prog. Dir..... Verl Thomson
 Commercial Manager..... Jack Ramsell

K S O O

SIoux FALLS—1927

Frequency: 1140 Kc... Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By. Sioux Falls Bcstg. Asso., Inc.
 Address 317½ S. Phillips Ave.
 Phone Number 4-7545
 Transm. Location Springdale Township
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP
 Transcr. Service RCA, Thesaurus
 Station Representative..... Avery-Knodel, Inc.
 Membership NARTB
 President Morton Henkin
 General Manager George R. Hahn
 Station Manager George "Bill" Rohn
 Commercial Manager Rollie R. Williams
 Production Director Ray Loftness
 Program Director Murray Stewart
 News Director Orrin Melton
 Musical Director..... Bob Helgeson
 Chief Engineer Max Pierce
 Farm Editor..... E. C. "Red" Stangland
 Consulting Engineer George C. Davis

K W A T

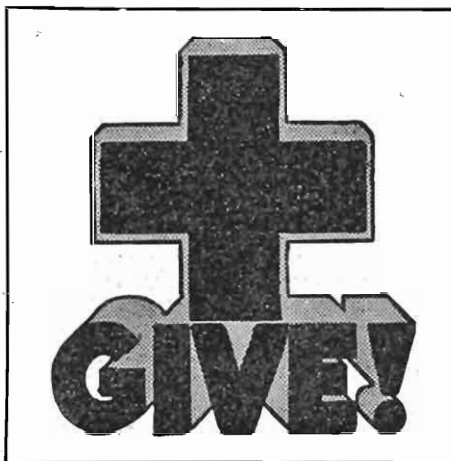
WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Oper. By. Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcr. Service Standard
 Representative Orville Lawson, Walker
 Membership NARTB, BAB
 President John Ehrstrom
 Gen. Mgr., Publ. Dir. Ross E. Case
 Commercial Manager..... Morris Wisott
 Sales Prom. Mgr. Bernard Kinney
 Prog., Prod., News Dir. Doug Marlow
 Publicity Dir..... Bob Keller (N. Y.)
 Chief Announcer John Birdsell
 Chief Engineer..... Francis Alwin
 Consulting Engr..... Commercial Radio

W N A X

YANKTON—1926—CBS

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By..... Cowles Bcstg. Co.
 Bus.-Studio Address WNAX Bldg.
 Phone Number 442
 Transmitter Location 5 mi. E. of Yankton
 Air Time..... 5:30 a.m.-M.
 News Service AP, UP
 Transcription Service Capitol
 Representative Katz
 Membership NARTB, BAB
 General Manager Robert R. Tincher
 Commercial Manager..... Donald D. Sullivan
 Promotion Mgr..... Richard T. Harris
 Program Director..... Herb Howard
 News Director Arthur J. Smith
 Musical Director..... Rex Hays
 Chief Engineer..... Clifton M. Todd
 Consulting Engr..... Craven, Lohnes & Culver



TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143
Families April 1, 1952 (Est.) 851,000—Stations in State 61

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Athens Bcstg. Co.
Business-Studio Address N. Jackson St.
Phone Number 1450
Transmitter Location Decatur Hwy.
Air Time Unlimited
News Service UP
Transcription Service Capitol
President Lowell F. Arterburn
General Manager Buell J. Charles
Program Director John Redwine
Commercial Manager Leonard Dawson
Chief Engineer J. W. Turner
Consulting Engr. Claude Gray

WOPI

BRISTOL—1929—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By ... Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address 310 State St.
Phone Number South 3730
Transmitter Location ... Old Abingdon Pike
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service ... Lang-Worth, Capitol
Representative Burn-Smith
Membership BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm. Mgr. James C. Wilson
Sales Prom. Mgr. Sam Davis
Prod., News Dir. Mike Cady
Publicity Director Wals McQueen
Chief Engineer George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Transmitter Location Rossville Blvd.
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Program Director Roy Morris
Chief Engineer George McMurtrie
Consulting Engineer Gautney

WAPQ

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By WAPQ Bcstg. Service
Business-Studio Address Read House
Phone Number 6-6141
Transmitter Location Pineville Rd.
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Headley-Reed
Membership NARTB, BAB
General Manager R. G. Patterson
Comm. Mgr., Pub. Dir. Helen Patterson
Program Director Frances Harley
Chief Engineer B. B. Barnes
Consulting Engr. Gautney & Ray

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
1000 n.
Owned-Oper. By WDEF Bcstg. Co.
Bus.-Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location Moccasin Bend
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
President Carter M. Parham
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director Morrie Quave
News Dir. Paul Wann
Chief Announcer Luther Masingill
Chief Engineer B. C. Baker
Consulting Engr. Russell P. May

WDOD

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDOD Bcstg. Corp.
Address Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location Baylor Rd.
Air Time 5:30 a.m.-12:30 a.m.
News Service UP
Transcription Service Standard, World
Representative Paul H. Rayer
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager B. J. Bush
Prom. Mgr., Pub. Dir. Gene Allen Carr
Pgm., Prod. Director ... Charley Gullickson
Chief Engineer W. Roy Owens
Consulting Engr. George C. Davis

T E N N E S S E E

W D X B

CHATTANOOGA—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....WDXB, Inc.
 Address.....539 Vine St.
 Phone Number.....6-1114
 Representative.....Forjoe
 Transcription Service.....SESAC
 News Service.....AP
 President.....Joseph Bloom
 Vice-President.....David E. Cohen
 General Manager.....Charles W. Trippe
 Chief Engineer.....Byron E. Fincher

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Lookout Bcstg. Co.
 Address.....215 W. Ninth St.
 Phone Number.....53127
 Representative.....McGillvra
 Managing Ptrn., Gen. Mgr.....William F. Stone
 Commercial Manager.....D. Wert Campbell
 Program Director.....Larry McKinley
 Chief Engineer.....Glenn Channels

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By.....Campbell & Sheftall
 Operated By.....E. T. Campbell
 Business-Studio Address.....411 Madison St.
 Phone Number.....6414
 Transmitter Location.....Martin St.
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....E. T. Campbell
 Commercial Manager.....Parry Sheftall
 Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.
 Chief Engineer.....John Bailey
 Consulting Engr.....Ring

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Robert W. Rounsaville
 Business-Studio Address.....Central Ave.
 Phone Number.....62
 Transmitter Location.....Chattanooga Hwy.
 Air Time.....6:00 a.m.-10:30 p.m.
 News Service.....UP
 Gen. Mgr.....R. W. Rounsaville
 Comm., Sta. Manager.....Thad F. Fitch
 Program Director.....Bill Stone
 Chief Engineer.....William D. Stuart
 Technical Director.....Paul Cram

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..P. O. Box 71
 Phone Number.....1340
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr..R. M. McKay, Jr.
 Sales Prom. Mgr.....Mel Dugger
 Mus., Publ., Pgm., Prod. Dir.....Al Knott
 Chief Engineer.....Cameron McKay
 Consulting Engineer.....Ring & Co.

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Bus.-Studio Address.....315 E. Spring St.
 Phone Number.....789
 Transmitter Location.....807 Hickory St.
 News Service.....UP
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 General Manager.....M. L. Medley
 Station Director.....Joe C. Medley

W D S G

**DYERSBURG—1946
 MBS-KBS-MID-SOUTH**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..State Gazette Bcstg. Co., Inc.
 Address.....Box 58
 Phone Number.....77
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong
 Commercial Manager.....O. P. Laten
 Prod. Pgm. Director.....Robert Ward
 Chief Engineer.....Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Robert Rounsaville &
 George Clark
 Business-Studio Address.....Elk Ave.
 Phone Number.....2-1241
 Transmitter Location.....State Line Rd.
 News Service.....UP
 Senior Partner & Mgr.....R. W. Rounsaville
 Comm., Sta. Manager.....Frazier Cochran
 Comptroller.....S. A. Wade
 Pgm., Prod. Dir.....Art Selley
 Chief Engineer.....Condon Bowers, Jr.
 Technical Director.....Paul Cram
 Consulting Engr.....John H. Mullaney

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TENNESSEE

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WEKR

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstg. Co.
 Business-Studio Address Box 625
 Phone Number 1240
 Transmitter Old Boonshill Rd.
 News Service AP
 President John R. Crowder
 General Manager Porter Clark
 Sta. Mgr. Jim Tate
 Comm. Mgr. Teddy Barnes
 Pgm. Dir. Glen Slayton
 Chief Engineer Ernest Tucker
 Consulting Engr. John H. Mullaney

WHIN

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sumner County Bcstg. Co.
 Address Gallatin
 Phone Number 1010
 Transmitter Location Highway 109
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 President A. B. Perkins
 Gen., Sta. Mgr. J. B. Thomas
 Commercial Manager Charles Brewer
 Chief Engineer Robert Boyd
 Consulting Engineer Dave Binns

WGRV

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Greeneville, Inc.
 Address Radio Bldg.
 Phone Number 797
 News Service UP
 Pres., Gen. Mgr. Paul Metcalfe
 Commercial Manager Hugh Pickel
 Program Director Tom Lyons
 Chief Engineer Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Harriman Bcstg. Co.,
 Inc.
 Bus. Studio Address Harriman
 Phone Number 661
 Transmitter Location Margrave St.
 Air Time 8:15 a.m.-11:15 p.m.
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Owner, Gen. Mgr. F. L. Crowder
 Comm., Sales Prom. Mgr. Hugh Patton
 Pgm. Dir., Chief Ann. Carl Williams
 Chief Engineer Gene Davidson
 Consulting Engineer Claude Gray

WIRJ

**HUMBOLDT—1949—MID-SOUTH
KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Gibson Co. Bcstg. Co., Inc.
 Address 210 N. 22nd Ave.
 Phone Number 740
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President J. F. Warmath
 Commercial Manager Thomas S. Armistead
 Gen., Sta. Manager Howard E. Byrum
 Chief Engineer Irie Brown

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By Dixie Bcstg. Co.
 Business-Studio Address Williams Bldg.
 Phone Number 7-9611
 Transmitter Location 3 Mi. N. Hiway 45
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 Pres., Gen. Mgr. Aaron B. Robinson
 Comm., Sta. Manager Bill Winsett
 Sales Prom. Mgr. Jack Murphy
 Program Director James W. Hoppers
 Production Director Lawrence Dunne
 Chief Engineer James S. Thomas
 Consulting Engr. Kear & Kennedy

WPLI

JACKSON—1949—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George Arthur Smith
 Address First Natl. Bank Bldg.
 Transmitter Location Old Bolivar Road
 Phone Number 7-8541
 Air Time 16 hrs.
 News Service UP
 Transcription Service Capitol
 Representative McGillvra
 President George Arthur Smith
 General Manager Charles J. Wingate
 Commercial Manager Leonard Fielding
 Pgm., Mus. Dir. Charles McMillan
 Chief Engineer Dave Jordan

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Sun Publishing Co.

T E N N E S S E E

Bus.-Studio Address Jackson
 Phone Number 7-3316
 Transmitter Location Bemis Hwy.
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Branham
 Membership NARTB, BAB
 Exec. V.-P. A. A. Stone
 Station Manager Frank S. Proctor
 Asst. Manager Leslie R. Brooks, Jr.
 Studio Director Sam D. Lollar
 Chief Engineer Robert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone Number 2780
 Transmitter Bristol-Kingsport Hwy.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. W. H. Lancaster
 Sta., Comm. Mgr. Hanes Lancaster Jr.
 Sales Prom. Mgr., Pub. Dir. Ken Matthews
 Pgm., Prod., News Dir. Robert Walker
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By E. Tennessee Bcstg. Co.
 Business Address Press Bldg.
 Phone Number 2993
 Studio-Transmitter Location Irwin Hiway
 Air Time 6 a.m.-sunset
 News Service AP
 Representative McGillvra
 Transcription Service World
 Membership NARTB, BAB
 President Carl A. Jones, Jr.
 Station Manager Cliff Goodman
 Commercial Manager Bud Kelsey
 Program Director Berney Burleson
 Chief Engineer E. B. Jones

W K I N

KINGSPORT—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By Cy N. Bahakel
 Address Kingsport
 Owner Cy N. Bahakel

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kingsport Bcstg. Co., Inc.
 Business-Studio Address 222 Commerce St.
 Phone Number 2870
 News Service AP
 Transcription Service Thesaurus, World
 Representative Donald Cooke
 President C. P. Edwards, Jr.
 Gen., Sta. Manager Paul L. Overbay
 Commercial Mgr. Phil Weaver
 Mus., News, Pgm. Dir. Martin Karant
 Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WBIR, Inc.
 Business-Studio Address 618 S. Gay St.
 Phone Number 4-3321
 Transmitter Location Painter & Concord Sts.
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President Gilmore N. Nunn
 Gen.-Sta. Mgr., Pgm. Dir. John P. Hart
 Commercial Manager James A. Dick
 Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Independent Bcstg. Co., Inc.
 Business-Studio Address 406 W. Church St.
 Phone Number 4-9866
 Transmitter Location Rouse Hill
 Air Time Sunrise-sunset
 News Service AP
 Membership NARTB
 President J. Harold Smith
 Sta., Gen. Mgr. Marvin I. Thompson
 Program Director Bob Johnson
 Promotion Manager Margaret C. Peltier
 Chief Engineer John D. Caylor
 News Director Lorene Ball

W K G N

KNOXVILLE—1947—MBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKGN Bcstg. Co.
 Bus.-Studio Address Atop the Park Natl.
 Bank Bldg.
 Phone Number 4-0766
 Transmitter Location 2166 Ailor Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe

T E N N E S S E E

Membership NARTB, BAB
 Pres., Gen. Mgr. Clarence Beaman
 Station Manager J. E. "Gene" Bouldin
 Comm. Mgr. Guy L. Smith
 Publicity Director Bill Sorrell
 Chief Engineer Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business-Studio Address. 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location. Anderson Rd. nr. Beverly
 Air Time 5 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Branham
 President Jack R. Howard
 Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director Walter Corning
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. Mountcastle Bcstg. Co.
 Business-Studio Address. 612 Gay St.
 Phone Number 2-7111
 Transmitter Location. Holston Hills
 Air Time 20 hrs.
 News Service UP
 Transcription Service World, Capitol
 Representative Avery-Knodel
 President Paul Mountcastle, Sr.
 Gen., Sta. Mgr. W. H. Linebaugh
 Commercial Manager J. T. McCloud
 Pgm., Prod. Dir. J. H. Reese
 Publicity Director Wayne Hudson
 Chief Engineer Fred Andrews
 Consulting Engr. Glenn D. Gillett

W D X E

LAWRENCEBURG—1951—MBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. Lawrenceburg Bcstg. Co.
 Address Locke Bldg.
 Phone Number 4462
 News Service UP
 Transcription Service Capitol, SESAC
 Representative Burn-Smith
 President Aaron R. Robinson
 General Manager George Eubanks
 Commercial Manager Ghan Smith
 Program Director Ken Marston
 Promotion Manager Eud Sawyer
 Chief Engineer James S. Thomas

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By. Lebanon Bcstg. Co., Inc.
 Address Cumberland Ave.
 Phone Number 1540
 News Service UP
 Transcription Service Lang-Worth
 General Manager Theo. F. Ezell Jr.
 Program Director Jack Hendrickson
 News Director Walt Dillard
 Chief Engineer William Johnston

W L I L

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owner Arthur Wilkerson Lumber Co.
 Address Bway at Grand
 Phone Number 1095
 Transcription Service SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson
 Commercial Manager Otis Parker
 Program Director Fred Pell
 Chief Engineer P. C. Melone

W J J M

LEWISBURG—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Estate of James J. Murray
 Address East Hill
 Phone Number 780
 News Service AP
 General Manager Louis D. Lingner
 Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By. Aluminum Cities Bcstg. Co.
 Address 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location. Louisville Pike
 Membership NARTB
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Co-owners F. H. Corbett, H. C. Weaver
 Gen., Sta. Mgr. F. H. Corbett
 Prod., Prog. Dir. Joe Wheeler
 Chief Engineer Curtis Lamarr
 Commercial Manager Walter Moore

W M M T

McMINNVILLE—1947—MBS

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts d., n.
 Owned-Oper. By. McMinnville Brdg. Co., Inc.
 Address McMinnville
 Phone Number 401

T E N N E S S E E

Transmitter Location North Chancery St.
 Air Time 5:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service World
 President Dr. Sam J. Albritton
 General Manager Royce E. Richards
 Commercial Manager Van Slack
 Sales Prom. Manager Henry Trent
 Program Director Ernie Richards
 Chief Engineer Hubert Beasley

President P. E. Furlow
 Gen., Sta. Mgr. C. K. Beaver
 Commercial Manager Louis Zlotky
 Pgm., Prod. Dir. Jack Brooks
 Publ., News Dir. Bob Jones
 Chief Engineer William Marsh

W D I A MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen., Sta. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker
 Program Director Christine Spindel
 Production Director David James
 News Dir. Marie Wathen

W H B Q MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Harding College,
 Searcy, Ark.
 Bus.-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location Circle Rd.
 Air Time Full Time
 News Service AP
 Representative Weed & Co.
 Membership NARTB, BAB
 Gen., Sta. Mgr. John Cleghorn
 Comm. Mgr. Bill Grumbles
 Pgm., Dir. Gordon Lawhead
 Music, Dir. Dick Covington
 Prod. Dir. 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 Number 37-4422
 Air Time 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth, Capitol
 Representative Forjoe
 Membership NARTB

W M C MEMPHIS—1923—NBC SOUTHCENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Thomas Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen., Sta. Mgr. H. W. Slavick
 Commercial Mgr. Earl Moreland
 Program Director Wilson Mount
 Production Director Ott Roush
 Publicity Director Walter E. Frase
 Chief Announcer Charles B. Sullivan
 News Dir. Bob Pigue
 Chief Engineer E. C. Frase, Jr.

W M P S MEMPHIS—1925—ABC

Frequency: 680 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By WMPS, Inc.
 Business-Studio Address Radio Center
 Phone Number 5-2663
 Transmitter Location N. Benjestown Rd.
 Air Time 5 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB, BAB
 V.P., Gen. Mgr. Harold R. Krelstein
 Sta., Sales Prom. Mgr. W. B. Rudner
 Program Director George Faulder
 News Director Tys Terwey
 Chief Engineer J. E. Deaderick

W R E C MEMPHIS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By WREC Bcstg. Service
 Business-Studio Address Hotel Peabody
 Phone Number 5-1313
 News Service UP
 Transcription World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager Hoyt B. Wooten
 Commercial Manager Hollis R. Wooten
 Program Director Roy Wooten
 Chief Engineer Wilson Raney

T E N N E S S E E

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address...Brown Ave.
 Phone Number1450
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHal Holman
 President.....Herbert S. Walters
 Gen., Comm. Mgr.....Howell Ashford
 Program Director.....John Frank McCrary
 Chief Engineer.....James R. Redden

W G N S

MURFREESBORO—1947—LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....WGNS, Inc.
 Address.....P. O. Box 456
 Phone Number1450
 RepresentativeHolman
 Transcription Service.....Lang-Worth, World
 News ServiceUP
 Pres., Gen. Mgr.....Cecil Elrod
 Vice-President.....Mrs. Cecil Elrod, Sr.
 Secy.-Treas.....Cecil Elrod, Sr.
 Commercial Manager.....Robertson C. Scott
 Promotion Manager.....John D. Hood
 Chief Engineer.....Will Dunn

W K D A

NASHVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Capitol Bcstg. Co.
 Bus.-Studio Address...1st American Natl. Bank
 Bldg.
 Phone Number4-0511
 Transmitter Location...2nd Ave. & Peabody St.
 Air Time.....5 a.m.-1 a.m.
 News ServiceAP
 Transcription Service...Capitol. Lang-Worth
 RepresentativeBolling
 MembershipNARTB
 (Partners) OwnersT. B. Baker, Jr. &
 A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Sports Director.....L. H. Munson
 Program Director.....Alfred G. Kengott, Jr.
 Chief Engineer.....Oscar C. Griffin, Jr.
 Consulting Engr.....A. D. Ring Co.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By.....WLAC Bcstg. Service
 Bus.-Studio Address...Third Natl. Bank Bldg.
 Phone Number6-0161
 Transmitter Location...Old Hickory Blvd.
 Air Time.....5 a.m.-1 a.m.

News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 Owner.....J. T. Ward
 Gen. Mgr.....F. C. Sowell
 Commercial Manager.....E. G. Blackman
 Sales Manager.....Frank Gonzales
 Program Director.....Paul Oliphant
 Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By.....Volunteer State Bcstg. Co.
 Address.....Maxwell House
 Phone Number4-3411
 Transmitter Location...Hydes Ferry Rd.
 Air Time.....5 a.m.-12 M.
 News ServiceUP
 President.....Frank W. Mayborn
 Gen. Sta. Mgr.....George B. Faulder
 Sales Prom. Mgr.....Clarence L. Waggoner
 News Director.....Robert L. Chaudoin
 Chief Engineer.....Charles W. Stokely
 Consulting Engineer.....McIntosh & Inglis

W N A H

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Hermitage Bcstg. Corp.
 Address.....James Robertson Hotel
 Phone Number4-7611
 Transcription ServiceStandard
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
 Program Director.....Donn C. McInturff
 Chief Engineer.....Harold Motlow

W O K E

NASHVILLE—1951—LBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Air Mart Corp.
 Address.....P. O. Box 391, Grove Center
 Phone Number5-1333
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Harry C. Weaver
 Commercial Manager.....Richard S. Quinn
 Production Manager.....William S. Sorrell
 Chief Engineer.....Curtis LaMarr

W S I X

NASHVILLE—1927—ABC-LBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 AddressNashville Trust Building
 Phone Number5-5431
 Transmitter Location...McGavock Road
 Air Time6:00 a.m. to 12:00 M.

T E N N E S S E E

News Service AP
 Transcription Service World
 Station Representative... George P. Hollingbery
 Membership NARTB, BAB
 Gen., Sta. Mgr..... Louis R. Draughon
 Comm. Manager..... E. S. Tanner
 Pgm. Dir..... Jim McKinney
 Chief Engineer Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned By....Natl. Life & Accident Ins. Co.
 Bus.-Studio Address.....301 7th Ave. N.
 Phone Number6-7181
 Transmitter Location....12 Mi. in the country
 News Service AP, INS
 Transcription Service Thesaurus
 Representative Edward Petry
 President..... John H. DeWitt, Jr.
 Commercial Manager..... Irving C. Waugh
 Program Director..... Jack Stapp
 News Director..... Harold Baker
 Chief Engineer..... George A. Reynolds

W S O K

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Nashville Bcstg. Co.
 Address.....1703 Hillmont Drive

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....WATO, Inc.
 Address.....Municipal Market Bldg.
 Phone Number.....Oak Ridge 5-3535
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Pres., Gen., Comm. Mgr.... David H. Carpenter
 Program Director..... Arthur J. Metzler
 Chief Engineer..... Marvin L. Paul

W T P R

PARIS—1947—KBS

Frequency: 710 Kc.....Power: 250 Watts d.
 Owner.....Paris Bcstg. System, Inc.
 Bus.-Studio Address.....Davis Bldg.
 Phone Number1700
 Transmitter Location.....Clifty Rd.
 News Service AP
 Transcription Service Lang-Worth
 General Manager..... Virgil L. Lindner Jr.
 Commercial Manager..... B. C. Kilgore
 Chief Engineer..... Don Somerville

W K S R

PULASKI—1947—LBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By....The Richland Bdcstg. Co.

Address Radio Center
 Phone No.....1066-67
 Transmitter Location.....Highway 64-W
 Air Time Sunrise-Sunset
 News Service UP
 Membership NARTB, BAB
 President..... W. K. Jones
 Gen., Sta. Mgr..... Virgil Trimm
 Comm., Sales Prom. Mgr.... Wallace Beecham
 Pgm. Dir., Chief Anncr..... George Martin
 Production Director..... Corky Hoover
 Publ., News Dir..... Allene Williams
 Chief Engineer..... Richard Spruill
 Consulting Engineer..... John Mullaney

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
 Phone Number1400
 Transmitter LocationLewisburg Hwy.
 News Service UP
 President Harvard Smith
 Gen., Comm. Mgr..... Charles Christian
 Program Director..... Charles Bragg
 Chief Engineer..... Tim Marsh

W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Springfield Bcstg. Co., Inc.
 AddressSpringfield
 Phone Number1287
 Transcription Service World
 News Service UP
 Pres., Gen. Mgr..... Walter A. Duke
 Program Director..... Kenneth Early
 Chief Engineer..... Anna A. Duke

W J I G

TULLAHOMA—1948—LBS

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By....Raymond L. Prescott, Jr.
 Business Address.....Old Winchester Hwy.
 Phone Number2607-8
 Studio-Trans. Location..Old Winchester Hwy.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr....Col. Raymond L. Prescott, Jr.
 Station Manager..... James Walkup
 Chief Engineer..... William C. Spraggins
 Consulting Engr. Claude Gray

W E N K

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Union City Bcstg. Co.
 Phone Number1240-1
 Transmitter Location.....Fulton Hwy.
 Air Time.....5 a.m.-11 p.m.

TENNESSEE — TEXAS

News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 Pres., General Mgr.Aaron B. Robinson
 Sta. Mgr., Pub. Dir.Louis C. Wrather
 Sales Prom., Comm. Mgr.Edwin A. Kallenberg
 Prog., Prod. DirectorMrs. Lee Smith
 Chief AnnouncerRay Brown
 News DirectorDavid Banks
 Chief EngineerJames Thomas
 Farm EditorTom Garth

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByArthur D. Smith, Jr.
 AddressBox 1103
 Phone Number2201
 Transmitter LocationCowan Hway.
 News ServiceUP
 Pres., Gen., Prom. Mgr.Arthur D. Smith, Jr.
 Commercial ManagerHarry W. Sullivan
 Pgm., News Dir.Russell Bradley
 Chief EngineerFrank Spencer

TEXAS

*Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125
 Families April 1, 1952 (Est.) 2,151,000—Stations in State 185*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. ByReporter Bcstg. Co.
 Business AddressWindsor Hotel
 Phone Number4-6255
 Transmitter LocationOld Anson Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceCapitol. Associated
 RepresentativeJohn E. Pearson
 PresidentMrs. Eva M. Hanks
 General-Station Mgr.Howard Barrett
 Comm. Mgrs.John Mingus (Local);
 Forest Lane (National)
 Sales Prom. ManagerForest Lane
 Chief EngineerJ. B. Casey
 Consulting Engr.Commercial Radio

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByCitizens Bcstg. Co.
 Bus.-Studio Address25th & Butternut Sts.
 Phone Number4-7286
 Air Time18 hrs.
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeTaylor
 PresidentW. P. Wright
 Gen., Prom. Mgr.A. C. Etter
 Commercial ManagerTyler Stewart
 News, Pgm. Dir.Leonard Johnson
 Chief EngineerForest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc.Power: 1000 Watts
 Owned-Operated ByAlice Bcstg. Co.

Business AddressBox 731
 Phone Number2070
 Transmitter LocationNo. on Hiway 281
 Air Time6 a.m.-12 M.
 News ServiceAP
 PresidentE. G. Lloyd, Jr.
 Gen., Sta. Mgr.A. C. Lloyd, Jr.
 Commercial ManagerNat Watson
 Sales Prom. Mgr.Bill Dromgool
 Pgm., Music. Dir.J. Allen Frye
 Chief AnnouncerJoe Melody
 News DirectorBill Scofield
 Chief EngineerS. L. Spencer

K V L F

**ALPINE—1947—MBS
 LBS—KBS—CACTUS**

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated ByBig Bend Bcstrs.
 Business AddressP. O. Box 779
 Phone Number37
 Studio-TransmitterKokernot Field
 News ServiceUP
 RepresentativeHil F. Best
 MembershipNARTB
 PresidentBarney H. Hubbs
 General ManagerJack Hawkins
 Station ManagerGene Hendryx
 Program DirectorCathrine Conner
 Chief AnnouncerRandy White
 News DirectorJohn Newell
 Chief EngineerEarl McCall
 Consulting Engr.Harry Banemum

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. ByTop of Texas Bcstg. Co.
 Address1301 Polk St.

TEXAS

Phone Number 2-6543
 Representative For Joe
 Transcription Service Capitol, Thesaurus
 News Service AP
 President Walter G. Russell
 Vice-President Hoyt Houck
 Secy.-Treas., Gen. Mgr. R. D. Houck
 Commercial Manager Jess Richardson
 Program Director Ray Whitworth
 Promotion Manager Johnny Hathcock
 Chief Engineer Stewart Parsons

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
 General Manager John G. Ballard
 Pgm. Dir. Tom Priest
 News Director Kelly West
 Chief Engineer Kenneth Bean
 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
 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

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By. Henderson County Bcstg. Co.
 Business Address Box 309
 Phone Number 2277
 Transmitter Location Highway 19
 Air Time Daytime
 News Service UP
 Sta., Gen. Mgr. J. B. McNutt, Jr.
 Consulting Engr. Merl Saxon

K A L T

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Ark-La-Tex Bcstg. Co.
 Phone Number 881
 Transcription Service Capitol
 News Service UP
 President Herman H. Wommack, Jr.
 Gen., Sta. Mgr. David A. Wommack
 Commercial Manager Robert Bieloh
 Program Director Norm Bale
 Chief Engr. James L. Waites

K 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.

TEXAS

News ServiceUP
 Transcription ServiceWorld
 RepresentativeTaylor Co.
 President.....Claudia T. Johnson
 General ManagerJ. C. Kellam
 Sales Manager.....Sam Plyler
 Program Director.....Richard S. Pryor
 Publicity DirectorRevis Taylor
 News DirectorPaul Bolton
 Chief Engineer.....A. B. Hearn

KTXN AUSTIN

Frequency 1370 Kc. ...Power: 1000 Watts d.
 Owned-Oper. ByRadio KTXN, Inc.
 Address.....P. O. Box 1102
 Phone Number74476
 Transmitter LocationBee Cave Rd.
 Air TimeSunrise-Sunset
 President.....Ed C. James
 General Manager.....Frank Stewart
 Commercial Manager.....Joseph K. Harry
 Sales Promotion Manager.....Frank Foster
 Program Director.....Mrs. Lilia Guzman
 Chief Engineer.....Paul Lindhorn

KVET

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Austin Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 1116
 Phone Number8-8521
 Transmitter Location.....Bull Creek Rd.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeForJoe
 President.....John B. Connally
 General ManagerWillard Deason
 Commercial Manager.....Charles Howell
 Pub., Pgm., Prod. Dir.Dave Smith
 Chief Engineer.....Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....Runnels County Bcstg. Co.
 AddressZappe Bldg.
 Phone Number3151-3161
 Air Time.....6 a.m.-10:15 p.m.
 News ServiceUP
 Transcription Service.....Standard. SESAC
 President, General Mgr.....R. E. Bruce
 Comm., Sales Prom. Mgr.....R. F. McCarvey
 Chief Engineer.....W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Bay City Bcstg. Co.

Business Address.....Bay City
 Phone Number.....4642-3
 Stud.-Trans. Loc.....East W. Columbia Hwy.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 President.....J. L. Long
 General Manager.....Bryan Powell
 Station Manager.....Cleve Griffin
 Commercial Manager.....Boyd Porter
 Sales Promotion Manager...Gordon Calcoate
 Program Director.....Paul Young
 Production Director.....Sie Schineder
 Chief Engineer.....Charles Cunningham

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Bay Bcstg. Co.
 AddressBox 629
 Phone Number8251
 Trans. Loca.Ft. of E. Texas Ave.
 News ServiceAP
 President.....C. Q. Alexander
 Secretary-TreasurerSylvia McKinsty
 Vice-President.....O. J. Howell

KREL

BAYTOWN—1947—LBS

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-Cities Bcstg. Co.
 Business Address ...P. O. Box 419, Decker Dr.
 Phone Number8211-2
 Studio-Transmitter Location.....Decker Dr.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeThomas F. Clark
 President.....Robert Matherne
 Gen. Mgr.....William M. Lightfoot
 Commercial Manager.....Richard Rosenfeld
 Program Director.....Mary Lightfoot
 Chief Engineer.....Emilio Rodriguez

KFDM

BEAUMONT—1924 ABC-LONE STAR

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By....Beaumont Bdcstg. Corp.
 AddressP. O. Box 2950, 1420 Calder Ave.
 Phone Number2-7758
 Trans. Loca.....Bridge City
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeFree & Peters, Inc.
 MembershipNARTE, BAB
 President.....D. A. Cannan
 Gen., Sta., Comm. Mgr.....C. B. Locke
 Sales Promotion Mgr.....H. F. Caldwell
 Prod. Dir.....Conrad Bering, Jr.
 Pub. Dir., Farm EditorRalph Ramos
 Pgm., News Director.....Dave Russell
 Chief EngineerHarold W. Bartlett

TEXAS

KPBX

BEAUMONT—1947—LBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....KPBX Bcstg. Co.
 Address.....P. O. Box 1432
 Phone Number.....2-0201
 Representative.....For Joe
 Transcription Service.....Standard
 President, General Manager.....J. M. Gilliam
 Program Manager.....Lynn Toney
 Advertising Manager.....C. P. Ward

KRIC

BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....The Enterprize Co.
 Bus.-Studio-Trans. Address. 3130 Blanchette St.
 Phone Number.....4-9421
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Branham
 President.....O. Eugene Davis
 Vice-Pres., Gen. Mgr.....E. C. Davis
 Station Manager.....Les Ryder
 Commercial Manager.....John Edwin Henry
 Program Director.....Mrs. Virginia Ryde
 Chief Engineer.....Marvin J. Easterwood
 Consulting Engr.....Glenn D. Gillett

KTRM

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number.....2-8478
 Transmitter Location.....Crow & Odom Rds.
 Air Time.....5 a.m.-12:30 a.m.
 News Service.....INS
 Transcription Service.....World
 Representative.....Adam Young
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....Bill McRae
 Pgm., Prod. Dir.....Roy Dixon
 News Director.....Jack Neil
 Chief Engineer.....Ben F. Hughes
 Consulting Engr.....Gautney & Ray

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By.....Be? Bcstg. Co.
 Address.....P. O. Box 650
 Phone Number.....1490
 Air Time.....6 30 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 General Manager.....John D. Rosi

Chief Anncr.....Louis B. Shaw
 News Director.....Bob Frank Nance
 Pgm. Dir., Chief Engr.....Harry W. Wardell
 Consulting Engr.....Glenn D. Gillett & Asso.

KBST

**BIG SPRING—1936—ABC
 TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Big Spring Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Phone Number.....1500
 Transmitter Location.....1½ Mi. N.E. of city
 Air Time.....17 hrs.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....William J. Wallace
 Commercial Manager.....William L. Cox
 Sales Prom. Mgr., Pgm. Dir.....J. N. Young, Jr.
 Publicity Director.....Jack Wallace
 Chief Engineer.....Andrew M. Jones
 Consulting Engineer.....Commercial Radio

KTXC

BIG SPRING—1949—LBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By.....Big State Bcstg. Co.
 Address.....Big Spring City Park
 Phone Number.....3300
 Trans. Loca.....City Park
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Pres., Gen. Mgr.....V. T. Anderson
 Sta. Mgr., News Dir.....Woodie Groves
 Commercial Manager.....James O. Taylor
 Prog. Dir.....Miss Ernest Dean Rodman
 Chief Announcer.....Fred Mathews
 Chief Engineer.....Billie Austin
 Farm Editor.....Bruce Frazier

KFYN

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By.....Frank Svoboda
 Bus.-Studio-Transmitter Address.....903 E. 4th St.
 Phone Number.....781
 Air Time.....Sunrise-sunset

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....KHUZ, Inc.
 Business Address.....Box 110
 Phone Number.....1600
 Studio-Transmitter Location.....1431 Clayton St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Trans. Serv.....World, SESAC
 Membership.....NARTB
 President.....R. G. Hughes
 General Manager.....Jack Roberts
 Commercial Manager.....Louis Roberts

TEXAS

News Director.....Jake Shubinski
Musical Director.....Bob Jackson
Chief Engineer.....Herman Kreiger

K N E L

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Brady
Phone Number.....7777
Transmitter Location.....Brady
Air Time.....8 a.m.-10 p.m.
News Service.....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nellin

K S T B

BRECKENRIDGE—1947—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number.....1430
Transmitter Location.....1½ Mi. W. of city
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen. Mgr.....R. W. Chapman
Commercial Manager.....Sidney Foster
Program Director.....T. Drake
Chief Engineer.....R. L. Smith

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
Transmitter Location.....2 Mi. N. on Hwy. 36
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....R. D. Elder

K T F Y

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Terry Cty. Bdcstg. Co.
Address.....Drawer 1032
Phone Number.....1000
Transmitter Location.....Tahoka Hwy.
Air Time.....5:30 a.m.-Sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....NARTB, BAB
Gen., Comm. Mgr.....David R. Worley
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh
Program Director.....Nathan Daniel
Chief Announcer.....Don Opheim
Chief Engineer.....Hardin L. Smith

K B O R

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....1934 Central Blvd.
Phone Number.....2-5677
Transmitter Location.....1934 Central Blvd.
Air Time.....6 a.m.-12
News Service.....AP
Trans. Service.....World, Thesaurus
Representative.....Best
Chief Announcer.....Tom Martin
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Prod. Dir.....R. E. Fowler
Chief Engineer.....Willis A. Wilson
Consulting Engr.....George E. Gautney

K V A L

BRECKENRIDGE—ABC

TEX. QUAL. NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....T. Frank Smith
Address.....P. O. Box 1792
Phone Number.....2-6452
Transmitter Location.....Hwy 77
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....BAB
President, Gen. Mgr.....T. Frank Smith
Comm. Sta. Mgr.....T. Frank Smith, Jr.
Chief Engineer.....Don Morris
Consulting Engr.....George C. Davis

K B W D

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address.....800 Hawkins St.
Phone Number.....2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....Walker
Pres., Gen. Mgr., Pgm. Dir.....W. Mayes, Jr.
Commercial Manager.....Joe B. Foster
Sales Prom. Mgr.....Bill Jamar
Chief Engineer.....A. W. Stewart
Consulting Engr.....Everett Dillard

K O R A

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number.....3-1240
Transmitter Location.....Villa Maria Rd.

TEXAS

Air Time..... 6 a.m.-M.
 Owner, Gen. Mgr. David C. Jones, Jr.
 Comm., Sales Prom. Mgr. M. Ralph Weedon
 Chief Announcer..... R. D. Jones
 Chief Engineer..... David C. Jones

KDET

CENTER—1949

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By.. Center Bcstg. Co., Inc.
 Address..... 205 Austin St.
 Phone Number 1199
 Location Center
 Air Time Daytime
 News Service UP
 Transcription Service Associated
 Representative Hil F. Best
 Pres., Pgm. Dir. Talbert E. Foster
 Gen., Comm. Mgr. Tom E. Foster
 News Dir., Chief Ann. Jack Bell
 Chief Engineer..... Harlan Riley

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc..... Power: 250 Watts d.
 Owned-Oper. By.. Golden West Bcstg. Co., Inc.
 Bus.-Studio. Address..... 217½ N. Main
 Phone Number 1085-6
 Transmitter Location.... 1 Mi. W. of Childress
 Air Time..... Local sunrise-sunset
 News Service AP
 Representative P. W. Seward
 President..... R. Malone Haqan
 Gen., Sta. Manager..... George D. Cowan
 Program Director..... LeRoy Carter
 Publicity Director..... Nelle Carter
 Chief Announcer..... Bob Pace
 Chief Engineer..... William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Marti, Inc.
 Address..... 919 N. Main
 Phone Number 1025
 Transmitter Location Route 3
 Air Time..... Sunrise to Sunset only
 News Service AP
 Representative..... Hil F. Best
 Pres., Gen., Comm. Mgr. George W. Marti

KSTA

COLEMAN—1947

Frequency: 1000 Kc..... Power: 250 Watts d.
 Owned-Oper. By.. Coleman County Bcstg. Co.,
 Inc.
 Business Address..... Box 432
 Phone Number 8406
 Studio-Transmitter Address... Abilene Hwy.
 Air Time Daytime
 News Service UP

Transcription Service..... SESAC, Capitol
 Representative Hil F. Best
 President..... H. H. Jackson
 Gen., Sta. Mgr. Floyd Shelton
 Comm. Mgr. Dan C. Guthrie
 Pgm. Dir., Chief Annr. Bill Fox
 Chief Engineer..... Brownie Seals

WTAW

COLLEGE STATION—1922

Frequency: 1150 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... The Agricultural &
 Mechanical College of Texas
 Bus.-Studio Address College Station
 Phone Number 66724
 Transmitter Location..... College Station
 Air Time 6 a.m.-local sunset
 News Service AP
 Sta. Mgr. Richard L. Webb
 Commercial Manager..... Helen McLendon
 Pgm. Dir., Chief Annr. John Scojin
 Chief Engineer..... Richard L. Webb
 Farm Editor..... Dick Hickerson
 Consulting Engr. H. C. Dillingham

KVMC

COLORADO CITY—1950—KBS

Frequency: 1320 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Colorado City Bcstg. Co.
 Address..... 1.3 Mi. W. of Colorado City
 Phone Number 64
 News Service AP
 Partners Marshall Formby,
 Eldon Mahon, Clint Formby
 Manager Clint Formby
 Comm. Mgr., Pgm. Dir. Walter Grubbs
 Chief Engineer..... Paul Brown

KMCO

CONROE—1951

Frequency: 900 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Montgomery County
 Bcstg. Co.
 Address..... 324 N. Main
 Phone Number 1190
 News Service UP
 Transcription Service Standard
 President Reagan Smith
 Station Manager..... James C. Dorrell
 Sales Manager..... David L. Oglesby
 Pgm., News Dir. Hal H. Coley
 Chief Engineer..... John W. Neathery

KEYS

CORPUS CHRISTI—1941

Frequency: 1440 Ks..... Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Nueces Bcstg. Co.
 Phone Number 2-7411
 Address..... P. O. Box 1460
 Transmitter Location..... Shell Rd.

TEXAS

General Manager..... Aubrey Jackson
 Manager..... Kelly Wofford
 Program Director..... Robert Cutting

KRIS

CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Gulf Coast Bcstg. Co.
 Address..... P. O. Box 840
 Phone Number..... 4-6354
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Free & Peters
 Pres., Gen. Mgr..... T. Frank Smith
 Commercial Manager..... William Elkner
 Pgm. Dir., Prom. Mgr..... Charles Nethery
 Chief Engineer..... Buster Harvey

KSIX

CORPUS CHRISTI—1947—ABC-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address..... Show Room Bldg.
 Phone Number..... 2-9242
 Transmitter Location..... Whelan Dr.
 Air Time..... 5:45 a.m.-1 a.m.
 Transcription Service..... RCA Thesaurus
 Representative..... Forjoe & Co.
 Pres., Gen. Mgr..... Vann M. Kennedy
 Commercial Manager..... Charles R. Manning
 Program Director..... Henry Schwartz
 Publicity Director..... Carol Ann Burg
 Chief Engineer..... W. K. Bridges
 Consulting Engr..... James H. Burney

KUNO

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... KUNO, Inc.
 Address-Trans. Loca..... 19th & Agnes Sts.
 Phone..... 4-5203
 Air Time..... Unlimited
 Transcription Service..... Capitol, Associated
 Membership..... NARTB, BAB
 President..... Leslie C. Smith
 Gen. Mgr..... J. H. Mayberry
 Station Manager..... Ben F. Blackman
 Commercial Manager..... Peggy Lindsay
 Asst. Manager..... Herbert N. Garrett

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc... Power: 50,000 Watts d.
 Owned-Oper. By.... Texas Baptist Convention
 Representative..... Branham
 News Service..... AP
 General Manager..... Carr P. Collins

Sta., Sales Prom., Comm. Mgr.. Harry H. Hayes
 Prod., Mus. Director..... George Wilcox
 Chief Engineer..... Nestor Cuesta
 Consulting Engineer..... Earl Cullum &
 Nestor Cuesta

KAND

CORSICANA—1937

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Alto, Inc.
 Bus.-Studio Address.... State Natl. Bank Bldg.
 Phone Number..... 2486
 Transmitter Location..... No. Hwy. 75
 News Service..... UP
 Transcription Service..... World
 Representative..... Branham
 President..... I. C. West
 General Manager..... Luther A. Johnson, Jr.

KIVY

CROCKETT—1949

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Operated By.... Hamilton H. Callen &
 James H. Gibbs
 Address..... P. O. Box 478
 Phone Number..... 222
 Transcription Service..... Lang-Worth
 News Service..... UP
 Ptnr., Gen. Mgr., Chief Engr...
 Hamilton H. Callen
 Ptnr., Prom. Mgr., Pgm. News Dir.
 James H. Gibbs
 Farm Editor..... Don Gatz

KCFH

CUERO—1949—LBS

Frequency: 1600 Kc..... Power: 500 Watts d
 Owned-Oper. By..... A. M. Respondek
 Phone Number..... 700
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Best, Biddick
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek
 Commercial Manager..... Edson Foster
 Program Director..... Charlice Dietze

KXIT

DALHART—1948—LBS-KBS

Frequency: 1410 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Dalrad Associates
 Address..... P. O. Box 1350
 Phone Number..... 740
 News Service..... UP
 Representative..... Best
 Transcription Service..... Lang-Worth
 Co-owner, Gen. Mgr..... Ken Bishop
 Chief Engineer..... Bill Smith

T E X A S

KIXL
DALLAS—1947

Frequency: 1040 Kc. Power: 1000 Wats d.
Owned-Operated By... Variety Bcstg. Co., Inc.
Business-Studio Address... 1401 S. Akard St.
Phone Number... Riverside 4521
Transmitter Location... 5500 Parkdale Dr.
Air Time... Daytime
News Service... AP
Transcription Service... Standard, World,
MacGregor, Capitol, Associated

Representative... For Joe
President, General Manager... Lee Segall
Commercial Manager... Charles F. Payne
Production Manager... John D. Wilson
Chief Engineer... Bob E. Tripp
Consulting Engineer... George P. Adair

KLIF
DALLAS—1948—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.,
1000 Watts n.
Owned-Oper. By... Trinity Bdcstg. Corp.
Business-Studio Address... 2100 Jackson St.
Phone Number... RAndolph 2421
Transmitter Location... Scyene Rd
Air Time... 5:30 a.m.-1 a.m.
News Service... UP
Representative... John A. Pearson
Membership... NARTB, BAE
President... Gordon McLendon
General Manager... Ray Lewis
Commercial Manager... Bill Weaver
Program Director... Joe Roddy
Chief Announcer... Art Nelson
Chief Engineer... Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By... KRLD Radio Corp.
Address... Herald Square
Phone Number... RA 6811
Transmitter Location... Garland
Air Time... 5:15 a.m.-12 M.
News Service... UP, AP, INS
Transcription Service... Standard, SESAC
Representative... Branham
Membership... NARTB, BAB
President... John W. Runyon
General Manager... Clyde W. Rembert
Commercial Mgr... William A. Roberts
Program Director... Roy George
Pub. Dir., Prom. Mgr... A. J. Putnam
Chief Engineer... Bill B. Honeycutt

KS KY
DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By... SKY Bcstg. Service

Business-Studio Address... Hotel Stoneleigh
Phone Number... 6193 Randolph
Transmitter Location... Bruton Rd.
Air Time... Sunrise-sunset
News Service... AP
Membership... NARTB
Partner, Gen. Mgr... A. L. Chilton
Station Manager... R. G. Terrill
Commercial Manager... R. L. Kanatzar
Program Director... Leonard Holland
Chief Engineer... Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC

Frequency: 820 Kc. Power: 50,000 Watts
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By... Dallas Morning News
Business-Studio Address... 1122 Jackson St.
Phone Number... Riverside 9631
Transmitter Location... WFAA-820;
WFAA-570, Grapevine
Air Time... Unlimited
News Service... AP, UP
Trans. Serv... Lang-Worth, Associated
Representative... Edward M. Petry
Membership... NARTB, BAB
President... E. M. Dealey
General Manager... Martin B. Campbell
National Comm. Mgr... Ralph W. Nimmons
Asst. Manager... Alex Keese
Sales Prom. Mgr... Mrs. Wyona Portwood
Program Director... Karl Lambertz
Publicity Director... Harry Koenigsberg
Chief Engineer... J. Raymond Collins

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By... City of Dallas
Business Address... Municipal Radio Bldg.
Phone Number... Tenison 6101
Transmitter Location... White Rock Lake
News Service... AP
Transcription Service... Thesaurus
Representative... John Blair
Membership... NARTB
Chairman... E. O. Cartwright
Gen., Comm. Mgr., Chief Engr... Durward Tucker
Sales Prom. Mgr., Pgm. Dir... Pete Teddlie
Publicity Director... Louise Freedman
Consulting Engineer... Commercial Radio

KDLK

DEL RIO—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Del Rio Bcstg. Co.
Business Address... P. O. Box 1162
Phone Number... 1234

TEXAS

Studio-Transmitter Location.....Cypress & E. Second Sts.
 News ServiceUP
 RepresentativeHoward
 President.....James A. Clements
 Gen., Comm. Manager.....Don R. Howard

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Grayson Bcstg. Co.
 AddressHotel Denison
 Phone Number3-400
 Transmitter Location..2 Mi. N. City, Hwy 75
 News ServiceAP
 PresidentB. V. Hammond, Jr.
 Vice-President.....L. L. Hendrick
 Program Director.....Allen Hundley
 Chief EngineerFranklin Bailey

KDNT

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Harwell V. Shepard
 AddressRadio Center
 Phone Number276
 Transmitter LocationHwy 24
 News ServiceUP
 Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By...North Plains Bcstg. Corp.
 AddressBox 337
 Trans. Add. ...Hwy. 287, No. edge of Dumas
 Phone Number2-5000
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeHil F. Best
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 Prod., Publ. Director.....Al Tremble
 News. Pgm. Dir.....Bill Lask
 Chief EngineerGeorge Pepin
 Consulting Engr.....Guy Hutcherson

KURV

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
 RepresentativeForJoe
 MembershipNARTB, FMA
 President.....James Cullen Looney

Gen. Mgr.....Albert C. Ryan
 Program DirectorJack Moran
 Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By..Wharton County Bcstg. Co.
 Business Address.....515 E. Jackson St.
 Phone Number1390
 Air Time.....6 a.m.-Local Sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 MembershipNARTB
 President.....Culp Krueger
 ManagerMelbadean Wells
 Commercial Manager.....Horace Wells
 Program Director.....Bob Hathaway
 Chief Engineer.....Joe Miller

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Oil City Bcstg. Co.
 AddressRadio Rd.
 Phone Number1051
 Transcription ServiceStandard
 President.....A. C. Raines, Jr.
 Gen., Sta., Comm. Mgr.....Mrs. L. McCowan Chapman
 Program Director.....Jean Thompson
 Chief Engineer.....Bill Frank Lindsay
 Consulting Engineer.....Bill Elkins

KELP

EL PASO—1947—LBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hills Bldg.
 Phone Number3-3650
 RepresentativePearson
 Transcription Service.....KBS, Capitol
 President.....B. R. McLendon
 Gen., Sta., Comm. Mgr.....Dick Weaver
 Sales Prom. Mgr.....Charles Gish
 Program Director.....Walter Peterson
 Production Director.....Robert M. Lindley
 Chief Ann., News Dir.....Bob Lindley
 Chief Engineer.....Virgil Cisneros
 Consulting Engineer.....Weldon & Carr

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Rowley-Brown Bcstg. Co.
 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

TEXAS

Transcription Service... Standard, Lang-Worth
Representative John Blair & Co.
Membership NARTB, BAB
Exec. Vice President Kenyon Brown
General Manager Willard L. Kline
Commercial Manager ... Howard W. Baldwin
Publ. Pgm. Dir., Farm Editor... Cecil Sansbury
Sales Prom. Dir. Sam H. Bennett
Chief Engineer E. L. Gemoets
Consulting Engineer..... A. Earl Cullum

K R O D

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By Roderick Bcstg. Corp.
Business-Studio Address... 2201 Wyoming St.
Phone Number 2-6551
Transmitter Location ... 3½ Mi. N., Newman Rd.
News Service AP
Transcription Service Capitol
Representative Taylor Co.
President Dorrance D. Roderick
Gen., Comm. Mgr. Val Lawrence
Promotion Manager T. Wiseheart
News, Program Director Ted Hunt
Chief Engineer Edward P. Talbutt

K S E T

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co.
Address 706 N. Mesa Ave.
Representative McGillvra
Transcription Service Capitol
News Service AP
President Fred Harvey
General Manager George R. Thady
Commercial Manager Don Brooks
Chief Engineer Frederick Sheehan

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc. ... Power: 1000 d., 500 n.
Owned-Oper. By Tri-State Bcstg. Co., Inc.
Bus.-Studio Address 801 N. Oregon St.
Phone Number 2-5423
Transmitter Location First St., Ascarate
Air Time 6 a.m.-11:30 p.m.
News Service INS
Transcription Service Thesaurus, World
Representative George P. Hollingbery
Membership NARTB, BAB
Pres., Gen. Mgr. Karl O. Wyler
V.P.-Sec. Roy T. Chapman
Program Director Jack Chapman
Chief Engineer Kenneth J. Walton
Consulting Engr. George P. Adair

K F L D

FLOYDADA—1951—KBS

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By... West Texas Bcstrs. Inc.
Address Ralls Highway
Phone Number 11
News Service UP
Representative Continental, Kellar
President Ed Holmes
Gen., Prom. Mgr. James E. Stanton
Comm. Mgr., News Dir. Len Sucher
Program Director Wayne Robison
Chief Engineer Pat Jeter

K C N C

FORT WORTH—1946—WESTERN

Frequency: 870 Kc. Power: 250 Watts d.
Owned-Oper. By Blue Bonnet Bcstg. Corp.
Bus.-Studio Address P. O. Box 629
Phone Number Fortune 7175
Transmitter Location ... 4000 Lawnwood St.
Air Time Daytime
News Service AP
Membership NARTB
Pres., Gen., Sta. Mgr. J. H. Speck
Commercial Manager J. N. Mullan
Program Director Jim Bradley
Chief Engineer Chester Grubbs
Consulting Engr. A. Earl Cullum, Jr.

K C U L

FORT WORTH—1946

Frequency: 1540 Kc. ... Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By East-West Bdcstg. Co.
Address 3607 Camp Bowie Blvd.
Phone Number SUNset 6555
Transmitter Location Kennedale
Air Time 5:30 a.m.-1:30 a.m.
News Service UP
Transcription Service Thesaurus
Pres., Gen., Sta. Mgr. Jas. G. Ulmer
Commercial Manager Homer Hogan
Sales Promotion Manager W. E. Moore
Program Director Jerry Hahn
Production Director Charles Temple
Publicity Director Maydell Wallace
Chief Engineer R. L. McAlister
Consulting Engineer William L. Foss

K F J Z

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Oper. By Tarrant Bcstg. Co.
Business-Studio Address... 1201 W. Lancaster
Phone Number Ed 3474
Transmitter Location Birdville
News Service AP
Transcription Service World
Representative John Blair
Membership NARTB, BAB

TEXAS

Pres., Gen. Mgr. Gene L. Cagle
 Comm. Mgr. Clyde D. Pemberton
 Pgm. Dir. Hal Thompson
 Chief Engineer James T. Peterson
 Consulting Engr. Commercial Radio

KWBC

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By. Worth Bcstg. Co.
 Bus.-Studio Address. Box 7116
 Phone Number. VA 1279
 Transmitter Location. Kimbo Rd.
 Air Time. Daytime
 News Service. AP
 Representative. Rambeau
 President. Judge P. W. Seward
 General Manager. Lewis Love
 Commercial Manager. Pat McFathers
 Sales Prom. Mgr. Charles Lewis
 Program Director. Dean McClain
 Publicity Director. Dorothy Reed Hill
 Chief Engineer. Melvin Parsons

KXOL

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. Galloway Rd.
 Air Time. 6 a.m.-M.
 News Service. AP
 Representative. John E. Pearson
 President. F. M. Skinner
 Gen. Sta. Mgr. Herman K. Clark
 Commercial Mgr. Hewel Jones
 Chief Engineer. John R. Crouse

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, Grapevine
 Air Time. 5:30 a.m.-12 M.
 News Service. AP
 Transcription Service. Associated, Cole
 Representative. Free & Peters
 Membership. NARTB
 President. Amon Carter
 Directors. Harold Hough, George Cranston
 Commercial Manager. Roy Bacus
 Program Director. Ed Lally
 Production Director. A. M. Woodford
 Pub. Dir. Thaine Engle
 Chief Announcer. Frank Mills
 News Director. James A. Byron

Musical Director. Gene Baugh
 Chief Engineer. R. C. Stinson
 Farm Editor. W. A. Ruhmann
 Consulting Engineer. A. D. Ring

(See Page 652)

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
 Air Time. 6:30 a.m.-10 p.m.
 News Service. AP
 Representative. Hil F. Best
 President. Walter T. McKay
 Chief Engr., Sta., Gen. Mgr. Norbert A. Fritz

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.
 Comm. Mgr. Earl Leonard
 Program Director. Jerry Talley
 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. P. O. Box 1138
 Phone Number. 3-4329
 Transmitter Location. E. end Galveston Island
 Air Time. 6:30 a.m.-M.
 News Service. AP
 Gen., Sta. Mgr. James W. Bradner, Jr.
 Commercial Manager. Orland O. Dodson
 Program Director. Tom Dawson
 Chief Engineer. Jesse Simms
 Consulting Engr. A. Earl Cullum, Jr.

KLUF

GALVESTON—1922—LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. The KLUF Bcstg. Co.
 Business-Studio Address. 300 Haden Bldg.
 Phone Number. 5-6676
 Air Time. Unlimited
 News Service. UP
 Transcription Service. World
 Representative. William G. Rambeau
 President. Orrin Tucker

It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....



WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.



WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.



WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951. Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

MONDAY THROUGH FRIDAY
12:00 Noon to 6:00 p. m.

WBAP-TV

Sta. B

Sta. C

50.3

22.3

27.4

SUNDAY THROUGH SATURDAY EVE.
6:00 p. m.-11:00 p. m.

44.3

36.6

19.0



FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.



MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP AM-FM-TV
570 - 820
Channel



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

.
TEXAS

General Manager.....Robert J. Savage
 Commercial Manager.....Guy H. Popham
 Program Director.....Braden E. Clough
 Chief Engineer.....L. D. Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ... Power: 1000 Watts d.
 Owned-Oper. By.....C. A. Lee
 Address.....T. W. Apartment Bldg.
 Phone Number.....516
 Transmitter Location.....Kilgore Highway
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 Commercial Manager.....J. O. Sisk
 Sales Prom. Mgr.....Tom E. Perryman
 Program Director.....Joe Talley
 Gen. Mgr., News Dir.....Douglas Reeh
 Chief Engineer.....Lloyd Johnson

KCTI

GONZALES—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gonzales Bcstg. Co.
 Business Address.....425 St. George St.
 Phone Number.....770
 Transmitter Location. 2½ Mi. E. City, Hiway
 200
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....
 Transcription Service.....SESAC
 Representative.....Gene Grant, Cooke
 Gen. Comm. Mgr.....Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr.....
 Frank Wilson, Jr.
 Consulting Engineer.....George C. Davis

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Southwestair, Inc.
 Address.....Box 748
 Phone Number.....1200
 Studio-Transmitter Location.....Hiway 24
 Transcription Service.....SESAC
 General Manager.....H. V. Newsom
 Program Director.....Eugene Turner

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Truett Kimzey
 Phone Number.....2066
 Air Time.....18 hrs.
 News Service.....AP
 Owner, Pres.....Truett Kimzey
 Gen., Comm., Prom. Mgr.....Leo Hackney
 Pgm. Dir., Chief Ann.....James D. Jones
 Chief Engineer.....Tom Clyde

KCLW

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hamilton Bcstg. Co.
 Bus.-Studio Address.....Box 592
 Phone Number.....500
 Transmitter Location.....2½ Mi. Hwy. 36
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, BAB
 President.....Clyde Weatherby
 Gen. Mgr.....J. H. Smith
 Chief Engineer.....Carl Knely

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Harbenito Bcstg. Co., Inc.
 Phone Number.....2200
 Studio-Transmitter Address...U. S. Hwy. 83
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service...Associated, Standard
 Representative.....Weed & Co.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Chief Engineer.....Al Beck

AP SELLS

For Stations and Sponsors —

For instance . . . KRIS

“Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it ‘asset’ and ‘finest investment.’”

T. FRANK SMITH,
 President,
 KRIS, Corpus Christi, Texas

T E X A S

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc. Power: 50,000 Watts d.,
10,000 Watts n.
Owned-Operated By.....Roy Hoheinz
Address.....1519 West Harrison
Phone Number.....3500
News Service.....UP
Representative.....Avery-Knodel
President.....Roy Hoheinz
General Manager.....Gould Beech
Assistant Manager.....Allen Dale
Program Director.....Joe Keith
Chief Engineer.....Bob Bush

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 1111
Phone Number.....4528
News Service.....UP
Representative.....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
Manager.....Cliff Crawford
Program Director.....James T. Reeves
Chief Engineer.....James Austin

KPAN

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number.....860
Representative.....Best
Transcription Service.....Thesaurus
News Service.....UP
President.....Marshall Formby
Gen. Sta. Mgr.....Clint Formby
Commercial Manager.....Bob Blount
Chief Ann., Pgm. Dir.....Bob Hess
Production Director.....Kathleen Cayler
Chief Engineer.....Dennis Surber
Consulting Engineer.....Stewart & Stewart

KHBR

HILLSBORO—1948—LBS

Frequency: 1560 Kc. Power: 250 Watts d.
Transmitter Location.....Hwy. 77
Representative.....Best
News Service.....UP
Membership.....BAB
General Manager.....Ray J. Williams
Station Manager.....Nelson Galle
Comm. Mgr., Pgm. Dir.....J. K. Lane
Chief Engineer.....Bill Stanley
Consulting Engineer.....Stewart & Stewart

KATL

HOUSTON—1947—LBS

Frequency: 1590 Kc. Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By.....Texas Bdcsters., Inc.
Address.....412 Main St.
Phone Number.....Preston 3108
Transmitter Location.....Post Oak Rd.
Air Time.....24 Hours
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....IMS
Membership.....NARTB, BAB
President.....William H. Talbot
Gen., Sta. Mgr.....King H. Robinson
Program Director.....Johnny Edwards
Chief Engineer.....Edward Martin
Consulting Engineer.....Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston, Inc.
Business-Studio Address.....1 Main St.
Phone Number.....Charter 1888
Transmitter Location.....Kerr St.
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Associated
Representative.....John E. Pearson
Pres., Gen. Mgr.....Robert C. Meeker
Pgm., Publ. Dir.....Hal Hazelrigg
Chief Announcer, Prod. Dir.....John Neely
Chief Engineer.....Dick Locke

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business-Studio Address.....Milby Hotel
Phone Number.....Preston 1161
Transmitter Location.....1 Mi. from inter-
section N. Sherperd & Airline
Air Time.....24 hrs.
News Service.....UP
Transcription Service.....World
Representative.....Adam J. Young
Membership.....NARTB
President.....W. Albert Lee
General Manager.....Cal Perley
Commercial Manager.....Bill Edwards
Pgm., Publ. Dir.....Noel Pettingell
Chief Engineer.....Harold Weinzell
Consulting Engineer.....Andrew Ring

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 200 watts
Owned-Oper. By.....Veterans Bcstg. Co.

TEXAS

Business-Studio Address.....4701 Caroline St.
 Phone Number.....Keystone 2581
 Transmitter Location ..N. Ennis & Frensd Sts.
 Air Time.....14 Hours
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....NARTB
 President.....Max H. Jacobs
 Gen., Sta. Mgr.....Dave Morris
 Comm. Mgr.....Jack Healy
 Production Director.....Walter Colvin
 Publicity Director.....Inez Elbel
 Chief Announcer.....Biff Collie
 Chief Engineer.....O. C. Crossland
 Musical Director.....J. R. Covington, Jr.
 Consulting Engr.....Thomas Lockett

Phone Number.....Preston 4361
 Transmitter Location.....Baytown
 News Service.....AP, INS
 Transcription Service.....World
 Representative.....John Blair
 President.....B. F. Orr
 Station Manager.....Roy Herndon
 Sales Manager.....Ray Bright
 Program Director.....Tom Jacobs
 Engineers.....Tom Hiner, Lester Mullan

K P R C HOUSTON—1925 NBC—T. Q. N.

Frequency: 950 Kc. ...Power: 5000 Watts d.,
 5000 Watts n.
 Owned-Oper. By.....The Houston Post Co.
 Address.....Lamar Hotel
 Phone Number.....FAirfax 7101
 Transmitter Location.....Deepwater
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Edw. Petry & Co.
 President.....W. P. Hobby
 Vice-Pres., Gen. Mgr.....Jack W. Harris
 Commercial Manager.....Jack McGrew
 Sales, Promotion Manager.....Marsh Callaway
 Program Director.....Frances Sullivan
 News Director.....Pat Flaherty
 Chief Engr.....Harvey T. Wheeler

K X Y Z HOUSTON—1930—ABC

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

K T H T HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Roy Hofheinz
 Bus-Studio Address.....4005 Travis St.
 Phone Number.....Keystone 5535
 Transmitter Location.....Nr. San Jacinto
 Battlegrounds
 Air Time.....5 a.m.-12 M.
 News Service.....UP
 Representative.....Avery Knodel
 President.....Roy N. Hofheinz
 Gen., Comm., Prom. Mgr.....Bill Bennett
 Production Director.....Ted Nabor
 Publicity Director.....Lauri Schutt
 Program Director.....John Knapp
 Chief Engineer.....O. B. Johnson
 Consulting Engineer.....John Creutz

K T R H HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....KTRH Bcstg. Co.
 Address.....Rice Hotel

AP SELLS

For Stations and Sponsors —

For instance . . . KTRH

“Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY.”

RAY HERNDON,
 Manager,
 KTRH, Houston, Texas

T E X A S

Publicity Director.....Ednah Forester
Chief Engineer.....Gerald Chinski
Consulting Engr.....Craven, Lohnes & Culver

K S A M

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address.....Highway 75 So.
Phone Number.....666
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Membership.....NARTB
General Manager.....H. C. Bailes
Asst. Mgr. News Dir.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Albert W. Strong
Consulting Engineer.....Merl Saxon

K E B E

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address.....Box 1071
Phone Number.....2211
Air Time.....6:30 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Gen. Mgr.....Bill A. Laurie
Station Manager.....Mrs. B. A. Laurie
Commercial Manager.....J. D. Spencer
Chief Engineer.....Eugene R. Kintz

K T X J

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....Texas Theatre Bldg.
Phone Number.....580
Transcription Service.....Capitol
News Service.....AP
President.....Joe Fisher
General Manager.....Mrs. Joe J. Fisher
Commercial Manager.....L. B. Herring III
Program Director.....Nida A. Marshall
Chief Engineer.....Fred Smith

K M B L

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Kimble County Bcstg. Co.
General Manager.....James E. Calhoun

K E R B

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kermit Bcstg. Co., Inc.

Address.....Hwy. 302
Phone Number.....3481
Transcription Service.....Lang-Worth
News Service.....UP
President.....George H. Cook
News Director.....Ray Boyd Kilman
Gen., Comm. Manager.....Victor King
Program Director.....James Boultinghouse
Promotion Manager.....Gene Connors
Chief Engineer.....James Radcliffe

K E V T

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
Representative.....Best
Manager.....Dean Turner

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address.....Radio Bldg.
Phone Number.....2001
Transmitter Location.....Martin & Ross Sts.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Representative.....Hil F. Best
President.....Roy G. Terry
Gen., Sta., Comm., Sales Prom. Mgr.
Prog., Prod., News, Mus. Dir.....James C. Elamon
Chief Engineer.....Karem O. Soule

K I N E

KINGSVILLE—1948—LBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Address.....205 E. King St.
Phone Number.....1317
Transmitter Location.....Bishop
Air Time.....6 a.m.-Local Sunset
News Service.....UP
Representative.....Hil F. Best
Membership.....NARTB, BAB
President.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Engineer.....R. T. Whitaker
Consulting Engr.....C. E. Page

K P E T

LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Owned-Oper. By.....Lamesa Bcstg. Co.
Business Address.....502 S. First
Phone Number.....690
Studio Trans. Location.....2 Mi. S. Lamesa
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Membership.....NARTB, BAB

T E X A S

Gen.-Sta. Mgr. Bob Bradbury
 Commercial Mgr. Clayton Barkhurst
 Program Dir. Olene Blewett
 Chief Engineer. Eugene Cornelius
 Consulting Engr. Glenn D. Gillett

KHIT

LAMPASAS—1948—LBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Lampasas Bcstg. Co.
 Address P. O. Box 228
 Phone Number 721
 Representative Best
 Transcription Service Lang-Worth
 News Service UP
 Gen., Comm. Mgr., News Dir. Harry Van Slycke
 Program Director Ken Fulton
 Chief Engineer Don Peak

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Forest Weimhold
 Address P. O. Box 866
 Phone Number 1030
 Transmitter Loc. Farm to Market Hiway.
 News Service AP
 Transcription Service Standard
 Station Representative Hil F. Best
 General Manager. Gerald H. Sanders
 Commercial Manager. Joe Garrison

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Southwestern Bcstrs.
 Business Address. Box 192
 Phone Number 400
 Studio-Transmitter Location. Clovis Hway.
 News Service AP
 Transcription Service SESAC
 President J. C. Rothwell
 General Manager. J. B. McShan
 Program Director. Othell W. Whitson
 Chief Engineer. Jack Duemler

KFRO

**LONGVIEW—1934
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By. Voice of Longview
 Bus.-Studio Address. Curtis Bldg.,
 P. O. Box 792
 Phone Number 1370, 411
 Transmitter Location. 2118 Marshall Ave
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 Membership NARTB, BAB
 President. James R. Curtis

K L T I

LONGVIEW—1948—LBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone Number. 4331
 Studio-Trans. Address. Mobberly Ave. Ext.
 News Service UP
 Transcription Service ... Associated, Standard
 Representative Pearson
 President. R. G. LeTourneau
 General Manager Lloyd Hawkins
 Commercial Manager. Art Green
 Program Director. Lawrence Birdsong
 Chief Engineer. Ken Maxwell

K C B D

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By. Caprock Bcstg. Co.
 Business-Studio Address. 1803 Broadway
 Phone Number 5-6348
 Transmitter Location. U. S. Hway. 84
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service. World, Associated
 Representative. John E. Pearson
 Membership NARTB, BAB
 President, General Mgr. Joe H. Bryant
 Assistant Manager. Robert L. Snyder
 Commercial Manager. George L. Tarter
 Chief Engineer. Frank Lee

K F Y O

LUBBOCK—1927—ABC-LONE STAR

Frequency: 790 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.
 Business-Studio Address. 914 Ave. J
 Phone Number 5-5567
 Air Time 6 a.m.-M.
 News Service. AP, UP
 Transcription Service. Standard, Capitol
 Representative Taylor Co.
 Membership NARTB, BAB
 President. Gene A. Howe
 Sta. Mgr. Gordon Thompson
 Sales Prom. Mgr. Leete Lackson
 Program Director. Noel (Bud) Thompson
 Chief Engineer. Scott Bledsoe
 Consulting Engr. A. Earl Cullum

K S E L

LUBBOCK—1946—LBS

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By. Lubbock Bcstg. Co.
 Business Address. 1916 Ave. Q

T E X A S

Phone Number 3-0484
 Transmitter Loca. ½ Mi. E. of Courthouse
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wayne Allen
 Chief Engineer Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address Lufkin
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates

K T R E

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc. Power: 1000 Watts d.,
 1000 Watts n.
 Owned-Oper. By... Forest Capital Bcstg. Co.,
 Inc.
 Address P. O. Box 701
 Phone Number 1420
 Transmitter Location 114½ N. First St.
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Promotion Manager Kenneth Barfield
 Program Director Royce Christenson
 Prod., Pub. Dir. Murphy Martin
 Chief Engineer Fred C. Hill
 Consulting Engineer Bill Antoney

K M H T

**MARSHALL—1947
 MBS—TEX. STATE—KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Marshall Bcstg. Co.
 Business-Studio Address 109 W. Rusk St.
 Phone Number 7826-7
 Transmitter Location Old Jefferson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President F. M. Skinner
 General Manager Herman Clark
 Station Manager Myrl Stein
 Program Director Alice Rose Becker
 Chief Announcer Bill Merrill
 Chief Engineer R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Business Address P. O. Box 1551
 Phone Number 1700
 Transmitter Location 3 Mi. W. of Edinburg
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Comm., Sales Prom. Mgr. Ingham S. Roberts
 Chief Engineer Wm. Meiners

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By... McKinney Air Enterprises,
 Inc.
 Bus.-Studio Address 218 E. Virginia St.
 Phone Number 183-4
 Transmitter Location ½ Mi. W. of McKinney
 Air Times 6:30 a.m.-sunset
 News Service AP
 Transcription Service Lang-Worth
 President Robert Forte
 Gen., Sta. Mgr., Pgm. Dir. Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Chief Announcer, Engr. C. W. Ramsey
 News Director Wayne Farrar
 Consulting Engineer Guy C. Hutchinson

K C R S

**MIDLAND—1935—ABC
 TEXAS STATE**

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By... Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Scharbauer Hotel
 Phone Number 2-4393
 Transmitter Location W., Hiway 80
 Air Time 6 a.m.-M.
 News Service UP
 Representative John E. Pearson
 Membership BAB
 President Clarence Scharbauer
 General Station Manager J. M. McDonald
 Commercial Manager G. L. McDonald
 Sales Prom. Mgr. Robert L. Warren
 Chief Announcer Don Bassman
 News, Pgm. Dir. Doyce Elliot
 Chief Engineer Tom Yates
 Consulting Engr. Frank H. McIntosh

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil

T E X A S

Address Box 1658
 Phone Number 4-5152
 News Service UP
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager Mareen White
 Sales Promotion Manager Bill Bennington
 Pgm., News, Mus. Dir. Claude Hainey
 Production Director Kieth Ward
 Publicity Director Dorothy Stafford

K O R C

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Raymond River
 Phone Number 319
 Transmitter Location N.E. edge of City
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Pres., General Mgr. Raymond River
 Program Director Glenn Duke
 Chief Engineer Jerry Hickman

K V K M

MONAHANS—1947—MBS-LBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438
 Transmitter Loc. 1½ ml. No. Hwy. 82
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President. Mrs. Charles W. Stuckey
 Gen., Comm. Mgr. William B. Lee
 Program Director J. Ross Rucker
 Chief Engineer John Rosenberger

K I M P

MOUNT PLEASANT—1948—LBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Pleasant Bcstg. Co.
 Business Address Box 990
 Phone Number 915
 Studio Trans. Location... W. on Dallas Hiway
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, BAB
 President, General Mgr. Winston O. Ward
 Program Director Ruby Stanley
 Chief Engineer Cliff Taylor

K O S F

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Box 8
 Phone Number 1230
 Transmitter Loca. 1½ ml. S. on Hiway 59
 News Service UP

Transcription Service Lang-Worth
 President Kelly Bell
 General Manager J. C. Stallings
 Chief Engineer Frank Murray

K S F A

NACOGDOCHES—1947—LBS

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.
 Address 1509 North St.
 Phone Number 860
 Transmitter Location 1.5 Mi. E. Pruitt Hill
 Air Time Daytime
 Transcription Service Capitol
 Pres., Gen., Sta., Comm. Mgr. Wilbur C. Fouts
 Sales Promotion Manager ... Sara Jane Moon
 Pgm., Mus. Dir. Mary Margaret Marshman
 Chief Ann., Prod Dir. James Kippenbrock
 Chief Engineer Leroy Morgan
 Consulting Engineer Gerald Chensky

K G N B

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell

A P S E L L S

For Stations and Sponsors —

For instance . . . KPDN

“All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

COY C. PALMER,
 Station Manager,
 KPDN, Pampa, Texas

.
TEXAS

Phone Number1612
 Transcription Service.....Thesaurus, Cole
 News ServiceAP
 Pres., Gen. Mgr. F. T. Wilson
 Pgm., News Dir.....Howard Edwards
 Chief Engineer.....L. J. Owen

KECK
 ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By ..Ector County Bcstg. Co.
 Business Address120 W. 3rd St.
 Phone Number6-5791-2
 Transmitter Location.....Hwy. 80, 3 Mi. W.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service...Lang-Worth, Standard,
 SESAC
 RepresentativeForjoe
 Owner, Gen.-Sta. Comm. Mgr.,
 Pub. Dir.Ben Nedow
 Prod., Prg. Director.....Roy Elsner
 Chief Ann., News Editor.....Tom Rollins
 Chief Engineer.....George A. Cerboskas
 Consulting Engr.....George C. Davis

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Odessa Bcstg. Corp.
 Business-Studio Address115 W. 6th
 Phone Number6-4301
 Transmitter Location.....Crane Hwy.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeTaylor Co.
 Pres., General Manager.....Cecil L. Trigg
 Commercial Manager.....Jay Mehaffey
 Sales Prom. Mgr.....Ed Costello
 Continuity DirectorJohn Guffey
 Program Manager.....John Vacca
 Publicity Director.....Charlie King
 Chief Engineer.....James Simpson
 Consulting Engr.....Ed Talbot

KRIG

ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By....Oil Center Bcstg. Co., Inc.
 Business-Studio Address.....Crane Hwy.
 Phone Number6-6871-2
 Transmitter Location.....Crane Hwy.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Hil F. Best

KECK
 Dial "920"



FIRST in Permian Basin
 in Coverage
 in Listeners-Conlan
 survey year in and year out in Local
 Sports
 in Nation's Richest Market

Fastest Growing Market in the U. S. Supply
 center for over 25,000 Producing Oil
 Wells in Permian Basin

HOME of the World's Largest Carbon Black
 Plant

Effective Buying Power—\$1,470 per capita

COVERS 18 counties in West Texas,
 3 in New Mexico
 63,610 radio homes in 1/2 millivolt
 area
 It costs less than .07 to reach
 1,000 homes in KECK's primary
 area

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—\$232,675,000

Total General Food Sales—\$49,622,000

*Source—Standard Rate and Data 1950-1951
 Consumers' Market*

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,

Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.

19 W. 44th Street, New York 18, N. Y.

KECK
ODESSA, TEXAS

Your Best Buy in Radio

TEXAS

President.....R. O. Canon
 General Manager.....Jack W. Hawkins
 Promotion Manager.....Barney Hubbs
 Commercial Manager.....Jack Howard
 Station Manager.....Marguerite Larue
 Chief Ann., News, Pub. Dir.....Bob Smith
 Program Director.....Jack Lee
 Chief Engineer.....Harold Poole

KOGT

ORANGE—1948—LBS-KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sabine Area Brcstg. Corp.
 Address.....Lucas Bldg.
 Phone Number.....8-4381
 Transmitter Location.....Hiway, 87 No.
 Station Repr.....Hill F. Best
 President.....M. L. Jacobs
 General Manager.....Rocky Stone
 Commercial Manager.....Frank Dusenbry
 Program Director.....Jerome Oppel
 Promotion Manager.....Hulan Smith
 Chief Engineer.....Lloyd Vincent

KNET

PALESTINE—1935—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Palestine Bcstg. Corp.
 Business-Studio Address.....Hotel O'Neill
 Phone Number.....8686
 Transmitter Location.....Strickland Park
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 President.....B. A. Laurie
 Station Manager.....Don Norton
 Prog. Dir.....Marvin Crain
 Publicity Director.....Mrs. Emo Laurie
 Chief Engineer.....E. R. Kintz
 Consulting Engr.....Guy Hutcheson

KPAT

PAMPA—1951—LBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....J. C. Daniels
 Address.....Pampa
 Phone Number.....2511
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Pearson
 President.....J. C. Daniels
 General Manager.....J. W. Crabtree
 Commercial Manager.....C. B. Snoddy
 Program Director.....Jim Terrell
 Chief Engineer.....Edward Murphree

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper By.....Freedom Newspapers Inc.
 Address.....Box 901
 Phone Number.....1100
 Trans. Location.....U. S. Hwy. 60 E. of Town

Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NARTB, BAB
 Gen., Sta. Manager.....Coy Palmer
 Pgm., News Dir.....Kay L. Fancher
 Chief Engineer.....Garth W. Osborn
 Consulting Engineer.....Sillman & Barclay

KFTV

PARIS—1950—KBS-LBS

Frequency: 1250 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Lamar Bcstg. Co., Inc.
 Address.....First Nat'l Bank Bldg.
 Phone Number.....166
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Best
 President.....Cecil Hardy
 General Manager.....Aubrey T. Harris
 Commercial Manager.....Harry J. Porter
 Pgm., News, Farm Dir.....Norman Butler
 Chief Engineer.....Stafford E. Davis

KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....No. Star Bcstg. Co., Inc.
 Address.....Hwy. 124
 Phone Number.....1124-5-6
 Transmitter Location.....Hwy. 124
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 President.....Boyd Kelley
 Gen., Sta. Manager.....Fred Kincaid
 Commercial Manager.....Bob Prichard
 Program Director.....Jack Carney
 Chief Engineer.....Paul H. Daniels
 Consulting Engr.....A. Earl Cullum, Jr.

KLVL

PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Felix H. Morales
 Address.....Pasadena State Bank Bldg.
 Phone Number.....Grand 2-1361
 President, Gen. Mgr.....Felix H. Morales
 Commercial Manager.....C. B. Rice
 Secretary-Treasurer.....Mrs. Felix Morales
 Program Director.....Victor Lara Ortegen
 Chief Engineer.....Eugene C. McNally

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.....6:30 a.m.-10:30 p.m.

T E X A S

News ServiceUP
 RepresentativeHil F. Best
 General Manager.....Jack Hawkins
 Commercial Manager.....David Martin
 Program Director.....Bob Stevens
 Publicity Dir.Barney Hubbs
 Consulting Chf. Engr....Harry W. Boehnemann

Commercial Manager.....Glenn Hewitt
 Promotion Manager.....Hugh McElroy
 Ptnr., Pgm. Dir.....Mary Anne Petru

K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Port Arthur College
 Bus.-Studio Address.....1500 Procter St.
 Phone Number5-7458
 Transmitter Location.....Hwy. 87
 Air Time6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativePearson
 MembershipNARTB
 Sta., Gen. Manager.....Marjorie R. Vickers
 Sales Prom. Mgr.....George Crouchet, Jr.
 Program Director.....Corinne Enos
 Production Director.....Freda Halwe
 Publicity Director.....Mack Newberry
 Chief Engineer.....M. Glenn Boatright

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Plains Bcstg. Co.
 AddressBox 917
 Transmitter Location..... $\frac{1}{4}$ mi. SW.
 Air Time.....6 a.m.-10:30 p.m.
 Transcription Service.....Lang-Worth, Capitol
 MembershipNARTB
 President.....Carl Ellis
 Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
 Sales Prom. Mgr.....Jerry Drennan
 Program DirectorZeb Williams
 Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVOP, Inc.
 Business-Studio Address.....Veigel Bldg.
 Phone Number1400
 Transmitter Location.....W. of Plainview
 News ServiceAP
 MembershipNARTB, BAB
 PresidentW. J. Harpole
 Gen., Sta. Manager.....Kermit Ashby
 Comm., Sales Prom. Mgr.....Bill Harrell
 Program Director.....Ralph Thornton
 Chief Engineer.....Wayne Hawkins
 Consulting Engr.....Comml. Radio

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Orville L. Jenkins
 AddressBox 566
 Phone Number654
 News ServiceAP
 Pres., Gen. Mgr.....Orville L. Jenkins
 Commercial Manager.....Helen Norris
 Program Director.....Dick Dormier
 Chief Engineer.....Lester Agee

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Atascosa Bcstg. Co.
 AddressBox 247
 Transcription Service.....Capitol, SESAC
 RepresentativeBest
 General Manager.....Ben L. Parker

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Ford Bend Bcstg. Co.
 Business Address.....P. O. Box 832
 Phone Number980
 Transmitter Location.....Extension of Ave. N.
 Air Time.....6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 Gen., Comm., Sales Prom. Mgr., Jim Hairgrove
 Local Sales Mgr.....Audrey Lewis
 Pgm. Dir., Chief Ann.....Charles Harrison
 Publ., News Dir., Farm Editor.....Jim Hairgrove
 Chief Engineer.....Frank Wood

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 Number2-9436
 Studio AddressPayne Bldg.
 Transmitter.....Pt. Arthur-Beaumont Hiway
 News ServiceAP
 Transcription ServiceLang-Worth
 Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratiss

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.

TEXAS

Business-Studio Address..... P. O. Box 850
 Phone Number..... 6715
 Transmitter Location..... Robert Lee Rd.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 President..... H. C. Ragsdale
 General Manager..... Lewis O. Seibert
 Commercial Manager..... Bill Williamson
 Program Director..... Mrs. Jean Welch
 Chief Engineer..... William Poteet
 Consulting Engr..... Evert L. Dillard

K T X L

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Wes-Tex Bcstg. Co., Inc.
 Bus.-Studio Address..... 1901 W. Beauregard
 Phone Number..... 7183
 Transmitter Location..... Robert Lee Rd.
 News Service..... UP
 Representative..... Taylor
 President..... Armistead D. Rust
 General Manager..... Robert McClellan
 News Dir., Comm. Mgr..... Walton Foster
 Program Director..... O. L. Sams
 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
 Station Manager..... Bill Michaels
 Asst. Manager..... Earle Fletcher
 Program Director..... Jim Wiggins
 Chief Engineer..... Joseph B. Haigh

K C O R

SAN ANTONIO—1946

Frequency: 1350 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Raoul A. Cortez
 Business-Studio Address..... KCOR Bldg.
 Phone Number..... Cathedral 1301
 Representatives..... Everett McKinney, Oakes
 President, Gen. Mgr..... Raoul A. Cortez
 Commercial Manager..... William P. Smythe
 Asst. Comm. Mgr..... Richard O'Connell
 Program Director..... Stanton L. Morris

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Charles W. Balthrope
 Business-Studio Address..... 310 Transit Tower
 Phone Number..... Fannin 0335
 Transmitter Location..... San Antonio
 News Service..... AP
 Representative..... Pearson
 Station Manager..... Charles W. Balthrope
 Commercial Manager..... Alex A. Coe
 Program Director..... Alec Chesser
 Chief Engineer..... John Siercovich

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 5254
 Air Time..... Daylight
 Representative..... McGillvra
 President..... Joe Olivares
 Gen., Sta., Sales Prom. Mgr..... L. E. Richards
 Commercial Manager..... R. E. Johnson
 Chief Engineer..... L. E. Richards
 Consulting Engineer..... Guy C. Hutcheson

K M A C

SAN ANTONIO—1926 MBS-LBS

Frequency: 630 Kc..... Power: 5,000 Watts
 Owned-Oper. By..... The Walmac Co.
 Address..... 222-24 W. Commerce St.
 Phone Number..... Cathedral 6211
 Transmitter Location..... Hwy. 87, Martinez and
 Converse Road
 Pres., Gen., Comm. Mgr..... Howard W. Davis
 Sales Promotion Manager..... Sam Young
 Program Director..... A. S. (Tony) Bessan
 Chief Engineer..... Al Knight

K O N O

SAN ANTONIO—1927

Frequency: 860 Kc..... Power: 5000 d., 1000 n.
 Owned-Operated By..... Eugene J. Roth
 Address..... 317 Arden Grove
 Phone Number..... Fannin 5171
 Transmitter Loc..... Gambler Rd.
 Air Time..... 24 hrs.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Forjoe
 Membership..... NARTB, BAB
 Pres., Owner..... Eugene J. Roth
 General Manager..... Jack L. Pink
 Station Manager..... Bob Roth
 Commercial Manager..... James M. Brown
 Program Director..... Robert F. Jenkins
 Publicity Director..... Jack Roth

TEXAS

Chief Engineer.....George Ing
 Consulting Engr.Lynne Smeby

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sunshine Bcstg. Co.
 Business-Studio Address.....Ave. E. & 3rd St.
 Phone Number.....Garfield 1251
 Transmitter Location.....Eisenhauer Rd.
 News Service.....AP, UP
 Transcription Service.....Associated, MacGregor
 Representative.....Free & Peters
 President.....Frank G. Huntress, Jr.
 Genl. Comm. Mgr.....Charles D. Lutz
 Program Director.....H. H. Carr
 Chief Engineer.....W. G. Egerton

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.....Standard
 Representative.....Edward Petry & Co., Inc.
 President.....Hugh A. L. Halff
 Gen., Sta. Manager.....Arden X. Pangborn
 Commercial Manager.....Rex Preis
 Sales Promotion Manager.....Dallas Wyatt
 Prod. Director.....Bill Shomette
 Publicity Director.....Imogene Stanley
 News Directors.....Henry Howell (Day),
 Austin Williams (Night)
 Musical Director.....Melvin Winters
 Chief Engineer.....Charles L. Jeffers
 Farm Editor.....Billy McReynolds
 Consulting Engineer.....A. D. Ring & Co.

K C N Y

SAN MARCOS—1948—KBS-LBS

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Central Brcstg. Co.
 Address.....P. O. Box 32
 Phone Number.....888
 Transmitter Location.....1105 McKie St.
 Station Representative.....Hil F. Best
 President.....Edw. C. James
 Gen. Mgr., News Dir.....Tom C. Fleet
 Commercial Manager.....Ronald C. Ives
 Program Director.....Ernest Wood
 Promotion Manager.....Sonny Stewart

K W E D

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
 Owned-Oper. By.....W. Lawson, G. Kiel
 Business-Studio Address.....200 S. Camp St.
 Phone Number.....1580

Transmitter.....½ Mi. N. on McQueeney Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 General Manager.....Garfield Kiel
 Comm., Sta. Mgr.....Stan McKenzie
 Prog. Dir., Chief Announcer...Henry Lehnhoff
 Chief Engineer.....Louis Sowder
 Consulting Engr.....Guy Hutcheson

K S E Y

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 Address.....Seymour
 News Service.....AP
 Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
 Chief Engineer.....Kenneth L. Skillern
 Program Director.....Hugh E. Need
 Consulting Engineer.....Guy C. Hutcheson

K E V A

SHAMROCK—1949—KBS-LBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Shamrock Texas Bcstg. Co.
 Address.....P. O. Box 21
 Phone Number.....620
 Air Time.....Daytime
 Transcription Service.....Capitol
 President.....James D. Abbott
 Comm. Mgr., Chf. Engr.....Farrell M. Brooks

K R R V

SHERMAN DENNISON—1936

MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By...Red River Valley Bcstg. Corp.
 Address.....Box 94 (Dennison)
 Box 665 (Sherman)
 Phone Number..423 (Dennison); 201 (Sherman)
 Representative.....Pearson
 Transcription Service.....Associated, World
 News Service.....UP
 President.....G. H. Wilcox
 General Manager..Tom E. Spellman (Sherman)
 W. E. Wilcox (Dennison)
 Comm. Mgr.....Van C. Hutto (Sherman)
 Program Director.....Earl Ellington
 Chief Engineer.....Tom Johns

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcst. Corp.
 Business-Studio Address.....KTAN
 Phone Number.....2910
 Transmitter Location..½ Mi. N. of Sherman on
 Hwy. 75
 Air Time.....Daytime
 Representative.....Hil F. Best
 President.....Charles Cain

TEXAS

Sta., Comm. Mgr. William A. Jaco
 Sales Promotion Manager. Mrs. Charles Cain
 Program Director. James Shelton
 Chief Ann., Prod. Dir. Walter Vaughan
 Publicity Director. Carol Lee
 Chief Engineer. Charles Cain

Pres., Gen. Mgr. Bill Bradford
 Commercial Manager. Clovis Pinion
 Publicity Director. Margaret Thomas
 Chief Engineer. William E. Bradford, Jr.
 Program Director. B. J. Morris

KSNY

SNYDER—1949—LBS

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By. John Blake
 Address. Box 1468
 Phone Number. 1280
 News Service. UP
 Transcription Service. Lang-Worth
 Representative. Hil F. Best
 Owner. John Blake
 Gen. Mgr., Chf. Engr. Charles R. Wolfe

KDWT

STAMFORD—1947—MBS-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. David W. Ratliff
 Phone Number. 1400 or 866
 Transmitter Location. Highway 380
 Air Time. 7 a.m. to 10 p.m.
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Sales Prom. Mgr. Paul L. Singer
 Program Director. J. Richard Acker
 Chief Engineer. O. P. Davis
 Consulting Engineer. Guy C. Hutcheson

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By. Galen O. Gilbert &
 J. R. Kincaid
 Address. P. O. Box 102
 Phone Number. 950
 Transcription Service. Standard
 News Service. UP
 Gen., Sta. Mgr. Farm Editor. Galen O. Gilbert
 Comm., Sales Prom. Mgr. Bill George
 Program Director. Jack Reeves
 Chief Engineer. Clarence Bayer

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

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio & News, Inc.
 Bus-Studio-Transmitter Address. Box 570,
 Roby Hway, 70
 Phone Number. 4655-6
 Air Time. 6:15 a.m.-11 p.m.
 News Service. UP
 Transcription Service. Standard
 Representative. Hil F. Best
 President. J. S. McBeath
 Gen., Sta. Manager. J. Harley Hubbard
 Comm., Sales Prom. Mgr. Elwood Fritch
 Prod., Pgm. Dir., Chf. Ann. Al Cobb
 Chief Engineer. J. T. Allen

KTAE

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. KTAE, Inc.
 Business Address. 121 E. Second St.
 Phone Number. 1260
 Transmitter Location. Hway, 95
 News Service. UP
 Transcription Service. World
 Pres., Gen. Mgr. Graham Gillis Conoley
 Commercial Manager. John M. Wehby
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer. Gordon W. Rainey
 Promotion Manager. Bob Mitchell

KTEM

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bell Bcstg. Co., Inc.
 Business-Studio Address. 17 S. Third St.
 Phone Number. 3-5252
 Transmitter Location. ½ Mi. N. of Temple
 Air Time. 6 a.m.-11 p.m.
 News Service. UP
 Transcription Service. Lang-Worth
 Membership. NARTB, BAB
 President. Frank W. Mayborn
 General Manager. Burton Bishop
 Ch'ef Engineer. Curtis M. Casey

KTER

TERRELL—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. Terrell Bcstg. Corp.
 Address. Terrell

TEXAS

Phone Number 1710
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr. Paul A. Wnorowski

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,
 Associated
 Representative Taylor
 Membership NARTB, BAB
 General Manager Frank O. Myers
 Program Director Donald Myers
 Chief Engineer Harvey Robertson
 Consulting Engineer Everett Dillard

KTFS

TEXARKANA—1946
KBS-COTTON BELT

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Texarkana Bcstg. Co.
 Bus.-Studio Address 409½ State Line Ave.
 Phone Number 3-5123
 Transmitter Location S. Robison Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NARTB
 General Manager David M. Segal
 Commercial Manager Tom Alford
 Program Director Les Eugene
 Chief Engineer Tom McFaddin
 Consulting Engineer Lee E. Baker

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
 News Service UP
 Manager Lynn Pentony

K G K B

TYLER—1930—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Station KGKB
 Business-Studio Address P. O. Box 548
 Phone Number 23875
 Transmitter Location N. Church & Carlyle
 Air Time 5:30 a.m.-M.
 News Service UP

Transcription Service World
 Representative Pearson, Grant
 Membership NARTB, BAB
 President Lucille Buford
 General Manager Marshall Pengra
 Chief Announcer Sam Matthews
 Program Director J. Edwin Smith
 Chief Engineer Hudson C. Collins

KTBB

TYLER—LIBERTY-LONE STAR—1947

Frequency: 600 Kc. Power: 500 Watts d.
 1000 Watts n.
 Owned-Operated By Blackstone Bcstg. Co.
 Business-Studio Address Blackstone Hotel
 Phone Number 4-7278
 Transmitter Location 3 Mi. SE of Tyler
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Taylor Co.
 Membership NARTB, BAB
 President Mrs. Calvin Clyde
 Gen., Sta. Mgr. M. E. Danbom
 Comm., Sales Prom. Mgr. William O. Hill
 Chief Ann., Pgm. Dir. Don Jackson
 Production Director Richard Wheeler
 Chief Engineer R. A. Wileman
 Consulting Engineer A. Earl Cullum

KVOU

UVALDE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By E. J. & W. J. Harpole
 Address 1450 Batesville Rd.
 Phone Number 717
 News Service UP
 Representative Best
 General Manager Edward J. Harpole
 Commercial Manager Joe Watson, Jr.
 Program Manager Burney Jones
 Chief Engineer Bob Hicks

K V W C

VERNON—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Northwestern Bcstg. Co.
 Business-Studio Address 1813 Wilbager
 Representative Clark
 General Manager W. R. Hixon
 Commercial Manager Harold Burdick

KNAL

VICTORIA—1949—LBS

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By Victoria Bcstg. Co.
 Address 20 E. Forrest St.
 Phone Number 1410
 Transmitter Location So. of town
 News Service UP

TEXAS

Transcription Service.....Capitol, SESAC
Representative.....Hil F. Best
Pres......Truman Belcher
Gen., Comm., Prom. Mgr......Robert Thorpe
Program Director.....George Slocum
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Phone Number.....1108-7
Studio-Transmitter Location.....Cuero Hwy.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
President.....J. G. Long
Gen., Sta. Mgr., Pub. Dir......William C. Burks
Comm., Sales Prom. Manager.....Jim Traber
Pgm. Dir., Chief Ann......Dick Lewis
Chief Engineer.....Robert McCown

KWTX

WACO—1945—MBS

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....108½ So. 6
Phone Number.....3-7331
Transmitter Location.....S 11th off LaSalle
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Everett McKinney
Membership.....NARTB, BAB
President.....W. W. Callan
General Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Chief Announcer.....Byron Lowrey
Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Waco
Phone Number.....2-6571
Transmitter Location.....So. 12th St. Rd.
Air Time.....6a.m.-M.
News Service.....AP
Representative.....Weed
General Manager.....R. Lee Glasgow

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.....5:45 a.m.-12 M.

News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Taylor Co.
Membership.....NARTB
President.....O. L. Ted Taylor
General Manager.....Byron W. Ogle
Commercial Manager.....Aubrey Jackson
Program Director.....Jim Cook

KFDX

WICHITA FALLS—1947—ABC

Frequency: 990 Kc....**Power:** 10,000 Watts d.,
 1,000 Watts n.
Owned-Oper. By...Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone Number.....2-8668
Transmitter Location.....Iowa Pk. Rd.
Air Time.....5:30 a.m. to 12 M.
News Service.....AP
Transcription Service.....World, SESAC
Station Representative.....Taylor Co.
Membership.....NARTB, BAB
Pres., Gen. Mgr......Darrold A. Cannan
Commercial Manager.....Mott M. Johnson
Pgm. Dir., Sta. Mgr......Howard Fry
Chief Engineer.....John Adams
Consulting Engineer.....George Davis

AP SELLS

For Stations and Sponsors —

For instance . . . **KTRE**

“AP news is the biggest
 single money maker **KTRE**
 has. The service more than
 pays for itself.”

RICHMAN LEWIN,
 General Manager,
KTRE, Lufkin, Texas

TEXAS—UTAH

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Texoma Bcstg. Co.
Address 917½ Scott St.
Phone Number 2-5214
Transmitter Loc. City View Lane
News Service AP
Transcription Service Capitol
President Houston Harte
General Manager Boyd Kelley
Commercial Manager Sid Grayson
Program Director Bill Edgar
News Director Bill Richie
Chief Engineer Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Rowley-Brown Bcstg. Co.
Business-Studio Address P. O. Box 420
Phone Number 4181
Transmitter Location 3½ Mi. W. of town
Air Time 5:30 a.m.—11:30 p.m.
News Service UP
Transcription Service Standard
Representative John Blair
Membership NARTB, BAB
President, General Manager Kenyon Brown
Station Manager Charles E. Clough
Comm. Sales Prom. Manager A. L. Pierce
Program Director Blaine Cornwell
Chief Engineer Herbert T. Wiley

UTAH

*Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156
Families April 1, 1952 (Est.) 187,000—Stations in State 18*

KBUH

BRIGHAM CITY—LBS

Frequency: 800 Kc. Power: 250 Watts d.
Address 948 W. Forest St.
Phone Number 948
Air Time Sunrise-sunset
Representative Continental
News Service UP
Pres., Gen., Comm. Mgr. Wade Ebeling
Sta., Sales Prom. Mgr. Bill Thompson
Chief Engineer Samuel Stephens, Jr.

Address 1393 N. Main St.
Phone Number 1400
Air Time 6:00 a.m. to 12:00 p.m.
News Service UP
Transcription Service World
President Herschel Bullen
Gen., Sta. Mgr. Reed Bullen
Comm. Mgr. A. George Raymond
Pgm., Prod. Dir. Paul Coburn
Chief Engineer Delmonte Olesen

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Phone Number 398-9
Transmitter Location .. 7 Mi. W. of Cedar City
Air Time 6 a.m.—11:15 p.m.
Transcription Service World
Membership NARTB, BAB
President Ivor Sharp
General Manager Arthur Higbee
Chief Engr. George E. Jenson
Program Director Beth Talbot

KMUR

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Oral J. Wilkinson
Address 4646 So. State St.
Phone Number Murray 1360
Air Time 6 a.m.—1 a.m.
News Service UP
Transcription Service Langworth, Capitol
Membership NARTB, BAB
President Oral J. Wilkinson
Gen., Sta. Mgr. Bob Davies
Commercial Manager Howard Pingree
Chief Ann., Engr. Fred Weibell

KVNU

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.

KLO

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.

UTAH

Address.....425 25th St. Hotel Ben Lomond
 Phone Number.....5721
 Transmitter Location.....Kanesville
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 President.....Edris Glasmann
 General Manager.....George C. Hatch
 Sales Prom., Comm. Mgr.....Collin W. Lowder
 Program Director.....Doug Stringfellow
 Publicity Director.....Bruce Thornton
 Chief Engineer.....Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KOPP, Inc.
 Address.....W. 12th St.
 Transcription Service.....Lang-Worth
 President.....G. Stanley Brewer
 General Manager.....King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....United Bcstg. Co.
 Business Address.....P. O. Box 325
 Phone Number.....2-7535
 Studio-Transmitter Location.....1538 Gibson Ave.
 Representative.....Biddick
 Transcription Service.....Standard
 Pres., Gen., Comm. Mgr.....Arch G. Webb
 Chief Engineer.....Ronald Leavitt
 Promotion Manager.....David B. Affleck

KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Utah Bcstg. Co.
 Address.....Price
 Phone Number.....Price 200
 Transmitter Location.....U. S. Hiway 50
 News Service.....UP
 Representative.....Avery-Knodel
 Pres., Gen. Comm. Mgr.....Jack Richards
 Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT. ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Utah Bcstg. Co., Inc.
 Address.....P. O. Box 550
 Phone Number.....2802
 Representative.....Biddick
 News Service.....UP
 Co-owner, Pres., Gen. Mgr.
 Frank A. Van Wageningen
 Co-owner, V.P., Prom. Mgr.
 Harold E. Van Wageningen
 Chief Engineer.....Dallin H. Oaks

KNEU

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid Utah Bcstg. Co.
 Address.....307 So. 17th W.
 Phone Number.....4060
 President.....Lester Taylor
 Gen., Sta. Manager.....Garn Carter
 Program Director.....J. D. Jones
 Promotion Manager.....Larry Steppe
 Chief Engineer.....Robert Brock
 Consulting Engr.....Howard Johnson

KOVU

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....KOVU 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.....NARTE, BAB
 President.....Clifton A. Tolboe
 General-Station Mgr.....Arch L. Madsen
 Commercial Manager.....L. H. Curtis
 Pgm. Dir.....James H. Lawrence
 Chief Engineer.....Lovell A. Killpack
 Consulting Engineer.....Millard F. Garrison

KSVC

RICHFIELD—1947

INTERMOUNTAIN

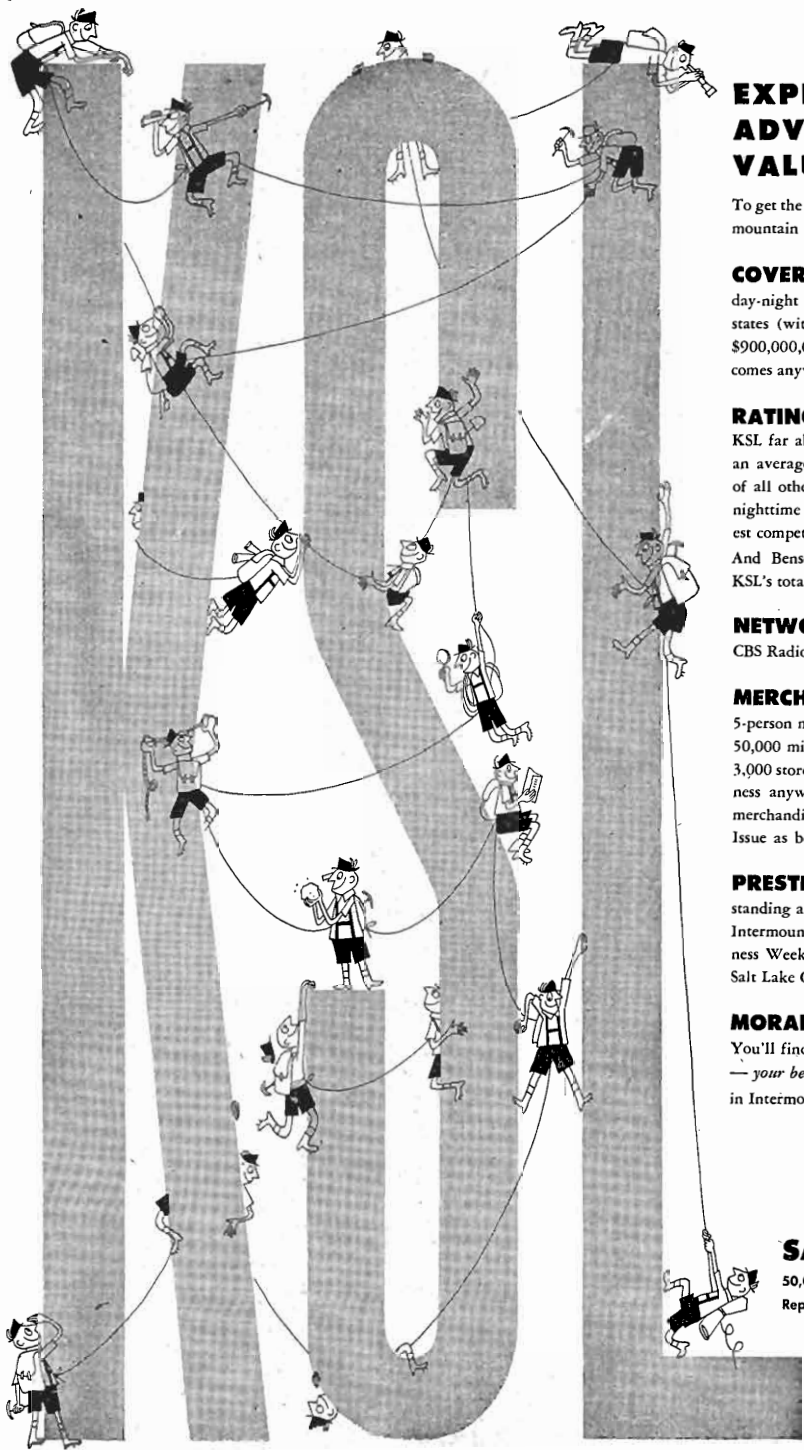
Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sevier Valley Bcstg. Co.
 Business Address.....690 Tower Lane
 Phone Number.....620
 Transmitter Location.....East on 4th South
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery Knodel
 President.....Homer Bandlely
 Gen., Sta. Mgr.....Frank Peacock
 Comm., Sales Prom. Mgr.....Art Tucker
 Program Director.....Jesse Poulson
 Chief Engineer.....Ralph Ross
 Consulting Engineer.....Bill Warner

KALL

SALT LAKE CITY—1945

MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Salt Lake City Bcstg. Co.
 Business-Studio Address.....146 S. Main St.
 Phone Numbers.....4-3561
 Transmitter Location.....386 W. Gregson



EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than \$900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater*.

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.



SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

UTAH

Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Representative..... Avery-Knodel, Inc.
 Pres., Gen. Mgr..... George C. Hatch
 Sta., Comm. Mgr..... Thomas H. Anderson
 Sales Promotion Mgr..... Jack Paige
 Production Director..... Mel Standage
 Program Director..... Kay Richins
 Publicity Director..... Jack Goodman
 Musical Director..... Earl Donaldson
 Chief Engineer..... W. D'Orr Cozzens
 Consltg. Engr... Haley, McKenna & Wilkinson

K D Y L SALT LAKE CITY—1922 NBC

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address..... 143 S. Main
 Phone Number..... 5-2991
 Transmitter Location..... 33rd So. & 9th W.
 Air Time..... Unlimited
 News Service..... INS, UP
 Transcription Service.. Associated, Thesaurus
 Representative..... John Blair
 Pres.-General Mgr..... S. S. Fox
 National Sales Dir..... Holly Meyer
 Exec. Vice-Pres..... Easton Woolley
 Program Director..... Emerson Smith
 Publicity Dir..... Del Leeson
 Chief Engineer..... John M. Baldwin
 Consulting Engr..... George Davis

K N A K

SALT LAKE CITY—1945—LBS

Frequency' 1280 Kc...Power: 10000 Watts, d.;
 500 n.
 Owned-Operated By... Granite District Radio
 Bcstg. Co.
 Business-Studio Address..... 1042 So. 6th W.
 Phone Number..... 4-3685
 Representative..... Forjoe
 President..... Howard D. Johnson
 Mgr., News Dir..... Thomas M. Ivory
 Commercial Manager..... Richard I. Nicholes
 Program Director..... Eldon Walton
 Farm Editor..... R. M. Johnson
 Chief Engineer..... Lyle Wahlquist

K S L

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By.. Radio Service Corp. of Utah
 Bus.-Studio Address..... 10 S. Main St.
 Phone Number..... 5-4641
 Transmitter Location..... Saltair
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP, UP

Transcription Service..... World
 Representative..... CBS Radio Spot Sales
 Membership..... NARTB, BAB
 Exec. Vice Pres..... Ivor Sharp
 General Manager..... C. Richard Evans
 Station Manager..... Eugene M. Halliday
 Sales Manager..... Alfred Biorge
 Program Director..... Joseph A. Kjar
 Promotion Manager..... Wayne Kearl
 Chief Engineer..... Curtis Neilson
 News Director..... Paul Royall
 Farm Director..... Elvon Orme

K U T A

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Utah Bcstg. & Telev. Co.
 Business-Studio Address..... 29 S. State St.
 Phone Number..... 3-2737
 Transmitter Location..... No. Salt Lake City
 Air Time..... 6 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Hollingbery
 Membership..... NARTB, BAB
 President, General Mgr..... Frank C. Carman
 Sta. Mgr., Prog. Dir..... Ray Fadel
 Comm., Sales Prom. Manager..... John Schile
 Pub. Dir..... Al Thomas
 Production Director..... Harold Collipriest
 Chief Announcer..... Warren Fletcher
 Musical Director..... Ed Stoker
 News Director..... Garnett Marks
 Chief Engineer..... Wendell Bell
 Farm Editor..... Rulon Bradley
 Consulting Engr..... McNary & Wrathall

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Vintah Bcstg. Co.
 Address..... 120 E. Main St.
 Phone Number..... 494
 News Service..... UP
 Representative..... W. S. Grant
 President..... James C. Wallentine
 Gen. Mgr., News Dir..... Lee Walker
 Commercial Manager..... Grant E. Parry
 Program Director..... Buchanan Fulmore
 Chief Engineer..... Wallace D. Raker



VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707
Families April 1, 1952 (Est.) 103,000—Stations in State 9

W T S A

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Bolling
News Service UP
President W. J. Barkley
General Manager W. J. Rust, Jr.
Program Director James Simmonds
Chief Engineer Joe Rich

W C A X

BURLINGTON—1932—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Transmitter Location Colchester
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President C. P. Hasbrook
Sta.-Mgr. J. D. Swan
Commercial Manager T. B. Braine
Prog. Dir. Milton Slater
Chief Engineer James W. Tierney
Consulting Engr. S. T. Murtin

W J O Y

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number 4-5774
Air Time 6:30 a.m.-11:25 p.m.
Representative William G. Rambeau
Membership NARTB, BAB
President David W. Howe
Sales Promotion Manager Richard Burt
Sta. Mgr., Prog. Dir. Alfred E. Spokes
Chief Engineer John C. Quill
Musical Director Frank Balch

W S K I

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Transmitter Location Country Club Dr.
Air Time 6 a.m.-11p.m.
News Service AP

Transcription Service Lang-Worth
Representatives Borgatti, W. S. Grant
Membership NARTB, BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell
Program Director Robert Bannon
Chief Engineer Gerald Marcotte
Consulting Engineer J. Gordon Keyworth

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
News Service AP
Phone Number 3200
Transcription Service Capitol
Pres., Gen., Sta. Mgr. Vena M. Bates
Treasurer Charles I. Bates
Program Director Shirley Neilson
Chief Engineer Willard H. Buttles
Consulting Engr. Herbert L. Wilson

W S Y B

**RUTLAND—1930—MBS-YANKEE
KBS-UNION**

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Transmitter Location Door Dr.
Air Time Unlimited
Representative Joseph Hershey McGillvra
Station Manager J. H. Weiss

W W S R

ST. ALBANS—1940—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Transmitter Location Swanton Rd.
Air Time daytime
News Service UP
Transcription Service World
Representative Walker
President-Gen. Mgr. Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden
Prog.-Prod. Dir. C. Stuart Perry
Chief Engineer Theodore Boivert

W T W N

**ST. JOHNSBURY—1949
KEYSTONE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Twin State Bcstrs. Inc.

VERMONT—VIRGINIA

AddressConcord Ave.
 Phone Number2344
 Air Time.....16½ hrs.
 News ServiceUP
 Transcription Service....SESAC, Lang-Worth
 RepresentativeMcGillivra
 MembershipNARTB
 Pres., Gen. Mgr.....E. Dean Finney
 Chief Engineer.....Gerald D. Johnson

W D E V

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier

Business-Studio Address.....Waterbury
 Phone Number400-1
 Transmitter Location.....Blush Hill
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir....Thomas L. Dodd, Jr.
 Production Director.....Craique Parker
 Chief Anncr.Thomas Dodd
 Chief EngineerWarren Chase

VIRGINIA

*Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463
 Families April 1, 1952 (Est.) 817,000—Stations in State 57*

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Phone NumberOVERlook 3000
 Transmitter Location.....504 Telegraph Rd.
 News ServiceAP
 Pres., Gen., Comm. Mgr.....Carl L. Lindberg
 Traffic ManagerBarbara Power
 Program DirectorEd Hudson

W A R L

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus.-Studio Address.....3102 10th Road No.
 Phone Number.....OWens 7800
 Transmitter Location...Nr. Bailey's Crossroads
 Air TimeSunrise-sunset
 News ServiceUP
 PresidentLou Poller
 TreasurerCy Blumenthal
 General Manager.....Raymond W. Baker
 Commercial Manager....William W. Jefferay
 Program DirectorRay Armand
 Chief EngineerStephen Hart
 Consulting EngineerRussell May

W E A M

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WEAM, Inc.
 AddressRadio Bldg.
 Phone Number.....OW 7100

News ServiceAP
 Representative.....Donald Cooke, Inc.
 President.....Harold H. Thoms
 Gen., Sta., Comm. Mgr.....Howard Stanley
 Pgm., Prod. Dir.Wayne Farrell
 Chief Announcer.....Jack Ridge
 Chief Ann., News Director.....Tom Frawley
 Musical DirectorJohn Cooley
 Chief EngineerCliff Inman
 Consulting Engrs.Benn. Ring

W B L T

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Bedford Bcstg. Co.
 Address.....P. O. Box 406
 Phone Number8245
 News ServiceAP
 Transcription ServiceStandard
 Pres., Gen. Mgr., Chf. Engr..A. P. Marsh, Jr.
 Vice-Pres., News Director.....J. E. Synan
 Prom. Mgr., Farm Dir.....R. A. Owen
 Program Director.....R. A. Scott, Jr.

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
 Owned-Oper. By.....Nottaway Bcstg. Corp.
 Phone Number478
 Transmitter Location.....Community Bldg.
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 PresidentHaney Robertson
 Gen., Sta. Mgr.....David M. Platt
 Commercial ManagerJ. L. Manson
 Chief EngineerTheodore Bonn, Jr.

VIRGINIA

WCYB

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By... Appalachian Bcstg. Corp.
Address... Front & Cumberland Sts.
Phone Number... North 3560
Transmitter Location... N. E. of Bristol
Air Time... Daytime
News Service... AP, UP
Membership... NARTB, BAB
Vice Pres., Treas., Gen. Mgr... Robert H. Smith
Pres., Sales Mgr... J. Fey Rogers

WFHG

BRISTOL—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By... Bristol Bcstg. Co.
Address... Hotel Bristol
Phone Number... 3620
News Service... UP
Transcription Service... Thesaurus
General Manager... William L. Miner
Commercial Manager... Jack Martin
Program, News Director... Rex Ramey
Chief Engineer... John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Barham & Barham
Bus.-Studio-Transmitter Address... Rose Hill St.
Phone Number... 2-5121
Air Time... 6 a.m.-12:15 a.m.
News Service... AP
Transcription Service... World
Representative... Joseph Hershey McGillvra
Pres., Gen. Mgr... Charles Barham, Jr.
Commercial Manager... Robert C. Walker
Pgm., Prod., Publ. Dir... Bud Sketchley, Jr.
Promotion Manager... Charles Smith
Chief Engineer... Walter W. Gray
Consulting Engr... Ring & Co.

WINA

CHARLOTTESVILLE—1949

LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts, d.
Owned-Oper. By... Charlottesville Bcstg. Corp.
Address... 4th & Main Sts.
Phone Number... 2-6177
Air Time... Daytime
News Service... UP
Transcription Service... Standard
Pres., Gen., Comm. Mgr... Thos. W. Carruthers
Pgm. Dir., Sta. Mgr... Charles W. Freeman
Chief Engineer... Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Clifton Forge Bcstg. Corp.
Address... P. O. Box 214
Phone Number... 2147
Transcription Service... Standard, SESAC
News Service... AP
Pres., Gen., Sta. Mgr... John H. Wilson
Commercial Manager... Walter DePuy
Program Director... Donald J. Tucker
Chief Engineer... John H. Wilson

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Earl M. Key
Business Address... Main St. at Bridge
Phone Number... 8351
Transmitter Location... Fairlawn
Air Time... 7 a.m.-11:15 p.m.
News Service... UP
Representative... Devney
Transcription Service... Thesaurus
Membership... NARTB
Pres., Gen. Mgr... Earl M. Key
Commercial Mgr... Kenneth L. Bryant
Program Director... John Lee Davis
Chief Engineer... Clinton J. Lewis

WSVS

CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... So. Virginia Bcstg. Corp.
Business Address... 117 Carter St.
Phone Number... Crewe 5000
Transmitter Location... Crewe
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... World
President... Calvin S. Willis
General Manager... John E. Sadler
Commercial Manager... Brown Hoifler
News, Pub. Dir... Fred Oginz
Prod. Director... Don Greene
Chief Engineer... Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Culpeper Bcstg. Co.
Address... Hendricks Ave.
Phone Number... 8338
Transmitter Location... Hendricks Ave.
Air Time... Unlimited
News Service... UP
Transcription Service... Standard
President... Ira C. Hopkins
Gen., Comm. Mgr... John T. Rogers
Program Director... Woody Powell
Chief Engineer... Robert Delaney

VIRGINIA

W B T M

DANVILLE—1931—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By Piedmont Bcstg. Corp.
Bus.-Studio Address Hotel Danville Bldg.
Phone Number 2350
Transmitter Location Mt. Cross Rd.
Air Time 6:25 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NARTB
President L. N. Dibrell
General Manager Edward G. Gardner
Comm. Mgr. E. M. Hurd
Program Director Milton Adams
Prod., Pub. Dir. John Parker
Chf. Ann., News Director William Howard
Musical Director Harry W. Spencer
Chief Engineer Lyle C. Motley
Consulting Engr. George Davis

W D V A

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Va.-Carolina Bcstg. Corp.
Address American Natl. Bank Bldg.
Phone Number 5300
Transmitter Location Martinsville Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Associated
Representative Burn-Smith
Membership NARTB, BAB
President J. D. Pruitt
General Manager Emerson J. Pryor
Commercial Mgr. Stover Morris, Jr.
Prog.-Prod. Director Richard Campbell
Publicity Director Earl Stagner
Chief Engineer Rush Sawyers
Consulting Engrs. McNary & Wrathall

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Lamar A. Newcomb
Address Box L
Phone Number 0900
Transmitter Location Seven Corners
News Service UP
Transcription Service Thesaurus
Pres., Gen. Mgr. Lamar A. Newcomb
Commercial Manager Bill Belton
Program Director Genevieve Newcomb
Chief Engineer Emmett Murphy

W F L O

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By Colonial Bcstg. Co.
Business Address 118 W. Third St.
Phone Number 870
Transmitter Location Cumberland Rd.
News Service UP
Transcription Service Capitol
Representative Clark
General Manager Carla B. Keys
Station Manager Charles R. Maillet
Program Director John D. Wilson
Chief Engineer Charles K. Chrismon

W F V A

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Fredericksburg Bcstg. Corp.
Business Address P. O. Box 269
Phone Number 1261
Studio-Transmitter Location King's Hwy.
Transcription Service Lang-Worth
Manager Walter F. Harris, Jr.
Chief Engineer Charles J. Hinkle

W F T R

FRONT ROYAL—1948—MBS

Owned-Oper. By Sky Park Bcstg. Corp.
Address P. O. Box 192
Phone Number 750
News Service UP
President Thomas J. Owens
Gen., Comm. Mgr. Kenneth Gordon
Program, News Director Tom Gibson
Chief Engineer Claude F. Jones
News Director Claude Jones

W B O B

GALAX—1947—MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Carroll-Grayson Bcstg. Corp.
Address Poplar Knob Rd.
Phone Number 2921
Air Time 6 a.m.-11:30 p.m.
News Service AP
Membership NARTB
President Robert V. Morris
Gen., Comm. Manager Joseph P. Crockett
Program Director Muriel Bell
Prod. Dir. Jewell Cullop
Chief Announcer Dick Perry
Chief Engineer, Farm Editor. W. Edward Boyer

W V E C

**HAMPTON—1948—KBS
LIBERTY**

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Operated By Peninsula Bcstg. Co.

VIRGINIA

Business Address..... P. O. Box 481
 Phone Number.....6332
 Studio-Trans. Address.....Hampton Ave.
 Air Time.....6:00 a.m.-12:05 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NARTB, BAB
 President.....Thomas P. Chisman
 Gen., Sta. Mgr.....Harrol A. Brauer, Jr.
 Comm. Manager.....Charles L. Coker, Jr.
 Pgm., Prod. Dir.....L. W. Kliewer
 Chief Engineer.....James E. Swafford
 Consulting Engineer.....Lynne Smeby

WSVA HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts
 Owner-Oper...Shenandoah Valley Bcstg. Corp.
 Business-Studio Address.....Rawley Pike
 Phone Numbers.....550, 875
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Devney & Co.
 Membership.....NARTB, BAB
 President.....Frederick L. Allman
 Sales Prom., Comm. Mgr...Robert B. Harrington
 Program Director.....Richard H. Johnson
 Chief Anncr., Prod. Dir....Charles McGinley
 Chief Engineer.....Warren L. Braun

WHAP HOPEWELL—1949—LBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...The Hopewell Bcstg. Co.
 Business Address.....P. O. 621
 Phone Number.....801
 Studio-Trans. Location..City Point & River Rds.
 Air Time.....7 a.m.-11:07 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald S. Cook
 President.....Augustus Robbins, Jr.
 Gen. Comm. Mgr.....Charles M. Mark
 Pgm. Dir., Chief Anncr.....Johnny Mercer
 Chief Engineer.... Robert E. Anthony, Jr.

WREL LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Rockbridge Bcstg. Co.
 Business-Studio Address.....24 S. Main St.
 Phone Number.....Lexington 6000
 Transmitter Location..Rt. 11, One Mi. No. City
 News Service.....AP
 Representative.....Donald Cooke
 Transcription Service.....Capitol
 President.....Marshall L. Wilmer
 General Manager.....Milton B. Henson
 Production Director.....Andrew Petersen
 Chief Engineer.....James I. Bray, Jr.

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.....Bedford County
 Air Time.....6:00 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Edward A. Allen
 Gen., Sta. Manager.....Philip P. Allen
 Commercial Manager.....Joseph F. Wright, Jr.
 Prog. Publ. Dir.....Warren Uttal
 Chief Anncr., News Dir.....Wayne Tyler
 Chief Engineer.....John T. Orth
 Form Editor.....Eric Lund
 Consulting Engr.Craven, Lohnes & Culver

WWOD LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By....Old Dominion Bcstg. Corp.
 Address.....First Natl. Bank Bldg.
 Phone Number.....2-3441
 Transmitter Location.....Boonsboro Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....David Hugh Dillard
 V.P.-General Manager.....Jack Weldon
 Commercial Manager....Norman T. Simpson
 Prog.-Pub. Director.....Don Jarvis
 Chief Engineer.....Forest J. Pinkerton
 Consulting Engr.Gautney & Ray

WMEV MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Mountain Empire Bcstg. Corp.
 Address.....Park Boulevard
 Phone Number.....9001
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Cooke
 Membership.....NARTB, BAB
 President.....L. Preston Collins
 Gen.-Comm. Mgr.....Robert C. Wolfenden
 Pgm. Dir.....Mrs. R. C. Wolfenden
 News Dir., Chief Anncr.....Bob Kent
 Chief Engineer.....Edward Surface
 Consulting Engr.Phil Hedrick, O. K. Garland

WMVA
MARTINSVILLE—1940—NBC-KBS
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Martinsville Bcstg. Co., Inc.

VIRGINIA

Address Chatham Heights
 Phone Number Virginia 2152
 News Service AP
 President William C. Barnes
 General Manager John W. Shultz
 Comm.-Sls. Prom. Mgr. Charles F. Adams
 Program Director Barbara Zimmerman
 News Director Maynard Dillaber
 Musical Director Paul E. Zimmerman
 Chief Engineer Dewey W. Muse

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By. Hampton Roads Bcstg. Corp.
 Bus.-Studio Address 500 Portlock Bldg.
 Phone Number Norfolk-2-7031
 Transmitter Location Military Hiway
 News Service AP
 Transcription Service Associated
 Representative Free & Peters
 Membership NARTB, BAB
 President Raymond B. Bottom
 Gen.-Sta. Manager Edward E. Bishop
 Comm. Mgr. Edward E. Edgar
 Prod., Prog. Director Robert J. McBride
 Publicity Director Bill Rhyne
 News Dir. G. Edward Travis
 Chief Engineer Alois 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 3-1832
 Trans. Loca. Respass Beach, Churchland
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 President John Doley
 Sta. Mgr., Frederic F. Clair
 Program Dir. Tom Bradshaw, Jr.
 Chief Engineer Percy C. Magoun

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
 Representative Indie Sales, Inc.
 Membership BAB
 President Joseph Light
 General Manager Graeme W. Zimmer
 Commercial Manager Robert Rodgers
 Program Director Ray Penner
 Prod. Dir., Chief Ann. Joe Guidi
 News Director Bill Neal
 Chief Engineer W. M. Manrov
 Consulting Engineer McIntosh & Inglis

W L O W

NORFOLK—1946—

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Commonwealth Bcstg. Corp.
 Bus.-Studio Addr. 21st & Manteo Sts.
 Phone Number 4-5678
 Transmitter Location Columbus Circle,
 Portsmouth
 Air Time 24 hrs. daily
 News Service UP
 Transcription Service Capitol
 Representative Forjoe
 V.-P. Gen. Mgr. Robert E. Wasdon
 Commercial Manager Joseph B. Matthews
 Program Director Robert Drepperd
 Tech. Dir., Chf. Engr. Jack Siegel
 Consulting Engineer John Creutz

W N O R

NORFOLK—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Norfolk Bcstg. Co.
 Address 1019 Boissevain Ave.
 Phone Number 27071
 Air Time 24 hrs.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President Louis H. Peterson
 Gen., Sta., Comm. Mgr. Earl Harper
 Sales Prom. Mgr., Pgm., Prod., Publ. Dir.
 Jack Black
 Musical Director Paul Hennings
 News Dir., Chief Engineer Howard Sheets
 Consulting Engr. Craven, Lohnes & Culver

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By. WTAR Radio Corp.
 Bus.-Studio Address 720 Boush St.
 Phone Number 56711
 Transmitter Location Glen Rock
 Air Time 19 hrs.
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Commercial Manager Robert M. Lambe
 Sales Promotion Director Fred Lowe
 Program Director Joel Carlson
 Chief Announcer Blair Eubanks
 News Director Gilbert McLeod
 Chief Engineer Dick Lindell
 Consulting Engr. Jansky & Bailey

W N V A

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Blamfox Radio Co., Inc.

VIRGINIA

Bus.-Studio Address..Coolfield Progress Bldg.
Phone Number700
Transmitter LocationJosephine
News ServiceAP
Transcription ServiceLang-Worth
President.....Richard B. Helms
Gen., Prom. Manager.....Jack T. Helms
Comm. Mgr., Pgm. Dir.....Bill Holland
Chief Engineer.....Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address.....Rt. 15, Orange
Phone Number7263
Air Time.....5:55 a.m.-10:05 p.m.
News ServiceUP
Transcription ServiceSESAC
President.....W. A. Sherman, Jr.
Gen.-Comm. Mgr.....A. C. Livick, Jr.
Asst. Manager.....Alfred W. Walthall
Chief Engineer.....Joseph Trivette
Consulting Engineer.....Warren Brown

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 Number3881-2
Transmitter LocationLieutenant Run
Air Time.....6:30 a.m.-M.
News ServiceAP
Transcription ServiceCapitol
MembershipNARTB
President.....Louis H. Peterson
Station Manager.....Ray L. Moss
Commercial Manager.....James H. Smith
Program Director.....N. W. Andrews
Production Director.....Donald E. Ruggles
Chief Engineer.....Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address...205 Professional Bldg.
Phone Number7-3488
Transmitter Location.....Craney Island
Air Time.....6:00 a.m.-1 a.m.
News ServiceUP
Transcription ServiceThesaurus
RepresentativeBurn-Smith
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....Jack Norfleet
Pgm.-Prod. Dir.....David Nelson
Chief Engineer.....John Brigman
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 Number3-3931
News ServiceAP
Transcription ServiceWorld
RepresentativeSears & Ayer
Pres., Gen. Mgr.....Mason C. Deaver
Vice-Pres.....Maruma R. Deaver
Program Director.....Richard Parker
Chief Engineer.....John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number2461
Transcription ServiceThesaurus
News ServiceAP
President.....John W. Rollins
Gen., Sta., Comm. Mgr.....Wendell H. Siler
Program Director.....Alfred L. Mills
Chief Engineer.....Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc.....Power: 100 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address.....Box 218
Phone Number450
Transcription Service.....Thesaurus, SESAC
President.....J. Powell Royal, Jr.
Secy.-Treas., Chf. Engr....Max M. Blakemore
Vice-Pres.....Jess White
Comm., Prom. Mgr.....Joe J. Webb
Pgm., News Director.....Douglas E. Smith

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Oper. By..United Bcstg. Co. of Virginia
Address.....513 E. Main St.
Phone Number38368
Transmitter Location.....Belle Isle
News ServiceINS
President.....Richard Eaton
General Manager.....Glen A. Harmon
Promotion Manager.....Phyllis Johnson
Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.

VIRGINIA

Bus.-Studio Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location.....W. Broad St. Rd. &
 Horsepen Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Thomas G. Tinsley, Jr.
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
 Program Director.....Harvey Hudson
 Chief Engineer.....George W. McGuigan, Jr.
 Consulting Engineer.....Millard Garrison

W M B G

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus.-Studio Address.....3301 W. Broad St.,
 P. O. Box 5229
 Phone Number.....5-8611
 Transmitter Location.....Staples Mill Rd.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....Transradio
 Representative.....John Blair
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
 Commercial Manager.....Walter A. Bowry, Jr.

Prog.-Prod. Dir.....Jack Lewis
 Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Richmond Newspapers, Inc.
 Business-Studio Address..107-111 N. Fourth St.
 Phone Number.....3-3436
 Transmitter Location.....Wilkinson Rd.
 Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
 News Service.....AP
 Transcription Service....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Program Director.....Don Martin
 Chief Engineer.....Vincent Wolstenholme
 Consulting Engineers.....Jansky & Bailey

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.

**THE
 BEST
 BUY
 FOR
 YOU
 IN
 '52-
 WRNL**



**In Richmond, Virginia, There's
 More SELL on WRNL!**

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

**910 KC 5 KW
 ABC AFFILIATE
 RICHMOND
 VIRGINIA**

WRNL

**NATIONAL
 REPRESENTATIVES
 EDWARD PETRY
 & COMPANY, INC.**

VIRGINIA

Business Address Hotel Richmond
 Phone Number 3-6633
 Transmitter Location Edgeworth
 News Service UP
 Transcription Service World, Lang-Worth
 Representative Radio Sales
 Membership NAB
 General Manager C. T. Lucy
 Commercial Manager Barron Howard
 Promotion Manager Jack Stone
 Sales Manager James D. Clark
 Program Service Mgr. Samuel S. Carey
 Production Manager John B. Tansey
 Public Relation Dir. Walter R. Bishop
 Chief Engineer David C. Woods

Bus-Studio Address . . 600 Mountain Trust Bldg.
 Phone Number 3-4444
 Transmitter Location Cleveland Ave., S.W.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BAB
 President Leo F. Henebry
 Gen.-Sta.-Comm. Mgr. Frank E. Koehler
 Asst. Mgr.-Prog.-Prod. Dir. Gordon R. Phillips
 Chief Engineer Frank A. Hall

WXGI

RICHMOND—1947

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Virginia, Inc.
 Bus-Studio Address 100 W. Franklin St.
 Phone Number 7-4684
 Transmitter Location German Town Rd.
 Air Time 5:30 a.m.-Sunset
 News Service AP
 Representative Indie Sales
 President Douglas H. Robertson
 Gen., Sta., Comm. Mgr. David M. Wilburn
 Sales Prom. Mgr. Morris T. Longo
 Program Director John Stinson
 Production Director Jack Tucker
 Chief Engineer Walter Seldon

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
 Representative Free and Peters, Inc.
 Membership NARTB, BAB
 President J. P. Fishburn
 President of Times-World Corporation
 General Manager Ray P. Jordan
 Commercial Manager John W. Harkrader
 Program Director Paul E. Reynolds
 Production Director Charles A. Ballou
 Publicity Director Benton B. Boggs
 Chief Engineer J. Edward Newman
 Consulting Engineer George Davis

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Roanoke, Inc.

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Roanoke Bcstg. Corp.
 Business-Studio Address Shenandoah Bldg.
 Phone Number 9227
 Transmitter Location 2 Mi. N. of Salem &
 6.5 Mi. N.W. of Roanoke
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Paul C. Buford
 Exec. Vice President James H. Moore
 Chief Engineer J. P. Briggs
 Pgm. Dir., Prom. Mgr. Bill Ashworth
 Consulting Engineer George Davis

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Halifax Bcstg. Co.
 Address Webster St.
 Phone Number 2-9988
 News Service AP
 Transcription Service Capitol, World
 Gen.-Sta.-Comm. Mgr. John L. Cole, Jr.
 Pgm., Prod., Publ., Mus. Dir. Ella L. Poindexter
 Chief Engineer David O. Guthrie

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 17½ hrs.
 News Service AP
 Transcription Service Associated, Thesaurus
 Membership NARTB
 General-Station Mgr. Charles P. Blackley
 Comm.-Sales Prom. Mgr. Charles F. Seebeck
 Prog.-Prod. Dir.-Chief Anncr. Fulton A. King
 Chief Engineer Rex C. Houser

VIRGINIA

W L P M

SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number.....2394
Transmitter Location.....Richmond Hiway
Air Time.....Unlimited
News Service.....AP
Transcription Service.....RCA
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
News Director.....Earl Hundley
Production Director.....Helen Buffkin
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

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
Transcription Service.....Standard
Pres.-Gen. Mgr....Grayson Headley
Commercial Manager.....William Redd

Program Director.....Charles E. Springer
Chief Engineer.....James L. Bittner

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.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NARTB
Representative.....Cooke
President.....Judson T. Phillips
Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
Program Director.....Richard A. Rhodes
Chief Engineer.....Donald D. Curtis

WINC

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number.....4855
Studio-Transmitter Location.....Winchester
Air Time.....6 a.m.-11:30 p.m.
News Service.....UP

AP SELLS

For Stations and Sponsors—

For instance . . . WBTM

“AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia

VIRGINIA—WASHINGTON

Transcription Service Associated
 President... Richard Field Lewis, Jr. (Licensee)
 Prom. Mgr., Pgm., Prod. Dir..... John Morgan
 Gen., Sta., Comm. Mgr..... Winslow Porter
 Chief Engineer..... Phil Whitney

Address..... P. O. Box 452
 Phone Number 840-1-2
 Air Time Daylight
 News Service UP
 Membership NARTB, BAB
 Transcription Service.... Lang-Worth, Capitol
 Owner..... A. M. Gates
 General Manager..... A. M. Gates, Jr.
 Commercial Manager..... Sidney Teas
 Chief Engineer..... Luther Norris

WYVE

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc....Power: 1000 Watts d.
 Owned-Oper. By.... Wythe County Bcsig. Co.

WASHINGTON

*Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874
 Families April 1, 1952 (Est.) 788,000—Stations in State 53*

K B K W

ABERDEEN—1949—LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... KBKW, Inc.
 Address .. 701 E. Heron St., Aberdeen, Wash.
 Phone Number 1015, 1016
 Transmitter Location 701 E. Heron St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Trans. Serv..... Associated, World
 Representative... Art Moore, Joseph McGillvra
 Membership NARTB, BAB
 President..... Archie Taft, Jr.
 Gen., Sta. Mgr..... Don. G. Bennett
 Commercial Manager..... Ralph Peyton
 Sales Prom. Mgr..... Alex Johnson
 Program Director..... Dorothy Langren
 Production Director..... Evelyn Rodrigue
 Consulting, Chief Engr..... Richard Pooley

K X R O

**ABERDEEN—1927—MBS—DON LEE
 KBS**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By KXRO, Inc.
 Address 207 1/2 E. Market St.
 Phone Number Aberdeen 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service UP
 Representative W. S. Grant Co.
 Membership NARTB, BAB
 President..... Harry R. Spence
 Sta., Gen. Mgr..... Fred G. Goddard
 Comm., Sales Prom. Mgr..... Roy Johnson
 Pgm., Prod. Dir. Stanley Craft
 Chief Announcer..... William L. Fox
 News Director..... William P. Koski
 Musical Director..... Lawrence P. Roberts
 Chief Engineer Philip True
 Consulting Engineer J. B. Hatfield

K P U G

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By..... KPUG, Inc.
 Business Address..... P. O. Box: 655
 Telephone 6200
 News Service UP
 Representative Cooke
 President Jessica L. Longston
 General Manager..... Robert E. Pollack
 Comm., Prom. Mgr..... James Hamstreet
 Program Director..... Verle Jones, Jr.
 News Director John Dimeo
 Chief Engineer..... Donald R. Pinney

K V O S

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By..... KVOS, Inc.
 Bus.-Studio Address..... 1321 Commercial St.
 Phone Number Bellingham 790
 Transmitter Location..... Yew St.
 News Service UP
 Transcription Service MacGregor, World
 Representative Meeker
 President, General Mgr..... Rogan Jones
 Sta., Comm., Prom. Dir. Jack Clarke
 Sports Director Haines Fay
 Chief Engineer..... Ernest Harper
 News Director Bert Jackson

K B R O

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Bruce Bartley
 Address..... 205 Washington Ave.
 Phone Number 3-5095
 Transmitter Location 205 Washington Ave.
 News Service AP
 Transcription Service World
 Representative... John Keating, Bruce Bartley
 Pres., Gen., Sta. Mgr..... Bruce Bartley

WASHINGTON

Pgm. Dir., Chief Ann.....Bob Gleason
 Chief Engineer.....Al Stewart
 Consulting Engineer.....J. B. Hatfield

KGIB

BREMERTON—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kitsap G.I. Bcstrs., Inc.
 Address.....124 N. Callow St.
 Phone Number.....7-3757
 Transcription Service.....Standard
 News Service.....UP
 President.....G. A. Weyland
 General Manager.....James Munro
 Chief Engineer.....Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Central Bcstg. Corp.
 Business Address....P. O. Box 720, Centralia;
 P. O. Box 827, Chehalis
 Phone Numbers.....Centralia 6-3321,
 Chehalis 8-3321
 Studio Address....On Hwy. 99 midway bet.
 Centralia & Chehalis
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative..John Keating, John E. Pearson
 Membership.....NARTB, BAB
 President.....J. Elroy McCaw
 Sec.-Treas.....Mabel A. McGwinn
 Gen., Sta. Mgr.....Joe Chytil
 Comm. Manager.....Hugh J. MacPherson
 Production Director.....Wayne Killmer
 Publicity Director.....Schuyler C. Hill
 Pgm., Mus. Director.....Del Spencer
 Chief Engineer.....John L. Kelley

KCLX

COLFAX—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Interstate Radio, Inc.
 Address.....P. O. Box 710
 Phone Number.....780
 Representative.....Biddick
 Transcription Service.....SESAC
 News Service.....AP
 President.....T. R. Farrier
 General Manager.....Bert McAllister
 Commercial Manager.....Joseph E. Martin
 Chief Engineer.....H. D. Young

KXLE

ELLENSBURG—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Central Washington Bcstrs.
 Bus. Add. Trans. Loc.....Box 600
 Phone Number.....2-1488
 Studio-Transmitter Location.....West 10th

Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 President.....Goodwin Chase, Jr.
 Gen., Sta. Manager.....Joe Kendall
 Commercial Manager.....Darrel Burns
 Program Director.....Don Bevilacqua
 Chief Engineer.....Darrel Burns

KULE

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Columbia Basin Bcstg. Co.
 Phone Number.....730
 News Service.....UP
 Pres., Manager.....M. P. Monson
 Chief Engineer.....Elwood E. Eby

KRKO

EVERETT—1922—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By...The Everett Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address...KRKO Bldg.
 Phone Number.....Cedar 1144
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative...Joseph Hershey McGillvra
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....William R. Taft
 Program Director.....Earl Gerdon
 Production Director.....Warren Johnson
 Chief Engineer.....Dave Foley

KFDR

GRAND COULEE—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carl F. Knierim
 Address.....P. O. Box 1642
 Phone Number.....515
 Air Time.....15 Hrs.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Gen., Sta. Mgr.....Carl F. Knierim
 Program Director.....Patriciae A. Westerman
 Chief Engineer.....Raymond L. Groll

KELS

KELSO—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...N.W. Public Services, Inc.
 Address.....P. O. Box 90
 News Service.....UP
 Trans. Serv.....Capitol, Standard
 President.....Roscoe A. Day, Jr.
 General Manager.....Claire O. Banks
 Sales Promotion Manager.....Martin Welch
 Program Director.....Lowell Gibson
 Chief Engineer.....John Holmes

WASHINGTON

KWIE

KENNEWICK—1949

Frequency: 610 Power: 1000 Watts
Owned-Oper. By KWIE, Inc.
Address 11 S. Cascade St.
Phone Number 6961
Transmitter Location Perkins Rd.
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World, Associated
Representative Art Moore, Robert Meeker
Pres., Gen. Mgr. Harold A. Clark
Commercial Manager C. J. McCredie
Program Director Marvin E. Johnston
Production Director Ben T. Weaver
Chief Engineer C. J. McCredie
Farm Editor Marvin E. Johnston
Consulting Engineer A. D. Ring

KRKL

KIRKLAND—1948

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By Eastside Pdcstg. Co.
Address Trans. Loca. Civic Center
Phone Number 22-1201
Transcription Service Capitol
Presidents L. N. Ostrander, W. A. Chamness
Gen. Mgr., News Dir. Jerry McCumber
Commercial Manager Bert Demers
Program Director Frank Ferry
Chief Engineer Jack Kerr

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Twin City Bcstg. Corp.
Bus.-Studio Add. Nail. Bank of Commerce Bldg.
Phone Number Longview 1500
Transmitter Location Ocean Beach Hwy.
Air Time Full Time
News Service UP
Transcription Service Associated, World
Representative W. S. Grant, John Keating
Membership NARTB
President, Gen. Mgr. C. O. Chatterton
Commercial Manager J. F. Carlson
Program Director Ellen Hammond
Production Director Bob Moran
Chief Engineer Ralph Brown
Consulting Engineer Harold Singleton

KSEM

MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KSEM, Inc.
Address Box 276
Phone Number 234
Transmitter Location Capistrano Park
Air Time 7 a.m.-10 p.m.

News Service UP
Transcription Service World
Representative Donald Cooke
President Jessica L. Langston
Gen., Sta., Comm. Mgr. Alan O. Miller
Program Director Dorothy Yale
Chief Engineer Roland Kissler
Consulting Engineer A. H. Fisher & Sons

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts
Owned-Operated By Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. P. O. Box 240
Phone Number 8995
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service World
Representative John Keating
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. Leo H. Beckley
Commercial Manager Jack England
Pgm. Dir., Chief Ann. Tom Haveman
Chief Engineer Walter Bjerke
Consulting Engineer J. B. Hatfield

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Tom Olsen
Address Trans. Loca. Rockway Leland Bldg.
Phone Number 6636
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World, SESAC
Representative Grant
Membership NARTB, BAB
General Manager Tom Olsen
Sta., Comm. Mgr. Elmer J. Holmberg
Sales Promotion Manager Sam Crawford
Pgm., Prod., Publ. Dir., Chief Ann. Don Jones
Chief Engineer Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Operated By KOMW, Inc.
Business-Studio Address Box 151
Phone Number 00
Transmitter Location Omak
Air Time Daytime
News Service UP
Transcription Service Lang-Worth, Capitol
Representative John Keating
Membership NARTB, BAB
President R. L. McNett
General Manager Dean Nichols
Commercial Manager Grover D. Allen
Program Director Nola Malone
Chief Engineer Kirk W. Springer

WASHINGTON

KPKW

PASCO—ABC-NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Address Trans. Loca. Pasco
Phone Number 3337
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative Keating
Membership NARTB
Pres., Gen. Mgr. V. B. Kenworthy
Station Manager Ted Smith
Comm. Sales Prom. Mgr. Ben Roscoe
Chief Engr., Prod., Pgm. Dir. Walter Mott
Consulting Engineer Stan Bennett

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Pacific, Inc.
Bus. Studio-Transmitter Address 313 W. First
Phone Number 4200
Air Time 6:45 a.m.-10:30 p.m.
News Service UP
Transcription Service World
Representative John Keating
Pres., General Mgr. C. N. Webster
Station Manager Keith Patterson
Chief Engineer Bevin Roth

KBKH

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Bayton & Hicks
Address P. O. Box 356
Phone Number 1-5251
News Service UP
Partners J. Ronald Bayton,
Maynard Hicks
General Manager J. Ronald Bayton
Commercial Manager John Puckett
Pgm. Dir., Farm Editor Robert Concie
Promotion Manager B. J. Bayton
Chief Engineer Glen R. Southworth

KPUY

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By Clarence E. Wilson
Address 1510 Linden Drive
Phone Number 5-8502
News Service UP
Transcription Service Associated
Owner., Gen., Comm. Mgr. Clarence E. Wilson
Prom. Mgr., Pgm. Dir. Pete Hansen
Chief Engr., Farm Dir. Robert E. Vey

KAPA

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By Pacific Bcstg. Corp.
Address P. O. Box 288
Phone Number 1010
Air Time 6 a.m.-12 M.
News Service AP
Station Representative Pearson, Keating
Membership NARTB, BAB
President Joe Chytil
Sta., Comm. Mgr. Robert C. Finley
Sales Promotion Manager Dwight Smart
Program Director Fred W. Hepner
Production Director Pat Allen

KXRN

RENTON—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Interlake Bdcstg. Corp.
Address Trans. Loca. N. 7th & Park Ave.
Phone Number Renton 5-3424
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Cole
Membership NARTB, BAB
Pres., Gen. Mgr. R. S. McCaw
News., Publ. Dir., Prom. Mgr. Robert S. Jones
Commercial Manager Thomas D. Fuller
Pgm., Mus. Dir., Farm Editor F. J. Jensen
Chief Engr. F. C. Cook
Consulting Engineer Wm. Foss

KALE

RICHLAND—1950—LBS

Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Yakima Bcstg. Corp.
Address P. O. Box 533
Phone Number Pasco 3189
Representative Pearson, Moore, Hall
Transcription Service Cole
News Service UP
Pres., Gen. Mgr. Robert S. McCaw
Station Manager Arnold G. Sanborn
Commercial Manager Ralph Nachtmann
Program Director Robert Parnell
Chief Engineer Joseph Muench
Consulting Engineer J. R. Bird, Jr.

KING

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper. By KING Bcstg. Co.
Address Smith Tower
Phone Number Mutual 1090
Representative Blair
News Service UP
President Mrs. A. Scott Bullitt
Exec. Vice-Pres. Henry B. Owen
General Manager Otto P. Brandt
Commercial Manager Robert Kilpatrick
Program Director Hal Davis
Production Director Hal Moen
Publicity Director Mel Anderson
Chief Engineer Arthur A. Shultz
Consulting Engineer William Foss

WASHINGTON

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By Queen City Bcstg. Co.
Business-Studio Address 66 Cobb Bldg.
Phone Number Seneca 1500
News Service UP
Transcription Service Thesaurus
Representative Free & Peters
President Saul Haas
Sales Manager William F. Tucker
Program Director Kenneth Yeend
Publicity Director Frankie Goodwin
Chief Engineer James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By Totem Bcstrs., Inc.
Business-Studio Address Skinner Bldg.
Phone Number Elliot 5890
Transmitter Location 2600 26th Ave., S.W.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Marshall Field, III
General-Station Mgr. J. Archie Morton
Publ. Dir., Sales Mgr. Malt Jordan
Pgm., Prod. Director Homer Pope
Chief Engineer Don M. Anderson
Consulting Engineer E. C. Page

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By Seattle Bcstg. Co.
Bus.-Studio Address Northern Life Tower
Phone Number MA. 2312
Transmitter Location 1110 W. Florida
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol, World
Representative Forjoe
President Archie Taft
Sta., Gen. Mgr. Archie Taft, Jr.
Prom., Comm. Mgr. Arthur Moore
Pgm., Prod., Publ. Dir. Robert Harris
Chief Engineer Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
Owned-Oper. By Fisher's Blend Station, Inc.
Bus.-Studio Address 100 4th Ave. No.
Phone Number Seneca 6000
Transmitter Location Vashon Island

Air Time 18 hrs.
News Service UP
Transcription Serv. Associated, Lang-Worth
Representative Edward Petry
Membership NARTB, BAB
President, General Mgr. O. W. Fisher
Commercial Manager Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr. Richard E. Green
Program Manager W. W. Warren
Publicity Director Margaret Frey
Production Mgr. Frederick J. Patterson
Chief Engineer F. J. Brott
Consulting Engineer A. D. Ring

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Corp.
Add., Trans. Loca. 2939 Fourth Ave. So.
Phone Number ELiot 2480
Air Time 5:30 a.m.-3 a.m.
News Service AP
Transcription Service Lang-Worth
Membership NARTB, BAB
President J. Elroy McCaw
Gen., Sta. Mgr. H. E. Riddalls
Commercial Manager William L. Simpson
News, Pgm. Dir. Ted Bell
Chief Engineer Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By The First Presbyterian
Church of Seattle, Wash.
Add. Trans. Loca. 7th Ave. & Spring St.
Phone Number Mutual 1250
President W. T. Whitney
Sta., Gen. Mgr. Don Bevilacqua
Consulting, Chf. Engineer James S. Ross
Pgm., Prod. Dir. A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By Puget Sound Bcstg. Co., Inc.
Business Address Camlin Hotel
Phone Number Seneca 4848
Transmitter Location Vashon Island
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Thesaurus
Representative George P. Hollingbery
Membership NARTB, BAB
Pres., Gen. Mgr. Vernice Irwin
Vice President Laura M. Doernbecher
Comm.-Sales Prom. Mgr. Earl T. Irwin
News, Pgm. Dir., Chief Anncr. Harry Long
Chief Engineer D. M. McDonough
Consulting Engrs. Sidor & Hollingsworth

WASHINGTON

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....312 Bigelow Bldg.
Phone Number.....Seneca 1000
Transmitter Location.....2nd & Union
Air Time.....5 a.m.-Local Sunset
News Service.....AP
Representative.....Rambeau
Membership.....NARTB, BAB
President.....Wesley I. Dumm
General Manager.....Lincoln W. Miller
Commercial Manager.....R. G. McArdle
Chief Engineer.....John Dubuque

KSPQ

SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Louis Wasmer
Address, Trans. Loca.....526 Riverside Ave.
Phone Number.....Riverside 8033
News Service.....UP
Transcription Service.....Thesaurus, SESAC
Pres., Gen. Mgr.....Louis Wasmer
Commercial Manager.....Gene Williams
Pgm. Mgr.....Darrel Holt
Chief Engineer.....E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By.....Corp. of Gonzaga U.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MADison 5383
Transmitter Location.....Moran Prairie, Rt. 3
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Standard
Representative.....Edward Petry
President.....Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr.....Harvey Wixson
Pgm., Prod., Pub. Dir.....Hub Warner
Chief Engineer.....A. G. Sparling

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MADison 5131
Transmitter Location.....4102 So. Regal
Air Time.....19 hrs.
News Service.....AP
Transcription Service.....World
Representative.....Katz
Membership.....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Richard O. Dunning

Pgm. Dir., Sales Prom. Mgr...Robert H. Wesson
Chief Engineer.....John Walker
Consulting Engineer.....George C. Davis

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.
Bus.-Studio Address.....511 Eagle Bldg
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Burl C. Hagadone
Station Manager.....C. E. Rodell
Sales Manager.....W. C. Rhodes
Program Director.....Paul Crain
Chief Engineer.....Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By.....Cole E. Wylie
Address.....Radio Central Bldg.
Phone Number.....MADison 3333
Transmitter Location.....4101 S. Regal St.
News Service.....AP
Transcription Service.....Associated
Representative.....Forjoe & Co.
Pres., Gen., Sta. Mgr.....Cole E. Wylie
Commercial Manager.....Robert H. Temple
Program Director.....William Stevens
Chief Engineer.....William Patterson

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address.....Television Center
Phone Number.....MADison 1218
Transmitter Location.....So. Regal St.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, MacGregor
Representative.....Walker, PNB
President.....E. B. Carney
Sta., Gen. Mgr.....Franz Robischon
Commercial Manager.....B. E. Woolston
Natl. Sales Mgr., Pgm. Dir.....Martin Boss
Chief Engineer.....George Langford

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address.....Outlook Rd.
Phone Number.....7-2277
Transcription Service.....Associated
News Service.....AP
Representative.....Forjoe
President.....Cole E. Wylie

WASHINGTON

Station Manager..... C. Nat Harris
Commercial Manager..... Clifford F. Nelson
Program Director..... Jean Runyon
Chief Engineer..... Richard M. Nicholas

K M O

TACOMA—1922

Frequency: 1360 Kc..... Power: 5000 Watts
Owned-Oper. By..... Carl E. Haymond
Bus.-Studio Address..... 914½ Broadway
Phone Number..... 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
General Manager..... Carl E. Haymond
Station Manager..... Jerry Geehan
Comm.-Sales Prom. Mgr..... Ray T. McKenzie
Prog.-Publ. Dir..... Ted Knightlinger
Chief Engineer..... John Boor

KTBI

TACOMA—1941—LBS

Frequency: 810 Kc..... Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By..... Tacoma Bcstrs., Inc.
Address..... 2715 Center St.
Phone Number..... BRoadway 2241
Air Time 18 hrs.
News Service UP
Transcription Service..... Cole, World
Representative McGillvra, Moore
Membership NARTB
President..... Harold J. Quilliam
Station Manager..... T. R. Knightlinger
Commercial Manager..... Don Hopkins
Chief Engineer..... R. C. Velo
Consulting Engineer..... James B. Hatfield

KVAN

VANCOUVER—1939

Frequency: 910 Kc..... Power: 1000 Watts
Owned-Oper. By..... Vancouver Radio Corp.
Phone 3-4717, TW 7323
Studio Address..... 707½ Main St.
Transmitter Location Smith Lake
Air Time..... 6 a.m.-M.
News Service UP
Transcription Service World
Representatives Keating, O'Connell
President..... Sheldon F. Sackett
General-Station Mgr..... Fred F. Chitty
Sales Prom. Mgr..... Al Bauer
Pgm., Prod., Pub., News Dir.. George W. Conner
Chief Engineer..... Edgar Means
Consulting Engineer Paul Leake

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By ... Walla Walla Bdcstg. Co.
Address..... Book Nook Bldg.
Phone Number 4103
Transmitter Location..... 2nd & Cordiner
Air Time Unlimited
News Service AP
Transcription Service World
Membership NARTB
Pres., Gen. Mgr..... Jack Keating
Sales Promotion Manager Don Harris
Program Director..... John Keating
Chief Announcer..... Carl Hebenstreit
News Director..... Dan Murphy
Chief Engineer..... Ty McFadden
Consulting Engineer Harold Singleton

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..... 6:30 a.m.-11 p.m.

AP SELLS

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“Associated Press news is a major factor in KJR’s 66% gain in net revenue from newscasts for 1951 over 1950.”

J. ARCHIE MORTON,
General Manager,
KJR, Seattle, Washington

WASHINGTON

News Service UP
Transcription Service Thesaurus
Representative W. S. Grant, John Keating
Membership NARTB, BAB
Pres., Gen. Mgr. H. E. Studebaker
Sta. Comm. Mgr. Don Wike
Pgm. Dir., Chief Anncr. Martin Tobin
Chief Engineer M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc. **Power:** 5000 Watts
Owned-Oper. By Wescoast Bcstg. Co., Inc.
B.-s.-Studio Address 2nd & Columbia Sts.
Phone Number 2757
Transmitter Location Wenatchee & Columbia
 Rivers Junct.

Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership BAB
President Rogan Jones
Sta., Gen. Mgr. James W. Wallace
Prom., Comm. Mgr. Pat O'Halloran
Pgm., Prod. Director Emerson Elder
Publicity Director Charlotte Tochterman
Chief Engineer George Frese
Chief Announcer Bill Denton
Consulting Engineer Bill Foss

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By Appleland Bdcsters, Inc.
Address P. O. Box 1510
Phone Number 2468-2469
Trans. Loca. 1119 No. Wenatchee Ave.
Air Time 6 a.m.-12 M.
Transcription Service Standard
Representative Walter Biddick
President Lawrence Leahy
General Manager Bernard H. Droz
Sales Promotion Manager Hanford Choate
Program Director Ron Satterwhite
Chief Engineer Gilbert Reeves
Consulting Engineer James Hatfield

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. **Power:** 1000 Watts d.,
 500 Watts n.
Owned-Oper. By Cascade Bdcstg. Co.
Address Hotel Chinook
Phone Number 6197
Transmitter Location Terrace Hqts. Rd.
Air Time 5 a.m.-12M.
News Service AP
Trans. Serv. Lang-Worth, SESSAC, APS
Representative Weed & Co.
President A. W. Talbot

Gen., Sta. Mgr. R. Lee Black
Sta. Opera., Pgm. Dir. Tom C. Bostic
Commercial Manager Ted Morrow
Production Director Joe Ryan
Publicity Director Virginia Ann Schaeffer
Chief Engineer M. D. Lambert

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. **Power:** 5000 Watts d.,
 1000 Watts n.

Own.-Oper. By .. Valley Bcstrs, C. E. Haymond
Business-Studio Address .414 E. Yakima Ave.
Phone Number 8115
Transmitter Location Washington Ave.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Capitol
Representative Branham
President Carl E. Haymond
Comm., Gen., Sta. Mgr. James A. Murphy
Sales Prom. Mgr., Pub. Dir. William Moody
Chief Anncr., Pgm., Prod. Dir. .. Jas. W. Nolan
News Director Pete Wick
Musical Director Harrison A. Miller
Chief Engineer H. B. Murphy
Consulting Engineer .. Chambers & Garrison

K Y A K

YAKIMA—1947—MBS

Owned-Oper. By Yakima Bcstg. Co.
Address P. O. Box 172
Phone Number 2-7143
Transcription World
News Service UP
President Robert S. McCaw
Station Manager W. W. Boone
Commercial Manager I. N. Prell
Program Director Gerald Webb
Chief Engineer Donald E. Gardner

WHY IS AP
 THE BEST?

BECAUSE **AP** has more news
 correspondents; more
 news bureaus, more
 miles of news wire
 than any other news
 service.

WEST VIRGINIA

*Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477
Families April 1, 1952 (Est.) 494,000—Stations in State 38*

WJLS

**BECKLEY—1939
CBS-PERSONALITY**

Frequency: 560 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Bldg., Main &
Kanawha St.
Phone Number 7311
Transmitter Location Routes 19-21
Air Time Unlimited
News Service UP
Transcription Service Cole
Representative Weed
Membership NARTB, BAB
President Joe L. Smith, Jr.
General-Station Mgr. Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Pgm., Prod. Dir. W. S. Jackson
Chief Announcer Sid Doherty
Chief Engineer Al J. Ginkel
Farm Editor William R. Barrett
Consulting Engineer A. D. Ring

W W N R

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number 9309
Transmitter Mount Tabor
Air Time 18 hrs.
News Service AP
Transcription Service Lang-Worth
Representative Walker
President N. Joe Rahall
Gen., Sta. Mgr. Tom Douds
Chief Engineer Estil Wills
Traffic Director Jo Ann Herring
Consulting Engineer E. C. Page

W H I S

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Representative Katz
General Manager P. T. Flanagan
Pgm., Pub. Dir. William Hostetter
Prod.-Musical Dir. Barnes Nash
Chief Engineer P. T. Flanagan
Consulting Engineer Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone Number 7405
Air Time 6 a.m.-12 M.
News Service UP
Representative Devney & Co.
Transcription Service Associated
Pres., Gen., Sta., Comm. Mgr. J. Lindsley Alley
Program Director Emma Eue Phelps
Chief Engineer Roy Yost
Consulting Engineer Odes E. Robinson

WCAW

CHARLESTON—1947—LBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Business Address P. O. Box 2791
News Service UP
Transcription Service Lang-Worth
Representative McGillvra
Pres., Gen. Mgr. Garland F. Wilkinson
Commercial Manager Selma Pierson
Promotion Manager Jack Zeillmann
Program Director Al Walker
Chief Engineer William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By The Tierney Co.
Address 1111 Virginia St. E.
Phone Number 2-8131
Transmitter So. Charleston
Air Time 5:25 a.m.-1:10 a.m.
News Service AP, UP
Transcription Service Associated
Representative Branham
Membership NARTB, BAB
President Lewis C. Tierney
General Manager John T. Gelder, Jr.
Promotion Manager Harry M. Brawley
Production Director Frank Annand
Program Director Morton S. Cohn
Chief Engineer William E. Dixon
Consulting Engineer Weldon & Carr

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Kanawha Valley
Bdcastg. Co.

WEST VIRGINIA

Address 210 Dickinson St.
 Phone Number 3-7541
 Transmitter Location Coal Branch Hgts.
 Air Time 6 a.m.-3 a.m.
 News Service AP
 Transcription Service Associated
 Representative Robert Meeker Assos., Inc.
 President R. M. Venable
 Gen., Sta. Mgr. Henry V. Diefenbach
 Musical Director Charles Coleman
 Program Director C. P. Vogel, Jr.
 Sales Prom. Mgr., Publ. Dir. Hugh McPherson
 Chief Engineer Harry R. Bowen
 Consulting Engineer George C. Davis

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Joe L. Smith, Jr., Inc.
 Bus.-Studio Address 804 Kanawha Blvd.
 Phone Number 39-971
 Transmitter Location Tyler Mountain Rd.
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Representative Weed
 Pres., Gen. Mgr. Joe L. Smith, Jr.
 Station Manager George J. Gray
 Chief Engineer A. J. Ginkel

W T I P

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Chemical City Bcstg. Co.
 Bus.-Studio Address Capitol & Fife
 Phone Number 23-136
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative For Joe
 Membership NARTB, BAB
 President Gus Zaharis
 Gen., Sta., Comm. Mgr. Berton Sonis
 Program Director Joseph J. Herget
 Publicity Director Bob Bower
 Chief Engineer Paul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Ohio Valley Bcstg. Corp.
 Phone Number 4-7571
 Transmitter Location Pinnickinnick Hill
 News Service AP
 Transcription Service Lang-Worth
 Representative Branham
 President Austin Wood
 General Manager George H. Clinton
 Station, Comm., Prom. Mgr. Fred Zimmerman
 Pgm., Prod., Publ. Director Carl Loose
 Chief Engineer Harry S. Brown

W H A R

**CLARKSBURG—1946—MBS-KBS
ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mountain State Bcstg. Co.
 Address Trans. Loca. Radio Plaza
 Phone Number 4-5525-6
 News Service UP
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Glacus G. Merrill
 Commercial Manager F. T. Gregg
 Program Director James Harper
 Chief Engineer Beryl Snyder
 Consulting Engineer John Creutz

W P D X

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 4-8425
 Transmitter Location 3½ Mi. S. of
 Clarksburg on Weston Rd.
 News Service UP
 Transcription Service World
 President O. L. Billingsley
 Gen., Sta. Mgr. R. C. Warden
 Comm., Sales Prom. Mgr. Joe M. Larosa
 Prog. Dir., Farm Editor Dewitt Wyatt
 Prod., Mus. Director John Peters
 Chief Engineer R. D. Hough

W D N E

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By W. Va. Radio Corp.
 Address P. O. Box 967, Elkins
 Phone Number 1300
 Trans. Loca. Washington & Davis Sts.
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World
 President Mrs. H. C. Greer
 General Manager Ford Billings
 Station Manager Ben Greenhaw
 Commercial Manager Bill Wilson
 Chief Engineer Al Calisti

W M M N

FAIRMONT—1928—CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By The Fort Industry Co.
 Address 208 Adams Street
 Phone Number 3100
 Transmitter Location Monongah
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Katz Agency
 President George B. Storer

WEST VIRGINIA

General Manager Lee B. Wailes
 Station Manager Glenn C. Jackson
 Commercial Manager A. G. Ferrise
 Sales Prom. Mgr., News Dir. ... Wm. W. Powell
 Program Director Frank Lee
 Chief Engineer Joseph C. Strelauski

W V V W

FAIRMONT—1946—MBS

ABC-SBN-ATLANTIC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fairmont Bcstg. Co., Inc.
 Bus.-Studio Address 119 Fairmont Ave.
 Phone Number 5000
 Transmitter Location Radio Pk.
 Air Time 6:45 a.m.-1:15 a.m.
 News Service AP
 Transcription Service World, SESAC
 President J. Patrick Beacom
 Gen., Sta. Mgr. Numa Fabre, Jr.
 Commercial Manager Robert Drummond
 Chief Engineer Earl Pelkey

W H T N

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. ... Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Transmitter Location Overby Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen., Comm. Mgr. John S. Phillips
 Pgm., Prod. Director Raymond Anderson
 Chief Engineer Harold F. Sturm

W P L H

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Huntington Bcstg. Corp.
 Business-Studio Address 1105 Fourth Ave.
 Phone Number 3-3421
 Transmitter Location 1050 McCoy Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. J. Evans
 Program Director Charles T. Snowdon
 Commercial Manager Curtis S. Clark
 Chief Engineer Alvin V. Jayne

W S A Z

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.

Business-Studio Address 912½ Third Ave.
 Phone Number 38-401
 Transmitter Location 28th St. & Park at
 C. & O. R. R.

Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NARTB, BAB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Commercial Manager Tom Garten
 Publicity Director Harold W. Shriber
 Production Director Bert Shimp
 Program Director Ted Eiland
 Chief Engineer Leroy Kilpatrick
 Consulting Engineer William L. Foss

W L O G

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By ... C. H. Frey, R. O. Greever
 Address P. O. Box 720
 Phone Number 540
 News Service UP
 Transcription Service World

W E P M

MARTINSBURG—1946—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Transmitter Location Red Hill
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB, BAB
 Gen., Sta. Mgr. C. Leslie Golliday
 Commercial Manager Amos L. Harper
 Program Director Charles Rand
 Production Director Mrs. Joy Edmunds
 Chief Engineer Sterling Heil
 Consulting Engineer A. D. Ring

W H J C

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Merrimac

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Fayette Associates, Inc.
 Address Box 750, 1028 1st Ave.
 Phone Number 620
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 President Arnold M. Vickers

WEST VIRGINIA

Comm.-Sales Prom. Mgr., Publicity
 Director..... Andrew W. Vickers
 Program Director..... Ted McKay
 Chief Engineer..... Campbell J. Craver
 Consulting Engineer..... Odes E. Robinson

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... West Virginia Radio Corp.
 Business-Studio Address..... P. O. Box 867
 Phone Number..... 9488
 Transmitter Location..... 100 Charleston Ave.
 Air Time..... 6:30 a.m.-M.
 News Service..... UP
 Transcription Service..... World
 Membership..... NARTB
 President..... Agnes J. Reeves Greer
 Gen., Sta. Manager..... Ford Billings
 Commercial Manager..... John W. Johns
 Program Director..... Bos Johnson
 Chief Engineer..... Clarence Rulong

W M O D

MOUNDSVILLE—1950—LBS-KBS

Frequency: 1470 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... James D. Sinyard
 Address..... P. O. Box 308
 Phone Number..... 1730
 News Service..... UP
 President..... James D. Sinyard
 Gen., Prom. Manager..... John T. Taylor
 Commercial Manager..... Harry Hechesky
 Pgm., News Director..... Hank Bendel
 Chief Engineer..... Jerry Boles

W O A Y

OAK HILL—1947

Frequency: 860 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Robert R. Thomas, Jr.
 Business Address..... Oak Hill
 Phone Number..... 651
 News Service..... AP
 Transcription Service..... Capital, Thesaurus
 Pres., Gen. Mgr..... Robert R. Thomas, Jr.
 Commercial Manager..... Phyllis Stull
 Chief Engineer..... James Bucy

W C O M

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Parkersburg Bcstg. Co.
 Business-Studio Address..... 317 Ninth St.
 Phone Number..... 7-4991-2
 Transmitter Location..... New York Ave.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Joseph Hershey McGillvra

President..... Joseph M. Hamdram
 Gen., Sta. Mgr..... A. N. Archer
 Commercial Manager..... Dick Abels
 Chief Engineer..... William Collins

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ohio Valley Bcstg. Corp.
 Business-Studio Address..... 211½ 5th St.
 Phone Number..... 75-475
 Transmitter Location..... Route 2
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Branham
 Membership..... NARTB, BAB
 President..... Austin V. Wood
 Gen., Sta. Comm. Mgr..... George H. Clinton
 Sales Prom. Mgr..... Lawrence V. Murphy
 News, Pgm. Dir..... Sherman Grimm
 Publicity Director..... Hazel N. Mercer
 Chief Engineer..... V. G. Brooks

W W Y O

PINEVILLE

Frequency: 970 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Wyoming Bdcstg. Co., Inc.
 Address..... Pineville
 Phone Number..... 2711
 Air Time..... 6 a.m.-Sunset
 News Service..... UP
 Transcription Service..... Lang-Worth, Cole
 Representative..... McGillvra, Inc.
 President..... R. D. Bailey
 Gen., Sta. Mgr..... Van B. Darby
 Comm., Sales Prom. Mgr..... Edward Hawley
 Pgm., Publ. News Dir..... Van B. Darby
 Production Director..... William J. Gemond
 Chief Engineer..... Jack D. Mullens

W L O H

PRINCETON—1947—LBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By... Mountain Bcstg. Service
 Phone Number..... 2151
 Studio-Trans. Loca..... Lilly Grove
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Lang-Worth
 Membership..... NARTB
 President..... Harold P. Hunnicutt
 Gen., Sta. Mgr..... Melvin F. Barnett
 Comm., Sales Prom. Mgr..... James M. Angel
 Production Director..... Betty Bailey
 Program, News Director..... Al Rich
 Chief Engineer..... Earl H. Graham

W R O N

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blake Bcstg. Co.

WEST VIRGINIA

Address Ronceverte
 Phone Number 300
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 Commercial Manager Carl E. Lipps
 Program Director Clyde M. Hopper
 Chief Engineer Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-State Bcstg. Co.
 Address 234 No. 4th St., Steubenville
 Phone Number Steubenville 2-9721
 Transcription Service Associated, Thesaurus
 News Service AP
 President Thomas E. Millsop
 Gen., Sta. Mgr. Edward J. Hirschberg
 Program Director Harry Birrell
 Production Director Robert Banfield
 Publicity Director Paul Harris
 Chief Engineer Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service Co.
 Address 10 Riverside Drive
 Phone Number 818
 News Service AP
 Transcription Service Thesaurus
 President J. G. Hunt
 Prom., Gen., Comm. Mgr. Ellis Landreth
 Pgm., News Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address King Coal Bldg.
 Phone Number 1150
 Representative McGillvra
 Transcription Service Capitol
 General Manager Tom Hicks

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address P. O. Box 431
 Phone Number 1555
 News Service UP
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr. Glenn Short
 Program Director Pat Hoffman
 Chief Engineer Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. K. H. Forney
 Commercial Manager Paul Miles

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Community Bcstg., Inc.
 Trans. Add. Pythian Bldg. 16th & Market Sts.
 Phone Number 5320
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager John B. Reynolds
 Commercial Manager Alfred C. Ihlenfeld
 Program Director Nancy A. Hilmes Vieweg
 Promotion Manager Ray Vingl
 Chief Engineer Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By The Fort Industry Co.
 Address Hawley Bldg.
 Phone Number Wheeling 5383
 Transmitter Location St. Clairsville, Ohio
 Air Time Full time
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President George B. Storer
 General Manager George B. Storer
 Station Manager Wm. E. Rine
 Sales Promotion Mgr. Howard W. Meagle
 Assistant Manager Paul J. Miller
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim
 Consulting Engineer Jansky & Bailey

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241
 Studio-Transmitter Location Williamson
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullic
 Consulting Engineers McIntosh & Inglis

WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118
Families April 1, 1952 (Est.) 958,000—Stations in State 59

WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Manager.....G. McElrone
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number.....3-6639
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Everett-McKinney
Comm., Gen., Sta. Mgr.....Earl H. Huth
Sales Promotion Manager.....Richard Moore
Program Director.....Robert Petrie
Publicity Director.....Lewis Process
Chief Announcer.....William Felton
News Director.....Ken Mommaerts
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address.....321 2nd Street W.
Phone Number.....1680
Transmitter Location.....South Ellis Ave.
Air Time.....5:55 a.m.-11:55 p.m.
Transcription Service.....World
Representative.....Walker
Membership.....NARTB
President.....William L. Johnson
Sta., Comm., Mgr.....Todd Hogan
Sales Prom. Mgr., Prod. Dir.....Arnold Peterson
Pgm., Music Dir.....Mary Jean Anno
Chief Engineer.....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By.....Beaver Dam Bcstg. Co.
Address.....Radio Park
Phone Number.....4443
News Service.....UP

Transcription Service.....Capitol
Representative.....Holman
President.....William E. Walker
Gen., Comm. Mgr.....Charles R. Dickoff
Promotion Manager.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address.....335 E. Grand Ave.
Phone Number.....College 1380
Transmitter Location.....901 E. Elmwood Ave.
Air Time.....5:30 a.m.-Local Sunset
News Service.....AP
President.....Lloyd Burlingham
Gen., Sta. Mgr.....L. O. Fitzgibbons
Commercial Manager.....Joe Moen
Program Director.....Robert LaMere
Chief Engineer.....Leo Wilson
Consulting Engineer.....Walter F. Kean

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location.....U. S. Hway. 51
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....William G. Rambeau
President.....Sidney H. Bliss
Gen., Sta. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Pgm., Prod., News Dir.....Phil Kane
Publicity Director.....Bernice Krueger
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address.....609 Cameron
St.
Phone Number.....5111-2
Air Time.....6:30 a.m.-12 M.
News Service.....UP
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Publ., Prod., Pgm., Dir.....Bob Benson
Chief Engineer.....Russell R. Holmes
Comm., Prom. Manager.....Curt Hanson

WISCONSIN

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add.....203 S. Barstow St.
Phone Number.....6149
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative.....Hollingbery
President.....W. C. Bridges
Gen., Comm. Mgr.....Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir.....Robert E. Nelson
Chief Engineer.....T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio &
Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number.....2-1629
Air Time.....Daytime
News Service.....AP
Transcription Service.....Capitol
Representative.....ForJoe
President.....Thomas K. Werner
Gen. Mgr., News Dir.....John E. Kelly
Pgm. Dir., Chief Anncr.Robert Froemming
Commercial Manager.....Richard Werner
Publicity Director.....Lowell Christison
Chief Engineer.....Oscar Sielaff
Consulting Engineer.....J. J. Beloungy

KFIZ

FOND DU LAC—1922

MBS-WISCONSIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address...18 W. First St.
Phone Number.....356
Air Time.....6:30 a.m.-10 p.m.
News Service.....UP
Membership.....NARTB
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business-Studio Address.....Bellin Bldg.
Phone Number.....Adams 1
Transmitter Location.....W. De Pere
News Service.....AP
Representative.....Weed
Managing Director.....Rev. M. J. Beemster
General-Station Mgr.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson

Program Director.....Clair Stone
Production Director.....Hal O'Halloran
Publicity Director.....Karl Gorsche
Chief Engineer.....Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....Nicolet Bldg.
Phone Number.....Howard 6300
Transmitter Location..Cass St., Town of Preble
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative.....John E. Pearson
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Ben A. Laird
Station Manager.....Robert G. Nelson
Commercial Manager...Robert A. Vandersteen
Prog.-Prod. Director.....Don Arthur
Pub. Dir., Chief Announcer..John R. Kessenich
Consulting Engineer.....Nathan Williams

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....P. O. Box 620
Phone Number.....Howard 6400
Transmitter Location.....Bellevue
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service....Standard. Thesaurus
Membership.....NARTB
President.....V. I. Minahan
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Les Sturmer
Publicity Director.....Mary Ann Wudlick
News Director.....James Bartelt
Chief Engineer.....Elmo Reed
Consulting Engineer.....George Davis

WTKM

HARTFORD—1951

Frequency: 1540 Kc. Power: 500 Watts d.
Owned-Operated By..Kettle Moraine Bcstg. Co.
Address.....Hartford
Phone Number.....61
Transcription Service.....SESAC
News Service.....UP
Gen. Mgr., Chief Engr.....Sherman C. Carr
Comm., Prom. Mgr.....Walter Zastrow

WISCONSIN

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Southern Wisconsin Radio, Inc.

Business-Studio Address. 200 E. Milwaukee St.
Phone Number. 3316
Transmitter Location. 1436 So. Oakhill Ave.
Air Time. 6 a.m.-11 p.m.
News Service. AP
Transcription Service. World
Representative. William G. Rambeau
Membership. NARTB
Pres., Gen. Mgr. Sidney H. Bliss
Sta. Mgr., News Dir. V. W. Williams
Commercial Manager. Charles W. Bessire
Pgm., Pub. Dir. Ralph Schroeder
Chief Engineer. Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By. Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address. 625 57th St.
Phone Number. 6162
Air Time. Sunrise-Sunset
News Service. AP
Transcription Service. World
Representative. Everett-McKinney
Membership. BAB
General Manager. William L. Lipman
Station Manager. Hugh Gately
Program Director. Jerome Golden
Production Director. Steve Kelley
Chief Engineer. Casimir Lubinski
Consulting Engineer. Nathan Williams

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By. WKBH, Inc.
Business-Studio Address. 409 Main St.
Phone Number. 2-4678
Transmitter Location. Gillette St.
Air Time. 6 a.m.-M.
News Service. AP
Transcription Service. World
Representative. The Taylor Co.
Membership. NARTB, BAB
President, Station Mgr. Howard Dahl
Program Director. Berneice Callaway
Production Director. Leonard G. Anderson
Publicity Director. Paul Ziemer
Chief Engineer. Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By. La Crosse Bcstg. Co.

Business-Studio Address. 112 N. 4th St.
Phone Number. 2-6042
Transmitter Location. 5 Mi. So. of La Crosse
Air Time. 6 a.m.-M.
News Service. UP
Transcription Service. Thesaurus
Representative. Weed
V. P., Gen. Mgr. Verl Bratton
Asst. Mgr., Pgm., Prom. Dir. J. Bondeson
Chief Engineer. J. Harold White

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc. Power 250 Watts
Owned-Operated By. Bermac Radio, Inc.
Business-Studio Address. State Bank Bldg.
Phone Number. 4-4521
Transmitter Location. Lang Drive
Air Time. 6 a.m.-12 M.
News Service. UP
President. James J. Conroy
Prom., Gen., Sta., Comm. Mgr. Milo Knutson
Prog. Dir.-Production Mgr. Rosemary Castor
Chief Engineer. Elphin G. Rinn

WLDY

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address. Ladysmith
Phone Number. 584
Air Time. 6 a.m.-12 M.
News Service. UP
Transcription Service. World
Representative. Thomas Clark
Membership. NARTB, BAB
President. O. J. Falge
Gen., Sta., Prom., Comm. Mgr. A. T. Shields
Pub. Dir. Corinne Kopp
Prog., Prod. Dir. Joseph Dahlvig
Chief Engr., News Dir. Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By. Univ. of Wisconsin
Address. Radio Hall
Phone Number. 5-2988
News Service. UP
Director. H. B. McCarty
Program Director. William Harley
Production Director. Raymond J. Stanley
News Director. Roy Vogelmann
Chief Engineer. John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By. Badger Bcstg. Co.
Business-Studio Address. 3800 Regent St.

WISCONSIN

Phone Number3-5311
Transmitter LocationFitchburg
News ServiceAP
Transcription ServiceThesaurus
RepresentativeAvery-Knodel
MembershipNARTB, BAB
PresidentWilliam T. Evjue
General ManagerKenneth F. Schmitt
Commercial ManagerHoward A. Johnson
Program DirectorRobert N. Dick
News DirectorJack Newman
Chief EngineerNorman Hahn

News ServiceUP
Transcription ServiceWorld
RepresentativeInde. Sales Inc.
MembershipNARTB
President, Gen. Mgr.Francis M. Kadow
Publ. Prog. Dir.George H. Erdman
Comm.-Sales Prom. Mgr.John M. Kadow, Jr.
Chief EngineerW. F. Duben

WISC

**MADISON—1948—MBS
ABC-ARROWHEAD**

Frequency: 1480 Kc.Power: 1000 Watts
Owned-Oper. ByRadio Wisconsin, Inc.
AddressComm. State Bank Bldg.
Phone Number7-2588
Transmitter LocationSeyene Rd., Route 4
Air Time6 a.m.-12 M.
News ServiceUP
Transcription ServiceWorld
RepresentativeGeorge P. Hollingsbery
PresidentMorgan Murphy
Executive DirectorW. C. Bridges
General ManagerRalph O'Connor
Comm., Prom. Mgr.Richard S. Nickeson
Program DirectorMorton Wagner
Prod., Pub. Dir.Beverly White
Chief EngineerW. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc.Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Oper. ByMonona Bcstg. Co.
Address215 W. Washington Ave.
Phone Number7-2261
Transmitter LocationMacFarland
Air Time5:30 a.m.-12 M.
News ServiceUP
Transcription ServiceCapitol
RepresentativeHeadley Reed
PresidentStewart Watson
Gen., Sta., Comm. Mgr.Michael Henry
Program DirectorAudrey Johnson
Chief EngineerVince Vanderheiden

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated ByFrancis M. Kadow
Business-Studio AddressRadio Bldg.
Phone Number6015
Transmitter LocationEasy St.
Air Time5:45 a.m.-12 M.

WMAA

MARINETTE—1939—NBC

Frequency: 570 Kc.Power: 250 Watts d.,
100 Watts n.
Owned-Oper. ByM. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter AddressRadio Park
Phone Number2-6631
Air TimeUnlimited
News ServiceUP
Transcription ServiceCapitol
RepresentativeHal Holman Co.
MembershipNARTB, BAB
PresidentWilliam E. Walker
General ManagerJoseph D. Mackin
Commercial ManagerHoward L. Emich
Program DirectorPat Kehoe
News DirectorDon Metzger
Chief EngineerA. L. Stewart
Consulting EngineerA. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.Power: 250 Watts
Own.-Oper. By Dairyland's Bcstg. Serv., Inc.
Add. Trans. Loca.1710 N. Central Ave.
Phone Number1450
Air Time6:30 a.m.-11 p.m.
News ServiceUP
Transcription ServiceCapitol, SESAC
MembershipNARTB, BAB
PresidentLloyd L. Felker
Gen., Sta. Mgr., Pub. Dir.Robert W. Behling
Commercial ManagerRobert K. Hansen
Sales Promotion Manager . . .Roger Thomsen
Production DirectorKay Winters
News DirectorLowell Chistensen
Chief EngineerJerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.Power: 250 Watts
Owned-Operated ByGeorge F. Meyer
Bus.-Studio-Transmitter AddressMedford
Phone Number5147
News ServiceUP
Transcription ServiceSESAC
RepresentativeContinental
Pres., Comm., Gen., Mgr.George F. Meyer
Program DirectorIrma Meyer
Chief EngineerRay Bohnert

WISCONSIN

WMNE

MENOMONIE—1951

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By... Capitol City Bcstg. Co.
Address... P. O. Box 83
Phone Number... 1156
Transcription Service... Lang-Worth
News Service... UP
Representative... Power-John
President... William F. Johns, Jr.
General Manager... Barry Stewart
Comm., Prom. Mgr... James Bailey
Pgm., News Director... Douglas Weikley
Chief Engineer... Robert Simondet

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 1,000 Watts
Owned-Operated By... Alvin E. O'Konski
Business Address... Merrill
Phone Number... 1444
Air Time... 6:30 a.m.-12 M.
Transmitter Location... Hw. 51 and 17
News Service... AP, UP
Membership... NARTB, BAB
Transcription Service... Standard, Capitol, Cole
Representative... Rambeau
President, Gen. Mgr... Alvin E. O'Konski
Chf. Annr., News Dir... Jack Larkin
Chief Engineer... Chris Zercher

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, BAB
President... Glenn D. Roberts
Gen., Sta. Manager... Hugh K. Boice, Jr.
Commercial Manager... John C. Gagliano
Sales Prom. Manager... Ellis Saxton
Pgm. Dir., Chief Announcer... Tom Shanahan
News Director... Don O'Connor
Chief Engineer... Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By... Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter... 208 E. Wisconsin Ave.
Phone Number... Broadway 2-1272

Air Time... Sunrise-sunset
News Service... AP
Representative... John E. Pearson
Pres., Gen.-Sta. Mgr... Charles J. Lanphier
Program Director... John Van Osch
Prod., Pub. Dir... Charles La Force
Chief Engineer... George Dodge
Consulting Engineer... E. C. Page

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Oper. By... Hearst Radio, Inc.
Address... 540 N. Plankinton Ave.
Phone Number... Division 2-3000
Transmitter Location... 5001 So. 60th St.
Air Time... 6 a.m.-12 M.
News Service... INS, UP
Transcription Service... World
Representative... The Katz Agency
Membership... NARTB
General Manager... G. W. Grignon
Station Mgr... Harry D. Peck
Promotion Director... George DeGrace, Jr.
Program Director... Jack Raymond
Chief Engineer... Donald A. Weller
Consulting Engr... A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Oper. By... Midwest Bcstg. Co.
Business-Studio Address... 723 N. Third St.
Phone Number... DAily 8-2154
Transmitter Location... Hales Corners
Air Time... 18 hrs.
News Service... UP
Representative... Bolling Co.
President... Clifford C. Randall
Gen.-Sta. Mgr... Jack Bundy
Sales Prom. Mgr., Pub. Dir... Janet M. Trudel
Program Director... Donald McClellan
Production Director... Hal Walker
Chief Engineer... Raymond Host
Consulting Engineer... Paul Godley

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... Glendale
Air Time... 6 a.m.-Local sunset
News Service... UP
Transcription Service... SESAC, Cole
Representative... Forjoe
Gen. Mgr... Jerome Sill
Consulting Engineer... John Creutz

WISCONSIN

WOKY

MILWAUKEE—1950—LBS

Frequency: 920 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Bartell Bdcsters, Inc.
Bus.-Studio Address ... Empire Bldg.
Phone Number ... Broadway 1-8428
News Service ... UP
President ... Gerald A. Bartell
Program Director ... John A. Reddy
Chief Engineer ... Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. ... Power: 5000 Watts
Owned-Oper. By ... The Journal Co.
Business Address ... 720 E. Capitol Dr.
Phone Number ... MARquette 8-6000
Transmitter Location ... Rt. 4, Box 817
Waukeshu
Air Time ... 19 hrs.
News Service ... AP
Representative ... Edward Petry
V.P., General Mgr. ... Walter J. Damm
Asst. General Mgr. ... L. W. Herzog
Station Manager ... R. G. Winnie
Asst. Prom. Mgr. ... Bruce Wallace
Traffic Director ... Frank Bignell
Chief Engineer ... Phil Laeser

WEKZ

MONROE—1951

Frequency: 1260 Kc. ... Power: 500 Watts d.
Owned-Operated By ... Green County Bcstg. Co.
Address ... P. O. Box 460
Phone Number ... 1260
News Service ... AP
President ... Kenneth Stuart
Gen. Mgr., Farm Editor ... Grant Ritter
Program Director ... Stan Neuberger
Chief Engineer ... Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc. ... Power: 1,000 Watts
Owner ... Neenah-Menasha Bcstg. Co.
Bus.-Studio Add. ... 101 E. Wisconsin Ave.
Phone Number ... 2-2871
Transmitter Location ... Rte. 1, Neenah
Air Time ... 6 a.m.-12 M.
News Service ... UP
Transcription Service ... Associated
V. P., General Manager ... Don C. Wirth
Chief Engineer ... E. W. Fliegel
Consulting Engineer ... Walter Kean

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... Oshkosh Bcstg. Co.
Phone Number ... Stanley 4580
Transmitter Location ... 1235 Bowen St.
Transcription Service ... Capitol
Representative ... Pearson
Pres., Pgm. Dir. ... Wm. F. H. Johns, Jr.
Comm., Gen. Mgr. ... Allen Embury
News Director ... Lloyd Wasser
Chief Engineer ... Ozzie Oren

WIBU

POYNETTE—1925—WIS.

Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Oper. By ... William C. Forrest
Bus.-Transmitter Address ... Poynette
Phone Number ... Poynette 98
Representative ... Burn-Smith
Owner ... William C. Forrest

WRAC

RACINE—1950

Frequency: 1460 Kc. ... Power: 500 Watts d.
Owned-Oper. By ... Bell City Bcstg. Co.
Address ... 423 Main St.
Phone Number ... 2-1627
President ... Jerome Sill
Secy.-Treas. ... Gene Posner
Gen., Comm. Mgr. ... Gordon Lewis
Pgm., Prod. Dir. ... Henry E. Duling
Chief Engineer ... Howard Immekus

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Oper. By ... Racine Bcstg. Corp.
Business Address ... 441 Main St.
Phone Number ... 4-3311
News Service ... AP
Representative ... Walker
General Manager ... Harry R. LePoidevin
Station Manager ... Harold J. Newcomb
Commercial Manager ... Gerald D. Nelson
News, Pgm. Dir. ... Lyman Merens
Promotion Manager ... Amelia French
Chief Engineer ... F. Lee Dechant

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... Oneida Bcstg. Co.
Business Address ... Rhinelander
Phone Number ... 1240
News Service ... UP
Representative ... Cooke
Transcription Service ... World
President ... John R. Tomek
Gen., Comm. Mgr., News Dir. ... Don Mortwedt

WISCONSIN

Program Director.....Bartley Curran
Chief Engineer.....Charles Bresette

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc.Power: 250 Watts
Owned-Oper. ByWJMC, Inc.
Address Trans. Loca.1615 S. Main
Phone Number550
News ServiceUP
Transcription Service.....World. SESAC
RepresentativeHollingbery
PresidentW. C. Bridges
Commercial Manager.....Russell J. Brown
Prom. Mgr., Pgm., News Dir.....Bob Topinka
Chief Engineer.....Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number20
News ServiceUP
Trans. Serv.SESAC, Lang-Worth
PresidentArthur Overgaard
Gen., Comm. Mgr.....T. R. Kelley
Prom. Mgr., Pgm. Dir.....R. J. Bodden
Chief Engineer.....Donald Northrop

W T C H

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address. 107 E. Green Bay St.
Telephone Number666
RepresentativeScheppe-Reiner
News ServiceUP
Transcription ServiceCapitol
General Manager.....Jeanne Heal
Station Manager.....D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.:
250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Hwy. 141
Phone Number4844-5
Transmitter Location.....Hwy. 141
Air Time7 a.m.-11 p.m.
News ServiceAP
RepresentativeTaylor Co.
MembershipNARTB, BAB
PresidentA. Matt Werner
General-Comm. Mgr.....G. P. Richards
Pgm., News Director.....Glen James
Chief Engineer.....Herbert J. Mayer

W K L J

SPARTA—1951

Frequency: 990 Kc.....Power: 250 Watts d.

Owned-Operated By.....Victor J. Tedesco
Address.....124 Waterf St.
Phone Number3307
Transcription ServiceSESAC
News ServiceUP
Pres., Gen. Mgr.....Jon F. Lohmer
Chief Engineer.....Marvin Moberly

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.:
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone Number2744
News ServiceUP
Transcription ServiceSESAC
RepresentativeHal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr....Charles Gossett
Chief Engineer.....Donald Zuehlke

W D O R

STURGEON BAY—1951

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number593
Transcription ServiceThesaurus
News ServiceAP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager.....Jack Baker
Program Director.....Dolores Allen
Chief Engineer.....L. J. Lorenzen

W O K W

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Door County Radio Co.
Address.....Rhode Island St.
Phone Number1050
Transcription ServiceCapitol
News ServiceUP
PresidentSumner Harris
General Manager.....Herbert H. Graefe
Chief Engineer.....Carl Raasch

W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News ServiceUP
Transcription ServiceStandard
Representative.....Free & Peters
PresidentRobert Ridder
General Manager.....Rodney A. Quick
Commercial Manager.....William Lukoskie
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WISCONSIN

W T R W

TWO RIVERS—1951

Frequency: 1590 Kc. Power: 500 Watts d.
Owned-Operated By: Two Rivers Bcstg. Co.
Address: 1817 Washington
Phone Number: 324
Transcription Service: Capitol
News Service: UP
President: John H. Markel
Gen. Comm. Mgr.: Norman C. Haagsenon
Program Director: Meredith Greene
Chief Engineer: Elmer Johnson

Business-Studio Address: 319 W. Main St.
Phone Number: 6619
Transmitter Location: R. 1, Orchard St.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Thesaurus
Representative: Ra-Tel
Membership: NARTB, BAB
President: Carl Taylor
Gen., Sta. Mgr.: Mig Figl
Commercial Manager: Charles E. Williams
Farm Editor, Pgm. Dir: Donald Froehlich
Production Director: Mary Miles
Chief Engineer: Adin Randall

W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By: Watertown Radio, Inc.
Address: 104 W. Main St.
Phone Number: 2215
News Service: UP
Pres., Gen. Mgr.: Albert B. Gale
Program Director: Carl V. Kolata
Chief Engineer: Leonard E. Benson

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper By: The Journal Co. (The Milwaukee Journal)
Business-Studio Address: 714 Fifth St.
Phone Number: 6521
Transmitter Location: Coates Lane R. R. 3
Air Time: 17 hrs.
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker
Station Manager: Ben F. Hovel
Program Director: George Bundner

W A U X

WAUKESHA—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Waukesha Bcstg. Co.

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MIG FIGI,
General Manager,
WAUX, Waukesha, Wisconsin

W I S C O N S I N — W Y O M I N G

News Director.....Keith Jacobs
 Chief Engineer.....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. & Indiana Ave.
 Transcription Service.....Capitol, Thesaurus
 News Service.....UP
 Sta., Comm. Mgr.....Paul J. Mueller
 Chairman of Board.....August C. Berkholtz
 President.....Wendell S. Ciganic
 Chief Engineer.....Carl H. Rhode
 Program Director.....Donald Frazier

W F H R

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...William F. Huffman Radio
 Business Address141 W. Grand Ave.
 Phone Number1340
 Transmitter Location.....1500 Bonow Ave.
 Air Time6:30 a.m.-10:30 p.m.
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 President.....Louise F. Huffman
 Gen., Sta. Mgr., Pub. Dir. ...Geo. T. Frechette
 Commercial Manager.....Bruce G. Beichl
 Chief EngineerGordon Miller

WYOMING

*Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242
 Families April 1, 1952 (Est.) 86,000—Stations in State 13*

K S P R

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Donald L. Hathaway
 Business Address.....Box 930
 Phone Number407
 Studio-Transmitter Location..1st & Lennox Sts.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipNARTB, BAB
 Owner, Pres., Mgr.....Donald L. Hathaway
 Commercial Manager...Frederic W. Huifsmith
 Program Director.....Marcus R. Nichols
 Chief EngineerDuane W. Simons

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number.....Cheyenne 4461
 News ServiceUP
 RepresentativeMcGillvra
 President.....Tracy S. McCracken
 General Manager.....William C. Grove
 Commercial Manager.....Frank Flynn

K O D I

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Absaroka Bcstg. Co.
 Address.....915 Rumsey Ave.
 Phone Number750
 General Manager.....A. J. Richard
 Chief Engineer.....Phillip H. Barnhart

K V O C

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KVOB Bcstg. Co.
 Bus.-Studio-Transmitter Address.....1540 So.
 Wolcott St.
 Phone Number130
 News ServiceAP
 Transcription ServiceThesaurus
 President.....Jack W. Perry
 Comm., Gen. Mgr.....J. R. Bailey, Jr.
 Prom. Mgr., Pgm. Dir.....Eugene Larrioux
 Chief Engineer.....John Mursu

K O V E

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Edward J. Breece
 Business Address.....P. O. Box 436
 Phone Number488
 Studio-Transmitter Location...N.W. of Lander
 Air Time6 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceKeystone

WYOMING

President Edward J. Breece
 Pgm. Dir., Sta., Gen. Mgr. Jack L. Breece
 Comm., Prom. Mgr. Maurice Fitzgerald
 Publicity Director. Marlene Young
 Chief Engineer. Gary Fehlaver
 Consulting Engineer Stanley Benson

KOWB

LARAMIE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
 Address West Laramie
 Phone Number 4888
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 President F. O. Rice
 General Manager. Richard F. Connor
 Sta. Mgr., Pgm. Dir. L. O. Smith
 Publ. Dir., Sales Prom. Mgr. J. C. Steele
 Consulting Engineer Warren Mallory

KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
 Phone Number 222
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service. Associated, Cole
 Representative Avery-Knodel
 General Manager. Al Meyer
 Prom., Comm. Mgr. Mel Whitmire
 Program Director Agnes Fields
 Consulting Engineer. D'Orr Cozzens

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Rawlins Bcstg. Co.
 Address Rawlins, Box 385
 Phone Number 1003
 Air Time 7 a.m.-10:35 p.m.
 News Service AP
 Membership NARTB, BAB
 President. Tracy S. McCracken
 Gen., Sta., Comm. Mgr. Jack C. Vagner
 Program Director Anita Phisterer
 Chief Engineer Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Phone Number 789
 News Service AP
 General Manager. Joseph P. Ernst

KVRS

**ROCK SPRINGS—1938
 MBS-INTERMOUNTAIN**

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Wyoming Bcstg. Co.
 Business-Studio Address Rock Springs
 Phone Number 93
 Transmitter Location 2 Mi. N. of City
 Air Time 6:45 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 President. D. G. Richardson
 Gen., Sta. Mgr. Dwight Fisher
 Comm., Sales Prom. Mgr. Laurel Moseby
 Pgm., Publ. Dir. Imogene Parr
 Chief Engineer. Glade Montgomery
 Consulting Engineer. William Grove

KWYO

SHERIDAN—1934—MBS

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Bighorn Bcstg. Co.
 Business-Studio Address 21 N. Main
 Phone Number 601
 Transmitter Location. 1½ Mi. N.W. of Sheridan
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Prod., News, Pgm. Dir. Bob Wilson
 Chief Engineer. Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Joseph P. Ernst
 Phone Number 567
 News Service UP
 Owner. Joseph P. Ernst

KWOR

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 409
 Phone Number 733
 President. Joseph P. Ernst
 Gen., Comm. Manager. Mildred V. Ernst
 Program Director. Celesta Robinson
 Chief Engineer. Joe Henry

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Aleutian Bcstrs.
 Business-Studio Address P. O. Box 1960
 Phone Number 3-4433
 News Service UP
 Transcription Service MacGregor, Capitol
 Representative Donald Cooke
 Director Jack Borges
 General Manager Keith Copper

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By Midnight Sun Bcstg. Co.
 Business Address Box 879
 Phone Number 20301
 Transmitter Location Sunset Drive
 Air Time 6:15 a.m.-12 M.
 News Service AP, UP
 Transcription Service Associated
 Representative Wellington Fletcher
 President Miriam Dickey
 Gen., Sta. Manager A. G. Hiebetr
 Commercial Manager William Stewart
 Publ., Pgm., Prod. Dir. Harold Knutson

KFQD

ANCHORAGE—1924—CBS-LBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By W. J. Wagner
 Address 830 Securities Bldg., Seattle
 Phone Number Seneca 6333
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. Wm. J. Wagner
 Commercial Manager Juanita Underwood
 Program Director Gerald Mathis
 Chief Engineer Chas. Mohler
 Consulting Engineer A. D. Ring

KFAR

FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc. Power: 10,000 Watts
 Owned-Operated By Midnight Sun Bcstg. Co.
 Business-Studio Address Lathrop Building
 Phone Number 2125
 Transmitter Location Farmers Loop Road
 Air Time 6:30 a.m.-12 M.
 News Services AP and UP
 Representative Fletcher, Wellington
 President Miriam L. Dickey
 Station Manager Alvin O. Bramstedt
 Commercial Manager Arvid Erickson
 Program Director Richard Greuel
 Chief Anncr., Prod. Dir. Don McCune
 Publicity Director Val Forth
 Chief Engineer Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS-LBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By W. J. Wagner
 Address 830 Securities Bldg.
 Phone Number Seneca 6333
 Transmitter Location College Loop
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. Wm. J. Wagner
 Commercial Manager Joel Buffington
 Program Director Graham Kleckner
 Chief Engineer Richard Schoup
 Consulting Engineer A. D. Ring

KINY

JUNEAU—1935—CBS-LBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By W. J. Wagner
 Address 830 Securities Bldg.
 Phone Number Seneca 6333
 Transmitter Location Juneau
 Air Time Unlimited
 News Service AP

ALASKA—HAWAII

Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. Wm. J. Wagner
 Station Manager Richard Peter
 Program Director Norma Weeks
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K T K N

KETCHIKAN—1935—CBS-LBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By William J. Wagner
 Business-Studio Address... 830 Securities Bldg.,
 Seattle 1, Wash.
 Phone Number Seneca 6333
 Transmitter Location Ketchikan
 News Service AP
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Station Manager Dorothy Jacobson
 Program Director Ed Mack
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

K I B H

SEWARD—1948—CBS-LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333

Transmitter Location Seward
 Air Time 3.30 p.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Commercial Manager Lee Norton
 Program Director David Hassinger
 Chief Engineer Chas. Mohler
 Consulting Engineer A. D. Ring

K A L A

SITKA—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Baranof Enterprises, Inc.

K I F W

SITKA—1949—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Bus.-Studio Address 830 Securities Bldg.,
 Seattle, Wash.
 Phone Number Seneca 6333
 Transmitter Location Sitka
 News Service AP
 Air Time 5 p.m.-12 M.
 Transcription Service Lang-Worth
 Representative Alaska Radio Sales; Scott
 Pres., Gen. Mgr. William J. Wagner
 Pgm. Dir., Sta. Mgr. Wm. Maynard
 Chief Engineer Charles Gray
 Consulting Engineer A. D. Ring

HAWAII

K H B C

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By Hawaiian Bcstg. System, Ltd.
 Business Address P. O. Box 1476
 Phone Number 4616
 Studio-Transmitter Location Pihonua
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Standard
 Representative Free & Peters
 Pres., Gen. Mgr. J. Howard Worrall
 Station Manager C. Tracy Thrumston
 Commercial Manager Roger H. Coryell
 Chief Engineer Robert W. Moore

K I L A

HILO—1951—MBS

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Island Bcstg. Co.
 Address Naniloa Hotel
 Phone Number 5313
 News Service UP
 Representative Hollingbery

Co-Owner J. Elroy McCaw
 Co-Owner John Keating
 Gen. Mgr., Chief Engr. James E. Jaeger

K I P A

HILO—1947—ALOHA NET

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By Big Island Bcstg. Co., Ltd.
 Business-Studio Address 140 Haili St.
 Phone Number 2177
 Representative Grant
 President Manager A. H. Green

K A H U

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Rural Bcstg. Co., Ltd.
 Address 1639 Kapiolani Blvd.
 Phone Number 993185
 Transcription Service Capitol
 News Service AP
 Commercial Manager Arthur Sedgwick
 Program Director Ed Marlon
 Treasurer Harry En Chu

HAWAII

K G M B

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By...Hawaiian Bcstg. System,
Ltd.

Bus.-Studio-Transmitter Address.....1534
Kapiolani Blvd.

Phone Number9-0914

Air Time5:30 a.m.-10:45 p.m.

News ServiceUP

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

Pgm., Prod., Farm Dir.....Robert Costa

Chief Engineer.....Ernest G. Lindemann

K G U

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
Owned-Operated By...Advertiser Pub. Co., Ltd.

Phone Number5-2977

Chief Engineer.....M. A. Mulrony

Studio-Transmitter Location...South & Kapiolani

Air Time.....6:30 a.m.-11:30 p.m.

News ServiceUP

Transcription ServiceThesaurus

RepresentativeKatz

President.....Lorrin P. Thurston

Gen. Mgr., Chf. Engr.....M. A. Mulrony

Station Manager.....William O. Paine

K H O N

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By...Aloha Bcstg. Co., Ltd.

Business AddressP. O. Box 1380

Phone Number95295

Transmitter LocationKalia, Waikiki

News ServiceUP

Trans. Serv.Capitol, Standard

RepresentativeGrant

PresidentR. M. Fitkin

Chief Engr., Sta. Mgr.Ira G. Mercer

Program Director.....W. H. Whedbee

K I K I

HONOLULU—1950

Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.

Address.....320 Ward Ave.

Phone Number63456

Representative.....Western Rad. Sales

Transcription ServiceLang-Worth
News Service.....AP, INS
Pres., Gen. Mgr., Chief Engr...Royal V. Howard
Vice-President.....William B. Meyers
Commercial Manager.....Marcel Cailliet
Program Director.....Clair Weidenaar

K P O A

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.

Business-Studio Address.....575 Kamoku St.

Phone Number95236

Transmitter Location...Kapiolani & Date Sts.

News ServiceUP

Representative.....George P. Hollingbery

Partners...J. Elroy McCaw, John D. Keating

Station Manager.....Wm. B. Murphy

Gen., Prom., Comm. Mgr.....Fin Hollinger

Chief Announcer.....Bob Lang

Prod. Director.....Carlos Rivas

Consulting Engineer.....R. Bird

K U L A

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned. Oper. By...Pacific Frontier Bdcstg. Co.,
Ltd.

AddressP. O. Box 1479

Phone Number71933

Transmitter LocationKalaniani'ole Hwy.

Air Time.....18 hrs.

News ServiceUP

Representative.....Adam Young Jr.

Pres., Gen. Mgr.....Jack A. Burnett

Prom., Sta. Manager.....Geo. B. Morgan

Commercial ManagerIrving C. Phillips

Program Director.....Ted Scott

Production Director.....Dan Kawakami

Chief Engineer.....C. W. Evans

Consulting EngineerD'Orr Cozzens

K T O H

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Garden Island Publ., Ltd.

Bus.-Studio-Transmitter Location...Lihue, Kauai

Box 1748

Phone Number.....Kauai 361, 961

Air Time.....5:30 a.m.-10 p.m.

News ServiceUP

Transcription ServiceStandard

General Manager.....Charles J. Fern

Station Manager.....Clarence M. Ashman

Commercial Manager.....Dwight Mossman

Program Director.....Raymond K. Sasaki

Chief Engineer.....Katashi Nose

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Radio Cadena Puerto Rico



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MARTINI ROSSI
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PAN AMERICAN
WORLD AIRWAYS
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PILLSBURY MILLS
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Harwood Hull, Jr., General Manager

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HAWAII—PUERTO RICO

K M V I

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By Maui Publ. Co., Ltd.
Address Trans. Loca. Wailuku-Maui
Phone Number 981
Air Time 5:30 a.m.-11:15 p.m.

News Service UP
Transcription Service Standard, Cole
Representative Grant
President J. Walter Cameron
General Manager Ezra J. Crane
Sta. Mgr., Prog. Dir. Richard E. Mawson
Commercial Manager Frank Kovacic
Consulting Engineers Lohnes & Culver

PUERTO RICO

W A B A

AQUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Hector Reichard

W C M N

ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By Caribbean Bdcstg Corp.
Address Arecibo
Phone Number (Studios) 589
President Aristides Santoni
General Manager Nabal Barreto
Comm. Mgr. Francisco López Oronoz
Prog. Dir. Digna Olivero Barrios
Chief Engineer José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By Bayamon Bcstg. Co.
Phone Number Bayamon 161
Transmitter Location Cataño-Bayamon Rd.
Air Time Unlimited
President Dr. A. Diaz Atiles
General Manager Domingo Diaz Alejandro
Chief Engineer Natalio Pabellon

W R I A

CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
Owner Inter-American Radio Corp.
Business Address Caguas
Phone Number 678
Gen. Mgr., Chief Engr. Eduardo Biacochea
Commercial Manager Charles Miner
Prom. Mgr., Pgm. Dir. J. G. Morales

W V J P

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
Owned-Oper. By Borinquen Bdcstg. Co.
Address P. O. Box 207
Phone Number 789
Gen., Sta Mgr. Héctor Pereira Buonomo
Commercial Manager Jorge Luis Arzuaga
Sales Prom. Mgr. Federico E. Virella

Program Director Ramón Mojica Solá
News Director William Valentine Rico
Chief Engineer Pedro Luis Jiménez
Farm Editor Freddy Percy

W M D D

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Madrazo & Diaz
Address P. O. Box 187
Phone Number 132
General Manager Augustin R. Camunas

W X R F

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By Rafael Fuster
Business-Studio Address Calle Hostos No. 42
Phone Number 243
Transmitter Location Barrie Santo Domingo
Gen., Sta., Comm. Mgr. Charles L. Cordero
Pgm., Prod. Dir. Jose Colon
Chief Engineer J. H. Conesa
Consulting Engineer William N. Greer

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Mario Acosta
Business Address Iglesia No. 12
Phone Number 799
Owner-Manager Mario Acosta

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Jose A. Bechara, Jr.
Business Address Minerva St. 54
Phone Number 983
Studio Address 59 Minerva St.
Transmitter Location Guanajibo Ave.,
Route 37
Air Time 6 a.m.-M.
President Jose A. Bechara, Jr.
General Manager Arturo Cortes
Commercial Manager Jaime Sanjurjo
Program Director Alberto Basora
Promotion Manager Rafael Colon Diaz
Chief Engineer Henry Fischback

• • • **PUERTO RICO** • • •

W O R A

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Phone Number 1150
 Studio Address 1150 Guanajibo Ave.
 Transmitter Location 1150 Guanajibo Ave.
 Air Time 6 a.m.-M.
 Pres., Gen. Mgr. Alfred R. de Arellano, Jr.
 Station Mgr. Reinaldo Dupont
 Commercial Manager Maria Alvarez
 Pgm., Prod. Director Angel Rivera Graciani
 Chief Engineer Marcos Vega Pagán
 Consulting Engineer Jansky & Bailey

W P R A

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 869
 Phone Number 869
 President-Gen. Mgr. Andres Camara
 Commercial Manager Virginia DiCristina
 Program Director Ishmael Torrelas
 Prom. Mgr., News Dir. Esteban Rosado Baes
 Chief Engineer Aristides Zapata

W T I L

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Mayaguez Radio Corp.
 Address Box 1346
 Phone Number 1290
 President Alberto Sanabria
 Treas., Pgm. Dir. Gilbert Mamary
 Chief Engineer Rafael Rodriguez Santiago

W P A B

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By
 Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. P. O. Box 786, 164 Villa St.
 Phone Number 783, 1177
 Transmitter Locations Pampanos Rd.
 News Service AP
 Representative Inter-American Pub'l, Inc.
 Membership NARTB
 Pres., Gen. Mgr. A. Gimenez Aguayo
 Commercial Manager Radames Mayoral
 Program Director Eliseo Borrero
 Chief Engineer Pedro E. Conesa

W P R P

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.

Business Address Box 430
 Phone Number 1015, 1752, 1821
 Studio Address Guadalupe & Salud Sts.
 Transmitter Location Las Cucharas
 Representative Guzman, Co., Inc.
 Membership NARTB
 President Guillermo A. Marques
 General Manager Francisco M. Susoni
 Commercial Manager Antonio Miro
 Program Director Rogelio Ramos Rivas
 Chief Engineer José Arzuaga

W R I O

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 335—Hato Rey
 Phone Number Hato Rey 1096
 President Isidro Quiñones Vidal
 V.P., Chief Engr. Julio Morales Ortiz
 Adm. Asst. to V.P. Manuel Rivera Morales
 Program Director Ramon Viscaronno

W W W W

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By Frank A. Gaudia
 Address P. O. Box 935
 Phone Number 1098
 Owner Frank A. Gaudia

W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By José Ramón Quiñones
 Bus.-Studio Address 357 Ponce de León Ave.
 Phone Number 3-0100
 Transmitter Location Guaynabo
 Transcription Service Thesaurus
 Membership NAB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Chief Engineer José A. Fernández
 Farm Editor Guillermo Atiles
 Consulting Engineer Commercial Radio Equip.

W K V M

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Owned-Oper. By Am. Col. Bdcstg. Corp.

W I P R

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World

PUERTO RICO

President Mariano Villaronga
 Station Director..... Jose A. Buitrago
 Program Director..... Francisco Arrivi
 Chief Engineer..... Pedro Luis Jimenez
 News Director..... Wilfredo Braschi

W I A C

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
 Owned-Oper. By..... Radio Station WIAC
 Address..... P. O. Box 4504
 Phone Number..... 2-1558
 Gen., Sta. Mgr..... Thomas Muniz
 Commercial Manager..... Bolivar Perez Rios
 Program Director..... Roberto Perez Navarro
 Publicity Director..... Manuel Morales
 Chief Announcer..... Luis E. Marrero
 Chief Engineer..... Albert D. Sears
 Consulting Engineer..... George C. Davis

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. Montaivo

W K A Q

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By..... El Mundo Bcstg. Corp.
 Business Address..... P. O. Box 9007
 Phone Number..... 2-2023
 Transmitter Location..... Sabana Llana
 Air Time..... 6 a.m.-12 M.
 Transcription Service..... Associated
 News Service..... UP
 Representatives... Inter-American Pub'l, Inc.
 Membership..... NARTB
 Pres., Gen. Mgr..... Angel Ramos
 Chief Engineer..... Rafael J. Acosta

W N E L

SAN JUAN—1934

Frequency: 860 Kc.....Power: 5000 Watts
 Owned-Oper. By..... WNEL, Inc.
 Address..... 960 Ponce de Leon Ave.
 Transcription Service..... Associated
 Pres., Gen. Mgr..... A. Ramos
 Program Director..... Santiago Garcia
 Chief Engineer..... Rafael J. Acosta

puerto rico is rich
 in customer-potential . . .

and

San Juan

PUERTO RICO

W I A C

reaches the customers you want...

**NOW 740 Kc.
 10,000 WATTS**

... because it takes more than
 just first class technical equipment
 people, W I A C knows how to cover
 the masses.

- * PROCTER & GAMBLE
- * COLGATE PALMOLIVE
- * STERLING PRODUCTS
- * ALKA SELTZER
- * OMEGA
- * BILLETTE
- * BALLANTINE
- * JELLO
- * HEINZ
- * RAY - O - VAC
- * RHEINGOLD
- * KRESTO DENIA
- * KLIM - BORDEN
- * DON Q
- * CHESTERFIELD
- * SCHLITZ
- * QUAKER OATS

...And Many Others

WIAC Box 4504 San Juan, P. R.
 U. S. REP. — MRS. PIRI FLINT
 35-30 81st St., Jackson Hgts., L. I., New York

IN CANADA
more people listen regularly to*
CFRB Toronto
than to any other
station . . .

★ The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

CANADA

C B C

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C A B

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*Alphabetical Index
By Call Letters*

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Stations

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Networks

CBC NETWORKS.....

Serve all Canadians

Every section of Canada is served by the CBC . . . not only the big metropolitan centres but also the thousands of smaller communities and the vast rural areas spread across the Dominion.

Two CBC networks—Trans-Canada and Dominion—serve *English-speaking* Canadians . . . while the CBC French Network provides a separate program service designed especially to meet the tastes and interests of *French-speaking* Canadians.

Used *in combination*, CBC Networks . . . English and French . . . make Canada ONE BIG MARKET. They provide the coverage, the penetration and the *sales results* that make CBC network radio a most attractive advertising buy.

In the development and production of Canadian Talent Programs . . . French and English . . . the CBC is glad to extend its fullest assistance to advertising agencies and their clients.



CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1425 Dorchester Street W.
Montreal 25, P.Q.

CANADIAN BROADCASTING CORP.

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.

Administration—P. O. Box 6000, Montreal, Que.

Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.



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E. W. Jackson, Traffic Manager

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F. Mutrie, Director of Television

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H. Hilliard, Supervising Engineer, Toronto Area

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W. E. Powell, Commercial Manager
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Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics



In Canada you sell 'em when you tell 'em!

IF you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him — you could do a better selling job than in any other way. But the cost of selling this way is prohibitive — it certainly would be in Canada.

Canada is a vast country, stretching 4,365 miles from St. John's to Victoria, B. C. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area roughly $\frac{1}{4}$ larger than the U. S., the Canadian population is less than 10% that of her neighbor; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip

of land only 200 miles wide hugging the U. S. border.

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched — a market that, in 1949, accounted for over \$3,622,465,000 in retail sales — 41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thinly in an attempt to add rural coverage to metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

*For Complete Information
on your specific merchandising problems, consult*

The CANADIAN ASSOCIATION of BROADCASTERS

Pat Freeman,
Sales Research Dir.
37 Bloor St., W.,
Toronto

T. J. Allard,
General Manager,
108 Sparks St.
Ottawa

CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Offices—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729



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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 104 privately owned (independent) broadcasting stations in Canada.

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

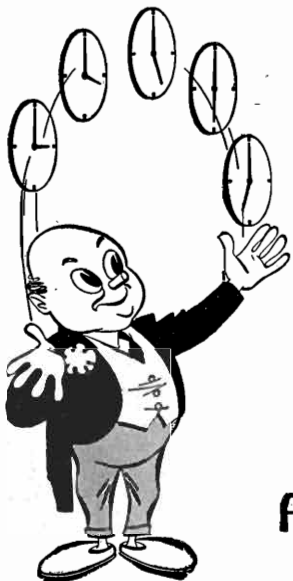
Call Letters	City	See Page
CBA	Sackville, N. B.	725
CBE	Windsor, Ont.	734
CBF	Montreal, Que.	735
CBG	Gander, Nfld.	726
CBH	Halifax, N. S.	727
CBI	Sydney, N. S.	727
CBJ	Chicoutimi, Que.	735
CBK	Watrous, Sask.	739
CBL	Toronto, Ont.	733
CBM	Montreal, Que.	736
CBN	St. John's, Nfld.	726
CBO	Ottawa, Ont.	731
CBR	Vancouver, B. C.	723
CBT	Grand Falls, Nfld.	726
CBV	Quebec City, Que.	737
CBW	Winnipeg, Man.	724
CBX	Edmonton, Alta.	720
CBY	Corner Brook, Nfld.	726
CFAB	Windsor, N. S.	728
CFAC	Calgary, Alta.	720
CFAR	Flin Flon, Man.	724
CFBC	Saint John, N. B.	725
CFCF	Montreal, Que.	736
CFCH	North Bay, Ont.	731
CFCN	Calgary, Alta.	720
CFCO	Chatham, Ont.	729
CFCY	Charlottetown, P. E. I.	734
CFGP	Grande Prairie, Alta.	721
CFJC	Kamloops, B. C.	721
CFJR	Brockville, Ont.	729
CFNB	Fredericton, N. B.	725
CFOR	Orillia, Ont.	731
CFOS	Owen Sound, Ont.	731
CFPA	Port Arthur, Ont.	732
CFPL	London, Ont.	730
CFPR	Prince Rupert, B. S.	722
CFQC	Saskatoon, Sask.	739
CFRA	Ottawa, Ont.	731
CFRB	Toronto, Ont.	733
CFRN	Edmonton, Alta.	720
CHAB	Moose Jaw, Sask.	739
CHAD	Amos, Que.	735
CHAT	Medicine Hat, Alta.	721
CHEF	Granby, Que.	735
CHEX	Peterborough, Ont.	732
CHFA	Edmonton, Alta.	720
CHGB	Ste. Anne de la Pocatiere, Que.	738

Call Letters	City	See Page
CHLN	Three Rivers, Que.	738
CHLO	St. Thomas, Ont.	732
CHLP	Montreal, Que.	736
CHLT	Sherbrooke, Que.	738
CHML	Hamilton, Ont.	729
CHNC	New Carlisle, Que.	737
CHNO	Sudbury, Ont.	733
CHNS	Halifax, N. S.	727
CHOK	Sarnia, Ont.	732
CHOV	Pembroke, Ont.	732
CHRC	Quebec City, Que.	737
CHRL	Roberval, Que.	738
CHSJ	Saint John, N. B.	726
CHUB	Nanaimo, B. C.	722
CHUM	Toronto, Ont.	733
CHVC	Niagara Falls, Ont.	730
CHWK	Chiliwack, B. C.	721
CJAD	Montreal, Que.	736
CJAT	Trail, B. C.	723
CJAV	Port Alberni, B. C.	722
CJBC	Toronto, Ont.	733
CJBQ	Belleville, Ont.	728
CJBR	Rimouski, Que.	737
CJCA	Edmonton, Alta.	720
CJCB	Sydney, N. S.	727
CJCH	Halifax, N. S.	727
CJCS	Stratford, Ont.	732
CJDC	Dawson Creek, B. C.	721
CJEM	Edmundston, N. B.	725
CJFP	Riviere-Du-Loup, Que.	737
CJFX	Antigonish, N. S.	727
CJGX	Yorktown, Sask.	739
CJIB	Vernon, B. C.	723
CJIC	Sault St. Marie, Ont.	732
CJKL	Kirkland Lake, Ont.	730
CJLS	Yarmouth, N. S.	728
CJNB	North Battleford, Sask.	739
CJNT	Quebec City, Que.	737
CJOB	Winnipeg, Man.	724
CJOC	Lethbridge, Alta.	721
CJON	St. John's, Nfld.	726
CJOR	Vancouver, B. C.	723
CJOY	Guelph, Ont.	729
CJRL	Kenora, Ont.	730
CJRW	Summerside, P. E. I.	735
CJSO	Sorel, Que.	738
CJVI	Victoria, B. C.	723
CKAC	Montreal, Que.	736

Call Letters	City	See Page
CKBB	. Barrie, Ont.	728
CKBI	. Prince Albert, Sask.	739
CKBL	. Matane, Que.	735
CKBW	. Bridgewater, N. S.	727
CKCH	. Hull, Que.	735
CKCK	. Regina, Sask.	739
CKCL	. Truro, N. S.	728
CKCR	. Kitchener, Ont.	730
CKCV	. Quebec City, Que.	737
CKCW	. Moncton, N. B.	725
CKDA	. Victoria, B. C.	723
CKEN	. Kentville, N. S.	727
CKEY	. Toronto, Ont.	734
CKFH	. Toronto, Ont.	734
CKFI	. Fort Frances, Ont.	729
CKGB	. Timmins, Ont.	733
CKLB	. Oshawa, Ont.	731
CKLN	. Nelson, B. C.	722
CKLS	. La Sarre, Que.	735
CKLW	. Windsor, Ont.	734
CKMO	. Vancouver, B. C.	723
CKMR	. New Castle, N. B.	725
CKNB	. Campbellton, N. B.	725
CKNW	. New Westminster, B. C.	722
CKNX	. Wingham, Ont.	734
CKOC	. Hamilton, Ont.	730

Call Letters	City	See Page
CKOK	. Penticton, B. C.	722
CKOV	. Kelowna, B. C.	722
CKOX	. Woodstock, Ont.	734
CKOY	. Ottawa, Ont.	731
CKPC	. Brantford, Ont.	728
CKPG	. Prince George, B. C.	722
CKPR	. Fort William, Ont.	729
CKRC	. Winnipeg, Man.	724
CKRD	. Red Deer, Alta.	721
CKRM	. Regina, Sask.	739
CKRN	. Rouyn, Que.	738
CKRS	. Jonquire, Que.	735
CKSB	. St. Boniface, Man.	724
CKSF	. Cornwall, Ont.	729
CKSM	. Shawinigan Falls, Que.	738
CKSO	. Sudbury, Ont.	733
CKTB	. St. Catherine, Ont.	732
CKTS	. Sherbrooke, Que.	738
CKVC	. Quebec City, Que.	737
CKVD	. Val D'Or, Que.	738
CKVL	. Verdun, Que.	736
CKWS	. Kingston, Ont.	730
CKWX	. Vancouver, B. C.	723
CKX	. Brandon, Man.	724
CKXL	. Calgary, Alta.	720
CKY	. Winnipeg, Man.	724
VOCM	. St. John's, Nfld.	726

Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective Radio*.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations: and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ALBERTA

CFAC

CALGARY—1922—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhound Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alberta
Air Time.....5:55 a.m.-12 M.
News Service.....CPN, BUP
Transcription Service.....Thesaurus, World,
Associated

Representative.....All-Canada, Weed
President.....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Production Director.....D. MacMillan
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.....The Voice of the Prairies, Ltd.
Bus.-Studio Address.....Toronto General Trusts
Bldg.

Phone Number.....2-1161
Transmitter Location.....Midnapore, Alta.
Air Time.....6 a.m.-M.
News Service.....BUP
Transcription.....Standard, Lang-Worth, Capitol
Representative.....Radio Representatives,
Adam J. Young, Jr.

Membership.....CAB
President.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm., Publ. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKXL, Ltd.
Address.....210 9th Ave. W.

Phone Number.....63026
Representative.....Cooke, Inc.; Natl. Bcstg. Sales
News Service.....BUP, PN
President.....G. Max Bell
General Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Sales Prom. Mgr.....Francis R. Turner
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.

Bus.-Studio Address.....713 MacDonald Hotel
General Manager.....Dr. Augustine Frigon
Commercial Manager.....W. E. Powell
Supervising Engr.....R. D. Cahoon

CFRN

EDMONTON—1934

CBC DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number.....22101
Transmitter Location.....Jasper Hwy., 2 Mi. W.
News Service.....BUP, PN
Transcription Service.....Lang-Worth
Representative.....Radio Representatives,
Adam J. Young, Jr.

Membership.....CAB
Pres., Gen. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hoppps
Program Director.....George A. Duffield
Production Director.....Jerry Forbes
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number.....42157
News Service.....BUP
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Commercial Manager.....Romain LeClair
Program Director.....Leo Remillard
Chief Engineer.....Gordon L. Sadler

CJCA

EDMONTON—1922

CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number.....44131
Transmitter Location.....Ellerslie
Air Time.....19 hrs.
News Service.....PN, BUP
Transcription Service.....Thesaurus
Representative.....All-Canada, Weed
Membership.....CAB, BAB
Station Manager.....Gerry Gaetz
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth
Consulting Engineer.....Keith McKinnon

ALBERTA — BRITISH COLUMBIA

CFGP

GRAND PRAIRIE—1937—CBC

Frequency: 1050 Kc. Power: 1000 Watts
Owned By Northern Bcstg. Corp., Ltd.
Bus.-Studio Address 9910—99th St.
Phone Number 611
Transmitter Location Clairmont Hway.
Air Time 6 a.m.-M.
News Service CP
Transcription Service World, SESAC
Representative All-Canada, Weed
Membership CAB
President J. E. Thomson
General-Station Mgr. Arthur J. Balfour
Commercial Manager Jack E. Soars
Program Director John Wilson
Publicity Director Gene Ross
Chief Engineer Jim de Roaldes
Consulting Engr. Keith McKinnon

CJOC

LETHBRIDGE—1926—CBC

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By Lethbridge Bcstg., Ltd.
Address 1015 Third Ave. S.
Phone Number 3161
Transmitter Location Broxburn, Alberta
Air Time 5:30 a.m.-1 a.m.
News Service PN, BUP
Transcription Service Assoc., Thesaurus
Representative Weed, All-Canada
Membership CAB, BBM, WAB
Pres. & Gen. Mgr. H. R. Carson
Station Manager W. M. Guild
Comm., Prom. Manager C. A. Perry

Pgm., Prod. Director G. A. Brown
Chief Engineer R. A. Reagh
Consulting Engineer Keith McKinnon

CHAT

MEDICINE HAT—1946—CBC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Monarch Bcstg. Co., Ltd.
Address 520 First St.
Phone Number 2821
Representative Weed, All-Canada
Transcription Library Standard
President J. H. Yuill
Gen., Sta. Mgr. R. J. Buss
Promotion Manager Eva Biel
Chief Engineer Ian Carson

CKRD

RED DEER—1949

CBC DOMINION SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Central Alberta Bcstg. Co., Ltd.
Business Address Foster Bldg.
Air Time 17½ hrs.
News Service BUP
Transcription Service Capitol
Representative Radio Reps., Young
Memberships CAB
Pres., Gen. Mgr. Gordon S. Henry
Commercial Manager Ike Kaila
Pgm., Prod. Dir. Ned Corrigan
Chief Engr. A. I. Booker
Consulting Engr. Canadian Marconi Co.

—BRITISH COLUMBIA—

CHWK

**CHILLIWACK—1927
CBC DOMINION**

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Fraser Valley Bcstrs., Ltd.
Business-Studio Address 50 Yale Rd. E.
Phone Number 7511-21
Transmitter Location Prest Rd.
Air Time 6:30 a.m.-11:15 p.m.
News Service BUP
Transcription Service Cole
Representative All-Canada, Weed
Membership CAB, BBM, WAB, BCAB
President C. Casey Wells
Gen. Mgr., Chief Engr. Jack Pilling
Commercial Manager W. G. Teetzel

Owned-Operated By Radio Station CJDC, Ltd.
Business Address 2nd Ave. & 9th St.
Phone Number 216
News Service Press News
Transcription Service Associated
Representative Radio Representatives, Cooke
President W. B. Michaud
General Manager Lewis R. Roskin
Program Director Michael Laverne
Chief Engineer William Gordon

CFJC

**KAMLOOPS—1926
TRANS-CANADA**

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Interior Bcstrs.
Business-Studio Address 310 St. Paul St.
Phone Number 1021
Representative All-Canada, Weed

CJDC

**DAWSON CREEK—1947—CBC
TRANS-CANADA**

Frequency: 1350 Kc. Power: 1000 Watts

BRITISH COLUMBIA

Transcription Service World
News Service PN
General Manager Ian G. Clark
Prom., Comm. Mgr. R. J. Innes
Chief Engineer G. G. Henderson

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By Okanagan Bcstrs., Ltd.
Business-Studio Address Box 1481
Phone Number 1331-2-3
Transmitter Location .. Okanagan Mission, B. C.
News Service PN
Transcription Service World, Thesaurus
Representative All-Canada, Weed
Membership CAB
General Manager J. H. B. Browne
Chief Engineer J. Fred Weber

CHUB

NANAIMO—1949

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By Standard Bcstg. Co.
Business Address Malaspina Hotel
Air Time 6 a.m.-12 M.
News Service CP
Transcription Service World
Representative .. Natl. Bcstg. Sales, Hunt, Cooke
President Donald Cromie
Sta., Prom., Comm. Mgr. Mrs. Mary Sutherland
Chief Engineer Tom Walsh

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By .. News Publishing Co., Ltd.
Address 266 Baker St.
Phone Number 19
News Service PN
Representative Stovin, Young
Membership ... BBM, CAB, WAB, BCAB, BMI
Station Mgr., Chief Engineer ... A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. Power: 1000 Watts
Owned By International Bcstg. Co., Ltd.
Business-Studio Address 227 Columbia St.
Phone Number 3000
Transmitter Location Lulu Island, B. C.
News Service PN
Transcription Associated, World, Cole,
Representative Forjoe, Nat. Bcstg. Sales
Pres., Gen., Sta. Mgr. William Rea, Jr.
Sales Promotion Manager Phil Baldwin
Pgm., Prod. Manager Hal Davis
Chief Engineer Bill Collins

CKOK

PENTICTON—1948

Frequency: 800 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By CKOK, Ltd.
Business-Studio Address Nanaimo Ave.
Phone Number 800
Transmitter Location Addr. Skaha Lake
Air Time 6:30 a.m.-M.
News Service CP
Transcription Service Standard
Representative Radio Reps., Cooke
Membership BBM, CAB, BCAB, WAB
President Maurice P. Finnerty
Sta., Comm. Manager Roy G. Chapman
Chief Engineer Jim English

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By CJAV, Ltd.
Address 735 Third Ave. N.
Phone Number 604
Air Time 6 a.m.-12 M.
News Service BUP
Transcription Lang-Worth, Cole, Capitol
Representative Radio Representatives
Membership CAB
Station Manager Charles J. Rudd
Commercial Manager K. Hutchison
Program-Production Dir. T. Rannie
Chief Engineer H. Hollway

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc. Power: 250 Watts
Owned-Oper. By ... Radio Station CKPG, Ltd.
Address 434 George St.
Phone Number 140
Transmitter Location So. Fort George
Air Time 16½ hrs.
Representative All-Canada, Weed
Membership CAB, BBM
President Frank H. Elphicke
General Manager Cecil G. Elphicke
Commercial Manager Charles Cawdell
Station Manager Jack Carbutt
Chief Engineer Cliff Steele

CFPR

PRINCE RUPERT—1938—CBC
TRANS-CANADA

Frequency: 1240 Kc. Power: 250 Watts
Owned By .. Northwest Bcst. & Service Co., Ltd.
Studio Address 336 Second Ave., Box 848
Phone Number 863
General Manager (CBC) ... Dr. Augustin Frigon
Station Manager C. H. Insulander

BRITISH COLUMBIA

CJAT

TRAIL—1932—CBC

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By. Kootenay Bcstg. Co., Ltd.
Business-Studio Address. 815 Victoria St.
Phone Number 1840
News Service AP
Representative Weed
Membership BEM, CAB, WAB, BCAB
President. E. W. Hazlewood
Station Manager. John W. Loader
Commercial Manager. Donald G. Marshall
Chief Engineer. John D. Hepburn

CBR

VANCOUVER—1936—CBC

Frequency: 1130 Kc. Power: 5000 Watts
Owned-Oper. By. Canadian Bcstg. Corp.
Address. 701 Hornby St.
Phone Number Marine 6121
News Service BUP, R, CP
General Manager (CBC) Dr. Augustin Frigon
Commercial Mgr. (CBC) Walter E. Powell
Regional Representative Kenneth Caple
Program Director Doug Nixon
Publicity Director W. Gilmour Clark
Chief Announcer Marce Munro
Senior News Editor Richard T. Elson
B. C. Regional Engineer F. B. C. Hilton

CJOR

**VANCOUVER—1926
CBC DOMINION**

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By. CJOR, Ltd.
Business-Studio Address. 846 Howe St.
Phone Number Marine 6464
Transmitter Location R.R. 2 Nelson Rd.
News Service BUP, UP, PN
Transcription Service Thesaurus
Representative Stovin, Young
Membership CAB
Pres., Gen. Mgr. George C. Chandler
Commercial Manager Don Laws
Production Director Dorwin Baird
Program Director Ross Mortimer
Publicity Director Miss K. V. Cronin
News Director Keith Cutler
Chief Engineer A. H. Chandler

CKMO

VANCOUVER—1925

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By. B. C. Bcstg. System, Ltd.
Address. 812 Roken St.
Phone Number Marine 1271

Transcription Service... Standard, Associated,
SESAC
Representative Cooke
President Mrs. R. J. Sprott
Commercial Manager Dick Thompson
Managing Director Mrs. E. M. Willis
Chief Engineer R. McKenzie

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc. Power: 5000 Watts
Business-Studio Address. 543 Seymour St.
Phone Number Tallow 5131
News Service CP, BUP
Transcription Service Lang-Worth, World
Representative All-Canada, Weed
President Mrs. Arthur Holstead
Vice-Pres., Gen. Mgr. Frank H. Elphicke
Commercial Manager John L. Sayers
Program Dir. Laurie Irving
Sales Promotion Mgr. Ken Hughes
Chief Engineer Charles Smith

CJIB

**VERNON—1947
DOMINION**

Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By. Interior Bcstrs., Ltd.
Business Address. 3330 Barnard Ave.
Phone Number 900
Transcription Service Associated
Representative Radio Representatives, Cooke
Station Manager Howard Thompson

CJVI

VICTORIA—1940—DOMINION CBC

Frequency: 900 Kc. Power: 1000 Watts
Owned-Oper. By. Island Bcstg. Co., Ltd.
Business-Studio Address. 520 View St.
Phone Number Garden 2014
News Service PN
Transcription Service Thesaurus
Representative Weed, All-Canada
President Tim Matson
General Manager M. V. Chestnut
Commercial Manager Lee F. Hallberg
Sales Prom. Mgr. James S. Crawford
Program Director Richard T. Batey
News Director Bruce Lowther
Chief Engineer Joe Sommers

CKDA

VICTORIA—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Capital Bcstg. System
Address Douglas Hotel
Representative Radio Reps., Forjoe
Gen., Sta. Mgr. David M. Armstrong
Chief Engineer Norman E. Bergquist

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone Number.....4532
Transcription Service.....Thesaurus, World
Representative..Radio Representatives, Cooke
News Service.....PN
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Sales Prom. Manager.....Archie Olson
Chief Engineer.....Humphrey Davies

CFAR

FLIN FLON—1937
TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number.....590
News Service.....PN
General Manager.....C. H. Witney
Commercial Manager.....J. Thiele
Program Director.....T. O. Nelson
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio St. Boniface, Ltd.
Address.....607 Langevin St.
Phone Number.....204-865
News Service.....BUP
President.....Dr. Paul L'Heureux
Gen., Comm., Sta., Prom. Mgr..Roland Couture
Pgm., Prod. Dir.....Rene Dussault
Farm Ed., Chief Ann.....Maxime Descaulniers
News Director.....Norbert Prefontaine
Chief Engineer.....D. R. Thomson

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....300 Telephone Bldg.
Phone Number.....922191
News Service.....BUP, PN, Reuters, CP
General Manager.....Dr. A. Frigon
Regional Representative.....J. R. Finlay
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager.....W. E. Powell
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
Transmitter Location.....St. Boniface
News Service.....CP, BUP
Transcription Service.....World, Thesaurus,
Associated, Standard, Lang-Worth
Representative..Radio Representatives, Young
Membership.....CAB
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communica-
tions, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number.....922, 266
Transmitter Location.....St. Vital
Air Time.....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative.....Weed, All-Canada
Membership.....CAB, BBM
President.....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Sales Prom. Mgr.....F. M. Desourdy
Prog. Dir., Prod. Mgr.....J. M. Hill
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone.....931, 531
Air Time.....5:50 a.m.-1 a.m.
News Service.....BUP, CP
Transcription Service..Capitol, World, SESAC
Representative.....Stovin, Cooke
Membership.....CAB
President.....Lloyd E. Moffatt
General Manager.....A. R. Mackenzie
Production Manager.....J. M. Ellis
Commercial Manager.....W. E. Collier
Publicity Director.....W. E. Savage
Chief Engineer.....Andy

—NEW BRUNSWICK—

C K N B

CAMPBELLTON—1939—CBC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By... Restigouche Bcstg. Co., Ltd.
Business Address..... P. O. Drawer 226
Phone Number 8
Transmitter Location..... Maple Green
Air Time..... 7:55 a.m.-12:10 a.m.
Representative Hardy, Weed
Membership CAB, BBM
President J. Wesley MacDonald
General Manager..... Dr. Charles H. Houde
Station Manager..... Stan Chapman
Sales Prom. Mgr..... Bill Harper
Program Director..... Bob Richards
Chief Engineer..... Phil Paquet

C J E M

EDMUNDSTON—1944—CBC
FRENCH

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By.... Edmundston Radio, Ltd.
Business-Studio Address Edmundston
Phone Number 880
Transmitter Location Iroquois
Air Time 7 a.m.-12 M.
Transcription Service World
Representative Stovin, Young
Pres., Gen. Mgr..... Georges Michaud
Station Manager..... Maurice Lacasse
Comm., Prom. Mgr..... Georges Guerrette
Pgm., Prod. Dir..... Maurice Lacasse
Chief Engineer..... Yvon Roy

C F N B

FREDERICTON—1923—CBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By... James S. Neill & Sons, Ltd.
Business-Studio Address..... Queen St.
Phone Number 5501
Transmitter Location..... New Maryland
Air Time..... 6:30 a.m.-12:15 a.m.
News Service BUP, RP
Transcription Service..... Thesaurus, Standard
Representative All-Canada, Weed
Membership CAB
Gen., Sta. Mgr..... Dr. Malcolm Neill
Comm., Prom. Manager..... H. L. McFee
Pgm., Prod. Director..... J. T. H. Fenety
News Director..... Claude Cain
Chief Engineer..... Glenn D. Love
Consulting Engineer..... Cana Marconi

C K C W

MONCTON—1934
CBC DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By..... Moncton Bcstg., Ltd.

Business-Studio Address..... K. of P. Bldg.
Phone Number 9111
Transmitter Location Cherryfield
Air Time..... 6:30 a.m.-1 a.m.
News Service..... BUP, RP
Transcription Service World
Representative Young, Stovin
Membership CAB, BBM
Pres., Gen. Mgr..... F. A. Lynds
Commercial Manager..... T. Tonner
Program Director..... Mike Woods
Publicity Director..... H. Button
Chief Announcer..... Mike Stephens
News Director..... J. S. Irving
Chief Engineer..... James A. White
Consulting Engineer RCA

C K M R

NEW CASTLE—1949

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Miramichi Bcstg. Co., Ltd.
Business Address..... Castle St.
Phone Number 690

C B A

SACKVILLE—1939
CBC TRANS-CANADA

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By... Canadian Bcstg. Corp.
Bus-Studio Address..... 100 Sackville St.
Phone Number 3-6188
Transmitter Location Sackville
News Service..... PN, BUP, CP
General Manager (CBC)... Dr. Augustin Frigon
Regional Representative..... W. E. S. Briggs
Commercial Manager..... W. E. Powell
Regional Engineer..... H. M. Smith

C F B C

SAINT JOHN—1946
CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By... Fundy Bcstg. Co., Ltd.
Business-Studio Address..... 4 Carleton St.
Phone Number 3-2421
Transmitter Location Sand Cove Rd.
Air Time..... 6 a.m.-1 a.m.
News Service..... RP, BUP
Transcription Service Standard
Representative Weed, Alexander
President..... A. M. A. McLean
Station Manager..... Robert T. Bowman
Commercial Manager..... C. F. Bedford
Production Director..... D. H. Armstrong
Chief Announcer..... W. N. Anderson
Prom. Mgr., Publ. Dir..... R. J. Gallagher
Chief Engineer..... H. M. Stout

NEW BRUNSWICK — NEWFOUNDLAND

CHSJ

**SAINT JOHN—1934
CBC TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg.
Co., Ltd.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Transmitter Location Coldbrook
Air Time Unlimited

News Service PN
Transcription Service.....World, Lang-Worth,
Associated
RepresentativeStovin, Young
Membership CAB, BBM
Station Manager.....George A. Cromwell
Sales Promotion Manager...Herman Covey
Program Director.....Cleve G. Stillwell
Production Director.....Earl McCarron
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop
Consulting Engineer.....T. Reid Dowling

NEWFOUNDLAND

CBY

**CORNER BROOK—1949—CBC
TRANS-CANADA SUPP**

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....Corner Brook
News Service.....CP, BUP, Reuters
RepresentativeCBC
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....C. V. Hierlihy
D. Press & Info. Serv. (CBC)...Ron C. Fraser
Dir. Gen. Engrg.....Gordon W. Olive
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

News Director.....D. C. McArthur
Station Manager.....John J. Grace
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer.....J. J. Maloney
Consulting Engineer.....E. D. Witherstone

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
AddressSt. John's
Air Time16½ hrs.
News Service.....CP, PN, BUP, Reuters
RepresentativeCBC
General Manager (CBC)...Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell
Regional Rep.....William F. Galgay
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer.....J. A. Ouimet

CBG

**GANDER—1949—CBC
TRANS-CANADA**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
AddressGander
News Service.....CP, BUP, Reuters, PN
General Manager (CBC)...Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell
Regional Rep.....William F. Galgay
Station Manager.....A. Barrett
D. Press & Inf. Serv. (CBC).....Ron C. Frazer

CJON

ST. JOHN'S—1951

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By.....Radio Station CJON
President, Manager.....Geoff Stirling
Production Manager.....Dan Jamieson

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
AddressMunro Bldg.
Air Time16½ hrs.
Phone Number 382
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By...Colonial Bcstg. System
Business AddressMcBride's
Phone 3148
Transcription Service.....Thesaurus, World
Membership CAB, BBM
RepresentativeStovin, Weed
Station Manager.....J. L. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943
DOMINION

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address.....Broadcasting Bldg.
Representative.....Young, Natl. Bcst. Sales
News Service.....PN
Transcription Service.....Lang-Worth
Representative.....Natl. Bcst. Sales, Young
General Manager.....J. Clyde Nunn
Promotion Manager.....James Burroughs

CKBW

BRIDGEWATER—1947—CBC

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone Number.....445
Transmitter Location.....Hebville
News Service.....PN
Transcription Service.....Associated
Representative.....Radio Representative Ltd.,
Cooke

President.....C. J. Morrow
General Manager.....John F. Hirtle
Commercial Manager.....Howard E. MacLean
Sales Prom. Mgr.....Lester L. Rogers
Sta. Mgr., Pgm. Dir.....James A. MacLeod
Publicity Director.....Bruce F. Rafuse
Chief Engineer.....Douglas B. Hirtle
Consulting Engineer.....RCA Victor

CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By.....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number.....3-6188
News Service.....BUP, PN, Reuters, CP
General Manager.....Dr. Augustin Frigon
Station Manager.....S. R. Kennedy
Commercial Manager.....W. E. Powell
Maritime Reg. Repr.....W. E. S. Briggs
Publicity Director.....Ron Fraser

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By.....Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone Number.....3-8318
Transmitter Location.....Rockingham
Air Time.....7-12:15 a.m.
News Service.....CP, BUP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....All-Canada, Weed
Membership.....CAB, BBM

President.....Andrew W. Robb
General Manager.....William Coates Barrett
Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Chief Engineer.....Arthur H. Grelg

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number.....3-7311
Transmitter Location.....St. Margaret's Bay Rd.
Air Time.....24 hrs.
News Service.....PN
Transcription Service.....Standard, Associated
Representative.....Mulvihill, Tapp, Young
Managing Director.....Mrs. B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Sales Manager.....C. L. Chambers
Promotion Manager.....Maurice L. Foisy
Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone Number.....Kentville 400
Transmitter Location.....Upper Dyke
Air Time.....7 a.m.-10:15 p.m.
News Service.....UP, PN
Transcription Service.....McGregor
Representative.....Alexander
Membership.....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Comm. Prom. Mgr., Publ. Dir.....Bernard
Butler-Grey

CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By.....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
News Service.....BUP, Reuters, CP, PN
General Manager.....Dr. Augustin Frigon
Station Mgr.....Barry MacDonald
Commercial Manager.....W. E. Powell
Regional Representative.....W. E. S. Briggs
Publicity Director.....Ron Fraser

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc. Power: 1000 d.
5000 Watts n.
Owned-Operated By.....Cape Breton Bcstrs., Ltd.

NOVA SCOTIA—ONTARIO

Business-Studio Address.....Radio Bldg.
 Phone Number.....5596-7
 Transmitter Location.....So. Bar, Cape Breton
 Air Time.....7 a.m.-12M.
 News Service.....PN
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....All-Canada, Weed
 General Manager.....J. Marvin Nathanson
 Station Manager.....C. J. McDougall
 Commercial Manager.....R. M. Burchell
 Chief Engineer.....A. E. Vernon

CKCL
TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Colchester Bcstg. Co. Ltd.
 Business Address.....7 Pleasant St.
 Phone Number.....491
 Transmitter Location.....Onslow
 Air Time.....7 a.m.-11 p.m.
 News Service.....BUP, Radio Press
 Transcription Service.....Associated
 Representative.....Omer Renaud
 Membership.....CAB, BBM
 President, General Mgr.....J. Arthur Manning
 Sta., Comm. Manager.....Alex Thomson
 Chief Engineer.....Sidney Bernasconi
 Consulting Engineer.....No. Electric Co., Ltd.

CFAB
WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....Evangeline Bcstg. Co., Ltd.
 Address.....Radio Centre
 Phone Number.....400
 Transmitter Location.....Falmouth
 Air Time.....7 a.m.-10:15 p.m.
 News Service.....PN
 Transcription Service.....McGregor
 Representative.....Alexander
 Membership.....CAB, BBM
 President, Chief Engr.....Avarad M. Bishop
 General Manager.....J. A. C. Lewis
 Comm., Prom. Mgr., Publ. Dir.....Bernard
 Butler-Grey
 Program Director.....Willard A. Bishop

CJLS
YARMOUTH—1934—CBC
DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
 Address.....222 Main St.
 Phone Number.....500
 Transmitter Location.....Brooklyn, Yarmouth Co.
 Air Time.....7:45 a.m.-12:10 a.m.
 News Service.....CP
 Transcription Service.....All-Canada
 Representative.....All-Canada, Weed
 Membership.....BBM
 Pres., Gen., Sta., Comm. Mgr.....Donald L. Smith
 Program Director.....Denny J. Comeau
 Publicity Director.....William Singer
 Chief Announcer.....Gene Alton
 Chief Engineer.....Donald L. Smith

ONTARIO

CKBB
BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
 Address.....26 Elizabeth St.
 Phone Number.....5585
 Representative.....Young, Mulvihill
 News Service.....PN
 Pres., Gen. Mgr.....Ralph T. Snelgrove
 Program Director.....Richard Mungham
 Chief Engineer.....Jack Mattenley
 Sta. Mgr., News Dir.....H. J. Snelgrove

Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....CP
 Transcription Service.....World, Thesaurus
 Representative.....Stovin, Young
 Membership.....CAB, BBM
 President.....A. McLean Haig
 Station Manager.....W. H. Stovin
 Commercial Manager.....J. H. MacDonald
 Production Director.....Scott Hannah
 Publicity Director.....Don Rose
 Chief Engineer.....J. B. Buchanan

CKPC
BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Telephone City Bcst., Ltd.
 Address.....525 Colborne St.
 Phone Number.....3-2664
 Transcription Service.....World
 News Service.....BUP
 Representative.....J. L. Alexander
 Pres., Gen. Mgr.....Mrs. E. M. Buchanan
 Commercial Manager.....Hugh Bremner

CJBQ
BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Quinte Bcstg. Co., Ltd.
 Business-Studio Address.....11 Victoria Ave.
 Phone Number.....3200
 Transmitter Location.....Foxboro Hwy.

ONTARIO

Farm Director..... Michael Warren
News Director..... Frank Kovacs
Chief Engineer..... Jack Church

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc..... Power: 250 Watts
Owned By..... Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address..... King St. West
Phone Number..... 4628
Transmitter Location..... Perth Road
Air Time..... 7 a.m.-11:30 p.m.
News Service..... BUP
Representative..... Stovin, Young
Membership..... CAB, BBM
Owner, Gen.-Sta.-Comm. Mgr..... Jack R. Radford
Program Director..... Al Hunter
Prod., Publ. Manager..... Tom Statham
Chief Engineer..... John G. Brasford

CFCO

CHATHAM—1926—CBC

Frequency: 630 Kc..... Power: 1000 Watts
Owned-Operated By..... John Beardall
Business address..... 42 King St. W.
Phone Number..... 2626
News Service..... BUP
Transcription Service..... Cole, Capitol
Pres., Gen. Manager..... John Beardall
Commercial Manager..... Peter Kirkey
Program Director..... Lee Sheltus
Chief Engineer..... Gordon Brooks

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Standard-Freeholder, Ltd.
Business-Studio Address..... 36 Pitt St.
Phone Number..... 4800-01
Transmitter Location..... Toll Gate Rd.
Air Time..... 6:45 a.m.-11:45 p.m.
News Service..... CP
Transcription Service..... Thesaurus
Representative..... Stovin, McGillvra
Membership..... CAB, BBM
President..... Howard Fleming
General Manager..... Phil Robertson
Station Manager..... Fred H. Pemberton
Production Director..... Carl Fisher
Publicity Director..... Alma Larocque
Chief Engineer..... Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc..... Power: 1000 Watts d.
500 Watts n.
Owned By..... Radio Station CKFI
Business-Studio Address..... Fort Francis
Phone Number..... Ft. Frances 200

Transmitter Location..... King's Hwy.
Air Time..... 6:55 a.m.-11 p.m.
News Service..... PN
Transcription Service..... Keystone
Representative..... Alexander, Bcst. Reps. Ltd.
Pres., Publ., News Dir..... J. G. McLaren
Sta. Comm., Gen. Mgr..... W. H. McLellan
Chief Engineer..... Dick Endsseth
Consulting Engineer..... McKinnon

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc..... Power: 1000 Watts
Owned-Oper. By..... H. F. Dougall Co., Ltd.
Bus.-Studio Address..... 414½ Victoria Ave.
Phone Number..... 33477
Transmitter Location..... Memorial Ave.,
Port Arthur
Air Time..... 7 a.m.-11:45 p.m.
News Service..... CP
Transcription Service..... Thesaurus, United
Representative..... Stovin, Radio Representatives,
Young, All-Canada
Membership..... BBM, CAB
Pres., Gen. Mgr..... H. F. Dougall
Commercial Manager..... George Jeffrey
Program Director..... J. P. Friesen
Chief Engineer..... W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... CJOY, Ltd.
Business Address..... Bond Bldg.
Phone Number..... 555
Transmitter Location..... R.R. 7
Air Time..... 6:30 a.m.-12:30 a.m.
News Service..... PN
Transcription Service..... Lang-Worth, Associated
Representative..... Radio Reps., Cooke
Pres., Gen. Sta. Mgr..... Wallace Slatter
Commercial Mgr..... Frederick T. Metcalf
Program Director..... Don LeBlanc
Chief Engineer..... D. A. Page
Consulting Engineer..... McCurdy

CHML

**HAMILTON—1926
CBC DOMINION SUPP**

Frequency: 900 Kc..... Power: 5000 Watts
Owned-Oper. By..... Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address..... 848 Main St., E.
Phone Number..... 9-2411
Transmitter Location..... Vinemount
Air Time..... 5:25 a.m.-2 a.m.
News Service..... PN
Representative..... Natl. Bcst. Sales, Young
Transcription Service..... Standard, Associated
Membership..... BBM
President..... Kenneth D. Soble
General Manager..... Tom Darling

ONTARIO

Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....Daryl Wells
Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922
CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg.
Co., Ltd.

Bus-Studio address.....32 John St.
Phone Number.....7-4483
Transmitter Location.....Elfrida
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative.....All-Canada, Weed
Membership.....CAB, BBM
Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Sales, Prom. Mgr.....W. H. Edge
Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....C. W. Johnson
Address.....Johnson Block
Phone Number.....6212
Transmitter Location.....Jaffray Township
Air Time.....17 hrs.
News Service.....CP
Transcription Service.....Thesaurus
Representative.....Stovin, Cooke
Membership.....CAB, BBM, WAB
President.....C. W. Johnson
Sta., Prom., Comm. Mgr.....G. A. McLean
Program Director.....T. E. Lavers
Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address.....King St.
Phone Number.....4405
Transmitter Location.....Wolfe Island
Air Time.....16 hrs.
News Service.....PN
Transcription Service.....Lang-Worth, World
Representative.....Natl. Bcst. Sales
Membership.....CAB
President.....Senator W. R. Davies
General Manager.....Jack Davidson
Station Manager.....Roy W. Hofstetter
Commercial Manager.....El Jones
Chief Announcer.....W. Luxton
Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roy H. Thompson
Address.....Govt. Rd.
Phone Number.....27
News Service.....PN
Transcription Service.....Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Roy H. Thomson
General Manager.....J. M. Davidson
Station Manager.....D. R. Lawrie
Commercial Manager.....Doug Scanlan
Program Director.....Don Naim
News Director.....Al Brooks
Chief Engineer.....Les Oliver

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....K-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Phone Number.....3-3628
Transmitter Location.....R.R. 3
Air Time.....17 hrs.
News Service.....PN
Transcription Service.....Associated
Representative.....Renaud, Young
Pres., Gen., Sta. Mgr.....G. Liddle
Publ. Dir., Comm. Mgr.....James C. Mitchell
Program Director.....Don Martz
Chief Engineer.....Bill Marchand

CFPL

LONDON—1922—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper.... London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number.....4-2121
Transmitter Location.....R.R. 1
Air Time.....6:05 a.m.-12:05 a.m.
News Service.....PN
Transcription.....Standard, Lang-Worth
Representative.....Weed, All-Canada
Membership.....CAB, BBM
President.....Walter J. Blackburn
General Manager.....Murray T. Brown
Commercial Manager.....Keith Chase
Sales Promotion Manager.....Douglas C. Trowell
Program Director.....Robert A. Reinhart
Production Director.....Jack N. Ilman
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge

ONTARIO

Phone Number.....Niagara Falls, Ont. 4110
Transmitter Location....Queen Elizabeth Way
Air Time.....7:30 a.m.-11:15 p.m.
News Service.....BUP
Transcription Service.....Thesaurus
Representative.....Cooke, Alexander
President.....B. Howard Bedford
Commercial Manager.....R. H. Hamilton
Chief Announcer.....Skip Letcher
Production Director.....Arthur W. Blakely
Chief Engineer.....O. O. Bingleman

CFCH NORTH BAY—1931—CBC TRANS-CANADA

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....Fraser St.
Phone Number.....2400
News Service.....PN
Transcription Service.....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Keith Packer
Commercial Manager.....G. Burnett
Program Director.....Phil Clayton
Chief Engineer.....Jack Barnaby

CFOR ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address...101 Mississaga St., E.
Phone Number.....3511
Transmitter Location.....Atherly
News Service.....BUP
Representative.....Stovin
Membership.....CAB
President, General Mgr.....Gordon E. Smith
Program Director.....James McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB OSHAWA—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number.....3-3415
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Representative.....Alexander, McGillvra
Pres., Gen. Mgr.....Alfred H. Collins
Pgm., Prod. Director.....L. Solway
Chief Engineer.....D. Ockenden
Comm., Prom. Manager....Gordon C. Wilson

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address...Chateau Laurier Hotel
Phone Number.....2-1151
Transmitter Location.....Hawthorne
Station Manager.....Charles P. Wright
Chief Engineer.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Catherine St.
Phone Number.....3-6241
Transcription Service...Standard, Lang-Worth,
Cole, Capitol
Representative.....All-Canada, Weed
President, General Mgr.....Frank Ryan
Commercial Manager....George M. Gowling

CKOY

OTTAWA—1949—CBC DOMINION

Frequency: 1310 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St. W.
Phone Number.....2-2641
News Service.....BUP, AP
Transcription Service...Capitol, Thesaurus
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....Don V. Carr
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Chief Engineer.....Jack Pond
Consulting Engineer.....McKinnon

CFOS

OWEN SOUND—1940 CBC DOMINION SUPP

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By....Grey & Bruce Bcstg. Co.,
Ltd.
Address.....270 9th St. E.
Phone Number.....1940
Transmitter Location.....R. R. No. 4
Air Time.....7 a.m.-11:15 p.m.
News Service.....PN
Transcription Service.....World
Representative.....Stovin, Young
President.....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager.....D. Ferry
Sales Prom. Mgr.....R. Tomlinson
Pgm., Music Dir.....E. Smith
Production Director.....William Fulton
Publicity Director.....J. McAsh
Chief Engineer.....R. Turnpenny

ONTARIO

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By... Ottawa Valley Bcstg. Co.
Address... 197 Albert St.
Phone Number... 1350
News Service... BUP
Transcription Service... Thesaurus, SESAC
Representative... Stovin, Young
Pres., Gen. Mgr... E. G. Archibald
Program Director... Bill Kuitshke
Comm., Prom. Manager... Ramsay F. Garrow
Chief Engineer... W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... Brookland Co., Ltd.
Bus-Studio Address... Hunter & Water Sts.
Phone Number... 2-0451
Air Time... 6 a.m.-12 M.
News Service... PN
Transcription Service... Standard, Lang-Worth
Representative... Natl. Bcst. Sales, Cooke
President... W. R. Davies
Vice President... Roy H. Thomson
General Manager... J. Davidson
Commercial Manager... G. Grady
Program Director... Doug Burrows
Chief Engineer... A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Ralph H. Parker
Bus-Studio Address... Public Utilities Bldg.
Phone Number... 5-7651
Air Time... Unlimited
Transcription Service... Standard
Representative... Broadcast Representatives, Alexander, Weed
Sta., Gen. Mgr... Ralph H. Parker
Commercial Manager... R. P. MacGowan
Program Director... Al Davidson

CKTB

ST. CATHARINES—1933
CBC DOMINION SUPP

Frequency: 620 Kc. Power: 1000 Watts
Owned-Oper. By... The Niagara District Bcstg. Co., Ltd.
Business-Studio Address... 12 Yates St.
Phone Number... 5-7351
Air Time... 5:45 a.m.-12:10 a.m.
News Service... PN-CP
Transcription Service... Thesaurus
Representative... Radio Time Sales, J. H. McGillvra, P. Mulvihill
Membership... CAB, BBM, CCBA
President... W. B. C. Burgayne
Commercial Manager... V. A. Lococo

Sta., Prom. Mgr., Pgm. Dir... W. C. Wingrove
Production Manager... Jack Dawson
Chief Engineer... W. H. Allen

CHLO

ST. THOMAS—1948

CBC TRANS-CANADA SUPP

Frequency: 680 Kc. Power: 1000 Watts
Owner... Station CHLO, Ltd.
Business-Studio Address... 133 Curtis St.
Phone Number... 3696
Air Time... 6 a.m.-12 M.
News Service... CP, PN
Transcription Service... Lang-Worth, Associated
Representative... Radio Reps.
President... Clarence Nichols
Pgm., Prod. Dir... L. C. Evans
Gen., Sta. Mgr... J. C. Warder
Chief Engineer... William Onn

CHOK

SARNIA—1946

CBC TRANS-CANADA SUPP

Frequency: 1070 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By... Sarnia Bcstg. Co., Ltd.
Address... 148 1/2 Front St. N.
Phone Number... Digby 1121
Air Time... Unlimited
Transcription Service... Standard, Lang-Worth
Representative... Natl. Bcst. Sales, Cooke, Mulvihill
President... Claude R. Irvine
Station Manager... Karl E. Monk
Commercial Manager... Arthur H. J. O'Hagan
Sales Promotion Manager... Mrs. Ev. Wallace
Program Director... Frank P. Stalley
Chief Engineer... Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... J. G. Hyland
Address... P. O. Box 218
Phone Number... Algoma 31121
News Service... PN
Transcription Service... World
Representative... J. L. Alexander, McGillvra
Pres., Gen. Mgr... J. G. Hyland
Commercial Manager... E. Vance
Chief Engineer... D. N. Irwin

CJCS

STRATFORD—1927—CBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Central Bcstg. Co.
Address... 125 Ontario St.
Phone Number... 1675
News Service... BUP
Transcription Service... World

ONTARIO

Representative.....All Canada, Weed
Sta., Gen. Manager.....Frank M. Squires
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number.....6-6416
Transmitter Location.....Burwash Rd.
Air Time.....6:30 a.m.-1 a.m.
News Service.....PN
Transcription Service.....Associated
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Pgm., Prod. Director.....Wilf Davidson
Chief Engineer.....Wallace Roberts

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number.....77-505
Transmitter Location.....7 Mi. from Sudbury
at McFarlane Lake
Air Time.....6:30 a.m.-1:10 a.m.
News Service.....PN
Transcription Service.....Thesaurus
Representative.....All-Canada, Weed
President.....G. M. Miller, K.C.
General Manager.....W. J. Woodill
Commercial Manager.....K. Dobson
Chief Engineer.....J. McRae

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thompson Bldg.
Phone Number.....1-500
Transmitter Location.....Mountjoy Township
Air Time.....7 a.m.-12:10 a.m.
News Service.....PN
Transcription Service.....Lang-Worth, Standard
Representative.....Natl. Bcst. Sales, Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Douglas Manning
Program Director.....Jesse French
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midwar 5481
Transmitter Location.....Hornby
News Service.....BUP, Reuters, PN, CP, AP
Representative.....CBC
General Manager.....Dr. Augustin Frigon
Commercial Manager (CBC).....W. E. Powell
Chief Engineer.....J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....Princess 5711
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative.....Young, All-Canada
Pres., Gen. Mgr.....Harry Sedgwick
Station Manager.....Lloyd Moore
Promotion Manager.....Ken Marsden
Commercial Manager.....Waldo Holden
News, Pgm. Dir.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood
Farm Editor.....Rex Frost

(See Page 712)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....EM 4-4271
Transmitter Location.....Lawrence Ave, East
Air Time.....Sunrise-sunset
News Service.....BUP
Transcription Service.....Lang-Worth, Capitol
Representative.....McGillvra, Alexander
President.....John H. Q. Part
General-Comm. Mgr.....Robert L. Lee
Pgm., Prod. Dir.....Leigh Stubbs
Publicity Director.....Phil Stone
Chief Engineer.....Aurele Boisvert

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midway 5481
News Service.....CP, BUP, Reuters, PN
General Manager (CBC).....Dr. Augustin Frigon
Program Director.....H. G. Walker
Commercial Manager.....W. E. Powell
Chief Engineer.....J. A. Ouimet

ONTARIO — PRINCE EDWARD ISLAND

CKEY

TORONTO—1944

Frequency: 580 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location.....Scarboro
Air Time.....24 hrs. daily
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth,
Standard, Associated

Representative.....Natl. Bcst. Sales, Cooke
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Jack Ross
Chief Engineer.....Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Foster Hewitt

Address.....1 Greenville St.
President.....Foster Hewitt
Station Manager.....Howard C. Caine
Commercial Manager.....W. L. Smith
Sales Promotion Manager.....Frank Somerville
Program Director.....D. Robert Pugh
Chief Engineer.....William D. McGregor

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc. Power: 10,000 Watts d.

Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Security Bldg.
News Library.....CP, BUP, R, PN
General Mgr. (CBC).....Dr. Augustin Frigon
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Station Manager.....M. L. Poole
Chief Engineer.....J. A. Ouimet

CKLW

**WINDSOR CBC TRANS-CANADA
DOMINION SUPP**

(See U. S. Listing, Detroit, Mich.)

CKNX

**WINGHAM—1926
DOMINION SUPP**

Frequency: 920 Kc. Power: 1000 Watts

Owned-Oper. By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number.....158
Transmitter Location.....Belgrave
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....BUP
Transcription Service.....Lang-Worth, World,
Standard, Cole

Representative.....Alexander, Young
President, General Mgr.....W. T. Cruickshank
Station Manager.....J. I. Cruickshank
Promotion Manager.....V. Dittmer
Program Director.....J. F. Brent
Chief Announcer.....Tom Rafferty
Publicity Director.....R. Clark
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number.....2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd.,
Township of W. Oxford

Air Time.....Unlimited
News Service.....BUP
Transcription Service.....World, Lang-Worth
Representative.....Omer Renaud
Membership.....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....G. Lewis
Pgm. Dir., Prod. Mgr.....W. Whiting
Chief Engineer.....T. Little

-PRINCE EDWARD ISLAND-

CFCY

**CHARLOTTETOWN—1924
CBC DOMINION-MARITIME**

Frequency: 630 Kc. Power: 5000 Watts

Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number.....741
Transmitter Location.....North River

Air Time.....7 a.m.-12:10 a.m.

News Service.....PN
Transcription Service.....Associated
Representative.....All-Canada, Weed
Membership.....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....C. E. Cooper
Traffic Supervisor.....W. A. MacMillan
Technical Spvr.....A. L. Finley

PRINCE EDWARD ISLAND — QUEBEC

C J R W

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number.....2201-2
Transmitter Location.....Read's Corner, 2 Mi.
E. of Summerside

Air Time.....6 a.m.-12 M.
News Service.....BUP
Transcription Service.....World
Representative.....Radio Reprs.
Membership.....CAB, BBM
President.....J. K. Curran
Gen., Comm. Mgr.....F. A. Bestall
Chief Announcer.....Albert Nicholson
Program Director.....Ned Conlon
Consulting Engineer.....John Harris

QUEBEC

C H A D

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address.....Rouyn

C B J

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....286a Racine St.
Phone Number.....155
News Service.....CP, BUP, R, PN
Representative.....CBC
General Manager.....Dr. Augustin Frigon
Station Manager.....V. Fortin
Commercial Manager.....M. Valiquette
Director.....Marcel Ouimet
Prom. Manager.....J. Saint-Georges
Chief Engineer.....J. A. Ouimet

C H E F

GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....7 Johnson St.
Phone Numbers.....353

C K C H

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Syndicats d'Oeuvres Sociales
Liée.
Business Studio Address...121 Notre-Dame St.
Phone Number.....77-2771
Transmitter Location.....Deschenes
Air Time.....Unlimited
News Service.....BUP
Representative.....Renaud, McGillvra
Membership.....CAB, BBM
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....George Huard
Chief Ann., Pgm. Dir.....Henri Bergeron
Chief Engineer.....Max Gebhardt
Consulting Engineer...Canadian Marconi, Ltd.

C K R S

JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number.....720
News Service.....BUP
Transcription Service.....World
Representative.....Trans-Quebec, Hardy, Young
President.....Henry Lepage
Sta., Comm. Manager.....Tom Burham
Pgm. Dir., Prom. Mgr.....Paul Bouchard
Chief Engineer.....Paul Fortier

C K L S

LA SARRÉ—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio La Sarre, Inc.
Representative.....Renaud
Station Manager.....Jean Senecal

C K B L

MATANE—1948

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.....BUP
Transcription Service.....Associated
Representative.....Jos. A. Hardy & Co., Ltd.
Membership.....BBM, BMI, CAB
Pres., Gen., Sta. Mgr.....Rene Lapointe
Comm., Prom. Manager.....Octave Lapointe
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Louis-Philippe Gosselin

C B F

MONTREAL—1936

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.,
1425 Dorchester St., W.
Phone Number.....UN 6-2571

QUEBEC

Transmitter LocationVercheres
 Air Time.....7 a.m.-M.
 News Service.....BUP, CP, AFP
 MembershipBBM
 President.....A. D. Dunton
 Gen. Mgr.....Dr. Augustin Frigon
 Commercial Manager.....M. Valiquette
 Pgm. Dir., Sta. Mgr.....Marcel Ouimet
 Sales Representative.....J. R. Peloquin
 Prod. Director.....Roger Daveluy
 Publicity Director.....J. Saint-Georges
 Chief Engineer.....H. Audet

CBM

MONTREAL—1937—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address.....Radio Canada Bldg.
 Phone Number.....University 62571
 News Service.....CP, BUP, R, PN
 Representative.....CBC
 Gen. Mgr.(CBC).....Dr. Augustin Frigon
 Commercial Manager.....W. E. Powell
 Chief Engineer.....J. A. Ouimet
 Dir., Press & Info. Ser. (CBC)....Ron C. Fraser

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Canadian Marconi Co.
 Bus.-Studio Address.....1231 St. Catherine St. W.
 Phone Number.....Plateau 2575
 Transmitter Location.....St. Genevieve
 Air Time.....6 a.m.-12:20 a.m.
 News Service.....BUP
 Transcription Service.....Standard
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 Bcstg. Manager.....W. Victor George
 Station Manager.....J. Allan Hammond
 Commercial Manager.....T. J. Quigley
 Publicity Director.....Sheldon O'Connell
 Production Director.....J. Howlett
 Chief Engineer.....John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By.. La Patrie Publishing Co. Ltd.
 Address.....Sun Life Bldg.
 Phone Number.....Unniversity 6-6611
 Transmitter Location.....Laprairie
 Air Time.....17 hrs.
 News Service.....BUP
 Transcription Service.....Associated
 Representative...Alexander, McGillvra, Hunt
 Pres., Gen. Mgr.....Sen. P. R. DuTremblay
 Sales, Sta., Comm. Mgr.....Flavius M. Daniel
 Chief Ann., Prod. Dir.....Pierre Gavreau

Program Director.....Marcel Marineau
 Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CJAD, Ltd.
 Business-Studio Address....1191 Mountain St.
 Phone Number.....University 6-6821
 Transmitter Location.....MacKayville
 Air Time.....6:05 a.m.-12:05 a.m.
 News Service.....PN, BUP, CN
 Transcription Service.....Lang-Worth,
 World, Associated, Thesaurus, Capitol
 Representative.....Young, Radio Time Sales
 Membership.....CAB, BBM
 Pres., Gen., Sta. Mgr.....J. Art. Dupont
 Commercial Manager.....R. L. Laurion
 Program Supervisor.....C. W. McGibbon
 Chief Announcer.....H. T. McCurdy
 News Director.....Hamilton Grant
 Chief Engineer.....Maurice Rousseau

CKAC

MONTREAL—1922—CBS TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts n.
 5000 d.
 Owned-Oper. By.....La Cie. De Publication,
 La Presse, Ltée.
 Phone Number.....UNiversity 6-7301
 Studio Address.....980 Stes. Catherine St., W.
 Transmitter Location.....St. Hyacinthe
 Air Time.....19 hrs.
 News Service.....BUP, PN, CP, FP
 Transcription Service..Associated, Lang-Worth
 Representative.....Young, Renaud
 President.....Hon. Sen. P. R. Du Tremblay
 Gen., Sta. Manager.....Phil Lalonde
 Commercial Manager.....Georges Bourassa
 Prom. Mgr., Publ. Dir.....Paul Gelinas
 Program Director.....Ferdinand Biondi
 Chief Announcer.....Louis Belanger
 News Director.....Gabriel LaSalle
 Chief Engineer.....Leonard Spencer

CKVL

VERDUN—1946

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....J. Tietolman
 Business Studio Address...211 Gordon Ave.
 Phone Number.....Trenmore 2525
 Transmitter Location.....Laprairie, Que.
 Air Time.....24 hrs.
 Representative...Cooke, Radio & TV Sales Inc.
 President.....Jack Tietolman
 Gen., Sta. Manager.....Corey Thomson
 Commercial Manager.....Judah Tietolman
 Production Director.Omer Duranceau (French),
 Hal Stubbs (English)

QUEBEC

Program Director.....Marcel Provost
Publicity Director.....Cory Thomson
Chief Announcer.....Jean Boulu
Musical Director.....Billy Munro
Chief Engineer.....J. C. Charlebois

CHNC

NEW CARLISLE—1933—CBC
TRANS-QUEBEC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number.....64
Representative.....Hardy, Young
Membership.....BUP
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Commercial Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number.....5-8155
Transmitter Location.....Charlesbourg
Air Time.....7:30 a.m.-M.
Station Manager.....Guy Dumais
Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. Jean
Phone Number.....2-8177
Transmitter Location.....St. Romuald
Air Time.....8 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Young
Membership.....CAB, BBM
President.....Herve Baribeau
General Station Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Chief Engineer.....Arsene Nadecu

CJNT

QUEBEC CITY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of
Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number.....5-6119
Transmitter Location.....405 Hamel Blvd.

CKCV

QUEBEC CITY—1926
CBC DOMINION SUPP

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number.....2-1585
Air Time.....6:30 a.m.-1 a.m.
News Service.....PN
Transcription Service.....World, McGregor
Representative.....Renaud, Weed
Membership.....CAB
President.....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Manager.....Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Normand Maltais
Chief Engineer.....Albert DuBerger
Consulting Engineer.....Keith MacKinnon

CJBR

RIMOUSKI—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Central Public Service
Corp., Ltd.
Address.....1 St. John St.
Phone Number.....2217
News Service.....PN
Transcription Service.....McGregor, Standard
News Service.....PN
Representative.....Stovin, Young
President.....Hon. J. A. Brillant
Gen., Sta. Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Program Director.....Guy Ross
Chief Engineer.....Cecil Daok
Consulting Engineer.....Marcel Valée

CJFP

RIVIERE-DU-LOUP—1947
CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone Number.....2727
Transmitter Location.....La Pointe
Air Time.....7 a.m.-12M.
Representative.....Young, Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Pgm. Dir., Chief Annr.....Raoul Savard
Production Director.....Rene Viel
Chief Engineer.....Raymond Lavoie
Consulting Engineer.....Rene Viel

QUEBEC

CHRL

ROBERVAL—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Radio Roberval Inc.
Address.....Hotel Maison Blanche
News Service.....BUP
Representative.....Renaud
President.....Georges Gagnon
General Manager.....L. Morin
Chief Engineer.....Fernand Levesque

CKRN

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
Transmitter Location.....Rouyn
News Service.....UN
Transcription Service.....Associated, World
Representative.....CBC, Renaud
President, General Manager...David A. Gourd
Chief Engineer.....Jean Senecal

CHGB

STE. ANNE DE LA POCATIÈRE—1938

Frequency: 570 Kc. Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address.....Main St.
Phone Number.....101

CKSM

SHAWINIGAN FALLS—1951—CBC

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls
Broadcasting Co.
Address.....City Hall Bldg.
Phone Number.....4494
Transcription Service.....Thesaurus
News Service.....BUP
Representative.....Cooke, Renaud
Gen., Comm., Prom. Mgr.....Allen Rogerson
Program Director.....Gaston Tessier
News Director.....Phil Fisette
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By.....La Tribune, Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number.....3-2525
Transmitter Location.....2 miles from city
Air Time.....6 a.m.-M.

Transcription Service..World, UTS, Thesaurus
News Service.....CP
Representative.....Young, Hardy
Membership.....BBM
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Commercial Manager.....J. L. Gauthier
Program Director.....Ren Caron
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946
CBC DOMINION

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..Telegram 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

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By.....Radio Richelleu, Ltee
Business Studio Address.....72 Rue Du Roi
Phone Number.....3318
Trans. Location...Montreal-Sorel Nat'l Hwry.
Air Time.....7 a.m.-11 p.m.
News Service.....BUP
Representative.....Radio & TV Sales
Pres., Elec. Engr.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Production Director.....Lorenzo Brouillard
Chief Announcer.....Marcel Villemadre
Chief Technician.....Joseph Cardin

CHLN

THREERIVERS—1937

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By.....Le Nouvelliste, Lté.
Bus.-Studio Address....Chateau de Blois Hotel
Phone Number.....4500

CKVD

VAL D'OR—1939

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Address.....437 St. James St.
President.....David A. Gourd

—SASKATCHEWAN—

CHAB

MOOSE JAW—1926
CBC DOMINION

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHAB, Ltd.
Bus.-Studio Address 127 Main N.
Phone Number 6464
Transmitter Location Boharm
Air Time 6:30 a.m.-12 M.
News Service BUP
Representative Stovin, Weed
Membership CAB
President J. E. Slight
General Manager J. S. Boyling
Commercial Manager N. Skingle
Chief Engineer M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By Northwestern Bcstg. Co., Ltd.
Business Address Box 484
Phone Number 2373
Transmitter Location N. Battleford
Air Time 7 a.m.-12 M.
News Service BUP
Transcription Service Associated
Representative Stovin
Membership CAB, WAB, BBM
General, Station Manager Hume A. Lethbridge
Commercial Manager Allen H. Klassen

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Central Bcstg. Co., Ltd.
Bus.-Studio Address Sanderson Bldg.
Phone Number 2621
Transmitter Location 7 Mi. S. of Prince Albert
Air Time 19 hrs.
News Service PN
Transcription Service Thesaurus
Representative All-Canada, Weed
Membership CAB
General Manager E. A. Rawlinson
Commercial Manager Gerald Prost
Chief Engineer Tom Van Nes

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Leader-Post, Ltd.
Bus.-Studio Address 1853 Hamilton St.
Phone Number 8525
Transmitter Location Rowatt
Air Time 6 a.m.-12 M.
News Service BUP, PN
Transcription Service World
Representative All-Canada, Weed

President Victor M. Sifton
General Manager Harold A. Crittenden
Commercial Manager Gil Seabrook
Chief Engineer E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper By Western
Communications, Ltd.
Bus.-Studio Address Fidelity Life Bldg.
Phone Number 7631
Transmitter Location Rowatt
Air Time Unlimited
News Service CP, BUP
Transcription Service Lang-Worth
Representative Radio Reps., Young
Membership CAB, BBM
Station Manager N. Botterill
Commercial Manager Don Oaks
Chief Engineer William MacDonald

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By A. A. Murphy & Sons, Ltd.
Bus.-Studio Address 216 1st Ave., N.
Phone Number 7917
Representative Radio Reps., Young
President A. A. Murphy
General Manager Vernon Dallin
Commercial Manager Blair Nelson
Chief Engineer Lyn Hoskins

CBK

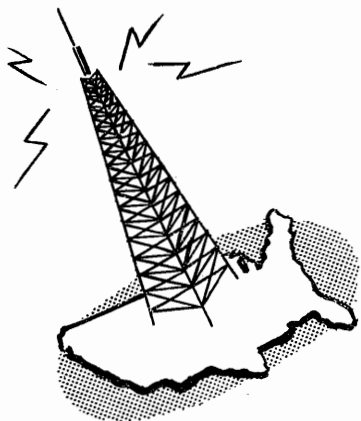
WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Bus.-Studio 300 Manitoba Telephone Bldg.
News Service PN, BUP, CP, R
General Manager (CBC) Dr. Augustin Frigon
Station Manager J. N. Mogridge
Commercial Manager (CBC) W. E. Powell
Publicity Director C. E. L'Ami
Chief Engineer R. D. Cahoon

CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc. Power: 1000 Watts
Owned-Oper. By Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address Smith-McKay Bldg.
Phone Number 258
Transmitter Location Yorkton
Air Time 6:30 a.m.-11:30 p.m.
News Service CP
Transcription Service Lang-Worth
Representative Stovin, Young
Membership CAB
President Dawson Richardson
General Manager Arthur Mills
Station Manager J. M. Shortreed
Chief Engineer Dave Glass



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By OTTO A. HARBACH

President



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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 fifth fiscal year since its acquisition by Broadcast Music, Inc.

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BROADCAST MUSIC, INC.

By CARL HAVERLIN

President



THE past year was undoubtedly one of the most fruitful in BMI's 12 years of existence. In the realm of popular music, its record was and is fairly amazing. One the heels of the biggest hit in a quarter of a century in point of sales of sheet music, phonograph records and performances, BMI-licensed popular songs further contributed and have been the backbone of "Your Hit Parade" for many, many months. Last fall it was songs No. 1, 2 and 3 in a row in terms of nationwide popularity. Currently it is songs No. 1 to 5 in that order, five out of seven—a great achievement for any organization. But this is not BMI's *raison de etre* much less its sole objective in life. These hits have been taken in stride and are to some extent incidental—to major obligations.

BMI continues to consolidate its position on all fronts, at home and abroad. During the past year, it has held 35 Program Clinics in various states and Canada, mainly in cooperation with the State Associations of Broadcasters. For this year 43 such Program Clinics have been set from Coast-to-Coast, all within a short period, plus a one-week seminar at the University of Denver in mid-summer.

The Young Composers Radio Awards, a joint project of BMI and the Committee of Presidents of State Broadcasters Associations, is well under way throughout the country.

More Concert Music Use by Broadcasters is another BMI sponsored project which is bearing fruit on more than 1000 stations. BMI has also been instrumental in making available at cost the Benny Goodman Music Festival, a concert music commentary and program series.

Teen-Ager Book Reviews, a series gratis to broadcasters launched recently is a must on hundreds of stations, programmed in cooperation with local civic organizations and public libraries.

Thus from Canada to Puerto Rico, BMI has not spared its efforts to serve the broadcaster in every conceivable manner. For the coming year, BMI again dedicates itself to such service.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station service; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nicol, controller.

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 Main Music Publishing Company, The
 Main Street Songs, Inc.
 Majestic Music Company
 Major Melodies
 Major Minor Music
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 Mallory Music Publications
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 Schumann Music Company
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 Sgambellone, G., Music Publishers
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 Shaw, Charlie, Publications
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 Shelby Music Publishing Co.
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 Show-Biz Music Co.
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 Skylark Songs
 Skyline Music Publishers
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 Smart Songs Publishing Co.
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 Smith, Jerry, Publications

B M I Publishers

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 Snyder, Fenton Publications
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 Song Shop, The
 Song-Tex Music Company
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 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Host Melodies
 Standard Publications
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 Tourjee, Leo Eben
 Tracy Music Company, Inc.
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 Trinity Music Co., Inc.
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 Turner Tunes, The
 Turnpike Music, Inc.
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 Wilson Publishing Co.
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 Woodward, Harry, Music Pub.
 Woodland Music Company
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 Worldwide Music Publishers
 Wright Publishing Company
 Wrightman, Neale Publishers
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NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

SESAC, INC.

By PAUL HEINECKE

President



CONDITIONS in our industry change but the substance of life remains the same. As long as there are people, there will be music lovers, eager to receive the bounty of melody flowing from the present and past. SESAC and its busy affiliates continue serving them, the largest unchanging audience on earth, people of all ages and tastes. Our repertory is now replete with the works contained in over 230 fundamental publisher's catalogs. In the past year, we have welcomed to our roster 24 of these, listing some of the important works of Stravinsky, Milhaud, Dello Joio, Poulenc, Thomson, Arnell, Busch, and many other first-ranking modern composers. A SESAC Performance License gives music users everywhere simple and economical access to one of the basic parts of this country's musical output.

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Braun Organization, The

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 Cummings, M. Homer, Glasgow, West Va.
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 Deiro, Pietro (See Accordion Music Publishing Co.)
 Denison, T. S., & Company, Minneapolis, Minn.
 Di Bella, O., Music Co., New York
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 Edition "Jastrzab"
Rudnicki (See Walery)
 Editions Pro Arte (See "P.W.P.")
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 Europa Music Co. (See Goddard Pub. Corp.)
 Fairbank, H. W., Company (See National Music Co., Inc.)
 Ferrill, J. W. (See National Music Co.)
 Firm Foundation Publishing House, Austin, Tex.
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Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
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Trio Music Co.
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 Gebethner & Wolff, Warsaw, Poland
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 including:
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Europa Music Co.
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 Hall & McCreary Co., Chicago
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Gospel Music Publications
 Henson, J. M., Music Co., Atlanta, Ga.
 including:
Morris-Henson Music Co.
Southern Music Plate Co.
 Hoffman, Raymond A., Co., Chicago
 Holbrook, Josef (See Modern Music Library)
 Hymntime Publishers, Box 44, Fort Worth, Texas
 including:
Ira Stanphil
 Idzikowski, Leon, Warsaw, Poland
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 "IPA," Israel Publishers Agency, Tel Aviv, Israel
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"Iscam," Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
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Edition "Pizmon," Tel Aviv, Israel
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 Keene, Hank, Inc., South Coventry, Conn.
 Kelman Music Corp., New York
 Keyboard Publishing Co. (See Century Music Publishing Co.)
 King, K. L., Music House, Inc., Fort Dodge, Ia.
 King Music Publishing Corp., New York
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Bass Co., The, Music Publishers
 Kjos, Neil A., Music Co., Chicago
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Max and Beatrice Krone
 Krachtus, John, Inc., Chicago
 Krone, Max & Beatrice (See Kjos Music Co.)
 Lillenas Publishing Co. (See Nazarene Publishing House)
 Littig, Frank Music Publishing Co. (See Chart Music Publishing House, Inc.)

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- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., New York
- Markiewicz, Adam (See "P.W.P.")
- McLaughlin & Reilly Co., Boston including:
- Liturgical Music Company*
 - Catholic Music Co.*
- Also including published copyrighted compositions taken over from:
- Wm. E. Ashmall & Co.*
 - Berge Music Company*
 - John Singenberger*
 - Otto Singenberger*
 - Gilbert Music Company*
- Mercury Music Corp., New York including:
- Music Press, Inc.*
 - Weaner-Levant Publications*
 - Weaner, Maxwell*
- Modern Music Library, London, England including:
- Josef Holbrooke*
- Music Press, Tuskegee Institute, Ala. including:
- Dawson, William L.*
- Music Press, Inc. (See Mercury Music Corp.)
- National Music Company, Fort Worth, Texas including:
- Ferrill, J. W.*
 - Quartet Music Company*
 - Thomas, Alvis O.*
 - Thomas, J. E.*
- National Music Company, Inc., Chicago including:
- Albright Music Company*
 - Bendix Publishing Corp.*
 - Broadcast Music Publishers*
 - Capitol Music Co.*
 - Fairbanks, H. W., Company*
 - Future Music*
 - Hanson, Eddy (Publications as per list issued)*
 - Hart's Music Company*
 - Popular Music Publications*
 - Select Music Company*
 - Standard Music Company*
 - Standard Songs*
 - Windsor Music Company*
- Natgrass-Schenck, Inc., New York
- Nazarene Publishing House, Kansas City, Mo. including:
- Lillenas Publishing Co.*
- Network Music Publishers (See Top Music Publishers, Inc.)
- Northwestern Press, The, Minneapolis, Minn.
- Nowa Scena, Warsaw, Poland
- Oak Ridge Quartet Music Company, Nashville, Tenn.
- Pagani, O., & Bro., New York
- Pallma Music Products Corp., Beaumont, Calif. including:
- Pallma, Frank, Music Publisher*
 - Music Products Corp.*
 - Babwin Publications*
 - Quincke, Walter A. (Compositions as per list issued.)*
- Panella, Frank A., Pittsburgh, Pa.
- Paragon Music Publishers, New York
- Parks, J. A., Company, The, Chicago
- Perry, F. Clark, Co. (See Tennessee Music and Printing Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, Salt Lake City, Utah including:
- Wheelwright, Lorin F.*
- Podgorski, I., Philadelphia
- Polonia Publishing Co. (See Zaleski, B. J.)
- Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte Publications, New York
- Pro Arte (See Editions Pro Arte)
- "P.W.M.," Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "P.W.P." Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
- Affiliates:
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 - Adamus, Zenobiusz*
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 - Czytelnik*
 - Edition Olympia*
 - Editions Pro Arte*
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- Radio City Guitar Studio, New York
- Ramola Music, Box 5262, Dallas, Texas

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 Ramsey & Parker (See Firm Foundation Publishing House)
 Revival Music Company, The, Searcy, Ark.
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Walls, W. M.
- Ricart & Cia, Luis, S. L., Via Layetana 13, Barcelona, Spain
 Rudnicki, Walery, Warsaw, Poland
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Edition "Jastrzab" "WJR"
 Sacred Music Foundation, The, Los Angeles, Calif.
 including:
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 Showalter, A. J., Company, The (See Tennessee Music & Printing Co.)
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 Singenberger, John (See McLaughlin & Reilly Co.)
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- Slater, Will W., Box 7178 Sylvania Station, Fort Worth, Texas
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- Zalewski, B. J., Chicago
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RADIO EXECUTIVES CLUB—1951-52

By I. E. SHOWERMAN, President, Radio Executives Club of New York

BACK in 1940, its 20th Anniversary on the air, Westinghouse Radio Station KDKA built a new tower just outside Pittsburgh. By way of celebrating the anniversary and promoting its new facilities, Westinghouse invited a group of agency and advertiser representatives from the East and Middle West to visit Pittsburgh as the guests of KDKA. A hundred or so of these people closed their desks and went to Pittsburgh.



Showerman

The trip was pleasant and the Westinghouse hospitality traditionally high. The best evidence of this was the fact that the visitors from New York took steps later to recognize and continue their common interests in a series of luncheon meetings under the remarkable appellation of "Broadcasters' Bull Sessions."

Thus was started a group shortly to be known as the Radio Executives Club of New York. Perhaps the group might still function under the original name or one as descriptive had it not been for the offended sense of delicacy of the nominee for the presidency a year or so later. He agreed to run provided the club's name be changed. At that moment, the Radio Executive Clubs of New York came into being.

The club's by-laws adopted at that time are: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the Club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to Club members."

By-law No. 2, above, provides for the creation of a lasting fraternity of persons engaged in radio broadcasting and its allied fields. This, by lack of preclusion,

more or less adequately provides eligibility of men and women with varying degrees of interest in television. The club's roster includes many with such interests. Indeed there has been expressed a considerable interest in a change in the name of the club better to represent its membership. It is possible that the change may be effected this year.

The Radio Executives Club has two major classifications of members—those whose operations are located in the New York area and those located in other cities. The majority of the latter group are associated with radio stations, networks, and advertising agencies.

The local group represents a good section of the broadcast industry. Approximately 25 per cent of this membership comes from the networks, largely sales, program, and administrative. The second largest group in the local membership comes from advertising agencies and represents about 17 per cent of the total membership. Station representative organizations furnish about 12 per cent, local New York stations 10 per cent, and program and talent another 10 per cent. The remaining membership comes from equipment manufacturers, trade publications, trade associations, research organizations, etc.

From the start, the Radio Executives Club's luncheon meetings have served as a forum for its members and guests. These bi-weekly luncheon meetings have presented speakers from several fields, the vast majority of them from broadcasting.

Infrequently, national and international figures have been the club's guests and attendance has been high. However, important as they were, their appearances were not in keeping with the original purpose of the club. A recent survey demonstrated that members of the club preferred speakers on subjects more directly allied with broadcasting. The plans for the rest of the 1950-1951 season, therefore, include speakers whose interests are essentially the members' interests.

The present season has brought two anniversaries of note—the 25th Anniversary of NBC and the 50th Anniversary of transoceanic wireless. The first was observed in the meeting of November 15th and brought the season's largest turnout.

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*It's no problem to kiss off,
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But where to get the facts?

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IT'S THE SHOWMANSHIP THAT COUNTS

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

THE transcribed "open end" radio business is no different, in one major aspect, than "live" radio: It's the showmanship that counts.

Today the entire transcribed picture is totally different than it was five years ago. Transcription techniques have advanced to the point where it is no longer possible for even trained ears to distinguish whether the program is "live" or on wax. Thus, we have recently seen many articles in the various trade publications urging the FCC to do away with the necessity of identifying a program as "transcribed."



Frederic W. Ziv

I believe that the entire radio industry is today agreed on the point that there are so many advantages to transcribing all except a very few categories of programming that eventually as much as 90-95% of all shows on the air will have been pre-transcribed.

The only real thing that matters today, insofar as the listener is concerned, is the show itself. While it is true that radio is a business, it is also true that it is SHOW business. The show is the thing, and that holds true whether the show is "live" or transcribed.

I believe that the big story in the radio industry during the past few years has been the fact that producers of transcribed "open end" programming have come up with top shows from a showmanship point of view.

Ten and twelve years ago we in the "open end" industry were using as our selling arguments the fact that there were certain "plus" advantages to "open end" programming for advertisers to take into consideration.

None of those "plus" advantages have

disappeared. It is still true that with an "open end" show can an advertiser exercise complete freedom of selection of markets to buy. Only with an "open end" show can he select the exact day, time, and station to buy.

The flexibility is still there. However, in addition the buyer of "open end" programming today can take his pick of top-quality shows, featuring top names, top direction, top scripting—in short, top showmanship values.

These extra added attractions to the advertiser did not happen overnight. They happened because of the fact that over a period of many years the "open end" industry advanced to the point where it was able to obtain the services of a Dana Andrews, a Humphrey Bogart, a Lauren Bacall, a Irene Dunne, a Fred MacMurray, a Guy Lombardo, and other names of very top stature.

These are stars jealous of their reputation, and before we could sign them, we in the industry had to prove to everyone's satisfaction that we were trodding the right path. Today's trade paper headlines attest to the fact that we have been successful in meeting the one test that matters—the test of public approval.

Figures do not lie. The huge listening audiences to "open end" shows such as "I Was A Communist For The FBI," "Bright Star," "Bold Venture," "Boston Blackie," and "Guy Lombardo Show" do not exist merely because the advertisers have been able to obtain the best available air time for them. They are listened to because they are first rate shows.

In the case of "I Was A Communist For The FBI" the very timeliness of it coming at a time when the communist menace is headline news, coupled with the top grade of its production demonstrates that there is no limit to how far you can go in radio today with real showmanship.

"Bright Star," "Bold Venture" and "I Was A Communist For The FBI" together form the story of radio during the past year. They are transcribed shows. They are "open end" shows. They are first rate shows. They are successful shows.



PRODUCTION



Radio and Television

Program Producers

•

Transcription Companies

•

Recording Companies



"THREE HEADS ARE BETTER THAN TWO!"

The Three Johns

"BRIDE AND GROOM" — TV

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NBC—Mondays through Fridays at 2:30 P.M., E.S.T.

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745 Fifth Avenue

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Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

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Services Offered: Program production, Milertape editing, wax and instantaneous recording, studio rental, phonograph records.

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535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1881

President.....Paul F. Adler
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Services Offered: Recording, Production, Scripts, Talent.

AIR FEATURES, INC.

347 Madison Ave., New York, N. Y.
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Managing Director.....Maurice Scopp
Services Offered: Radio-TV package productions, live, transcribed and film.

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Phone LOrraine 8-3100

Manager.....Lottie Ritter
Services Offered: Recording, Scripts, Package Programs, Production.

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150 Broadway, New York 7, N. Y.
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17 N. Wabash Ave., Chicago 2, Ill.
Phone: FInancial 6-2255

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Asso. Producer.....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Asst. Producer.....Wendell Anderson
Admin. Asst.....Allis Allen
Admin. Asst.....Dan D. O'Brien
Services Offered: Live film shows, film commercials.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

PETER ARNEEL PRODUCTIONS, INC.

215 E. 51st St., New York
Phone: PLaza 5-2145

ASSOCIATED BROADCAST ADVERTISING CO.

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUNkirk 8-2972

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Dir.....Irwin T. Porter
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Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

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50 Rockefeller Plaza, New York 20, N. Y.
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PRODUCTIONS

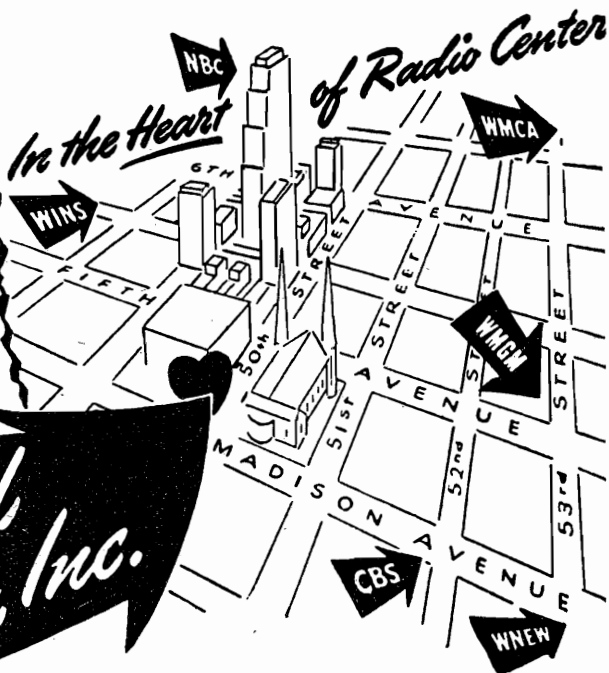
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ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

President Ann Barbinel
Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.

104 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3118

President Jack Barry
Vice-President Dan Enright
Executive Producer Myron Oppenheimer
Producers Ann Lawten, Alta Bassett
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175

Director Zach Baym
Services Offered: Production and distribution of TV shows on film. One hour features and westerns; half-hour travelogues and documentaries; quarter-hour sports, cartoons, contract bridge programs. Audition films sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940

Owner Irene Beasley
Head of Sales Victor Sack
Manager Prizes Andrew Hirsch
Supervisor Display Mary H. Lincoln
Supervisor Mail Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director Joseph H. Beck
Technical Supervisor William E. Cage
Sales Promotion Mel Jass
Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera

facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUxemburg 2-1040

Owner Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television programs, live and film. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President George R. Bentel
Vice-President Scott Perkius
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 Zoull
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5885-6

President Albert Black
Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

President Ford Bond
Assistant John P. Foster
Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4900

President Bob Bories
Services Offered: Radio and TV package producer.

THE MOST FAMOUS MOUNTY OF THEM ALL
THE SILVER EAGLE

FOR
THE MOST FAMOUS CEREAL OF THEM ALL

WHEATIES

BREAKFAST OF CHAMPIONS



EACH TUESDAY AND THURSDAY—7:30 TO 8:00 E. S. T.

AMERICAN BROADCASTING CO.

A COPYRIGHTED FEATURE

Jewell

**RADIO AND TELEVISION
PRODUCTIONS**

OF

CHICAGO

185 N. WABASH AVE.

Program Producers

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: 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

341 Madison Ave., New York 7, N. Y.
Phone: MURray Hill 3-3881

President Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

BYRON PRODUCTIONS

730 Fifth Ave., New York 19, N. Y.
Phone: CIRCLE 6-2677

President Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President Garry J. Carter
Asst. to the President Bob Howe
Production Manager Eva Rogers
Time Buyer Isabel Philip
Copy Chief Stanton Edwards
Public Relations D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.
Phone: WISconsin 7-9244

President Bruce Chapman
Vice-Pres.-Treasurer Edna Chapman
Sales Manager Quentin Gulliver
Program Manager Alvin Robinson
Production Manager Stanley Whitman
Paris: Manager Dan Morley
Paris: Associate Manager Mary Hutcheson
London Manager Frank Byers
Hollywood Manager Joseph Mansfield
Berlin Manager Rolf Brede
Vienna Manager Victor Reingrubner

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. Open-end and custom features.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 7593

Owner Leslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.

1819 Broadway, New York 23, N. Y.
Phone: CIRCLE 7-0094

Manager Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: HOLLYwood 9-8229

Pres. & Exec. Prod. Walter White, Jr.
Vice-Pres. Secy. & Treas. Shirley Thomas
Prod. Supervisor E. R. Woodworth
Coordinator Eleanor Pavce
Services Offered: Create, write & produce "live" and transcribed" radio programs ... also live and filmed TV programs.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris
Phone: Elysees 2-30

President A. Tinchaut
Executive Producer Jean Masson
Secretary Jean Arroy
TV Advisor Val Williams
Services Offered: Production and packaging of TV shows made in France for agencies and stations.

FRANK COOPER ASSOCIATES AGENCY

7225 Hollywood Blvd., Los Angeles, Calif.
N. Y. Phone: Vanderbilt 6-5661-2

President Frank Cooper
Services Offered: Personal management of talent and writers as well as the production of radio and television shows.

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager Jack L. Cooper
Sales Manager Bob Roberts
Religious Pgms. Dir. I. Leon Roberts
Musical Director Gertrude R. Cooper
Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.



STUART M. NATHANSON — RONALD L. STANTON

MAJOR-MINOR PRODUCTIONS

PRESENTS

THE WEST COAST'S OUTSTANDING JUVENILE TV SHOWS

CURRENTLY: "ADVENTURES IN IMAGINATION"—KTTV

"MICKEY O'DAY SHOW"—KECA-TV

"SATURDAY SURPRISES"—KHJ-TV

Major-Minor Productions—5927 Sunset Blvd., Hollywood, Calif.

Telephone: Hillside 5168

Program Producers

LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Exec. Vice-President.....Alfred L. Hollender
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022

Vice-Pres.-in-Charge.....John Lewellen
Vice-Pres.-in-Chge. Sta. Rel....R. D. Michels
Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VICTor 2585

President.....Vic Damon
V. P. & Treas.....Alice Damon
Secretary.....Harry A. Morris
Engineer.....Roger Webb

Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds, Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director.....Mac Davis

Services Offered: Unusual sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer.....Gordon M. Day
Producer-Director.....Carol Bulkley

Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President.....Katherine Hynes
Chief, TV Dept.....Margot Murphy
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Counseling in mass communications through radio, TV and motion picture. Planning and development of single programs or entire campaigns. Complete service for script, costume and stage design, animation, tape or disc recording, live or film.

THE DEMBY COMPANY

34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495

President.....Emanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor...Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Publicity.....Jack Becker

Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HU 2-1228

Owner.....Jerry Devine
Casting Director.....Peg Pillion
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager.....J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President.....Henry Morley
Treasurer.....Nathan Zucker
Services Offered: Film producer—open end films and commercials made specifically for

Program Producers

TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntral 6-0942

Owner.....W. M. Ellsworth
Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.
President-Treasurer.....Helen D. 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.

BERNARD ESTES

6 Peter Cooper Rd., New York, N. Y.
Phone: SPring 7-5766

President.....Bernard Estes
Secretary-Treasurer.....Hazel Estes
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.
Phone: LAckawanna 4-3544

Manager.....Edwin Fadiman
Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
V. P. Chg. Studio Operations....Sid Rogel
V. P. & Gen. Sales Mgr.Ralph Cattell
In Chg. Eastern Production.Robert Lawrence
Midwestern Sales Director....B. N. Darling
Production Manager.....Raoul Pagel
Dir. Scenario Dept.....Lou Lilly
Dir. Music Dept.....Edward Paul
Dir. Publicity Dept.....Reavis Winckler
Dir. Casting Dept.....Kan Dyson
Dir. Sound Dept.....Lawrence Aicholtz
Dir. Animation Dept.....Manny Gould
Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.

40 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-8266

Owner.....Mildred Fenton
Director.....Henry Fownes
Writers' Repr.....Blanche Gaines
Show Sales and Talent Repr.Mildred Fenton
Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WALnut 2164

President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Chief Engineer.....Robert Duke
Editorial Director.....Del Gay
Office Manager.....Peggy A. Mayl
Services Offered: Producers of TV "Tele-skits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB Curve. Magnetic recording facilities.

FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.
Phone: PENna 6-9557

Owner.....Maggy Fisher
Assistant.....Catherine Sundmark
Services Offered: Packaging, writing, directing TV and radio shows.

WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUDson 6-5227

President.....Allen A. Funt
Production.....Dick Christian, Al S.ep
Cameraman.....Arthur Florman
Camera Assistant.....Howard Kuperman
Sound Technicians.....Ralph Friedman,
Howard Warren
Editorial.....Stanley Kotis, Bert Shapiro
Secretary.....Susie Lampman
Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.
Phone: CH 4-0626-0627

President.....Mike Jablons
Vice President & Gen. Mgr....Shirley Graf

Program Producers

Vice President in Chge. Radio

Arlene Shelley Gaines

Vice President in chge. TV...Martin Seligson

TreasurerShirley Graf

Casting DirectorJosephine Savoca

Publicity DirectorJane Mead

Director Hollywood office: Eli Lloyd Hoffman
1607 N. Gower St., Hollywood 28, Calif.

Services Offered: Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations. Radio and television publicity and exploitation for fund raising agencies.

GALE, INC.

48 W. 48 St., New York 19, N. Y.

Phone: PLaza 7-7100

PresidentMoe Gale

Services Offered: Talent.

HAROLD R. GINGRICH, PRODUCTIONS

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

Phone: FRanklin 2-1022

DirectorHarold R. Gingrich

Musical DirectorJack Wonnell

Research DirectorJessica Petrie

Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.

Phone: Circle 7-7543

PresidentThomas G. Rockwell

Chge. Radio...TV Dept.. John J. Mulvihill

Radio-TV Dept.....George Burke

Radio-TV Dept.....Nino Bruno

Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.

Phone: ELdorado 5-3520

President & Treasurer....Howard G. Barnes

V.P. & Secretary.....A. Edward Masters

General Manager.....Hugh Brooks

Executive Assistant.....Eleanor Simon

Services Offered: Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

WILLIAM GERNANNT

180 Central Park South, New York 19, N. Y.

Services Offered: Radio and television programming.

JOHN E. GIBBS & CO., INC.

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

Phone: PLaza 7-5959

PresidentJohn Gibbs

Writers Department.....Francis Head

Talent DepartmentBob Ferres

Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.

Phone: GRAnite 5543

General Manager.....Bob Reichenbach

Executive Producer.....Grace Gibson

Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series.

HARRY S. GOODMAN PRODUCTIONS

19 E. 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.

GOODSON-TODMAN PRODUC- TIONS

49 E. 52nd St., New York 22, N. Y.

Phone: PLaza 5-9100

PartnerWilliam S. Todman

PartnerMark Goodson

Business Manager.....Howard F. Todman

Script EditorVincent McConnor

Director of SalesAngus D. Mackintosh

Director.....Jerome S. Schnur

Production Manager.....Jean Hollander

Services Offered: Producing and packaging live and transcribed radio and TV programs. Directorial and supervising service.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 19, N. Y.

Phone: JUDson 6-5577

PresidentHerbert M. Moss

Services Offered: Recording (tape and disc), program production and packages. Syndicated transcriptions.

GREEN ASSOCIATES

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

Phone: WHitehall 4-0818

General ManagerLewis G. Green

Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.

Phone: HEMPstead 5186

Vice-Pres. & Exec. Producer....John Guedel

Services Offered: Radio and television packaging and producing.

• • • **Program Producers** • • •

**LAURENCE HAMMOND
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President Laurence Hammond
Vice-Pres. Merikay Howard
Musical Supervisor Lloyd Shaffer
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

**SUE HASTINGS MARIONETTES,
INC.**

112 W. 89th St., New York 24, N. Y.
Phone: EN-2-2602

President Linnea Roberts
Program Director Donald B. Somers
Art Director Adelaide Davis
Marionette Technician Howard Spielman
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-Producer Arthur Henley
Executive Secretary Janet Radskin
Services Offered: Creators of radio and TV program production, writing, merchandising services. Additional services: program consultation.

**WILLIAM F. HOLLAND
PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd.,
Cincinnati 19, O.
Phone: CApitol 1252-3

President William F. Holland
Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone JUdson 2-3026

President West Hooker
Services Offered: Program production and programs, Talent, Artists' Representative.

**HOWARD RADIO-TV
PRODUCTIONS**

123 W. Chestnut St., Chicago 40, Ill.
Phone: MIchigan 2-0128

Owner Bernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—in-

QUIZ KIDS

CBS-TV, AM

A LOUIS G. COWAN PRODUCTION

Program Producers

cluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUDES & LIND

550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321

ProducerTed Hudes
Asst. ProducerBert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUTual 2759

General Manager.....Gustavo Faist Moran
Sales Manager.....M. L. Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
SecretaryGeorge Blake
Board of Directors:....Patrick E. Shanahan,
George Blake, Julia Cooke.

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

Chief Executive (N. Y.).....Paul Radin
Chief Executive (Calif).....Don A. Davis

Services Offered: Representation for sale of radio and television packages; creation of packages, represent personalities, writers, directors, etc.

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: Financial 6-4474

PresidentJames E. Jewell
Vice PresidentW. Ralph Jewell
ManagerCharles P. Flynn
SecretaryJane Cohan

Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio and Television

49 East 52nd Street
New York 22, N. Y.

MARK GOODSON

BILL TODMAN

• • • **Program Producers** • • •

ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.
Phone: SUNset 11331

President Robert Joseph
Vice-President..... George Crossen
Program Director..... Ken Charles
Sales Manager Walter Klinger
Pub. & Pro..... John Strauss-Chip Cleary

Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries; 15 minute films for TV.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585

Gen. Mgr., Prod..... Martin Stone
Pub., Prom. Mgr..... Lela Hadley
Asst. to Prod..... Harriet Halsband
Mdse. Directors... Inez Pierson, Allan Stone
Writer Eddie Kean

Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Prod. Mgr..... Edwin H. Kasper

Treasurer-Commercial Dir... Aaron S. Bloom
Office Manager..... Robert W. Graham
Engineer Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

ROGER KAY ENTERPRISES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer..... Roger Kay
Agency Contact..... Nan Marquand
Legal Counsel..... Miller & Miller

Services Offered: Creators, producers, 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.

TWO OF OUR TOPS!

A 7 YEAR OLD
Sponsored by BRISTOL MYERS
and PHILIP MORRIS

BREAK THE BANK

Radio's and Television's Leading Quiz Show
RADIO

½ Hour Daily, 5 Days a Week
11:30 A.M., WJZ and ABC
Coast-to-Coast Network

BUD COLLYER

^{MC}
with WIN ELLIOTT and JOHNNY OLSEN
TELEVISION

for BRISTOL MYERS
Sunday WCBS-TV, 9:30-10:00 P.M.
and CBS Cross Country Network with

BERT PARKS

^{MC}

AN 8 YEAR OLD

Sponsored by

MILES LABORATORIES

HILLTOP HOUSE

Radio's Outstanding Serial

About the Little Orphanage

in Glendale and Its Head

Matron Julie (Jan Miner)

Directed by JACK RUBIN

WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.

Radio and Television Productions

420 MADISON AVENUE, NEW YORK

Program Producers

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President Jack M. Kurtze
Vice-President Lulu Mae Kurtze
Executive Producer C. Allen Fox
Asst. Executive Producer.. William Anderson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

LARRY KURTZE

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Services Offered: Development of live or filmed TV shows. General copy and production services for broadcast media.

ELY LANDAU, INC.

10 East 44th St., New York, N. Y.
Phone: MURray Hill 7-5224

President Ely Landau
Services Offered: Television programs on radio

THE LANDT TRIO

565 Fifth Ave., New York 17, N. Y.
Phone: CIrcle 5-5431

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt
Services Offered: Jingles, spots and live shows for radio and TV.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.

Phone: JUDson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-PresidentW. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

JUDson 6-5700

President.....C. O. Langlois
SecretaryJohn D. Langlois
TreasurerC. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations.....William E. Young
West Coast Mgr.....Walter B. Davison

BURL IVES

"THE WAYFARING STRANGER"
ACTOR • SINGER • COMPOSER

NOW AVAILABLE
Transcribed Quarter Hours
One to Five Times Weekly

Burl is Assisted by the Famous
Tony Mattola Musical Group

EXCLUSIVE RIGHTS GRANTED



Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

Program Producers

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.

Phone: Webster 9-2302

Partner, SalesHerbert S. Laufman

Partner, Production.....Jules Pewowar

Executive Prod.James W. Green

Services Offered: Packagers and producers of TV programs.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Los Angeles 24, Calif

Phone: Arizona 9-3265

OwnerBee Eaton Lawrence

Production Manager..Richard Hill Wilkinson

Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.

Phone: Hillside 0101

PresidentJerome Lawrence

Vice-President.....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.

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

Phone: MUrray Hill 7-6320

PresidentJerry Layton

Services Offered: Production of live and filmed TV shows, live and transcribed radio shows; management of personalities, performers and writers for radio and television.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

PresidentLes Lear

Account Executives..Milt Parlow, Jack Curran

Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS

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

Phone: EL 5-0257

OwnerJack Currier Lewis

General ManagerWilliam P. Popp

Women's ProgramsMargaret Tester

Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.

Phone: PLaza 3-5083

Newsstand Theatre
ABC — Radio

Hollywood Love Story
NBC — Radio

Kathi Norris Show
DuMont — TV

The Big Hand
ABC — Radio

Co-Producer
Rocky King, Detective
DuMont — TV

Escape With Me
ABC — Radio

WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

Program Producers

PartnerLester Lewis
PartnerJuliet Lewis
Casting DirectorMarie Stroud
Sales ManagerMerritt Frankin
Script EditorMort Lewis
Services Offered: TV package shows, personal management.

BOB LOEWI PRODUCTIONS, INC.

255A E. 49th St., New York 17, N. Y.

Phones: MU 8-2600, PL 5-0958

PresidentBob Loewi
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.

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

President.....Phillips H. Lord
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass
Services Offered: Package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUnkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones
Production Manager.....Paul Quan
Eastern Sales Mgr.....Nat V. Donato
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MAJOR-MINOR PRODUCTIONS

5927 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 9268

Producer and Director...Stuart M. Nathanson
Producer and Director...Ronald L. Stanton
Musical DirectorRuby Raksin
Services Offered: Production, packaging and merchandising of juvenile television shows.

MANNON SOUND STAGES

(For complete listing see TV Film Producers)

ARNOLD MARQUIS PRODUCTIONS, INC.

6404 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-5119

PresidentArnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS

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

Phone: MURray Hill 7-2722-3-4

Partner.....A. W. Marshall

Commodore Productions and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

Radio

TARZAN

for General Foods, CBS, t.c.

CLYDE BEATTY SHOW

for Dr. Ross Dog & Cat Food, t.c.

HOPALONG CASSIDY, t.c.

Television

THE CLYDE BEATTY SHOW

Program Producers

PartnerHarriet Hester
 Legal Representative.....Gerald Dickler
Services Offered: Producing and Packag-
 ing Live and Transcribed Radio and TV
 Programs. Directorial and Supervising Serv-
 ice. Complete Radio and TV Public Rela-
 tion services for Social, Professional and
 Trade Organizations.

MASTERTON, REDDY & NELSON

745 Fifth Ave., New York 22, N. Y.
 Phone: PLaza 9-1120

PartnerJohn Masterton
 PartnerJohn Reddy
 PartnerJohn Nelson
 DirectorEd Leftwich
 ProducerJerry Browne
 Production Supvr.Ruth Kyle
 Business Mgr.Helen Guy
Services Offered: Packaging and produc-
 tion of radio and TV programs.

**ALEXANDER McQUEEN &
 ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.
 Phone: RAvenswood 8-9010

OwnerAlexander McQueen
Services Offered: "Nothing But The Truth"
 feature (Reg. U. S. Pat. Office), in person,
 transcribed, or TV. Research for human-
 interest stories on sponsor's product.

**METRO-GOLDWYN-MAYER RADIO
 ATTRACTIONS**

711 Fifth Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-1000

Director.....Bertram Lebhar, Jr.
 Director of Production.....Raymond Katz
 Dir. Dist. & Record...Frank Roehrenbeck
 West Coast Administrator.....Les Petersen
 West Coast Coord. & aide to

Direc. of Production.....Marcella Napp
 Director of Publicity.....Jo Ranson

Asst. to Dir. of Prod.....Irwin Greenfield
Services Offered: Metro-Goldwyn-Mayer
 Radio Attractions offers the following syn-
 dicated programs: "MGM Theater of the
 Air," "The Story of Dr. Kildare," "The
 Hardy Family," "The Adventures of Maisie,"
 "At Home With Lionel Barrymore," "Crime
 Does Not Pay," "The Gracie Fields Show"
 and "John Nesbitt's Passing Parade."

CHARLES MICHELSON, INC.

23 W. 47th St., New York 36, N. Y.
 Phone: PLaza 7-0695

PresidentCharles Michelson
 SecretaryA Michelson
 Divisional Sales Manager.....Sidney Guber
 Traffic Manager.....R. Mantell
 Export Manager.....Martin Diamond
Services Offered: Producers and distrib.

WILLIAM GERNANT

Program Producers

utors of open end quarter hour and half hour radio and television programs. Radio Transcription Features of Mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
 Phone: Circle 6-3497; Circle 6-2100, Ext. 219
 Executive Producers.....Milton E. Stanson,
 Vernon P. Becker.

Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.
 Phone: Circle 6-0006

PresidentJohn Mole
 Exec. V.-P. & Secy.....Blanche Stuart Lee
 Office Mgr.J. McDonald

Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1270 Sixth Ave., New York 20, N. Y.
 Phone: Circle 7-2160

Exec.-in-Chge. of Radio..Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: Central 6-4144

PresidentMorton Jacobson
 Sales Promotion.....Irene C. Norbut
Services Offered: Open-end and custom-built transcriptions, live packages, and custom-built TV shows.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
 Producer.....Herbert M. Moss
 Sec.-Treas.Rose Gray
Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
 Phone: PProspect 1-4900

President.....Donald C. Jones
 Vice-President.....Claude N. Rakestraw
 SecretaryL. S. Kelly

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

BARRY & ENRIGHT PROD., INC.

JACK BARRY, Pres.

JUVENILE JURY

LIFE BEGINS AT 80

FAITH BALDWIN SHOW

ADVENTURES OF MICHAEL SHAYNE

STARS AND STARTERS

THE PEOPLE'S CHOICE

PETER McDONALD, M.D.

SECRET INVESTIGATOR

Program Producers

MUSIC CORPORATION OF AMERICA

MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Branch Offices

17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
106 105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUPERior 7-5080
Exec. Vice-Pres.....Frank P. Kendall
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Direc-

tor and Continuity Director; six continuous script shows issued monthly; one Annual Christmas show; Tempera Tunes; Memorial Hour.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 6-5862

PresidentRaymond E. Nelson
Secy.-Treas.....Betty Nelson
Casting Dir.Martin Roberts
Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-5130

Cable Address: ARREFFAY Newyork
Producer-Dir.,
Executive-Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
WHAT'S THE STORY*

* (For DuMont Network)

LESTER LEWIS ASSOCIATES

11 E. 48 ST., N. Y. 17

PLaza 3-5083

Radio-Television Productions
Personal Representation

Program Producers

**OLIO VIDEO TELEVISION
PRODUCTIONS, INC.**

(See Television Film Producers)

**PAN AMERICAN BROADCASTING
CO.**

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

Phone: MUrray Hill 2-0810

Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS

101 W. 55 St., New York, N. Y.

Phone: CIrcle 6-0138

Partnership.....Norman & Irving Pincus

Script Editor.....Eugene Burr

Director.....Donald Richardson

Services Offered: Program producers.

PRESS ASSOCIATION, INC.

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

Phone: PLaza 7-1111

President.....Kent Cooper

Vice-President.....Oliver Gramling

Services Offered: "Personality Time," 15-minute transcription dramatizing personali-

ties of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.

Phone: Malibu 7871

President.....George Logan Price

Sales Manager.....S. M. Lauch

Copy and Production...George L. Price, Jr.

Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER PRODUCTIONS, INC.

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

Phone: JUdson 6-4830

President.....Bernard J. Prockter

Services Offered: Package Programs.

**RCA VICTOR CUSTOM RECORD
SALES DIVISION**

(See Transcription Companies.)

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

Program Producers

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19, N. Y.

Phone: LUxemburg 2-5130

Cable Address: ARREFFAY, Newyork

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

London Representative

Towers of London, Ltd., 84 Hallam St.,

London W. 1, England

Phone: LAngham 6248, 5050

(Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

RAO VIDEO

366 Madison Ave., New York 19, N. Y.

Phone: Va. 6-3417

Exec. Dir. Producer....Robert A. Ormbach

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."

STU REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 16155

PresidentStuart Reynolds

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.

Phone: SP 7-2568

PresidentR. S. Robbins

Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television package producers.

BOB L. ROBERTS PRODUCTIONS

806 7th Ave., New York 19, N. Y.

Phone: JUDson 6-0025

KAGRAN CORPORATION

(Formerly Martin Stone Associates)

RADIO and TV PRODUCTIONS

HOWDY DOODY

NBC-TV and Radio

GABBY HAYES SHOW

NBC-TV and Mutual Radio

AUTHOR MEETS THE CRITICS

Du Mont Network

Other top-notch properties available

Kagran Corp.

4 West 58th St., New York, N. Y.

MU. 8-0585

Program Producers

President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

**RICHARD H. ROFFMAN
 ASSOCIATES**

646 Park Ave., Hotel Sulgrave
 New York 20, N. Y.
 Phone: TRinidad 9-5640

PresidentRichard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
 Phone: WA 2-6800

PresidentW. 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
 ProducerAlbert Alex
 ProducerLeonard Carlton
 ProducerAllen Ducouns
 ProducerDrex Hines
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 Fuld, Jr.
 Secretary-Treasurer.....Joan Lane Rourke
Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

**BARNARD L. SACKETT TELEVISION-
 RADIO PRODUCTIONS**

126 W. 46th St. (Branch), New York, N. Y.
 Phone: LUXemburg 2-1815
 Bankers Securities Bldg., Philadelphia 7, Pa.
 Phone: KINGSley 5-7055

Production Manager.....Barnard L. Sackett
 Fashion Director.....Ann E. Pestor
 Film Technician.....Richard Newmayer
 Script Editor.....Toba Sackett
 PublicityMorris Yuter
 Sales Manager.....Jean Sargeant

DEMBY, BROUN and Co., Inc.

MOTION PICTURE AND TELEVISION PRODUCERS

“WHAT’S PLAYING?”

“FIGHT AGAINST CRIME”

“LOVE CLINIC”

“WHAT’S THE REASON?”

“ALLEN SWIFT SHOW”

“FILMS FOR SALES” “THIS IS INDONESIA”

(SALES TRAINING SERIES)

(INTERNATIONAL SERIES)

34 EAST 51 STREET, NEW YORK 22, N. Y. ● PLAZA 9-2495

Program Producers

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.
 9538 Brighton Way, Beverly Hills, Calif.
 Phone: CRestview 1-7231
 6 East 45th St., New York, N. Y.
 Phone: MUrray Hill 7-8370

President.....James L. Saphier
 V.P. & Mgr. of New York Office. Jules Green
Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS
 1585 Broadway, New York 19, N. Y.
 Phone: JU 6-1496-7

President.....Kermit Schafar
 General Manager.....Harry Lee
 Treasurer.....Michael Louis
 Office Manager.....Patricia Cullen
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.
 (For complete listing see TV Film Producers)

BERNARD L. SCHUBERT, INC.
 509 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-0944
 President.....Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO Features, Inc.
 75 E. Wacker Drive, Chicago 1, Ill.
 New York Phone: LExington 2-1791
 President.....Walter Schwimmer
Services Offered: Syndicated live package programs, Production, Recording, Scripts.

SCREENCRAFT PICTURES, INC.
 341 W. 44th St., New York 18, N. Y.
 Phone: Circle 6-8546
 President.....J. S. Berkson
 Vice-President.....B. H. Mills
 Treasurer.....Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

PETER ARNELL

ORIGINATOR OF

THE NAME'S THE SAME

RATE YOUR MATE

BY POPULAR DEMAND

Produced in Association with
GOODSON-TODMAN PRODUCTIONS

Represented by **TED ASHLEY ASSOCIATES**

Program Producers

SENTINEL PRODUCTIONS

(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)

Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary.....David Griffith, Jr.
Producer-DirectorAnn Archer
DirectorHarry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
ComptrollerJames Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

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

Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV

campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

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

Phone: MUrray Hill 5-5365

PresidentPaul 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

PresidentFletcher Smith
Vice-PresidentCharles Schettler
Secretary-TreasurerPeter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

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

Phone: Circle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor
Services Offered: Producers of radio and TV productions.

ELY LANDAU, Inc.

Television Programs on Film

10 East 44th Street, New York

Murray Hill 7-5224

• • • **Program Producers** • • •

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark
DesignGeorge Shealy
Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Nancy Bowling
Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 38, Calif.
Phone: Hemstead 8507

PresidentGeorge C. Meacham
Exec. Prod.....Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie
Sales Promotion Talent....Doris Edwards
Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge
Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Treasurer.....William Mills, 3rd
Sales ManagerDavid Horwich
Production Manager.....Frances Hidden
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAG-A-TUNE RADIO & TELEVISION, INC.

355 North Beverly Drive, Beverly Hills, Calif.
New York Phone: BRyant 9-9858

General Manager.....M. Jack London
Radio & Television Dir..Abbott B. London
Production Supervisor.....N. D. Altfeld
Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specialization in radio-television; packager of radio

BYRON PRODUCTIONS
COMPANY

PRESIDENT
EDWARD A. BYRON

**Television and
Radio Productions**

**JERRY
LAYTON
ASSOCIATES, Inc.**

551 FIFTH AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 7-6320

Program Producers

promotional campaigns; advertising-sales counsellors.

TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089

President.. Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.
Phone: H Harrison 7-3610

President Hal Tate
Vice-Pres. & Sales Mgr..... Phil Fischer
Secy.-Treas..... Lucille E. Schall
Canadian Sales Mgr..... S. W. Caldwell
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto,
Canada

Phone: PL 8727

Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows.

THE TEE VEE CO.

(See TV Film Producers)

TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394

President Albert Gannaway
Secretary..... Charles McGregor

Services Offered: Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999

Owner-Musical Consult.. Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer..... John Gunn
Writers Paul Davis, Laura McGhee

Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsors. Musical consultants to advertising agencies.

TELEFEATURES PRODUCTIONS, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone: JUDson 2-3026

President Wayne Wirth
Services Offered: TV programs of all types.

WEST HOOKED, INC.

Artists, Programs & Films
for Television

CURRENT FEATURES:
SAY IT WITH ACTING
PANTOMIME QUIZ

JIM FAIR { CLUB MATINEE
6:55 P.M. News
11:10 P.M. Weather

HALF PINT PARTY
FILMS FOR GABBY HAYES SHOW
WOMEN TAKE OVER
TAKE TWO
RANGER JOE

30 Rockefeller Plaza JUDson 2-3026
New York City



**MARSHALL—HESTER
PRODUCTIONS**

521 FIFTH AVENUE
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

Program Producers

TELEFEX

(See TV Film Producers)

TELEMATED CARTOONS

(See TV Film Producers)

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 19, N. Y.

Phone: LUXemburg 2-3530

President.....M. E. Moore
General Manager.....F. Kronen

Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.

Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle

3948 Grand Central Terminal

New York 17, N. Y.

Phone: MURray Hill 4-4520

ManagerClaude Barrere

Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.

Phone: BRadshaw 21447, CRestview 67238

President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.

Phone: PLaza 5-9800

President.....John L. Clark

RADIO \$ DOLLARS

A brand new merchandising plan for radio stations, based on coupons.



RICHARD H. ULLMAN, INC.

295 DELAWARE AVENUE

BUFFALO 2, N. Y.

BEATRICE KAY SHOW TUNE-O

OLIO VIDEO

TELEVISION FILM PROGRAMS

1952 Schedule

Completed:

JUNIOR SCIENCE (13 programs)

In production:

DO IT YOURSELF (65 programs)

In preparation:

SURPRISE! (26 programs)

FANTASY (13 programs)

OLIO VIDEO

TELEVISION PRODUCTIONS, INC.

Studio and offices: 20 East 42nd St.

New York City Murray Hill 2-3218

Harvey Cort

Milton Subotsky

Program Producers

Services Offered: Television and radio writing, direction, production and packaging.

TRENDE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.
Phone: WOODWARD 2-9184

President George Trendle
V. Pres. & Gen. Mgr. H. Allen Campbell
Secy. & Gen. Counsel. ... Raymond J. Meurer
Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELAND 2066

President.....Richard H. Ullman
Exec. V.P.....Robert P. Mendelson
Production Mgr. Marvin A. Kempner
Services Offered: JINGL-LIBRARY, tailored jingles, syndicated shows, RADIO DOLLARS. . . . This is a merchandise plan based on coupons which are redeemed from a catalogue of nationally-advertised products. Franchised on an exclusive basis to radio stations.

UNITED BROADCASTING CO., INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUPERIOR 7-9144

President William L. Klein

Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MURRAY HILL 2-0400

Radio & TV News Manager . . . Phil Newsom
Gen. Sales Manager.....Leroy Keller
Radio Shows Div. Mgr....C. Edmonds Allen
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

UNITED ARTISTS TELEVISION

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: Circle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Treasurer.....T. J. Valentino
Sales Manager.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

CREATIVE TV PROGRAMMING
FOR EVERY BUDGET

MILVERNE

PRODUCTIONS, INC.

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"KIDDIE KOLLEGE"
DuMont

"SOLO DRAMA"
ABC-TV NETWORK

"MAN ABOUT MUSIC"
DuMont

"CURTAIN CALL"
WOR-TV

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 Suite 219
 New York 19, N. Y.

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*Distinctive television
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VALLEE-VIDEO, INC.

6611 Santa Monica, Hollywood 36, Calif.
Phone: Hillside 6118

PresidentRudy Vallee
Vice-PresidentB. S. Otto
SecretaryD. Hall
ManagerJohn W. Swallow
Services Offered: Full film studio for TV-Stage, Cutting Room, Projection Room, Dressing Rooms.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1668

President.....Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

V. I. P.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-0130

PresidentBill Murphy
Vice-PresidentCharlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.

(See TV Film Producer Section)

STEPHEN L. WELLS PRODUCTIONS

617 S. Olive Street, Los Angeles 14, California
Phone: VA 8530

Beatrice KayProduction Director
Glenn V. Armstrong.....Account Executive
Carol Strong ..Asst. to Production Director
Services Offered: Write and produce television shows—entire production handled out of own office.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

PresidentEdward Wolf

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PUBLICITY - PRODUCTION
PERSONAL MANAGEMENT

Procter & Gamble's Business Manager
"Welcome Travelers"
Fifth Year

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In Washington H. T. stands for Harry
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HAL TATE

p r o d u c t i o n s

Chicago's fastest growing producer. Packager of:
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CELEBRITY CALENDAR
starring Xavier Cugat
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"WHO'S TALKING?"

Chicago distributor for Columbia
Pictures Screen Gems, Inc.
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Program Producers

Vice-PresidentHerbert Wolf
 Exec. Producer-Dir.....Jack Rubin
 Sales ManagerPaul Ross
Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42nd St., New York 18, N. Y.
 Phone: LA 4-3450

PresidentMax Wolf
 Secretary-Treasurer.....Robert Feldman
 Television ProductionMona Gross
 TalentAl Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

WORLD VIDEO, INC.

115 E. 47 St., New York 17, N. Y.
 Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.
 Vice-PresidentJoseph M. Drexler
 Secty.-Treas.Irving Oppenheim
 Exec. ProducerRichard Lewine
 Asst. ProducerMarion Army
 Asst. ProducerNorma Gold

Services Offered: Create and/or produce live and film packages for television.

WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.
 Phone: PLaza 3-4417

ProducerWynn Wright
 ManagerCharles Granzow

Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
 Phone: PLaza 1323

PresidentFrederic W. Ziv
 Vice-President.....John L. Sinn
 V.P., Chg. of Prod.....Herb Gordon
 V.P., Chg. of Sales.....Alvin E. Unger
 Treas. & Comptroller.....Joseph L. Moore
 Partner.....M. R. Ziv

Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4700

Chairman of the Board....Frederic W. Ziv
 President.....John L. Sinn
 Vice-President.....M. J. Rifkin
 Treasurer & Comptroller...Joseph L. Moore

Services Offered: Network and film programs.



MURPHY - THOMAS

Productions

producers of

**FRONTIER
 DETECTIVES**

Starring

VICTOR JORY

... a series of 52
 half-hour films
 produced specially
 for TELEVISION

GENERAL SERVICE STUDIOS
 Hollywood, Calif.

TEAM UP YOUR SELLING
 with **RCA VICTOR** quality...
 dependability...
 integrity...
 service...



**FOR PROMOTIONS
 OR PREMIUMS**



6 1/2" Spinner

Wrap your sales message with music and entertainment . . . and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects! Easy to mail, nonbreakable.



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10" and 12" Transcriptions
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Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.



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Now...the "45" system for SALES TRAINING

Put your sales presentations or training programs across . . . on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.



a book you'll need at your desk-

Tells you all about Custom Record Sales . . . describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:

630 Fifth Ave.
 Dept. D-30
 New York 20, N. Y.
 JUdson 2-5011

445 North Lake Shore Drive
 Dept. D-30
 Chicago 11, Illinois
 WHitehall 4-3215

1016 North Sycamore Ave.
 Dept. D-30
 Hollywood 38, California
 HIlLSide 5171



Custom Record Sales

Radio Corporation of America RCA Victor Division

800



TRANSCRIPTION COMPANIES



ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691

President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon

Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: Circle 6-0141, 0142
(See detailed listing under
Program Producers)

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405

President.....Sanford L. Wartell

Services Offered: Contract pressing only. Custom fabricator of 10", 12", 7", 33 1/3, 78, 45 RPM phonograph records in materials ranging from pure cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: Hollywood 9-0157

President.....D. K. Broadhead
Vice Pres. of Mgr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....Hal G. Neely
K. R. Smith Div. Mgr.....K. R. Smith
K. R. Smith Div. Sales Mgr..Peter M. Rogers
Washington D. C. Mgr.....Jack Wegner

Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067

President.....Robert E. Scheuing

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109

Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden

Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.....John C. Andrus
Vice-Pres. Chg. Rec.....Andrew M. Wiswell
Sales Manager.....Edward Hochhauser, Jr.
Subscriber Service.....W. H. Houghton
Script Editor.....Barbara Rose

Services Offered: 15 different musical transcription libraries: basic AM/FM, basic TV-specialized libraries; commercial, production-music, radio-music, show medley, popular music, concert music, special purpose music—TV production-music library-school, workshop, educational libraries two foreign libraries.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983

Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V-P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor

Ross Van Nibro
Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 3091

Tell 'em and Sell 'em with WORLD

VARIETY AND MUSICAL PROGRAMS

A host of income-producing shows ringing up sales for stations coast to coast.

Tell 'em and Sell 'em with WORLD

LOCAL PERSONALITY SHOWS

A variety of audience-winning programs designed to tie-in your popular, local selling personalities.

Tell 'em and Sell 'em with WORLD

DRAMATIC AND MUSICAL FEATURES

You'll get immediate sponsorship of these programs that capture the mood and spirit of the times.

Tell 'em and Sell 'em with WORLD

SIGNATURES and PRODUCTION AIDS

Unique lead-ins and closings to add impact to selling messages and to stimulate sales.

Save Money! Make Money WITH

WORLD

THE ALL-PURPOSE

LOCAL

SALES SERVICE

Tell 'em and Sell 'em with WORLD

SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES

Sparkling, fresh, sales-winning ideas all year-round bringing added revenue stations and more sales to sponsors.

Tell 'em and Sell 'em with

WORLD STARS

A galaxy of top musical artists, big name stars that keep sales zooming World-Affiliates.



Tell 'em and Sell 'em with WORLD

SPECIAL CAMPAIGNS

Your opportunity for tapping more new sources of station revenue.

Tell 'em and Sell 'em with WORLD

COMMERCIAL JINGLES

A complete variety of diversified jingles for every purpose



ALL PURPOSE

because World fulfills the entire range of your requirements and gives you its know-how for top quality programming and diversified advertising ideas that boom sales for you and your sponsor's too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

LOCAL

because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios. Take advantage of your popular local personalities.

And it's a

MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!

Let ONE Service Do The WHOLE Job At LESS Cost

WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of The Frederick W. Ziv Company

488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

Month After Month After Month—The New Ideas
For Vital Local Sales Are Coming From World.



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President.....Percy L. Deusch
 Vice-Pres.....T. J. Merson
 Vice-Pres.....W. Oliver Summerlin
 V.P., Treas., Asst. Secy.....Richard Rynd
 Dir. of Advertising.....Leon A. Wortman

Services Offered: Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

BELL RECORDING COMPANY

112 W. 89 St., New York 24, N. Y.

Phone: TR 3-4328-9

President.....Daniel Cronin
 Vice-President.....Allen Weintraub
 Chief Engineer.....Paul Marcus
 Sales Representative.....Richard S. Milbauer

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.

Phone: Circle 7-2236

See detailed listing under Program Producers.)

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11, Ill.

Phone: DElaware 7-4786

Owner-Manager.....Jack Brinkley
Services Offered: Transcriptions and phonograph records.

CAPITOL RECORDS, INC.

Studio and Recording Services Div.

5515 Melrose Ave., Los Angeles 5, Calif.

Phone: HEmpstead 7114

General Manager.....Jack Richardson
 National Sales Mgr.....Clifford E. Ogden

Services Offered: Phonograph; Television; Studio Recording; TV and Slide Film.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.

Phone: CLadstone 8444

President.....Joseph F. MacCaughtry
 Secretary-Treasurer.....Joseph T. Scott

Services Offered: Radio and TV productions, live and transcribed.

PHILLIPS-CARLIN

RKO Bldg., New York 20, N. Y.

Phone: JUdson 6-5534

Owner.....Phillips Carlin
Services Offered: Recording, Program Production, Package programs, Agency Representative, Station and Agency Consultant.

CINEMART, INC.

Exec. & Sales Offices

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

Phone: MUrray Hill 4-1562

President.....Varian M. Fry
 V.P., Chief Engr.....Bernard Held

Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.

Phone: Circle 6-3900

Manager.....Arthur Shaer

Services Offered: Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 13, N. Y.

Phone: Circle 5-7300

President.....James B. Conkling
 Executive Vice-Pres.....Goddard Lieberman
 Vice-Pres. Chg. of

Mfg. & Engrg.....James H. Hunter
 Vice-President.....Adrian Murphy
 Vice-President.....A. E. Satherley
 Vice-Pres. Chg. of

West Coast Op.....A. J. Schrade
 Vice-Pres. Chg. of Sales.....Paul J. Wexler

Secretary.....Kenneth E. Raine
 Treasurer.....W. G. Wilkin
 General Auditor.....Arthur S. Padgett

COLUMBIA TRANSCRIPTIONS

(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 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.....Albert Shulman
 Manager, Chicago Office.....Girard D. Ellis
 410 N. Michigan Ave., Chicago, Ill.

Dir. West Coast Oper.....Andrew J. Schrade
 8723 Alden Drive, Hollywood, Calif.

Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
 Producer-Director.....Carol Bulkley

Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*



MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE

...ROSEMARY CLOONEY, too

APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS

"the library that pays for itself"

Associated Program Service

151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from \$19.50 per month (one year only)

*Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.

• • • Transcriptions—Recordings • • •

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.

Phone: Columbus 5-2300

Mgr., Special Service.....Edward Strauss
Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.

Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
 Vice-President Arthur Lubo
 Vice-President.....Fred de Jaeger
 Secretary.....John Hughes Dwyer
Services Offered: Recording, program production and packages, talent.

FRANKAY & JACKSON RECORDING STUDIOS, INC.

48 W. 48 St., New York 19, N. Y.

Phone: JUdson 6-9030

PresidentHarry Jackson
 Vice-President Frank Kay
 Secy. and Treas.....Betty Jackson
 Business Mgr.....Harry Jackson
Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

FULTON RECORDING

80 W. 40 St., New York 18, N. Y.

Phone: LAckawanna 4-7188

General Manager.....Rene J. Oulmenn
Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 4-5491

Owner Mitchell Gertz
 Talent Head..... Jack Heasley
 Literary Head..... William Herndon
 TV Package Head.....Leo Logan
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kinoscoped. Talent and technicians for all types of production: producers, directors, set designers, writers, cameramen, actors and actresses, composers, arrangers.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
 Vice-Pres.-Charge Sales.Everett F. Goodman
 Vice-Pres.-Charge TV...Daniel R. Goodman
 Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.

Phone: JU 6-5577

President.....Herbert M. Moss
 Vice-President.....Stephen F. Temmer
 Secretary-TreasurerRita Bourne
 General Manager.....Harry F. Landon
Services Offered: Six medium and large studios available—12 ampes tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.

Phone: GRant 1-3696

PresidentGeorge Heid
 Chief Engineer.....Clarc "Doc" Cypher
 Musical Director.....Max Adkins
Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phones: PLaza 8-2910

OwnerMary Howard
 Mgr. Chg. of Sales and Prom.

Betty Jane Keiuls

Office Manager.....Gretchen C. Howard
Services Offered: Recording studio, tape.

ESTELLA H. KARN

49 W. 45 St., New York, N. Y.

Phone: LUXemburg 2-2170

Owner.....Estella H. Karn
Services Offered: Recording, program production and packages.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.

Phone: DEvonshire 8-7357

Pres. & Pro. Dir.....Edwin H. Kasper
 Treas., Com. Dir.....Aaron S. Bloom
 Office Manager.....Robert W. Graham
Services Offered: Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

KEYSTONE BROADCASTING SYSTEM, INC.

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

Phone: PLaza 7-1460

Vice-PresidentJoseph Bayer
 Vice-PresidentArthur Wolf
 Secretary-Treasurer.....Sidney J. Wolf
 Ass't Secretary.....William Bayer
 Eastern Sales Mgr.....Noel A. Rhys

A recipe for Station

HERE'S HOW IT TASTES:



"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for our service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)



"Sold Wayne King Serenade for 52 weeks . . . sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)



"Sold 15 Thesaurus shows in 60 days—46 quarter hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus." KROS (Clinton, Iowa)



"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library. We should have bought Thesaurus sooner." KCSJ (Pueblo, Col.)



WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)



"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)



"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)



"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)



"We sold The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth Show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)

KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great . . . clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)



"Big mail response led Silkworth Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in \$3,176.94 in time sales and talent charges. We're well satisfied in every way with Thesaurus." WTON (Staunton, Va.)

Success... *TheSaurus*

THE LIBRARY THAT PAYS ITS OWN WAY!



SOLD! "Wayne King Serenade"

KSD (St. Louis) Dau Furniture Co.
KRLD (Dallas) Padgett Bros.
WMBD (Peoria) The Schradzki Co.

SOLD! "Hour of Charm"

WWL (New Orleans) Baumer Foods, Inc.
KSTP (Minneapolis) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; open-end time, weather, commercial & shopping jingles; news, sports & feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise **THE SAURUS** shows locally.

Catalog, card index file, storage cabinets

Phone or write for comprehensive
THE SAURUS brochure today!

THE NEW ERA
TheSaurus
IN
recorded
program
services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Contact Dept. D-30

630 Fifth Avenue

New York 20, N. Y., JUdson 2-5011

445 N. Lake Shore Drive

Chicago 11, Ill., WHitehall 4-3530

1016 N. Sycamore Ave.

Hollywood 38, Calif., HIllside 5171

522 Forsyth Bldg.

Atlanta 3, Ga., WAlnut 5948

1907 McKinney Ave.

Dallas 1, Texas, RIverside 1371

10" . . . 15 MINUTES PER SIDE

Best for You in '52!

COLUMBIA

Microgroove



COLUMBIA TRANSCRIPTIONS

A DIVISION OF COLUMBIA RECORDS, INC.

New York: 799 Seventh Avenue,
Circle 5-7300

Los Angeles: 8723 Alden Drive,
BRadshaw 2-5411

Chicago: Wrigley Building,
410 N. Michigan Avenue,
WHRehall 4-6000

12" . . . 25 MINUTES PER SIDE

• • • Transcriptions — Recordings • • •

Research Director.....James A. Yergin
Office Manager.....Eve Banner

Branch Offices

134 N. LaSalle St., Chicago 2, Ill.

Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc't & Office Mgr....Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.

Phone: CHerry 4050

Mid-Western Sales.....Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1952, as in 1951, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper....Walter B. Davison
Sales Representative.....Wm. E. Young

Services Offered: Transcribed music library service for radio stations, open-end and package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: MUrray Hill 7-3717

President.....C. P. MacGregor
Manager.....George R. Jones
Production Mgr.....Paul Quan
Eastern Sales Mgr.....Nat V. Donato

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording elec-

tro-plating of masters and production on vinylite pressings.

MAGNO RECORDING STUDIOS

37 W. 57 St., New York 19, N. Y.

Phone: PLaza 8-0759

Business Manager.....A. J. Dash
Engineer.....Howard Warren
Technician.....Ralph Friedman

Services Offered: Recording sound on film 35mm and 16mm. Complete production facilities for all phases of motion pictures—television—theatrical—non theatrical. Disc recording.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 1-8151

Executive Vice-Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.

Phone: Malibu 7871

President.....Fred C. Mertens
Sales Manager.....George L. Price

Services Offered: Open-end package programs of 5 minutes and more, primarily of inspirational-educational type which render public service and create good will as well as sales.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.

Phone: Circle 5-4820

General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerker
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.

Phone: PLaza 7-0695

President.....Charles Michelson
Divisional Sales Mgr.....Sidney Guber

Services Offered: Open end dramatic and musical transcribed feature programs. Gen-nett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.

Phone: FI 6-4183

Owner.....Edwin M. Webb



... EVERYTHING —
including the picture "sync"

Yes, of course GOTHAM has the latest in TV Picture Sync — film sound at transcription rates, with savings better than 40% over yesterday's methods.

Does your budget bleed at the thought of miles of raw stock wasted in *film* editing? If so, you don't have to be told about the economy of *tape* — whether a forty-two-voice lip sync chorus or one-voice off-screen narrator.

All this, plus the know-how, know-when (and NO KIDDING!) that makes GOTHAM New York's most talked-up recording outfit!

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 36, N. Y. — JUdson 6-5577

• • • Transcriptions — Recordings • • •

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President Morton Jacobson
Sales Promotion..... Irene C. Norbut

Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999

President Frank Novak
Radio-TV Producer..... John Gunn
Mgr., Writer..... Lewis Reid
Associate Producer..... Betty Marshall
Promotion Manager..... Richard Davis

Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President..... Harry E. Houghton
Exec. Vice-Pres..... Charles C. Cowley
Vice-Pres. & Treas..... John R. Andrus
Secretary..... Anna M. Kerner

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper..... Ethel W. Maclean
Vice-Pres. Chg. of Sales... Curt H. Pfenniger
Promotion Mgr..... Roger L. Thaxter

Associated Program Service Div.

Radio Libraries and TV Film
151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr... Maurice B. Mitchell
Sales Mgr..... Edward Hochhauser
Service Mgr..... William H. Houghton

Production Div.

250 W. 54 St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P. & Gen. Mgr..... Alexander B. Motenko
Music Div.

151 W. 46 St., New York 15, N. Y.
V.P. & Recording Dir.... Andrew M. Wiswell
Technical Research and Engineering Div.

229 Fourth Ave., New York 3, N. Y.
Vice-Pres..... Emil F. Hembrooke

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.

Phone: PL 7-4870

Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President..... Vincent J. Nola
General Manager..... Thomas Nola
Chief Engineer..... Stanley Bumbly

Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

PALMETTO BROADCASTING SYSTEM

Transcription Division of
THE HALL BROADCASTING AND TELEVISION COMPANY, INC.

Anderson, S. C.

Phone: 3802

President..... Wilton E. Hall
General Manager..... Glenn P. Warnock
Sales Manager..... Paul H. Benson, Sr.

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President Kent Cooper
Vice-Pres., Mgr..... Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President..... George Logan Price
Sales Manager..... S. M. Lauch
Production Manager..... George Price, Jr.

Services Offered: Radio program ideas, scripts, production and services, including audience checks, inquiry-getters, and door-openers. Commercials, publicity, promotion, based on 31 years' national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011



ALLIED

Leads in Pressings

....there's a reason.....

18 years of better service have proved that Allied *Quality Control* means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

ALLIED

RECORD MANUFACTURING CO.

1041 N. Las Palmas, Hollywood 38, California — HO 9-5107
619 W. 54th Street, New York 19, New York — JU 2-3791

• • • Transcriptions—Recordings • • •

Manager.....James P. Davis
 Artist & Repertoire Mgr....Herbert H. Wood
 Advtg. & Prom. Mgr.....Bennett S. Rosner

Custom Record Sales Sections

Acting Manager.....James P. Davis
 Chicago Manager.....A. E. Hindle
 Hollywood Manager.....R. C. Bucholz
 N. Y. Mgr. Orders & Service

Richard E. Bylandt

N. Y. Slide Film Rep....Marjorie Tahaney
 N. Y. Sales Rep.....James R. Cunnison
 Chicago Sales Rep.....Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
 Central Sales Manager...William F. Reilly
 Western Sales Manager.William C. Gartland
 Northeastern Sales Rep.....George Field
 Southeastern Sales Rep...Henry A. Gillespie
 Central Sales Rep.....Gregory Reeser
 Southwestern Sales Rep.....Robert Fender

Services Offered: THESAURUS (musical program service); RCA SYNDICATED

PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
 445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
 1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: Hillside 5171
 522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
 1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: LUxemburg 2-5130
 Executive Director.....Oliver W. Nicoll
 Associate Director.....Sandra Munsell
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HEmpstead 3282

**IF YOUR
 RADIO & TV
 DRAMATIZATIONS
 NEED
 SOUND
 EFFECTS &
 MOOD MUSIC**

SEND FOR
 FREE
 CATALOGUE TODAY
 DISTRIBUTED BY

**Thomas J.
 VALENTINO, Inc.**
 DEPT. RA
 150 WEST 46th STREET
 NEW YORK 36, N. Y.

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

CANADIAN
 DISTRIBUTOR

Instantaneous
 Recording Service
 42 Lombard St.
 Toronto, Ont., Can.

• • • Transcriptions — Recordings • • •

President.....G. Howard Hutchins
 Vice-Pres.-Treas.....H. Devoe Rea
 Vice-Pres.-Sales.....J. Joseph Sameth
 Vice-Pres.-Engineering.....H. L. Bryant
 Vice-Pres.-Production.....E. F. Dummel

Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.
 Phone: ORegon 9-3550

Vice-Pres.....Chester L. Stewart
 Chief Engineer.....Lyman J. Wiggin

Services Offered: Recording.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
 Phone: PL 9-7979

President.....Stanley J. Wolf
 Sales Manager.....Emanuel H. Wolf
 Recording Manager.....Leo J. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

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

Phone: MUrray Hill 5-5365

PresidentPaul 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.

THE CHARLES E. SKINNER PRODUCTIONS

1819 Broadway, New York, N. Y.

Phone: PLaza 7-6600

Exec. Producer-Director..Charles E. Skinner
 Associate Producer.....Robert Sloan
 Musical Dir.-Asso. Pro.....Skitch Henderson
 Film Editorial Supervisor.....Joe Josephson
 Associate Producer, West Coast Rep.

Treasurer.....Albert Kelley
 Alexander J. Greeley
 Gen. Business Mgr.....Melville Ruick
 DesignerCharles Carlotti

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television,

ALLENTOWN RECORD CO.

CONTRACT RECORD PRESSING MANUFACTURERS

SPECIALISTS IN ALL TYPES OF

LONG PLAY MICROGROOVE PRESSINGS

PRODUCTION ALSO AVAILABLE IN 45 and 78 RPM PRESSINGS. MATERIAL USABLE INCLUDES VINYLITE, NON-BREAKABLE BLACK and EXTENDED VINYLs, and BREAK-RESISTANT MATERIALS.

A CHOICE OF COMPLETE SERVICING AVAILABLE INCLUDING DUBBING FROM YOUR TAPE OR INSTANTANEOUS MASTER, METAL PROCESSING, LABELS, PRESSING, COLLATING, STORAGE and WAREHOUSING, DROP SHIPPING, ART WORK and ALBUMS.

ALLENTOWN RECORD CO., INC.

ALLENTOWN, PENNSYLVANIA

S. L. WARTELL, *President*

Phone: 3-7405

• • • **Transcriptions** • • •

theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

K. R. SMITH
(Division of)

ALLIED RECORD MFG. CO., INC.
619 W. 54 St., New York 19, N. Y.
Phone: JUDson 2-3791

Gen. Mgr. K. R. Smith
Sales Mgr. Peter M. Rogers

Services Offered: Manufacturer transcriptions and phonograph records.

SONG WRITERS' COOPERATIVE, INC.

2261 Earl St., Los Angeles 39, Calif.
Phone: NORmandie 1-0845

Business Manager Harry Henderson
President Dorothea Towne
Vice-President Bill Cody
Secretary Sally Weightman
Secretary Bob Stifel
Music Director Frank Hemmerlein
Music Supervision Kenneth Howell

THE TEEVEE CO.

211 So. Beverly Drive, Beverly Hills, Calif.
Phone: CREstview 5-1076

President Gifford Phillips
General Manager Mark Frederic
Asst. to President Ludlow Flower, Jr.

Services Offered: Custom Built TV shows, film and live; spot commercials.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CENTral 6-5275

Owner L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3530

General Manager F. Krinen

Services Offered: Package programs and production, syndicated transcriptions, scripts, spot announcements.

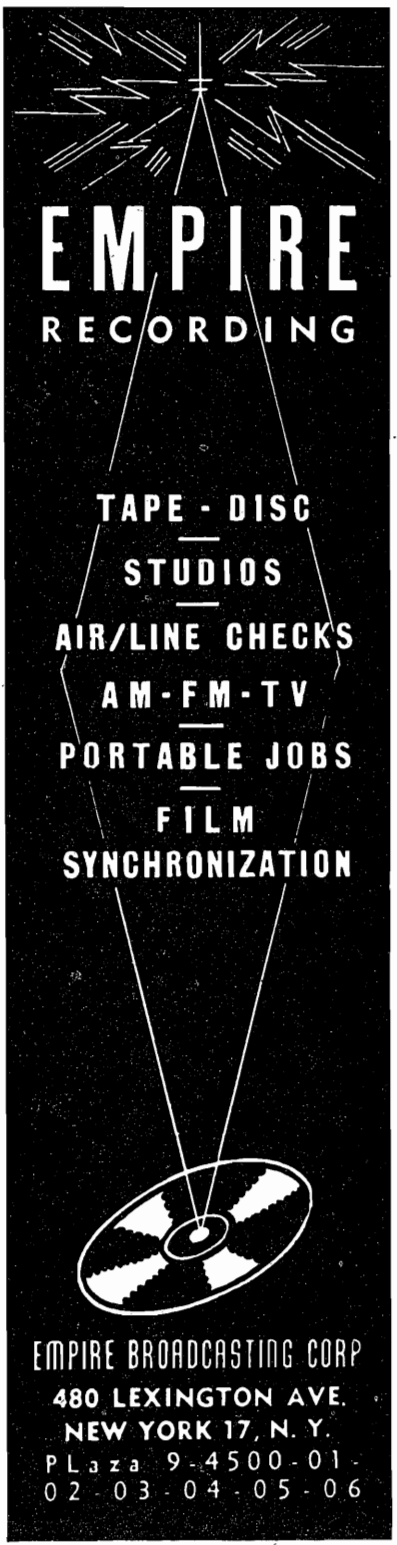
TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974, N. Y. Phone: MU 4-4520

President J. P. Williams
Executive Vice-Pres. Adna H. Karns
Vice-Pres. & Gen. Mgr. John F. Hyle

New York Office
3948 Grand Central Terminal,
New York 7, N. Y.

Manager Claude Barrere
Services Offered: Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile



EMPIRE RECORDING

TAPE - DISC
STUDIOS
AIR/LINE CHECKS
AM - FM - TV
PORTABLE JOBS
FILM
SYNCHRONIZATION

EMPIRE BROADCASTING CORP
480 LEXINGTON AVE.
NEW YORK 17, N. Y.
PLaza 9-4500-01-
02-03-04-05-06

• • • Transcriptions — Recordings • • •

Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "\$Dollar Derby\$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....Mariland L. Fridel
Chief Engineer.....Bryan A. Wright

Services Offered: Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," "Hartz Mountain," and drama-

tized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

UNITED RECORDING LABORATORIES

1650 Broadway, New York, N. Y.
Phone: CI 7-2089, 3718

Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLywood 9-8282

President.....Arthur B. Hogan

Services Offered: Recordings, transcriptions.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465

President.....Milton T. Putnam

Vice-President.....A. B. Clapper

Secretary-Treasurer.....Robert A. Weber

**UNITED
RECORDING
LABS.**

TAPE — DISC — STUDIOS

Editing

Microgroove and United's Own
"Minigroove" Recording

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

GORDON M. DAY

jingles

Make CASH REGISTERS



Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 66 result-getting jingle and spot campaigns! Send for presentation recording and full details.

**Gordon M. Day
Productions**

108 E. 30 St., N. Y. C. 16, ORegon 9-3595

. . . **Transcriptions—Recordings** . . .

Office Manager.....Mercedes Kelley
 ControllerIrving Steindler
Services Offered: Recording, transcriptions,
 package programs, masters pressing.

THOMAS J. VALENTINO, INC.
 150 W. 46 St., New York 19, N. Y.
Phone: Circle 6-4675

President.....Thomas J. Valentino
 Vice-Presidents.....Michael T. Valentino,
 Elsie F. Valentino
 Gen. Mgr. & Sec.....Peter J. Riold
Services Offered: Recording, processing
 and pressing transcriptions and commercial
 phonograph records.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6811

Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Record-
 ing-Assembly and Editing. Radio Broadcast-
 ing from our Studios.

HAL WILSON PRODUCTIONS

442 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914

OwnerHal Wilson
Services Offered: Live and Transcribed
 Radio Shows. TV Films, Live TV packages.
 General production services for agencies.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....John L. Sinn
 Vice-President.....Frederic W. Ziv
 West Coast Manager.....Maynard Marquard
Services Offered: World Program Service
 Library. Library programs and custom built
 shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
 Vice-President (Executive)...John L. Sinn
 Vice-Presidents.....Alvin E. Unger,
 Herb Gordon
 Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcrip-
 tion Productions, package shows.

M-G-M Records

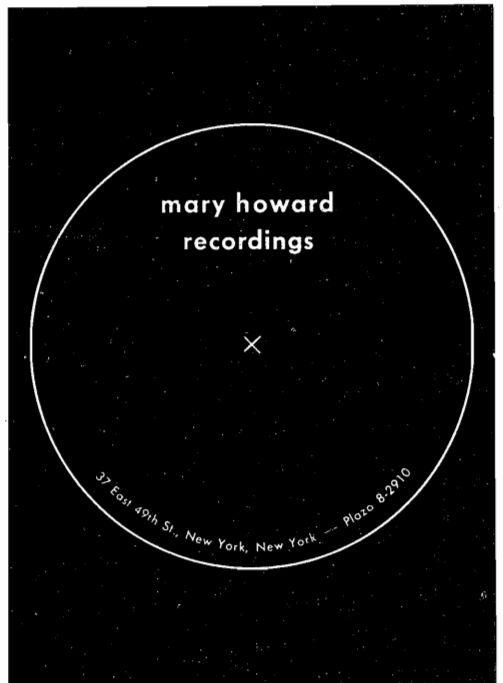
The Greatest Name
 In Entertainment

78 RPM

45 RPM

33 1/3 Long Playing Records

Leader In The Field Of
 Movie Sound Track Albums





DENNIS JAMES

BEHIND THE MIKE

RADIO TELEVISION

Artists

Vocalists

Sports Commentators

News Commentators

Disc Jockeys

Announcers — M.C.'s

Orchestra Leaders

Musical Conductors

Organists

Writers

Directors

Producers

Women Commentators

Home Economics Directors

For . . . 1951

Don Russell
DuMont

RADIO-TV ARTISTS

—their work during 1951



— A —

ABBOTT & COSTELLO

Colgate Comedy Hour, NBC-TV

ABBOTT, BUD

B. Oct. 2, 1895, Atlantic City, N. J.; "Colgate Comedy Hour," NBC-TV; Motion Pictures

ADAIR, PAT

Talent Shop
WABD, New York, N. Y.

ADAMS, MASON

Pepper Young's Family
NBC

ADAMS, SUSAN

Universal Homemaking
Kitchen Fare
Du Mont

ADLER, WILLIAM

Not For Publication
Du Mont

AGEE, RAY

Jumpin' Jacks
WKLV, Richmond, Ind.

AHERN, JANET

Quiz Kids
CBS-TV

ALEXANDER, JOAN

Perry Mason
CBS

ALLEN, BILL

Carolina Barn Dance
WFAI, Fayetteville, N. C.

ALLEN, FRED

Colgate Comedy Hour
Chesterfield Sound-Off Time
NBC-TV

ALLEN, GEORGE

Man Of The Week
CBS-TV

ALLEN, GRACIE

B. 1906, San Francisco, Calif.;
George Burns & Gracie Allen
Show, CBS-TV

ALLEN, JACK

The Jack Allen Show
WFUR, Grand Rapids, Mich.

ALLEN, ROSALIE

Prairie Stars
WOV, New York, N. Y.

ALLEN, STEVE

Steve Allen Show, Songs For
Sale, CBS-TV

ALLISON, FRAN

Kukla, Fran and Ollie
NBC-TV

ALLISON, JONE

Guiding-Light
CBS

AMES, FLORENZ

Adventures of Ellery Queen
Du Mont

AMSTERDAM, MOREY

Breakfast with Music, WNBT;
Decca Records

ANDERS, GORIE

Ken Murray Show
CBS-TV

ANDERSON, EDDIE

"ROCHESTER"

B. Sept. 18, 1905, Oakland,
CBS; Jack Benny TV Show, CBS-
Calif.; The Jack Benny Show,
TV

ANDERSON, RAY

WHTN, Huntington, W. Va.

ANDREWS, ABBIE & HIS

CANADIAN RANCH BOYS
CKTB, St. Catharines, Ont.,
Canada

ANDREWS, CAMERON

Double C. Canteen
WABD, New York, N. Y.

Can You Spare a Little Blood?

Contact the Red Cross.

It May Save a Life!



JAN MURRAY

Radio-TV Guest Appearances
James Melton's Ford Festival
The Kate Smith Evening Hour
The Big Show

Bookings:
M.C.A.

Management:
JACK BERTELL



MIMI BENZELL

Radio-TV Guest Appearances
Toast Of The Town
Paul Whiteman Revue
The Railroad Hour
And Others

Management: JACK BERTELL



EARL WRIGHTSON

Starring Weekly on:

The At Home Show — ABC-TV

The Paul Whiteman Revue—
ABC-TV

Musicland, U.S.A. — CBS Radio

Personal Management:

Jack Bertell

Don Coplin — Associate

745 5th Ave., N. Y. 22, N. Y.

Radio and Television Artists

APACHE TRAILBLAZERS

Trailblazers
WKRT, Cortland, N. Y.

ARBOGAST, BOB

WMAQ, Chicago, Ill.

ARCHER, GENE

WNBW, Washington, D. C.

ARDEN, EVE

B. Mill Valley, Calif.; Star of
"Our Miss Brooks," CBS

ARIZONA, JOHNNIE

Western Star Time
KXOC, Chico, Calif.

ARIZONA TRAIL HANDS

KBRB, Springdale, Ark.

ARLEN, MARGARET

Margaret Arlen Hostess
CBS-TV

ARNAZ, DESI

I Love Lucy

CBS-TV

ARNO, SIG

Mv Friend Irma
CBS-TV

ARO, BOBBY

Vagabond Troubadour
WHLB, Virginia, Minn.

ARTHUR, JACK

Jack Arthur Show
NBC

ATCHER, RANDY

T Bar V
WHAS-TV, Louisville, Ky.

ATKINS, JIM

Saddle Pal Club
WJZ-TV, New York, N. Y.

AUSTIN, DON

WHOW, Clinton, Ill.

AUTRY, GENE

Gene Autry
CBS-TV

AYRES, LEW

Story of Doctor Kildare
(MGM)

MBS

— B —

BABY RAY

Rhythm Ranch
WMRC, Greenville, S. C.

BAILEY BROS.

WPTF, Raleigh, N. C.

BAILEY, GENE

"Songs of The Hills"
WVYO, Pineville, W. Va.

BAIN, BUDDY

Buddy Bain Show
WCMA, Corinth, Miss.

BAKER, ANCIL

KFSA, Ft. Smith, Ark.

BAKER, ART

You Asked For It
Du Mont

BAKER, BILL

Hillbilly Jamboree
WEBQ, Harrisburg, Ill.

BAKER, DICK

680 Jamboree
WPIN, Clearwater, Fla.

BAKER, JACK

Jack Baker Show
NBC

BAKER, PHIL

\$64 Question
NBC

BALL, LUCILLE

I Love Lucy
CBS-TV

BALLARD, KAY

The Henry Morgan Show
NBC-TV

BALLEW, FRANK

Announcer-Engineer
WMNC, Morganton, N. C.

BANCROFT, GIFFING

The Big Question
CBS-TV

BANKHEAD, TALLULAH

The Big Show
NBC

BANKS, JOHN

Western Requestern
KRDU, Duraba, Calif.

BAR B. Q. BILL

Homefolk's Jamboree
KVAN, Vancouver, Wash.

BARBER, CHARLIE AND HIS

BAND

KALG, Alamogordo, N. M.

BARKEE, DWIGHT

"Melody Boys"

WSIC, Statesville, N. C.

BARNES, WAYNE

The Old Corral
KGPH, Flagstaff, Ariz.

BARNEY, MARION

Pepper Young's Family
NBC

BARRETT, ART

Tidewater Hoedown
WSAP, Portsmouth, Va.

BARRIE, WENDY

ABC, CBS, NBC

BARRY, JIM

Pacific Serenade
KIEM, Eureka, Calif.

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Radio and Television Artists

BARRY, NICK

Hillbilly Show
WGMW, Canton, Ohio

BARRYMORE, LIONEL

Story of Doctor Kildare
(MGM)
MBS

BARTLETT, TOMMY

B. Milwaukee, Wis.; "Welcome Travelers," NBC; Hi-Ladies TV, WGN-TV

BARTON, CLARA MAE

WHOW, Clinton, Ill.

BARTON, JOHN

WHOW, Clinton, Ill.

BARTY, BILLY

B. Pa.; James Melton Show, NBC-TV; Ken Murray Show; Steve Allen Show; Fred Waring Show; Frank Sinatra Show; CBS-TV; Your Pet Parade (26 weeks), ABC-TV; Milton Berle Show, NBC-TV

BASS, DUG

Radio Ranch Hands
WALT, Tampa, Fla.

BAUM, CLYDE

Clyde Baum & His Bayou Boys
KALB, Alexandria, La.

BEAN, LOIS AND BETTY

The Rangerettes
KVSM, San Mateo, Calif.

BEASLEY, IRENE

Grand Slam, CBS

BECK, JACKSON

B. July 23, 1912, New York, N. Y.; Space Cadet, ABC, ABC-TV; Mark Trail, ABC; F.B.I. In Peace And War, CBS; Gabby Hayes, MBS; Barrie Craig, NBC; Paramount Newsreel

BECKER, MONA

Kids And Company
Du Mont

BECKER, SANDY

Young Dr. Malone
CBS

BECKETT, RON & DOUB

"Ranger's Cabin"
CKNW, New Westminster,
B. C., Canada

BEERS, BETTY

"Haylot Hattie"
WEAB, Greer, S. C.

BELEW, MELVIN

Kornfield Karnival
KMAE, McKinney, Texas

BELL, LLOYD

Tennessee Sweethearts
WSVA, Harrisonburg, Va.

BELLAMY, RALPH

Man Against Crime
CBS-TV

BELLAMY, VIC

WLW, WLW-T, Cincinnati, O.

BELTRAMI ROUNDUP

KBUN, Bemidji, Minn.

BENADARET, BEA

Meet Millie, CBS
Burns & Allen, CBS-TV

BENDIX, WILLIAM

The Life of Riley
NBC

BENNETT, "BING"

Hymntime
WLOS, Asheville, N. C.

BENNY, JACK

B. Feb. 14, 1894, Waukegan, Ill.; The Jack Benny Television Show, CBS-TV; Jack Benny Show, CBS-KNX

BENZELL, MIMI

B. April 6, 1924, Bridgeport, Conn.; Pet Milk Summer Revue, NBC; Guest "Railroad Hour," NBC; Guest "Toast Of The Town," CBS-TV; Guest "Paul Whiteman Revue," ABC-TV; Guest "Cavalcade Of Stars," DuMont; Guest "Songs For Sale," CBS-TV

BERCH, JACK

Jack Berch Show
NBC

BERG, GERTRUDE

The Goldbergs, NBC-TV

BERGER, CURLEY

Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

BERLE, MILTON

Texaco Star Theatre, NBC-TV

BERLIN, IRVING

Irving Berlin's Salute to America, NBC-TV



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Radio and Television Artists

BERQUIST, WHITEY

Musicana
NBC

BERRY, DALE

Dale And The Blues
KTER, Terrel, Texas

BICHON, ED

Duffy's Tavern
NBC

BILL, CHUCK

Breakfast Frolic
WJJD, Chicago, Ill.

BILLINGSLEY, SHERMAN

Stork Club
CBS-TV

BISHOP, BOB

Golden Eagle Time
KAFP, Petaluma, Calif.

BLAKE, RANDY

Suppertime Frolic
WJJD, Chicago, Ill.

BLOCK, HAL

What's My Line
CBS-TV

BLUE GRASS ERVIN

Jamboree
KGMB, Honolulu, Hawaii

BLUE RIDGE RAMBLERS

WUSN, Charleston, S. C.

BLUERIDGE RAMBLERS

WKBC, N. Wilkesboro, N. C.

BLUE SKY TRIO

Noontime Jamboree
WYMC, Mt. Carmel, Ill.

BOB AND RAY

The Bob and Ray Show
NBC-NBC-TV

BOND, DALLAS

Dallas Bond
WILE, Cambridge, Ohio

BOGGS, LUCKY & BAND

GOSPEL TONES QUARTET
WNXI, Portsmouth, Ohio

BOLDT, VIC

Polka Time
KVIC, Victoria, Texas

BORGE, VICTOR

The Victor Borge Show
NBC-TV

BOULETTE, WILLIAM

Kove Ranch Time
KOVE, Lander, Wyo.

BOULTON, MILO

Shoppers' Corner
WABD, New York, N. Y.

BOWES BROS.

The Bowes Bros.
WDVA, Danville, Va.

BOWMAN, JERRY

Hi Neighbor
WERE, Cleveland, Ohio

BOWMAN, LEE

Adventures Of Ellery Queen
Du Mont

BOYD, BILL

Bill Boyd Show
WRR, Dallas, Texas

BOYD, JIM

Parade of Western Hits
WFAA, Dallas, Texas

BOYD, LLOYD

The Singing Ranger
CKCL, Truro, Nova Scotia.
Canada

BOYD, WILLIAM

"HOPPY"

B. June 15, 1898, Cambridge,
Ohio; "Hopalong Cassidy," CBS

BOYS—II DOUBLE

Western Roundup
KEEN, San Jose, Calif.

BRAGG, NELSON

Hayloft Jamboree
WCOP, Boston, Mass.

BRAHAM, HORACE

Radio, TV, Stage, Screen

BRAND, OSCAR

Folksong Festival
WNYC, New York, N. Y.

BRASFIELD, ROD

Grand Ole Opry
NBC

BRAY, CURLY

Buddies Of Airlines
WHBF, WHBF-TV, Rock
Island, Ill.

BREHMER, LARRY

Crazy Cowboy
KTBI, Tacoma, Wash.

BRENNAN, WALTER

You Can't Take It With You
NBC

BRESSLER, SAM

TV Ranch
WSPD-TV, Toledo, Ohio

BRICKHOUSE, JACK

Saturday Night At The Gar-
den, Du Mont

BRIGGS, BILLY

Xit Boys
KGNC, Amarillo, Texas

EVE ARDEN

"OUR MISS BROOKS"

CBS

**BUD
ABBOTT**

and

**LOU
COSTELLO**

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**Jack
Carson**

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Frank Stempel
Hollywood, Calif.

Radio and Television Artists

BRIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIMMER, J. ALLEN
RFD 790 Jamboree
WLBE, Leesburg, Fla.

BRINKLEY, J. B.
"Barn Dance"
WBAP-TV, Fort Worth, Texas

BRITTON, CAPT. BILL
"Old Ship of Zion"
WPCF, Panama City, Fla.

BRONSON, MARILYN
"The Marilyn Bronson Show"
KTBC, Rustin, Texas

BROOKER, JIM
"Cactus Jim's Talent Ranch"
WTVJ, Miami, Fla.

BROOKS, TOM "CACTUS"
T Bar V
WHAS-TV, Louisville, Ky.

BROUSSARD, BRUCE
Roundup Time
WAFB, Baton Rouge, La.

BROWN, CHUCK
Barn Dance Time
WSWN, Belle Glade, Fla.

BROWN, DICK
Stop The Music, ABC; Family
Circle, ABC; Dick Brown Show,
WABD; This Is Show Business,
CBS-TV; Fashion Magic, CBS-
TV; Langworth & World Tran-
scriptions

BROWN, DOUGLAS
KNEL, Brady, Texas

BROWN, HUDIE
Cuzzin Al
WDAK, Columbus, Ga.

BROWN, VIRGE
Cornbread Matinee

BROWN, WALLY
Ford Festival
NBC-TV

BROWNE, RUSSELL A.
"Mountain Music"
WRNY, Rochester, N. Y.

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.;
"Doc" Gambleon, NBC; "Fibber
McGee And Molly," NBC; "Great
Gildersleeve," NBC

BRYAN, CHICK
"Saturday Farm Gang"
KHQ, Spokane, Wash.

BRYAN, HARRY
Lone Cowboy
WTJS, Jackson, Tenn.

BURGUIERE, BILLY
Billy Burguiere Trio
WLNA, Peekskill, N. Y.

BURKHARDT, KEN
Hillbilly Hit Parade
KSIM, Sikeston, Mo.

BURNS, GENE
KNEL, Brady, Texas

BURNS, GEORGE
B. January 10, 1896, New York,
N. Y.; George Burns & Gracie
Allen Show, CBS-TV

BURROUGHS, CHARLES
The Burroughs Sing
WPAR, Parkersburg, W. Va.

BURROWS, BUD
Bud Burrows Show
KGA, Spokane, Wash.

BUTLER, DAWS
Time For Beany
CBS-TV

BUTLER, FRANK
Mr. Chameleon
CBS

BYRD, PAUL
Paul Byrd Show
WCKB, Dunn, N. C.

— C —

CAESAR, SID
Your Show of Shows, NBC-TV

CAFFREY, JULANN
Woman's Club
Du Mont

**CAL DUSTY WITHAM AND
BONNIE**

Dusty & Bonnie
WWNE, Rochester, N. H.

CALDWELL, JIM
Record Roundup
KWED, Seguin, Texas



BOB CROSBY

"Club 15" Show

CBS Network



Capitol Records

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AGENCY

Radio and Television Artists

CALVERT, CHARLES
Broadway's My Beat
CBS

CAMARGO, RALPH

Gang Busters, CBS; FBI In Peace And War, CBS; My True Story, Modern Romances, ABC; Pepper Young, Hollywood Love Story, NBC; Treasury Agent, NBC-TV; The Web, CBS-TV; Suspense, CBS-TV

CAMPBELL, ALEX

Campbell's Corner
WASA, Havre De Grace, Md.

CAMPBELL, ARCHIE

Country Playhouse
WROL, Knoxville, Tenn.

CAMPBELL, CLYDE

Bobby Benson Show
MBS

CAMPBELL, PATSY

Second Mrs. Burton
CBS

CANOVA, JUDY

(See Vocal Artists)

CANTOR, CHARLE

Duffy's Tavern
NBC

CANTOR, EDDIE

B. January 31, 1892, New York, N. Y.; Colgate Comedy Hour, All Star Revue, NBC-TV; Philip Morris Radio Show, The Eddie Cantor Show, The Big Show, NBC

CAPLINGER, WARREN

Trading Post
WKNA, Charleston, W. Va.

CARD, NORMAN-R.

Rhythm Ranch
WLAM, Lewiston, Maine

CARL, CLIFF

Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

CARLISLE, BILL

Tennessee Barn Dance
WNOX, Knoxville, Tenn.

CARLON, FRAN

Big Town
NBC

CARNEY, ART

The Henry Morgan Show
NBC-TV
Cavalcade of Stars
Du Mont

CAROLINA DRIFTERS

Saturday Merry Go Round
WANS, Anderson, S. C.

CAROLL, FRANCINE

Small Fry Club
Du Mont

CARPENTER, GENE

Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

CARROLL, JIMMY

Most Important People
Du Mont

CARROLL, RITA

Most Important People
Du Mont

CARSON, JACK

B. October 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV; Colgate Comedy Hour, NBC-TV

CARTER, JACK

The Jack Carter Show
NBC-TV

CASLE, JINGLE JOE

The Big Top
CBS-TV

CASSEL, ARTHUR

B. April 18, 1941, New York; Kraft; One Man's Family; James Melton Show; Eddie Cantor Show; NBC-TV. Casey, Crime Photographer; Studio One; CBS-TV

CASSEL, SID

Robert Montgomery Presents; Cameo Theater; NBC-TV. Danger; Man Against Crime; Studio One; CBS-TV. Pulitzer Prize Playhouse; ABC-TV

C-BAR-D SWINGBILLIES

WAGE, Syracuse, N. Y.

CESANA, RENZO

The Continental
CBS-TV

CHALMERS, THOMAS

Pepper Young's Family
NBC

CHANDLER, JEFF

Our Miss Brooks
CBS

CHILDRESS, ALVIN

Amos 'N' Andy
CBS-TV

GERTRUDE BERG

AND

THE GOLDBERGS

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COMMENTATOR

ACTRESS

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Radio and Television Artists

CHRISTY, KEN
The Great Gildersleeve
NBC
Meet Corliss Archer
CBS-TV

CIRCLE BAR BOYS
WBAT Jamboree
WBAT, Marion, Ind.

CIRCLE JOY RANCH BOYS
CJOY, Guelph, Ont., Canada

CIVILS, HERMAN B.
"Carolina Jamboree"
WFTC, Kinston, N. C.

CLARK, LON
Nick Carter Show
MBS

CLARK, WILLIAM
"Denver Bill Show"
WFMJ, Youngstown, Ohio

CLAUDE ALLANE
TROUBADORS

WJNC, Jacksonville, N. C.

CLAY, PATSY
Radio Rodeo
WOAI, San Antonio, Texas

CLEM, THE COUNTRY BOY
Cabin In The Corn

WARA, Attleboro, Mass.

CLEMENTS, ZEKE
WAFM-TV, Birmingham, Ala.

CLINE, EZRA
Lonesome Pine Fiddlers
WHIS, Bluefield, W. Va.

CLYDE & PAL
Clyde & Pal Show
KGA, Spokane, Wash.

C. N. R. A. TRIO
After Supper Breakdown

CKCL, Truro, Nova Scotia,
Canada

COBB, BUFF
Mike And Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows
NBC-TV

COLLIE, BIFF
"Collie's Corral"
"Houston Hoedown"
KNUZ, Houston, Texas

COLLIER, LOIS
Boston Blackie
NBC-TV

COLLINS, MARY
Double C Canteen
WABD, New York, N. Y.

COLLINS, TED
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV

COLMAN, RONALD
Mr. & Mrs.—The Halls of Ivy
NBC

CONWAY TOM
The Saint
NBC

COOK, BOB
WPTW, Piqua, Ohio

COOK, CHARLIE
Country Boy
WSSB, Durham, N. C.

COOK, DICK
Southern Tier Jamboree
WLEA, Hornell, N. Y.

COOK, FRED
KFBS, Joplin, Mo.

COOK, JACK
Handy Andy
WNOK, Columbia, S. C.

COOK, JOE
Harmony Hayride
KGGF, Coffeyville, Kans.

COOK, LOIS
Harmony Hayride
KGGF, Coffeyville, Kans.

COOK, PAT
The Pat Cook Show
KSTL, St. Louis, Mo.

COOK, ROBERT
Texas Saddle Pals
WPAR, Parkersburg, W. Va.

COOLEY, SPADE
B. Grand, Oklahoma; Spade
Cooley TV Show, KTLA, Para-
mount; Decca Records; Santa
Monica Ballroom; Motion Pic-
tures; Standard Transcriptions

COONS, JOHNNY
Panhandle Pete & Jennifer
NBC-TV

COOPER, STONEY
Jamboree Matinee
WVVA, Wheeling, W. Va.

CORBET, LOIS
Meet Corliss Archer
CBS-TV

CORTEZ, CARLOS
Western Tune Time
KDIA, Auburn, Calif.

COSTELLO, LOU
B. March 6, 1906, Paterson,
N. J.; "Colgate Comedy Hour,"
NBC-TV; Motion Pictures

MARY MARGARET McBRIDE

ABC NETWORK
WGN-CHICAGO

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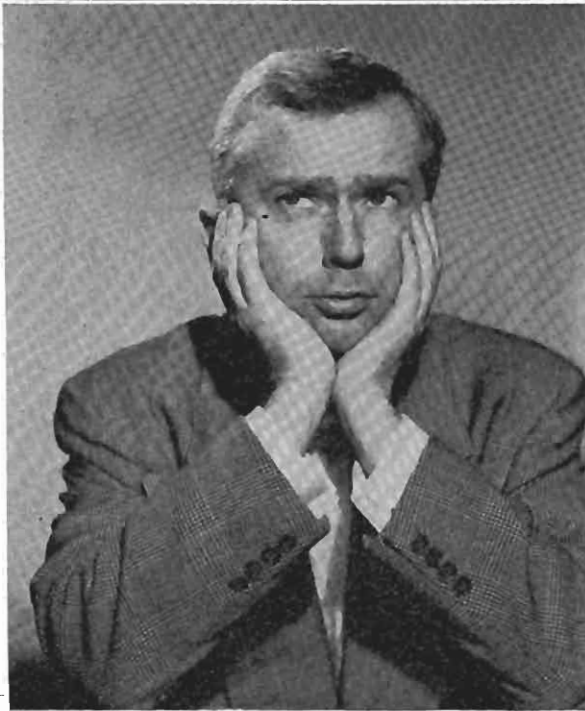
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Director of Radio and Television:
Milton Weiss
226 North Canon Drive
CRestview 5-4581



JACKIE
KELK

Radio and Television Artists

COTHE, BONNIE SUE
Saddle Pals
KCHI, Chillicothe, Mo.

**COTSWORTH,
STAATS**

B. Feb. 17, 1908, Oak Park,
Ill.; "Mark Trail," ABC; "Front
Page Farrell," NBC; "Lone Jour-
ney," ABC

COUGHLIN, FRANCIS
Down You Go
Du Mont

COUNTRY BOY
WGBA, Columbus, Ga.

COUNTRY NEIGHBORS
WIMA, Lima, Ohio

COURTLEIGH, ROBERT
Miss Susan
NBC-TV

"COUSIN CLARE"
Cowboy Capers
WNER, Live Oak, Fla.

COUSIN LEE
Western CL Ranch Roundup
WCOJ, Coatesville, Pa.

**COUSIN WILBUR & BLONDIE
BROOKS**
KWFT, Wichita Falls, Texas

COUSIN ZEKE
Virginia Valley Boys
WMEV, Marion Va.

COVERT, TED
Round Up Time
WATH, Athens Ohio

COWBOY IRBY
Soap 'n The Saddle,
KELT, Electra, Texas

COX, JIMMY
Jimmy Cox Show
KCSJ, Pueblo, Colo.

COX, RICHARD
Harvest Time
WSAZ, Huntington, W. Va.
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

COY, CINDY
Cindy Coy Show
WPDJ, Clarksburg, W. Va.

CRACKER, JIM
Cracker Jim
WMIE, Miami, Fla.

CRAIGHILL, MAC
Camp Altruria Hoedown
WCHV, Charlottesville, Va.

CRANE, GENE
The M & M Candy Carnival
CBS-TV

RAVEN, JOHN
The Egg And I
CBS-TV

CRAVER, CAMPBELL
Hillbilly Hit Parade
WMON, Montgomery, W. Va.

CRAWFORD, BOB
Bob Crawford Show
WBAP, Fort Worth, Texas

CROCKER, CHARLES
KFBI, Ranch Boys
KFBI, Wichita, Kans.

CRONE, WILD BILL
CROY Party Line
CROY, Ottawa, Ont., Canada

CROSBY, BOB
August 23, 1913, Spokane,
Wash.; Star of Club 15, CBS

CROSBY, FOY
Dixie Jamboree
WPDQ, Jacksonville, Fla.

CROSS, ELWIN
Elwin Cross
KYNO, Fresno Calif.



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— • —
RADIO — TV

Slide Films

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McWHIRT**

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**LAWSON
ZERBE**

SU. 7-5400



**JACKSON
BECK**

**ACTOR — ANNOUNCER
NARRATOR
MARK TRAIL — SPACE CADET
AM-TV**

MU. 8-6600

Radio and Television Artists

CROSS, GEORGE
Sagebrush Melodies
WEXL, Royal Oak, Mich.

CULLEN, BILL
It Happens Every Day
CBS

CULLERS, TEX
Round-Up Time
WATA, Boone, N. C.

CUMBERLAND MOUNTAIN BOYS
WWNC, Asheville, N. C.

CUMMINS, RAY
Carolina Hayride
WMBL, Morehead City N. C.

CUZZIN LEM
Cuzzin Lem Show
WQXI, Atlanta Ga.

— D —

DALY, JOHN
What's My Line
CBS-TV

DANTINE, HELMUT
Shadow Of The Cloak
Du Mont

DAGMAR
Broadway Open House
NBC-TV

DAHLVIG, JOE
WLDY, Barn Dance
WLDY, Ladysmith, Wis.

DAHMS, WALLY
Dude Ranch Party
KLER, Rochester, Minn.

DAMON, LES
The Falcon
NBC

DANDRIDGE, RUBY
Beulah
CBS

DANIELS, TEX
Lazy H. Ranch
WAAM Baltimore Md.

DARDEN, MARYBELLE
Marybelle's Chickens
WTAR, Norfolk, Va.

DARNEY, TONI
Just Plain Bill
NBC

DAVIES, GWEN
Let's Pretend
CBS

DAVIS, BETTE
Woman Of The Year (MGM)
MBS

DAVIS, BILL
Sheriff Davis
WLOW, Norfolk, Va.

DAVIS, LON
Dixie Festival
WBGR, Jesup Ga.

DAVIS, O. L.
Band Leader
WNGO, Mayfield, Ky.

DAWN, HAZEL
Fairmeadows USA
NBC-TV

DAWSON, CURLEY
Ozark, Playboys
KCON, Conway, Ark.

DAY, JACK
The Jack Day Show
WNAR, Norristown, Pa.

DEER VALLEY BOYS
WLPO, La Salle, Ill.

DENKEMA, EDDIE
Cousin Ed Show
WGRD, Grand Rapids, Mich.
KFEQ, St. Joseph, Mo.

DEVINE, ANDY
Wild Bill Hickok
MBS

DE VOL, FRANK
(See Orchestra Leaders)

DEWITT, DAVE
Denver Dude's 3 Hour Morn-
ing Commotion
WWXL, Peoria, Ill.

DIAMOND BROTHERS
WFBG, Altoona, Pa.

DIAMOND BROTHERS
WRTA, Altoona, Pa.

DILLON, GENE
Western Hayride
WCMW, Canton, Ohio

DIXIE HARMONAIRES
Dixie Harmonaires
WTNS, Coshocton, Ohio

DIXIE PLAYBOYS
WUSN, Charleston, S. C.

DIXIE REVELERS
Hillbilly Jamboree
WVMI, Biloxi, Miss.

DIXIELAND PLAYBOYS
WBBB, Burlington, N. C.

DIXON, BOB
B. April 8, 1911, Stamford,
Conn.; Sheriff Bob Dixon Show,
Du Mont TV; Perry Mason, CBS;



CHARLES IRVING

LE. 2-1100



HOLLIS IRVING

LE. 2-1100



**BRYNA
RAEBURN**

RADIO REGISTRY

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T.V. Show

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Radio and Television Artists

- Edward R. Murrow, CBS; Life Can Be Beautiful, NBC; Double C Canteen, WABD
- DIXON, ROY**
Top of the Trail
KTRM, Beaumont Texas
- DONLEVY, BRIAN**
Dangerous Assignment
NBC
- DORNHUBER, HENRY**
Farmers Roundup
WCVA, Culpeper, Va.
- DOUGLAS, SCOTT**
Sam Spade, CBS; Black Hood, MBS; The Batman, MBS; Young Dr. Malone, CBS; Hallmark Playhouse, CBS; Stars Over Hollywood, CBS; Aunt Mary, NBC
- DOWDY, TOBY**
WRUF, Gainesville, Fla.
- DOWN, HOMERS**
WTIC, Hartford, Conn.
- DOWNEY, MORTON**
10th Year for Coca-Cola
- DOYLE, LEN**
Mr. District Attorney
NBC
- DRAKE, BETSY**
Mr. & Mrs. Blanding
NBC
- DRAKE, BILL**
Dude Ranch
KEEN, San Jose Calif.
- DRAKE, JIMMY**
WWGS, Tifton, Ga.
- DRAPER, MARGARET**
Brighter Day
CBS
- DUNCAN, COYAL**
Dusty Duncan
KXOB, Stockton, Calif.
- DUNCAN, TOMMY**
Tommy Duncan Show
KTRB, Modesto, Calif.
- DUDE FELLOWS**
Fellows Brothers
KMMO, Marshall, Mo.
- DUDES, DIXIE**
The Dixie Dudes
WPTF, Raleigh, N. C.
- DUFRANE, AL**
Bunkhouse Bucaroos
WICY, Malone, N. Y.
- DUKE, TOMMY**
Country Store
WULA, Eufaula, Ala.
- DUMONT, MARGARET**
My Friend Irma
CBS-TV
- DUNCAN, DOPEY**
Crossroads Store
WKAP, Allentown, Pa.
- THE DUNIGANS**
WJTN, Jamestown, N. Y.
- DUNNE, STEVE**
Adventures of Sam Spade
NBC
- DURANTE, JIMMY**
Feb. 10, 1893, New York, N. Y.;
All Star Revue, NBC-TV; Motion
Pictures; Radio; Records—Jimmy
Durante Music Publ. Co., Inc.
- DUSTY RIVERS & THE WAGONMASTERS**
KCJB, Minot, N. Dak.
- DYTCH, HARVEY**
Quiz Kids
CBS-TV
- E —
- EADIE, BOB**
Bob Eadie Show
CKSF, Cornwall, Ont., Canada
- EAGER, CLAY**
WLOK, Lima, Ohio
- EANES, JIM**
WBTM, Danville, Va.
- EDWARDS, DOUGLAS**
CBS News With Douglas
Edwards
CBS-TV
- EDWARDS, SAM**
Meet Corliss Archer
CBS
- EGGLESTON, SHIRLEY**
Dec. 14, Cleveland, Ohio; One
Man's Family, NBC-TV; Tales
Of Tomorrow, ABC-TV; Cosmo-
politan Theater, Dumont; Rogue's
Gallery, ABC; My True Story,
ABC; Modern Romances, ABC;
Newsstand Theater, ABC; Cath-
edral Films Of Hollywood
- EICHER, SHORTY**
Silver Creek Rambler
WARD, Johnstown, Pa.

**ALAN
YOUNG**



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ILONA MASSEY



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NBC
DANCER-FITZGERALD-
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MAGGI McNELIS

"Leave It To The Girls" NBC-TV
"Say It With Acting" ABC-TV
"What's Playing?" ABC-TV

**JEAN
HERSHOLT**

"Dr. Christian"

15th Year

C. B. S.

Radio and Television Artists

EISENBERGER, JOHN
Old Salldebags
WBEN, Buffalo, N. Y.

ELLIS, BOBBY
Meet Corliss Archer
CBS-TV

ELLSWORTH, BUDDY
Country Round-up
WSTC, Stamford, Conn.

ELSTNER, ANN
Stella Dallas
NBC

ELY, DICK
Western Revue
WKOP, Binghamton, N. Y.

EMBREE, DOC & ESTHER
Doc & Esther
KMA, Shenandoah, Iowa

EMERSON, FAYE
Faye Emerson's Wonderful Town
CBS-TV

EMERSON, LOU
Radio Rodeo
WOAI, San Antonio, Texas
TV, Dude Ranch
WOAI-TV, San Antonio, Texas

EMERY, BOB
Small Fry
Du Mont

EMERY, RALPH
Ralph's Rhythm Ranch
Hayloft Jamboree
WLAV, Grand Rapids, Mich.

ENDERS, RUTH
Mr. I. Magination
CBS-TV

ERICSON, JOHNNY
Hayloft Jamboree

CJAV, Port Alberni, B. C.,
Canada

ERNIE, TENNESSEE
Hams Ranch
KXLA, Pasadena, Calif.

ETHEL & ALBERT
The Kate Smith Hour
NBC-TV

EVANS, CHARLES
Roundup of Ranch Rhythm
KORA, Bryan, Texas

EVANS, DR. BERGEN
Down You Go
Du Mont

EVANS, HARRY & TROUPE
KRVN Hayloft Party
KRVN, Lexington, Nebr.

EVANS, MICKIE
Mickie's Musical Corral
WTCM, Trenton, N. J.

EVANS, WHITEY
Harvest Hands Of Harmony
Rauch
WDGY, Minneapolis, Minn.

EVERHARDT, SLIM
WOW, WOW-TV, Omaha,
Nebr.

EVERSON, SLEEPY BOB
Cron's A Poppin
KLEE, Houston, Texas

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FAGERDAHL, NORM
Saturday Night Jubilee
CPKI, Fort Frances, Ontario,
Canada

FAGUE, RICHARD
WHAY, Jamboree
WHAY, New Britain, Conn.

FAIRBANKS, DOUGLAS, JR.
The Silent Man
NBC

FALKENBERG, JINX
Tex and Jinx Closeup
NBC-TV

FARREN TWINS
Farren Twins
KBWD, Brownwood, Texas

FATS, HAPPY
Happy Fats Jamboree
KROF, Abbeville, La.

FAZZIN, ART
Request Roundup
WAKE, Akron, Ohio

FAYE, ALICE
The Phil Harris-Alice Faye
Show
NBC

THE FIDDLE DUSTERS
KIRX, Kirksville, Mo.

FIELDS, DON
Pony Boys
WDEV, Waterbury, Vt.

FIELDS, GRACIE
Gracie Fields Show (MGM)
MBS

FILINGENBERG, PAUL
Holland Jamboree
WHTC, Holland, Mich.

FINCHER, SHORTY
Rhythm Ranch
WOMB, Lemoyne, Pa.

FINN, JIMMY
WARE, Ware, Mass.



EDDIE "ROCHESTER" ANDERSON



MOREY AMSTERDAM

WNBT

"BREAKFAST WITH MUSIC"

9-10 A.M.—MON. thru FRI.

DECCA RECORDS

Radio and Television Artists

FISKE, FRED
Skeeter Hawkins
WWDC, Washington, D. C.

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, ABC-TV

FLEETWOOD, BLACKIE
The Southland Playboys
WGOV, Valdosta, Ga.

FLOYD, COUSIN
Cousin Floyd
WTBO, Cumberland, Md.

FLYNN, ERROL
Modern Adventures of Casanova (MGM)
MBS

FORD, EDSON
Uncle Red
WRIB, Providence, R. I.

FORD, HENRY
Dixie Jamboree
WPDQ, Jacksonville, Fla.

FOREMAN, SPEED
Buddies of Airlines
WHBF, WHBF-TV, Rock Island, Ill.

FORSTER, LEE
The Lee Forster Show
WHLN, Niagara Falls, N. Y.

FOURNIER, LARRY
Ranch Hands
WEAV, Plattsburg, N. Y.

FOX, CURLY
KPRC-TV, Houston, Texas

FRADETTE, PAUL
Club Rendez-Vous
CKBL, Matane, Que., Canada

FRANCE, BOB
Hayloft Jamboree
WHUC, Hudson, N. Y.

FRANCIS, ARLENE
It Happens Every Day
CBS
What's My Line
CBS-TV

FRANKLIN, DELMAS
Morning Jamboree
WLAQ, Rome, Ga.

FRAUENFELD, AUGUST
Rhythm On The Range
CKPR, Fort William, Ont., Canada

FRAWLEY, WILLIAM
I Love Lucy
CBS-TV

FREBERG, STAN
Time For Beany
CBS-TV

FREEMAN, CLAUDE
Jam & Jive
WMRC, Greenville, S. C.

FREEMAN, FLORENCE
Young Widder Brown
NBC
Wendy Warren And The News
CBS

FROST, NEIL'O
Hillbilly Jamboree
WAUD, Auburn, Ala.

FRYE, J. ALLEN
Rhythm Roundup
KBKI, Alice, Texas

FULKS, ART
Echo Valley Boys
WTVN, Columbus, Ohio

FULLER, LORENZO
Man About Music
WABD, New York, N. Y.

— G —

GAINES, EALT
WIEL, Elizabethton, Ky.

GAINES, ROLAND
KMOX, St. Louis, Mo.

GALLIGHER, JOHNNY
WHPE, High Point, N. C.

GALYON, COTTON
Jukebox Parade
WSFC, Somerset, Ky.

GARDNER, ED
Duffy's Tavern
NBC

GARDNER, RUSS
Record Review
WPDJ, Clarksburg, W. Va.

GARGAN, WILLIAM
Starring As Barrie Craig; Confidential Investigator, NBC; Martin Kane, Private Eye, NBC-TV

GARROWAY, DAVE
Dial Dave Garroway
NBC
Garroway At Large
NBC-TV

GARVEN, HAL & ERNIE
Murphy Barn Dance
WCCO, Minneapolis, Minn.

GATES, RUTH
Mama
CBS-TV



EARL HAMMOND

TELEVISION

RADIO

LExington 2-1100

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from

TED MALONE

American Broadcasting Co.

Radio and Television Artists

GATESON, MARJORIE
One Man's Family
NBC-TV

GERRARD, HENRY
The Aldrich Family
NBC-TV

GIBBS FAMILY
Roundup Time
WJER, Dover, Ohio

GIBSON, BILLY
Here's Archer
WRC, Washington, D. C.

GILLETTE, HELEN
The Plainclothes Man
Du Mont

GILMAN, TONI
Down You Go
Du Mont

GILMORE, BRUCE
Early Farm Edition
WHSY, Hattiesburg, Miss.

GLEASON, JACKIE
B. Feb. 26, 1916, Brooklyn,
N. Y.; Colgate, NBC-TV; Frig-
idaire, NBC-TV; Four Star The-
ater, NBC-TV; Cavalcade of
Stars, DuMont; Frank Sinatra
Show, CBS-TV

GLEN NEAVES & BOYS
Saturday Night Bandance
WBOB, Galax, Va.

GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.

GLOSSON, LONNIE
Lonnie Glosson Show
KWHN, Fort Smith, Arkansas

GNAGY, JOHN
You Are An Artist,
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
Arthur Godfrey's Talent Scouts
CBS-TV

GOLIGHTLY, W. G., JR.
Cousin Bud's Hillbilly Hit
Parade
WSPA, Spartansburg, S. C.

GOOBER & HIS KENTUCKIANS
WLVN, Olney, Ill.

GOOD, DOLLY
Circle 11 Ranch
WKRC-TV, Cincinnati, Ohio

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDAN, ANITA
Ken Murray Show
CBS-TV

**GORDON, CURTIS, AND HIS
HILLBILLY PALS**
Dixieland Barn Dance
WKTG, Thomasville, Ga.

GORDON, GLORIA
My Friend Irma
CBS-TV

GOSPEL MELODY QUARTET
WCOA, Pensacola, Fla.

GOTHARD, DAVID
Romance of Helen Trent
This Is Nora Drake
CBS

GRAHAM, CACTUS
Western Round-Up
KKIN, Visalia, Calif.

GRAHAM, JOHN & SUE
Sue's Record Show
WPDX, Clarksburg, W. Va.

GRAHAM, PAUL
North Shore Merry-Makers
CKNB, Campelton, N. B., Can.

GRAHAM, SHEILAH
Sheilah Graham's Show
NBC-TV

GRANATELLI, VINCENT
Quiz Kids
CBS-TV

GRANIK, THEODORE
American Forum Of The Air

GRANT, CARY
Mr. & Mrs. Blanding
NBC

GRASSY CREEK QUARTET
Saturday Bandwagon
WATA, Boone, N. C.

GRAVELIN, NOBLE
Hillbilly Hit Parade
WBBC, Flint, Mich.

GRAVES, SMOKEY
Blue Star Boys
WLVA, Lynchburg, Va.

GRAY, BARRY
B. July 2, 1916, Atlantic City,
N. J.; Author Meets The Critics,
NBC-TV; Winner Take All,
CBS-TV; Barry Gray Show,
WMCA; Danny Thomas Show,
NBC-TV



Bob Haag

Current Radio Contracts:
ROSEMARY
HILLTOP HOUSE
BOBBY BENSON

PL. 7-0700

RADIO-TV



HELEN HALL

WOR's BARBARA WELLES

Radio — Mon.-Fri. — 1:30-2:00 p.m.

Television — Mon.-Fri. — 2:45-3:00 p.m.

MUTUAL'S "FEMME FAIR"

Saturday — 10:45-11 a.m.

Radio and Television Artists

GREAZA, WALTER

Big Town
NBC
Treasury Men In Action
NBC-TV

GREEN, DAVID

Hour Glass
CHAB, Mose Jaw, Sask.,
Canada

GREEN MT. HILLBILLIES

WTVR, Richmond, Va.

GREENSTREET, SIDNEY

Nero Wolfe
NBC

GRIER, TINY

Florida Playboys
WJHP, Jacksonville, Fla.

GRIMES, JACK

Let's Pretend
CBS

GRISSOM, GAIL

Western Ledger
WTTV, Bloomington, Ind.

GROSS, KEN

Shorty & Keen-Tones
KSDN, Aberdeen, S. D.

GROVE, BETTY ANN

Bert Parks Show
CBS-TV

GROVER, ROBERT

The Hune Twisters
WENE, Binghamton-Endicott,
N. Y.

GRYMES, NICHOLAS

The Curly Fox Show
KPRC-TV, Houston, Texas

GUEST, DICK

WDWG, Dyersburg, Tenn.

GUEST, GORDON

Hillbilly Record Shop
KHBR, Hillsboro, Texas

GUITAR RAMBLERS

Guitar Ramblers
WMOK, Metropolis, Ill.

GUNTER, JIMMY

Tennessee Valley Ramblers
WPIC, Sharon, Pa.

— H —

HAAG, BOB

Hilltop House, CBS; Rosemary,
CBS; Eddy Benson, WOR

HAAS, ABIE

Men Dies Of Europe
CFRN, Edmonton, Alberta,
Canada

HACK, GEORGE

Folk Tune Frolic
WNOW, York, Pa.

HADLEY, REED

Racket Squad
CBS-TV

HAIN, JACK

WLBR, Lebanon, Pa.

HAINES, HAPPY

Happy Haines Hour
KCLM, Carroll, Iowa

HALEY, AMBROSE

Ambrose Haley & His Ozark
Ramblers

KHMO, Hannibal, Mo.

HALEY, BILL

Bill Haley's Melody Hayride
WPWA, Chester, Pa.

HALL, HELEN

B. Feb. 3; The Barbara Wells
Show, WOR, WOR-TV; Helen
Hall's "Femme Fair," WOR

HALL, JIM

Jim Hall Show
WFNS, Burlington, N. C.

HALL, JOHN

Chisholm Trail
WESB, Bradford, Pa.

HALL, MONTY

KFMB, San Diego, Calif.

HALSTEAD, CHARLES E.

Western Tune Time
KZIA, Auburn, Calif.

HAM, J. B.

CFCN, Calgary, Alberta, Can.

HAMILTON TRIO

Your Show of Shows
NBC-TV

HAMILTON, UNCLE OLLIE

Uncle Ollie Record Show
WJZM, Clarksville, Tenn.

HAMMOND, EARL

Pulitzer Prize Playhouse, ABC-
TV; Search For Tomorrow, CBS-
TV; Danger, CBS-TV; Rocky
King, DuMont; Maughan The-
ater, NBC-TV; Cavalcade Of
Stars, DuMont; We, The People,
NBC-TV

HANCOCK, HUNTER

Harlematinee
KFVD, Los Angeles, Calif.

Your Announcer . . .

Michael Fitzmaurice

SAMMY KAYE SHOW—CBS-TV

WHISPERING STREETS—ABC

LIVE LIKE A MILLIONAIRE—NBC-AM
and CBS-TV

ALL STAR REVUE—NBC-TV

FLYING TIGERS—DuMONT



VINTON HAYWORTH

SU 7-5400

Radio and Television Artists

HANKINS, ESCO
WLAP, Lexington, Ky.

HAPPY VALLEY GANG
Happy Valley
WTTV, Bloomington, Ind.

HARDING, CHUCK & COLORADO COWHANDS
KBOA, Kennett, Mo.

HARLAN & HIS HILLBILLY RANGERS
Hillbilly Rangers
WEPM, Martinsburg, W. Va.

HARLESS, LES
KSN, San Francisco, Calif.

HARPER, MEG
Love Of Life
CBS-TV

HARRILL, NELSON
Good Neighbor Time
WGWR, Asheboro, N. C.

HARRIS, HOMER
WLAP, Lexington, Ky.

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC

HASTINGS, BOB
Adventures of Archie Andrews
NBC

HASTINGS, DON
Captain Video
Du Mont

HAWK, BUDDY
Trailways Troubador
WSFA, Montgomery, Ala.

HAWKINS, EZRA
Bar Nothin' Ranch
KMA, Shenandoah, Iowa

HAYES, GABBY
The Gabby Hayes Show
NBC-TV, MBS

HAYES, PETER LIND
Star Of The Family
CBS-TV

HAYWORTH, VINTON J.
June 4th, Washington, D. C.;
Philco Playhouse, NBC-TV; Big
Story, NBC-TV; Treasury Men,
ABC-TV; First Hundred Years,
CBS-TV; Life Can Be Beautiful,
NBC; The Big Show, NBC

HAZLITT, HENRY
Chronoscope
CBS-TV

HEALAN, A. O.
WRFC, Athens, Ga.

HEALY, MARY
Star Of The Family
CBS-TV

HEDRICK, BILL
Bill Hedrick Show
WDNE, Elkins, W. Va.

HELTON, BOB
Bob Helton Show
WMGY, Montgomery, Ala.

HELTON, MARY
Mary Helton Show
WMGY, Montgomery, Ala.

HENDERSON, HANDY
Handy Henderson Show
WRFW, Eau Claire, Wis.

HENDRIX, BILL
Bill Hendrix Show
WCOA, Pensacola, Fla.

HENLEY, LEWIS
Cherokee Jack Show
KMO, Tacoma, Wash.

HERBERT, DON
Mr. Wizard
NBC-TV

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen,
Denmark; Dr. Christian (15th
Year), CBS

HEWITT, KENNETH
Early Risers
WOPI, Bristol, Tenn.

HICKMAN, HERMAN
Celebrity Time
CBS-TV

HICKS, JOHN
KRLD-TV, Dallas, Texas

HICKS, JOHNNY
KRLD, Dallas, Texas

HIGSBY, HIRAM
KPRM, Kansas City, Mo.

HODGE, AL
Captain Video
Du Mont



STAATS COTSWORTH

TITLE ROLES:
"FRONT PAGE FARRELL" — NBC
"MARK TRAIL" — ABC

LEAD:
"LONE JOURNEY" — ABC



LON CLARK

Title Role in "Nick Carter" MBS

"The Comic Weekly Man" ET
Announcer for Krinkles—"Tarzan" CBS

Writer—Producer—Narrator of
Children Albums

Actor — Announcer — Narrator

MU. 8-6600

Radio and Television Artists

HODGES, BOBBY
Stoughton Presents
WKOW, Madison, Wis.

HOFFMAN, BERN
Flying Tigers
Du Mont

HOLDEN, FAY
The Hardy Family (MGM)
MBS

HOLDER, NELSON
WRXO, Roxboro, N. C.

HOLT, JENNIFER
Panhandle Pete & Jennifer
NBC-TV

HOPE, BOB
B. London, England; The Bob Hope Show, Sponsored By Chesterfield, NBC; Bob Hope Show, Colgate Comedy Hour, NBC-TV; Motion Pictures For Paramount

HOPPER, HEDDA
The Hedda Hopper Show
NBC

HOCHINS, KEN
Cowboy Ken
WOC, WOC-TV, Davenport, Iowa

HOULE, MARCEL
On Veille A Matane
CKBL, Matane, Que., Canada

HOUSE, BROS.
KTUR, Turlock, Calif.

HOUSTON, JUDY AND JOYCE
Judy and Joyce
KCHI, Chillicothe, Mo.

HOWARD, CAMMIE
CKOY Party Line
CKOY, Ottawa, Ont., Canada

HOWARD, PAUL
WBGR, Jesup, Ga.

HOWELL, WILLARD
Buttermilk Jamboree
WZOB, Fort Payne, Ala.

HUDDLESTON, EV
The Ev Huddleston Show
WWCA, Gary, Ind.

HUDLOW, BILL
KGFF, Shawnee, Okla.

HUGGINS, HARLEY
KGST, Fresno, Calif.

HUFF, ARLIE
Country Cousin
WSAV, Savannah, Ga.

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Public Prosecutor
WABD, New York, N. Y.

HUNTER, EVE
The Eve Hunter Show
NBC-TV

HUNTLEY, CURLEY
Curley's Dinnerbell
WKLF, Clanton, Ala.

— I —

IRVING, CHARLES
(See Producers Section)

IRVING, HOLLIS
Somerset Maugham Theater,
NBC - TV; Robert Montgomery
Presents, NBC-TV; Ellery Queen,
ABC - TV; Suspense, CBS - TV;
Love Of Life, CBS-TV

IVEY, GLEN
Songs By Ivey
KVOP, Plainview, Texas

— J —

JACKSON, EDDIE
All Star Revue
NBC-TV

JAMES, DENNIS
Okay Mother
Wrestling With Dennis James
DuMont

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JANNACK, FRED
Fred Jannack Sings And Plays
His Guitar
CFJR, Brockville, Ont., Can.

JOHNSON, CHIC
All Star Revue
NBC-TV

JOHNSON, LAMONT
Operation Underground
CBS



Arthur S. Cassel

TV's No. 1 Boy

Over 200 TV Shows

B'way — LEX 2-1100 — Radio



RALPH CAMARGO

RADIO — TV

ACTOR — ANNOUNCER

NARRATOR

RADIO REGISTRY

Radio and Television Artists

JOHNSON, MAGGIE
Your Television Shopper
Shopping At A. & S.
WABD, New York, N. Y.

JOHNSON, OZ
Farragut Sons of Frontier
KVON, Napa, Calif.

JOHNSON, STAN
KBRO, Bremerton, Wash.

JOHNSTON, WAYNE
KSET, El Paso, Texas

JOHNSTONE, BILL
The Line-Up
CBS

JOHNSTONE, JOHNNIE
Johnnies Studio Party
CJAV, Port Alberni, B. C.,
Canada

JONES, CANDY
Star Night At The Astor
NBC-TV

JONES, DON
Western Trails and RFD 1450
KXLR, Little Rock, Ark.

JONES, LEE
WLW-T, Cincinnati, Ohio

JONES, SPIKE
Colgate Comery Hour
NBC-TV

JORDAN, MARIAN AND JIM
Fibber McGee & Molly
NBC

JOSTYN, JAY
Mr. District Attorney
NBC

JULIAN, JOSEPH
Hearthstone Of The Death
Squad
CBS

— K —

KARNES, ROSCOE
Rocky King, Detective
Du Mont

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV

KAYE, VIRGINIA
Rosemary
Hilltop House
CBS

KEANE, HELEN FAITH
For Your Information
Du Mont

KEARNEY, RAMSEY
Ramsey Kearney Show
WDXI, Jackson, Tenn.

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City,
Utah; Jack Benny Show, CBS;
Lux Radio Theater, CBS; Sus-
pense, CBS

KEEGAN, CHRIS
The Big Top
CBS-TV

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.;
Big Town, NBC; The Big Story,
NBC, NBT; Greatest Story Ever
Told, ABC; Famous Jury Trials,
WABD; Captain Video, DuMont;
We, The People, NBT; First 100
Years, CBS-TV; Aldrich Family,
NBT; Columbia Recording Artist

KEESHAN, BOB
Howdy Doody
NBC-TV

KELK, JACKIE
The Aldrich Family
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELTON, PERT
Cavalcade of Stars
Du Mont

KENNEY, MARIE
Love Of Life
CBS-TV

EARL S. PEED AGENCY, INC.



JAN MINER

AFRA TVA
SAG EQUITY

PL. 7-0700

Radio and Television Artists

KENNY, NICK
The Nick Kenny Show
NBC-TV

KERR, TOMMIE
Songs You Know
WTGO, Campbellsville, Ky.

KEYSTONE TROBADOURS
WLBB, Lebanon, Pa.

KIERNAN, WALTER
B. January 24, 1902, New Haven, Conn.; One Man's Opinion, ABC; Kiernan's Corner, ABC; Family Circle, ABC; What's The Story?, DuMont-TV; Who Said That?, NBC-TV

KILGALEN, DOROTHY
What's My Line
CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; Your Show Of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, PEE WEE & BAND
Cheer Up Jamboree
WAVE, Louisville, Ky.
Pee Wee King Show
WAVE-TV, Louisville, Ky.

KING, RAY
Ray & Lyle
WBYS, Canton, Ill.

KINGERY, PAT
The Special
WKAY, Glasgow, Ky.

KINGSBURY, GEORGIA MAE
Georgia Mae
WLAW, Boston & Lawrence, Mass.

KIRBY, FRED
Hillybilly Star Time
WBT, Charlotte, N. C.
Junior Rancho
WBT, Charlotte, N. C.

KIRKLAND, PAT
The Egg And I
CBS-TV

KNAPP, HENRY
The Knapp Family
WFUR, Grand Rapids, Mich.

KNELL, JACK
Frontier Tales
WBT, Charlotte, N. C.

KNOTTS, DON
Bobby Benson Show
MBS

KOHL, ARTHUR
Adventures of Archie Andrews
NBC

KOVACS, ERNIE
Here's Ernie
NBC-TV

LAHR, BERT
RCA Victor Show
NBC-TV

LAIRE, JUDSON
Mama
CBS-TV

LAMB, MAX
Max Lamb Sings
KIRX, Kirksville, Mo.

LANE, JANET
Janet Lane Show
WACE, Springfield-Chicopee, Mass.

LANGFORD, FRANCES
Star Time
DuMont

LARKIN, DON
Home Town Frolic
WAAT, Newark, N. J.

LARKIN, JOHN
Right to Happiness
NBC
Perry Mason
CBS

LEADERS, BENNY
Benny Leaders
KREL, Baytown, Texas

LEE, BARNEY
Western Jamboree
KGST, Fresno, Calif.

LEE, ERNIE
WLW, WLW-T, Cincinnati, Ohio

LEE, PATSY
WOTW, Nashua, N. H.

— L —



BOB RUSSELL

M.C.—Singer—Announcer
"Big Top" CBS-TV
for Sealtest
"Toast of the Town" CBS-TV
for Mercury
"Rootie Kazootie Club" NBC-TV
for Coca-Cola
Director—Writer—M.C.—"Miss Universe Pageant"



HORACE BRAHAM

RADIO — TV
STAGE SCREEN
LEx. 2-1100

Radio and Television Artists

LEONARD, JACKIE
Broadway Open House
NBC-TV

LERROY, LUCKY
WGGH, Marion, Ill.

LES DIABLES NOIRS
CJSO, Sorel, Que., Canada

LESTER, JERRY
Broadway Open House
NBC-TV

LEVENSON, SAM
This Is Show Business
Sam Levenson Show
CBS-TV

LEWBEL, BUNNY
All Star Revue
NBC-TV

LEWIS, CATHY
My Friend Irma
CBS-TV

LEWIS, ELLIOT
The Phil Harris-Alice Faye
Show
NBC

LEWIS, FORREST
The Women In My House
NBC

LEWIS, JERRY
Colgate Comedy Hour
NBC-TV

LEWIS, ROBERT Q.
The Show Goes On
CBS-TV

LICKLIDER, MARTIN
Marty Licklider Show
WICA, Ashtabula, Ohio

LIEBLING, BRENDA
Quiz Kids
CBS-TV

LILLIE, BEATRICE
RCA Victor Show
NBC-TV

LINKLETTER, ART
People Are Funny
House Party
CBS

**LIVINGSTON, MARY
(MRS. JACK BENNY)**
B. June 23, 1909, Seattle, Wash.;
"The Jack Benny Television
Show," CBS-TV; "Jack Benny
Show," CBS-KNX

LLOYD, JACK
Lux Radio Theater
Hollywood Star Playhouse
Suspense
CBS

LODEWICK, KENNETH
Folk Music & Facts
KERG, Eugene, Oregon

LOGSDON, JIMMIE
Rhythm Ranch

Ranch Party
WINN, Louisville, Ky.

LOR, DENISE
Garry Moore Show
CBS-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVEJOY, KEN
Sunrise Rancho
WIDE, Biddeford, Maine

LOWE, EDMUND
Front Page Detective
WABD, New York, N. Y.

LOWERY, BILL
Hodges Corner
WGST, Savannah, Ga.

LYDON, JIMMY
First Hundred Years
CBS-TV

LYNCH, KEN
The Plainclothes Man
Du Mont

LYONS, RUTH
Ruth Lyons 50 Club
NBC-TV

LYTELL, BERT
One Man's Family
NBC-TV



CARL KING

Your Show of Shows — NBC-TV
Kings Crossroads — ABC-TV
Captain Video — DuMont

DON MARTIN

SCHOOL OF
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ARTS and SCIENCES

Now in our 15th Year

600 Stations in 42 States

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HOLLYWOOD, CALIFORNIA

Radio and Television Artists

— M —

MACKENZIE, KEN
Ken Mackenzie Show
WGUY, Bangor, Maine

MacLAUGHLIN, DON
Counterspy
NBC

MADISON, GUY
Wild Bill Hickok
MBS

MAHER, WALLY
The Line-up
CBS

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Broadway Open House
NBC-TV

MALONE, TED
B. May 18, 1908, Colorado
Springs, Colo.; Ted Malone Show,
ABC; It's Your Business, ABC;
Holiday Overseas, ABC-TV

MANN, CLAIRE
Glamour Show
WJZ-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Kings Row, NBC; Nick Carter,
MBS; Hollywood Stars On Stage,
ABC; Famous Jury Trials,
Dumont TV; Strike It Rich, CBS-
TV; Paul Winchell Show, NBC-
TV

MARCH, HAL
My Friend Irma,
Burns & Allen
CBS-TV

MARLIN AND JIM
Marlin and Jim
KQOA, Siloam Springs, Ark.

MARLOWE, MARION
Arthur Godfrey And His
Friends
CBS-TV

MARSHALL, CHARLEY
KFBK, Sacramento, Calif.

MARSHALL, HERBERT
The Man Called X
NBC

MARSHALL, REX
January 10, 1919; Suspense,
CBS-TV; Ellery Queen, ABC-TV;
Sunday Matinee, DuMont; Som-
erset Maugham Radio Theater,
NBC; Date With Rex, WABD

MARSHALL, ROY K.
The Nature of Things
Ford Festival
NBC-TV

MARTIN, DEAN
Colgate Comedy Hour
NBC-TV

MARTIN, JOHNNY
Johnny Martin Show
KRMG, Tulsa, Okla.

MARTIN, MIKE
WVLC, Versailles & Lexing-
ton, Ky.

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MARX, HARPO
Colgate Comedy Hour
NBC-TV

MASSEY, ILONA
Top Secret, NBC; Studio One,
CBS-TV; Ken Murray Show, CBS-
TV; Ed Wynn Show, NBC-TV;
Arthur Murray Show, DuMont;
Holiday Hotel, ABC-TV; Cameo
Theater, NBC-TV; Show Of
Shows, NBC-TV; Rendezvous,
ABC-TV

MATA & HARI
Your Show of Shows
NBC-TV



CLAIRE MANN

—TV STAR—PRODUCER—

"Glamour Show" . . . Health, Beauty, Fashion



Best Wishes From
Bob Murphy & Kay Westfall

WENR-TV CHICAGO

Channel 7

Radio and Television Artists

MATTESON, RUTH
Fairmeadows USA
NBC-TV

MATTHEWS, GRACE
Big Sister
CBS

MAXWELL, MARILYN
The Bob Hope Show
NBC

MAXWELL, RICHARD
We Remember
NBC

McBRIDE, JEAN
Love Of Life
CBS-TV

McBRIDE, MARY MARGARET
ABC Network; WGN-Chicago

McCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV

McCARTHY, JOSEPHINE
Josephine McCarthy Cooking Show
NBC-TV

McCAY, PEGGY
Love Of Life
CBS-TV

McCOLLOUGH, MARVIN
Marvin McCollough Show
KWEN, Fort Smith, Arkansas

McCONNELL, "SMILIN' ED" AND HIS BUSTER BROWN GANG
NBC, NBC-TV
Smilin' Ed's Gang
CBS-TV

McCRARY, TEX
Tex & Jinx Closeup
NBC-TV

McCREA, JOEL
Tales of Texas Rangers
NBC

McDONNELL, CRAIG
Official Detective, Bobby Benson Show
MBS

McELHONE, ELOISE
Quick On The Draw
NBC-TV
Eloise Salutes The Stars
DuMont

McGAVIN, DARREN
Crime Photographer
CBS-TV

McGRATH, PAUL
Big Sister
CBS

McMAHON, ED
The Big Top
CBS-TV

McMILLAN, GLORIA
Meet Corliss Archer
CBS-TV

McNAUGHTON, HARRY
It's Higgins, Sir
NBC

McNEILL, DON
B. Dec. 23, 1907, Galena, Ill.;
Don McNeill's Breakfast Club,
ABC; Don McNeill's TV Club,
ABC-TV.

McNEILLIS, MAGGI
Leave It To The Girls, ABC-TV;
Say It With Acting, ABC-TV;
What's Playing? ABC-TV.

McPHEE, JOHNNY
Twenty Questions
DuMont
McVEY, PAT
The Big Town
CBS-TV

McWHIRT, DORIS
B. Tulsa, Okla.
Radio & Television

MEADE, JULIA
Okay Mother
DuMont

MEHRMAN, ROBERT S.
WCCM, Lawrence, Mass.

MEIKLE, PAT
Magic Cottage
Du Mont
TV Baby Sitter
WABD

MEYERS, WILLIS
WSAN, Allentown, Pa.

MILANO, FRANK
Bobby Benson Show
MBS

MILLER, PEE WEE
Pee Wee Miller Show
WCAM, Camden, N. J.

MIMS, SLIM
Dream Ranch Boys
WJMX, Florence, S. C.

MINER, JAN
Hilltop House, CBS; Cavalcade of America, NBC; Crime Photographer, CBS; Cameo Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Lights Out, NBC-TV.

JOSEPH KEARNS



THE VERSATILE BOB DIXON

Ed Murrow Program—CBS
"Sheriff Bob Dixon Show"—DuMont
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

Radio and Television Artists

MISHLER, EMBERT
WHO, Des Moines, Iowa

MONKS, JAMES
Mr. Motto
NBC

MONROE, CHARLIE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

MONTGOMERY, ROBERT
Robert Montgomery Presents
Your Lucky Strike Theater
NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MORGAN, HENRY
The Henry Morgan Show
NBC-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRIS, BROS.
WWNC, Asheville, N. C.

MORRISON, BRETT
The Shadow
MBS

MOTTOLA, TONY
Crime Photographer
CBS-TV

MOYE, CLAUD
Pie Plant Pete & Bashful Joe
WJR, Detroit, Mich.

MURPHY, ROBERT
Bob & Kay, ABC-WENR-TV;
Breakfast Club, ABC; Alex

Dreier News, NBC; Sachs Amateur Hour, ABC

MURPHY, SHERWOOD & CO.
The Westernaires
WJTN, Jamestown, N. Y.

MURRAY, JAN
Songs For Sale, CBS, CBS-TV;
Sing It Again, CBS, CBS-TV;
Go Lucky, CBS-TV; Guest "The Big Show," NBC; Guest "Kate Smith Evening Hr.," NBC-TV; Guest "Toast Of The Town," CBS-TV.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURRAY, KATHRYN
Arthur Murray Show
Du Mont

MURRAY SISTERS
Murray Sisters
WNAR, Morristown, Pa.

— N —

NAGEL, CONRAD
Celebrity Time
CBS-TV

NEISON, CLAIRE
Backstage Wife
NBC

NELSON, BUDDY & NIGHT HAWKS
WPLH, Huntington, W. Va.

NENTWIG, ROMIE
WSGW, Saginaw, Mich.

NIXON, JOE
Open House
WMAK, Nashville, Tenn.

NOEL, JACK
Monroe County Ramblers
WTTS, Bloomington, Ind.

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
Kathi Norris Show
NBC-TV

NORTH, ROBERT
The Phil Harris-Alice Faye Show
NBC

NORTON, CLIFF
Garroway At Large
NBC-TV

NUSBAUM, MORT
B. Aug. 10, 1914, Rochester, N. Y.; You Can Be A Star, Dollar Derby, Take It Easy, WHAM-TV; Clockwise, For Women Only, It's Fun To Be Right, WHAM



SHIRLEY EGGLESTON

**RADIO
BROADWAY**

**TV
SCREEN**

LExington 2-1100



Sidney Paul

**ACTOR-NARRATOR
ANNOUNCER**

RADIO-TV-STAGE

ARTISTS SERVICE

Radio and Television Artists



O'CONNOR, DONALD
Colgate Comedy Hour
NBC-TV

O'DELL, DOYE
Cowboy Thrills
KTLA, Los Angeles, Calif.

O'KEEFE, TEX
WNLK, Norwalk, Conn.

O'KEEFE, WALTER
Double Or Nothing
NBC

OLIVER, FRED
Prairie Pioneers
WLDS, Jacksonville, Ill.

OLSEN, JOHNNY
Rumpus Room
Kids And Company
DuMont

OLSEN, OLEY
All Star Revue
NBC-TV

OLSEN, PENNY
Rumpus Room
DuMont

O'NEIL, BILL
Smoking Guns
WKRC-TV, Cincinnati, Ohio

ORRISON, JACK
The Plainclothes Man
Du Mont

ORTEGA, SANTOS
City Hospital
CBS



PADEN, HERMAN
Your Friendly Neighbor
KQOA, Siloam Springs, Ark.

PARKER, FRANK
Arthur Godfrey And His
Friends
CBS-TV

PARKER, FRED
Breakfast Show
WESB, Bradford, Pa.

PARKER, LEW
Star Time
Du Mont

PARKS, BERT
The Bert Parks Show
NBC-TV, CBS-TV

PAUL, SIDNEY
(See Announcers)

PEARCE, AL
Al Pearce Show
CBS-TV

PEARL, JACK
The Pet Milk Show
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PECK, ED
Flying Tigers
Du Mont

PERKINS, F. MARLIN
Zoo Parade
NBC-TV

PETERS, SUSAN
Miss Susan
NBC-TV

PINZA, EZIO
All Star Revue
RCA, Victor Show
Colgate Comedy Hour
NBC-TV

POLESIE, HERB
Twenty Questions
Du Mont
The Ethel Thorsen Show
WABD



ARTHUR O. BRYAN

"Doc" Gamble
"Fibber McGee and Molly"

Floyd Munson—"The Barber"
Great Gildersleeve

AFFILIATED ARTISTS
REPRESENTATIVES

IRENE ETKIN

ROBERT MAYBERRY

LEE WALLACE

20 East 53rd St., New York, N. Y.
Plaza 3-1862

Radio and Television Artists

POOLE, LYNN
John Hopkins Science Review
Du Mont

POPE, CARMELITA
Down You Go
Du Mont

POTTER, PAUL
Love Of Life
CBS-TV

POWERS, JOSEPH
Tim Bright Show
WNAV, Annapolis, Md.

PRESCOTT, ALLEN
Recipe For Happiness
WABD, New York, N. Y.

PRICE, VINCENT
The Saint
NBC

PRYOR, ROGER
Theater Guild On The Air
NBC

— Q —

QUINLAN, ROBERTA
(See Vocal Artists)

QUINN, DOMINIC
The Polish Hour
WFDF, Flint, Mich.

— R —

RAEBURN, BRYNA
B. March 14, New Jersey; Somerset Maugham Theater, NBC-TV; Theater Guild, NBC; Life Can Be Beautiful, NBC; Counterspy, NBC; Gangbusters, CBS; Big Sis-

ter-Brighter Day, CBS; Top Guy, ABC

RAINEY, FROELICH, DR.
What In The World
CBS-TV

RALSTON, ESTHER
Starred on Kraft Theater in Daphne du Maurier's "September Tide," NBC-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC
Beulah
CBS

RATH, KATHERINE
The Aldrich Family
NBC

RAYE, MARTHA
The Big Show
NBC
All Star Revue
NBC-TV

REINER, CARL
Your Show Of Shows
NBC-TV

REINHART, ALICE
The Women In My House
NBC

REX & ELEANOR
Rex & Eleanor
WLOH, Princeton, W. Va.

RHODES, FRANK
Shopping At A. & S.
WABD, New York, N. Y.

RICE, FRANK
WGTM, Wilson, N. C.

RICE, ROSEMARY
Adventures of Archie Andrews
NBC
Mama
CBS-TV

RICH, DORIS
The Egg And I
CBS-TV

RINARD, FLORENCE
Twenty Questions
Du Mont

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBBINS, FRED
Talent Shop
WABD, New York, N. Y.

ROBINSON, JOHN
John Robinson's Band
WFEB, Sylacauga, Ala.

ROBINSON, LARRY
Second Mrs. Burton
Let's Pretend
CBS

ROGERS, AL
Al Rogers Show
KGNC, Amarillo, Texas

ROGERS, JESSE
Rangers Joe
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Radio NBC Coast-To-Coast And Canada; TV-NBC Coast to Coast; RCA Victor Recording Artists; Motion Pictures, "Son of Paleface" Paramount

TOMMY BARTLETT

Radio and Television Artists

- ROMERO, CAESER**
Colgate Comedy Hour
NBC-TV
- ROONEY, MICKEY**
The Hardy Family (MGM)
MBS
- ROOSE, JEAN**
The Phil Harris-Alice Faye Show
NBC
- ROOSEVELT, ELEANOR, MRS.**
Mrs. Roosevelt Meets The Public
NBC-TV
- ROSS, EARLE**
The Great Gildersleeve
NBC
- ROSS, GUY**
Musique De Reveil
CJBR, Rimouski, Que., Can.
- ROSS, JOE**
Polka Hop
WHAY, New Britain, Conn.
- ROTH, JACK**
All Star Revue
NBC-TV
- ROUNTREE, MARTHA**
Keep Posted
Du Mont
Meet The Press
NBC-TV
- THE ROWLEY, TRIO**
KFDM, Beaumont, Texas
- ROXANNE**
Beat The Clock
CBS-TV
- RUSSELL, BOB**
(See Ann.-MC Section)
- RUSSELL, DON**
Cavalcade Of Stars
Cavalcade Of Bands
Cosmopolitan Theater
Take The Break
DuMont
- RUSSELL, JACK**
Your Show of Shows, NBC; NBC
Opera "Pagliacci, WNBT; Roberta Quinlan Show, NBC
- RYE, FORREST**
Farm Hour
WPAD, Paducah, Ky.
- S —
- SADDLE RIDGE RIDERS**
WNLK, Norwalk, Conn.
- SADDLE SOAP SVEN**
WEAM, Arlington, Va.
- ST. JOHN, HOWARD**
Fairmeadows USA
NBC-TV
- SANDERS, LUGENE**
Meet Corliss Archer
CBS-TV
- SANDERS, MACK**
Western Folk Hit Parade
KFBI, Wichita, Kans.
- SANDY, SAGEBRUSH**
Sagebrush Serenade
KOKX, Keokuk, Iowa
- SANTE FE RIDERS**
WKAL, Rome, N. Y.
- SARGENT, ANNE**
Road Of Life
NBC
First Hundred Years
CBS-TV
- SARTY, WALTER & ORCH.**
CHNO Barn Dance
CHNO, Sudbury, Ont., Canada
- SCHAFFER, ROY**
KWRE, Warrenton, Mo.
- SCHRAMM, WAYNE**
Ozark Mt. Boys
- SHRIN, Syracuse, N. Y.**
- SCHREIBER, ALICE**
Golden West Girl
WKBI, St. Marys, Pa.
- SCOFIELD, BEVERLY**
Hoe-Down Party
WFAU, Augusta, Maine
- SCOGGINS, SLIM & HIS ROAMIN' COWBOYS**
WRBC, Jackson, Miss.
- SCOTT, JANET**
The Women In My House
NBC
- SCOTT, WILLIE**
Sundown Serenaders
KSRQ, Santa Rosa, Calif.
- SCOTT, ZELDA**
WHO, Des Moines, Iowa
- SCOTTY & RUBY**
Scotty & Tar, Heel Ruby
WWYO, Pineville, W. Va.
- SCOTTY AND THE MOUNTAINEERS**
WACB, Kittinging, Pa.
- SCRUGGS, EARL**
WVLC, Versailles & Lexington, Ky.
- SEAMAN, DON**
WKNK, Muskegon, Mich.
- SEATON, ERNIE**
The Abro Valley Rangers
WFUR, Grand Rapids, Mich.
- SEBOROUGH, MAURICE R.**
KFJB, Marshalltown, Iowa
- SELF, JIMMY**
KICA, Clovis, N. M.
- SELLEY, ART**
Side-Saddle Selly
WBEJ, Elizabethton, Tenn.
- SERLING, ROD**
Lux Video Theater, CBS-TV
Stars Over Hollywood, NBC-TV
- SETTERBERG, DOUG**
Scandia Barn Dance
KOMO, Seattle, Wash.
- SEYMOUR, JANE**
Young Mr. Bobbin
NBC-TV
- SHADY MT. BOYS**
El Rancho 920
WKVA, Lewistown, Pa.
- SHARP, BILL**
KRES, St. Joseph, Mo.
- SHELTON, BANNER**
Hillbilly Time
WGCD, Chester, S. C.
- SHELTON, BOB**
Texas Barn Dance
WFAA, Dallas, Texas
- SHERMAN, BETTY**
Betty Sherman Trio
WEAV, Plattsburg, N. Y.
- SHERMET, HAZEL**
Duffy's Tavern
NBC
- SHIELDS, FRED**
Meet Corliss Archer
CBS-TV
- SHINER, MERV**
Country Round-Up
WSAN, Allentown, Pa.
- SHIPLEY, REECE**
Rainbow Valley Boys
WKPT, Kingsport, Tenn.
- SHIRLEY, ALFRED**
Hearthstone Of The Death Squad
CBS
- SHORE, DINAH**
The Dinah Shore Show
NBC-TV
- SHRUM, CAL**
Cal Shrum Show
WMAV, Springfield, Ill.
- SILAS, BILL**
KELD, El Dorado, Ark.
- SILVER, JOE**
Mr. I. Magination
CBS-TV
- SILVER SADDLE BOYS**
Silver Saddle Boys
KWBW, Hutchinson, Kans.
- SIMMONS, S. E.**
KTUR, Turlock, Calif.
- SIMS, BARBARA**
Panhandle Pete & Jennifer
NBC-TV
- SINATRA, FRANK**
Frank Sinatra Show
CBS-TV
- SINCLAIR, JOHN**
Cousin John
WLEE, Richmond, Va.
- SKELTON, RICHARD "RED"**
B. July 18th, Vincennes, Indiana; Red Skelton Show, NBC-TV; Red Skelton Show, CBS; Motion Pictures, M-G-M
- SKINNER, GEORGE**
KYW, Barn Dance
KYW, Philadelphia, Pa.
- SKINNER, JIMMIE**
The Jimmie Skinner Show
WNOP, Newport, Ky.
- SKYLINE BOYS**
WYVE, Wytheville, Va.
- SLATER, BILL**
Headline Clues From Broadway To Hollywood
Twenty Questions
Du Mont
- SMITH, BILL**
Brighter Day
CBS
- SMITH, BOB**
Howdy Doody
NBC-TV
- THE SMITH FAMILY**
WKLTV, Blackstone, Va.
- SMITH, CHESTER**
Chester Smith Hr.
KTRB, Modesto, Calif.
- SMITH, KATE**
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV
- SMITH, KID**
Dixie Night Hawks
KSDN, Aberdeen, S. D.
- SMITH, SYDNEY**
B. April 6, 1923, New York, N. Y.; Market Melodies, WJZ-TV; Cosmopolitan Theater, WABD; Cavalcade of Stars, WABD; Strike It Rich, CBS-TV; Leave It To The Girls, NBC-TV; Holiday Hints, WJZ-TV
- SMOLEN, VIVIAN**
Stella Dallas
NBC
Our Gal Sunday
CBS

Radio and Television Artists

SMYTHE, ANTHONY
One Man's Family
NBC

SNODGRASS, GOOB
Country Junction
WTOG, Savannah, Ga.

SNYDER, DAN
Western Jamboree
KBMN, Bozeman, Montana

SOLWAY, L.
CKLB, Oshawa, Ont., Canada

SONNIER, A. B.
Louisiana Swingsters
KLFY, Lafayette, La.

SONS OF DIXIE
Hillbilly Hoedown
WHIT, New Bern, N. C.

SONS OF PLAINS
Sons of Plains
WCMB, Lemoyne, Pa.

SONS OF THE RANGE
KVOO, Tulsa, Okla.

"SONS OF THE SOIL"
Sons Of The Soil
WDLB, Marshfield, Wis.

SONS OF THE SOUTH
Sons Of The South
WSTP, Salisbury, N. C.

SOTHERN, ANN
Adventures of Maisie (MGM)
MBS

SPEARS, CHARLIE
Ranch House Tales
WTVR, Richmond, Va.

SPIVAK, LAWRENCE E.
Meet The Press
NBC-TV
Keep Posted
DuMont

STACK, MERV
CJRL, Kenora, Ont., Canada

STACY, JIM
Coffee Club
WCPO-TV, Cincinnati, Ohio

STANG, ARNOLD
The Henry Morgan Show
NBC-TV

STARR, KAY
All Star Revue
NBC-TV

STERLING, JACK
The Big Top
CBS-TV

STEVE & GOLD STAR BAND
WCKB, Dunn, N. C.

STEVENS, JULIE
Romance Of Helen Trent
CBS

STEWART, LEE
Morning Frolic
WHAT, Philadelphia, Pa.

STOKES, ERNEST
Mustard & Gravy
WGTM, Wilson, N. C.

STONE, DAVID
Sunrise Roundup
Main Street
KSTP, Minneapolis-St. Paul, Minn.

STONE, EZRA
The Aldrich Family
NBC-TV

STONE, HARLAN
Adventures of Archie Andrews
NBC

STONE, KIRBY
Chesterfield Sound-Off Time
Quintet
Broadway Open House
NBC-TV

STONE, LEWIS
The Hardy Family (MGM)
MBS

STONE, SID
Texaco Star Theater
NBC-TV

STRONGIN, MIMI
Fairmeadows USA
NBC-TV

STUART, MARY
Search For Tomorrow
CBS-TV

STYRES, GLEN
Small Fry Club
Du Mont

SULLIVAN, ED
Toast Of The Town
CBS-TV

SUMMERS, WILLIAM
Small Fry Club
Du Mont

THE SUNSHINE GIRL
KIRX, Kirksville, Mo.

SUSANN, JACQUELINE
Shoppers' Corner
Open Door
WABD, New York, N. Y.

SUTTON, GRADY
The Egg And I
CBS-TV

SWAN, JIMMY
Jimmy Swan Show
WFOR, Hattiesburg, Miss.

SWANSON, CARL
Mr. Sunshine Show
WRUN, Utica, N. Y.

SWENSON, KARL
Mr. Chameleon, Our Gal Sunday
CBS
Lorenzo Jones
NBC

— T —

TABLER, BOB
Time For Tabler
KBOR, Brownsville, Texas

TACY, ED
Ed Tacy Show
WGAC, Augusta, Ga.

TAYLOR, DENNY
Denny Taylor Trio
WHIZ, Zanesville, Ohio

TAYLOR, FRANK W.
Chronoscope
CBS-TV

TAYLOR, KENT
Boston Blackie
NBC-TV

TAYLOR, MARY LEE
NBC

TEBROW, IRENE
Meet Corliss Archer
CBS-TV

TEMPLE, PICK
WTOP-TV, Washington, D. C.

TENNESSEE JAMBOREE
WSM-TV, Nashville, Tenn.

TERKLE, STUD
Voice Of The Terkle
WENR, Chicago, Ill.

TETLEY, WALTER
The Great Gildersleeve
NBC

THEIS, FRANK
Classics Country Style
WRHC, Jacksonville, Fla.

THOMAS, AL
Al's Jamboree
WAGC, Chattanooga, Tenn.

THOMAS, DANNY
B. Jan. 16, 1915; Deerfield, Mich.; All Star Revue; Colgate Comedy Hour, NBC-TV; Motion Pictures-Warner Bros., RCA-Victor Recording Contract

THOR, LARRY
Broadway's My Beat
CBS

THORSEN, ETHEL
The Ethel Thorsen Show
WABD, New York, N. Y.

THREE SUNS TRIO
NBC

TIERNEY, WALSH
Teen Age Time
WICY, Malone, N. Y.

TILLER, TED
Mr. I. Magination
CBS-TV

TILLSTROM, BURR
Kukla, Fran And Ollie
NBC-TV

TOMPKINS, JOAN
This Is Nora Drake
CBS

TORRES, LUPE
Spanish Program
KTXC, Big Spring, Texas

TOTTER, AUDREY
Meet Millie
CBS

TRAUBEL, HELEN
All Star Revue
NBC-TV

TREMAYNE, LES
The Women In My House
NBC

TRENT, SYBIL
Let's Pretend
CBS

TRIPP, PAUL
Mr. I. Magination
CBS-TV

TRUMAN, MARGARET
The Big Show
NBC
The Screen Director's Playhouse
NBC

TUCKER, SOPHIE
All Star Revue
NBC-TV

TURNER, DEAN
Turners Turntable
KWBC, Ft. Worth, Tex.

TURNER, ZEB
WEAM, Arlington, Va.

TURNER, ZEBE
WBAL, Baltimore, Md.

TUTTLE, WESLEY
Tuttle Time
KFVD, Los Angeles, Calif.

TWEDELL, FRANK
The Egg And I
CBS-TV

TYLER, DICK
The Aldrich Family
NBC-TV

TYLER, JUDY
Howdy Doody
NBC-TV

TYLER, TOM
Fairmeadows USA
NBC-TV

— V —

VALENTINE, GRACE
Stella Dallas
NBC

VALENTINE, JACK
Jack Valentine Show
WBAP, Fort Worth, Texas
Barn Dance
WBAP-TV, Fort Worth, Tex.

VALLEE, RUDY
Texaco Star Theater
NBC-TV

Radio and Television Artists

VALLEY TROBADOURS

WGBA, Columbus, Ga.

VANCE, VIVIAN

I Love Lucy
CBS-TV

VANDER PLOEG, FRANKIE

Quiz Kids
CBS-TV

VANDERPYL, JEAN

Father Knows Best
NBC

VAN DEVENTER, FRED

Twenty Questions
Du Mont

VAN PATTEN, DICK

Mama
CBS-TV

VOILA, VICKI

Mr. District Attorney
NBC

— W —

WAGONER, PORTER

Porter Wagoner Show
KWTO, Springfield, Mo.

WALDO, JANET

Meet Corliss Archer
CBS

WALL, LUCILLE

Lorenzo Jones
NBC

WALLACE, MIKE

Mike And Buff
CBS-TV

WARNER, GERTRUDE

The Shadow
MBS

WATERMAN, WILLARD

The Great Gildersleeve
NBC

WATSON, TOMMY

KMOX, St. Louis, Mo.

WEAVER, DOODLES

Doodles Weaver Show
NBC-TV

WEBB, JACK

Dragnet
NBC

WEBB, STANLEY

Crime Photographer
CBS-TV

WEEKS, BARBARA

Young Dr. Malone
CBS

WEIST, DWIGHT

Second Mrs. Burton
CBS

WELLES, ORSON

The Black Museum (MGM)
MBS

WE T, ROOKS

My Friend Irma
CBS-TV

WESTFALL, KAY

B. April 10, Chicago, Ill.; Bob
And Kay, WENR-TV; Oh Kay,
ABC-TV; 4 Star Revue, NBC-TV

WESTMAN, NYDIA

Young Mr. Bobbin
NBC-TV

WESTMORELAND, PAUL

Western Hit Parade
KCRN, Sacramento, Calif.

WEVER, NED

Young Widder Brown
NBC
Under Arrest
MBS

WHISPERING STRINGS

WLOH, Princeton, W. Va.

WHITE, BERNIE

Bernie White
WFGM, Fitchburg, Mass.

WHITFIELD, ANNE

The Phil Harris - Alice Faye
Show
NBC

WHITLEY, RAY

WMEX, Boston, Mass.

WILDER, JAMES

Howdy Neighbor
WFRP, Savannah, Ga.

WILKERSON, WALT

Merry Morning Melodies
WJMA, Orange, Va.

WILLIAMS, CURLY

Georgia Peach Pickers.
WHMA, Anniston, Alabama

WILLIAMS, CURLY

Radio Rodeo
WOAI, San Antonio, Texas
TV Dude Ranch
WOAI-TV, San Antonio, Texas

WILLIAMS, FLORENCE

Front Page Farrell
NBC

WILLIAMS, JIMMY

Bill Dawes Show
WCPO-TV, Cincinnati, Ohio

WILLIAMS, SPENCER, JR.

Amos 'N' Andy
CBS-TV

WILLIS, RICHARD

Here's Looking At You
NBC-TV

WILSON, EARL

Stage Entrance
Du Mont

WILSON, ED

The Country Show
WFEC, Miami, Fla.

WILSON, FREDDY

Freddy Wilson Show
KYMA, Yuma, Ariz.

WILSON, HAPPY &

HIS GOLDEN RIVER BOYS
WAPI, WAFM-TV, Birmingham, Ala.

WILSON, JANE

Celebrity Time
CBS-TV

WILSON, LOIS

The Aldrich Family
NBC-TV

WILSON, MARIE

Mr. Friend Irma
CBS-TV

WINCHELL, PAUL

B. Dec. 21, 1923, New York,
N. Y.; The Paul Winchell & Jerry
Mahoney Show, NBC-TV; The
Milton Berle Show, NBC-TV;
The Kate Smith Show, CBS-TV;
The Colgate Comedy Hour with
Ezio Pinza, NBC-TV; Ted Mack's
Amateur Hour, NBC-TV

WINSLOWE, PAULA

The Life of Riley
NBC

WINTERS, GWENNIE

The Gwennie Winters Show
WRYO, Rochester, Pa.

WISEMAN, MAC

The Mac Wiseman Show
WPAQ, Mt. Airy, N. C.

WIZIARDE, FRANK

KFRM, KMBC, Kansas City,
Mo.

WOLFE, MIRIAM

Let's Pretend
CBS

WONG, ANNA MAY

Mme. Liu Tsong
Du Mont

WOOD, PEGGY

Mama
CBS-TV

WOODARD, TOMMY

KVLF, Coral Gables, Fla.

WOOLLEY, MONTE

The Magnificent Montague
NBC

WORKMAN, DAVE

Joe Klare's Korn Krib
KVON, Napa, Calif.

WRAGGE, BETTY

Pepper Young's Family
NBC

WRIGHT, BEN

Pursuit
CBS

WRIGHT, GEORGE

Crime Photographer
CBS-TV

WRIGHTSON, EARL

Paul Whiteman Revue, ABC-TV;
Earl Wrightson's At Home Show,
ABC-TV; Musicland, U. S. A.,
CBS; Guest "The Big Show"
NBC; Guest-NBC Symphony, NBC

WYNN, ED

B. Nov. 9, 1886, Philadelphia,
Pa.; Colgate Comedy Hour, NBC-
TV; All Star Revue, NBC-TV

— Y —

YANEY, "SKEETS"

KMOX, St. Louis, Mo.

YODELIN, SLIM CLARKE

WARE, Ware, Mass.

YOUNG, AGNES

Aunt Jenny
CBS

YOUNG, ALAN

B. November 19, North Shield,
Northumberland, England; Alan
Young Show, CBS-TV; Motion
Pictures

YOUNG CARLETON

The Whisper
NBC

YOUNG, EVE

Eve Young Show
NBC

YOUNG, ROBERT

Father Knows Best
NBC

YOURMAN, ALICE

Adventures of Archie Andrews
NBC

— Z —

ZEMBRUSKI, VICTOR

Polish Eagles
WAVZ, New Haven, Conn.

ZERBE, LAWSON

B. Portland, Ore.; Gangbusters,
CBS; Counterspy, NBC; Gabby
Hayes, Mysterious Traveller,
Peter Salem, Joseph Cotten
Show, MBS; Wm. Gargan Show,
NBC

ZIMMERMAN, CARL CAPT.

The Big Picture
CBS-TV



ROBERTA QUINLAN

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1951



— A —

AARTHUN, JOHAN
Song Of The Country
KING, Seattle, Wash.

ABBOTT, MARGIE
Marge & Tony
KSTL, St. Louis, Mo.

ADAMS, JACK
Jack Adams Show
WVMC, Mt. Carmel, Ill.

ADDISON, AL
Al Addison's Westernaires
CHUB, Nanaimo, B. C., Can.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALBERT, C. E.
Un Quart D'Heure Avec
CJFP, Riviere Du Loup, P.
Que., Canada

ALEXANDER, DURELLE
The Durelle Show
WBAP-TV, Fort Worth, Texas

ALLAN, FRANK
Frank Allan Show
WEAV, Plattsburg, N. Y.

ALLEN, TOMMY
Tommy Allen Show
KOMA, Oklahoma City, Okla.

ALMAGUER, ROSITA
On The Alamo
WOAI-TV, San Antonio, Texas

ANDERSON, LES
(CARROT TOP)
B. Feb. 20, 1921, Siloam Springs,
Arkansas; "Carrot Top" Ander-
son TV Show; Star of "Town
Hall" Radio Show, NBC; Record-
ing Artist for Decca.

ANDREW SISTERS
Colgate Comedy Hour
NBC-TV

ANTHONY, RAY & HIS
CHORUS
Perry Como Show
CBS-TV

ARCHER, GENE
WNBW, Washington, D. C.

ARDEN, TONI
Texaco Star Theater, NBC-TV;
Sinatra Show, CBS-TV; Colgate
Hour, NBC-TV; Bob Hope Show,
NBC-TV; Columbia Records

ARMISHAW, ETHEL
The Old Songs
CHUB, Nanaimo, B. C., Can.

ARO, BOBBY
Vagabond Serenader
WHLB, Virginia, Minn.

ASHBY, ALVAN
Toast 'N' Coffee
WGFB, Evansville, Ind.

ASHMAN, MIKE
Evening Serenade
KTOH, Lihue, Kauai, Hawaii

ATNIP, IVAN
Western Serenaders
KVNU, Logan, Utah

ATTER, VIRGINIA
WMBR-TV, Jacksonville, Fla.

AUSTIN, DON
WHOW, Clinton, Ill.

— B —

BABBITT, HARRY
Bandstand Revue
KTLA, Los Angeles, Calif.

BAINES, BEVERLY
KPDN, Pampa, Texas

BAKER, JEANNIE
J. B. Show
WLBG, Laurens, S. C.

BAKER, JOY
WBBZ, Ponca City, Okla.

BALL, GEORGE
Quittin' Time
WXYZ, Detroit, Mich.

BALLARD, KAY
Mel Torme Show
CBS-TV

BALLARD, LYN
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

BARBER SISTERS
Barber Sisters
WKOK, Sunbury, Pa.

BARCLAY, FRAN
WJNC, Jacksonville, N. C.

BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.

BARLOW, JERRY
Hi-Neighbors
KLOU, Lake Charles, La.

BARNES, WAYNE
The Old Corral
KGPH, Flagstaff, Ariz.

BARTON, EILEEN
The Bill Goodwin Show
NBC-TV

BARTON, JOHN & CLARA
WHOW, Clinton, Ill.

BASIL, TROY
Troy Sings
WKAY, Glasgow, Ky.

BEARD, JEAN
Jean Beard Show
WRAI, Fayetteville, N. C.

BEARSDALE, PAT
Songs Of The Golden West
KLPM, Minot, N. Dak.

BECKETT, RON & DOUG
Ranger's Cabin
CKNW, New Westminster,
B. C., Canada

BELL, BOB
Breakfast Frolic
KFH, Wichita, Kans.

BELLAMY, TOMMY
Happy Valley Serenade
WKAY, Glasgow, Ky.

BENTLEY, JUNE
Lake Club Show
WMAV, Springfield, Ill.

BENZELL, MIMI
The Railroad Hour
The Pet Milk Show
NBC

BERNIER, DAISY
Fred Waring Show
CBS-TV

BETTINGER, JACK
WTOL, Toledo, Ohio

BIRCH, TOMMYE
KMOX, St. Louis, Mo.

BIRD, ROBERT C.
Tuning In With Fletcher
WRAL, Raleigh, N. C.

BLACKWOOD BROS.
WMPS, Memphis, Tenn.

BLAIR, LOIS
KCBS, Clinton, Iowa

BLAUN, J. W.
Youth In Religion
WCOA, Pensacola, Fla.

BOLAND, NORMAN
Uncle Norm
WFBG, Altoona, Pa.

BOSCH, HENRY G.
Smilin' Time
Henry Bosch Sings
WFUR, Grand Rapids, Mich.

BOUCK, LOUIS
Name The Song
WMTG, Vancleve, Ky.

BOUDREAU, ELIZABETH
Curtain Time
WMEX, Boston, Mass.

BOWMAN, LOIS
Lois Sings
KJFJ, Webster City, Iowa

BRAY, CURLY
Buddies Of Airlines
WHBF-TV, Rock Island, Ill.

BREENE, PAT
Pat Breene Show
KTUL, Tulsa, Okla.

BREES, RUD
The Bud Brees Show
WPEN, Philadelphia, Pa.

BRIGHT, WELDON
Weldon Bright Show
KGNC, Amarillo, Texas

BRITT, ELTON
The Elton Britt Show
NBC

BROCK, KATHOLEEN
Say It With Music
KIEB, Beeville, Texas

BROOKS, ELOISE
1 O'clock Jump Time
CKOK, Tulare, Calif.

BROOKS, GLORIA
WKRC-TV, Cincinnati, Ohio

BRYANT, JAY
Jam & Jive
KOCA, Kilgore, Texas

BUNA QUARTET
KFDM, Beaumont, Texas

BURNS, FREDDIE
WHBQ, Memphis, Tenn.

BUSH, BARBARA
Song Premier
WNHC-TV, New Haven, Conn.

BUSH, DON & HELEN
Don & Helen
WBAP, WBAP-TV, Fort
Worth, Texas

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, Ohio

BUTCHER, JACK
Saturday Roundup
KWPC, Muscatine, Iowa

BUTLER, WARDE
Coffee Club
WHIZ, Zanesville, Ohio

BUZZ & BILL
Buzz & Bill
WJAS, Pittsburgh, Pa.

• • • **Vocal Artists—Radio-Television** • • •

— C —

CABE, WILLARD

The Gospelaires
WLET, Toccoa, Ga.

CAHILL, ROBERT

WOW, WOW-TV, Omaha,
Nebr.

CAMERON, BARBARA

Dave And Barbara
WKRC, Cincinnati, Ohio

CANOVA, JUDY

(Mrs. Philip Rivero)
B. Nov. 20, 1916, Jacksonville,
Florida; Under Contract to
NBC, Radio; Motion Picture, Re-
public

CANTOR, EDDIE

(See Radio-TV Artists)

CAPLE, BETTY

The Caples
KVNI, Coeur D'Alena, Idaho

CARAGHER, JIMMY

WMED, Peoria, Ill.

CARMEN, DICK

Date At Six
WNHC-TV, New Haven, Conn.

CARON, ESTELLE

Vive La Canadienne
CKCH, Hull, Que., Canada

CARE, NANCY

WGN, Chicago, Ill.

CARROLL, JIMMY

Musiciand U. S. A.
CBS
Most Important People
Dumont

CARROLL, TOMMY

WMBR-TV, Jacksonville, Fla.

CARSON, JACK

B. Oct. 27, 1910, Carman, Mani-
toba, Canada; "All Star Revue,"
NBC-TV.

CARSON, KEN

Garry Moore Show
CBS-TV

CARSON, MARTHA

Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

CARTER, ELMER

Bit of Ireland
WHAY, New Britain, Conn.

CARTER, WES

Dinner Bell
WKNX, Saginaw, Mich.

CASON, MARION

Marion Cason
WAIR, Winston-Salem, N. C.

CHAPEL, BETTE

Garroway At Large
NBC-TV

CHAPPELL, BOB

WNBQ, Chicago, Ill.

CHASE, BOB

Piano Talks
KXOX, Sweetwater, Texas

CHASE, DALE

Iowa Troubador
KOEL, Oelwein, Iowa

CHENOWETH, LAVADA

KBNZ, La Junta, Colo.

CHEROKEE, JACK (HENLEY,

LEWIS)

Cherokee Jack Show
KMO, Tacoma, Wash.

THE CHORDETETS

Arthur Godfrey Morning Show
Arthur Godfrey And His
Friends
CBS-TV

CIO CINGERS

Listen To Labor
WBCO, Birmingham-
Bessemer, Ala.

CLAIRE, DOROTHY

Paul Winchell-Jerry Mahoney
Show
Henry Morgan Show
NBC-TV

CLAIR, JUDY

Coffee 'n' Cakes
WXYZ-TV, Detroit, Mich.

CLAIRE, TIPPY

Tippy And Clyde
WARD, Johnstown, Pa.

CLARK, AL

The Al Clark Show
KOTA, Rapid City, S. Dak.

CLEMENTS, ZONE

Man From Music Mountain
WPAI, Birmingham, Ala.

CLEMMONS, ETHEL KING

Ethel King Clemmons Show
KGIN, Glenwood Springs, Colo.

CLINE, BEA

Bea Cline Sings
WWOD, Lynchburg, Va.

CLITES, MINOR

KRES, St. Joseph, Mo.

COBIA, VIRGIL

KCJB, Minot, N. Dak.

COLBY, MARION

The Doodles Weaver Show
NBC-TV

COLE, LYNN

Star Room
KPRC-TV, Houston, Texas

COLELLA, AL

Lunchtimers
WBRE, Wilkes-Barre, Pa.



TONY
MARTIN

*To the Radio and Tele-
vision Editors Through-
out the Nation . . .*

Thanks.

Vocal Artists—Radio-Television

COLLINS, DOROTHY

Your Hit Parade
NBC, NBC-TV

COLORADO PETE

KMBC, KFRM, Kansas City,
Mo.

COLTON, CLARENCE

Morning Melodies
CKTB, St. Catharines, Ont.,
Canada

COMO, PERRY

Perry Como Show
CBS-TV

CONDON, BOB

KMA, Yakima, Wash.

CONFER, JIMMY

Baron Elliott Octet
WCAE, Pittsburgh, Pa.

CONTE, JOHN

John Conte's Little Show
NBC-TV

COOK, DONNA

Serenade In The Night
KGA Spokane, Wash.

COOK, JOE

Frolie Time
KGGF, Coffeyville, Kans.

COOK, SUE

Singing with Sue
KSPT, Sandpoint, Idaho

COOKE, JACK

Jack Cooke's Sings
CKCK, Regina, Sask., Canada

COOLEY, JOHN

Your Singing Host
WEAM, Arlington, Va.

COOPER, GENEVA

Geneva Cooper
WINN, Louisville, Ky.

CORNWALL, ARTHUR

Memory Time
WGCD, Chester, S. C.

CORNWELL, GIN

Gin Cornwell Show
KWFT, Wichita Falls, Texas

CORVO, JOHNNY

Song Premier
WNHC-TV, New Haven, Conn.

COTTEY, MICKEY

Mickey Cottey
KMA, Shenandoah, Iowa

COURY, ROSELLE

Roselle Coury
WCOU, Lewiston, Maine

COYLE, JERRY

Rollin With Stone
WRGB, Schenectady, N. Y.

CRAWFORD, NAOMI

KMOX, St. Louis, Mo.

CRIST, PHIL

Club 1300
WFBR, Baltimore, Md.

CROCKER, CHARLES

KFBI, Ranch Boys
KFBI, Wichita, Kans.

CROOK, MARIAN

Dream Train
KOWH, Omaha, Nebr.

CROSBY, BOB

Club 15
CBS

— D —

DAHLSTROM, EARL

The Earl Dahlstrom Show
KLIX, Twin Falls, Idaho

DANA, JOE

Dana on Discs
KOY, Phoenix, Ariz.

DANN, ROGER

The Bill Goodwin Show
NBC-TV

DAVIDSON, LOREN

Scandia Barn Dance
KOMO, Seattle, Wash.

DAVIES, EDWARD

WMAQ, Chicago, Ill.

DAVIS, DONNA

Mon. Musical
Sun. Serenade
WDAY, Fargo, N. Dak.

DAVIS, GEORGE

The Singing Miner
WKIC, Hazard, Ky.

DAVIS, "HONEY"

Magic Valley Jamboree
WTIP, Charleston, W. Va.

DAVIS, JANETTE

Arthur Godfrey Morning Show
CBS-TV

DAWN, MARION

Club 1300
WFBR, Baltimore, Md.

DAY, DENNIS

The Dennis Day Show
NBC

DEAN, BILLY

Missouri Valley Barn Dance
WNAZ, Yankton, S. D.

DEANE, JUDY

Judy Deane Show
KNBC, San Francisco, Calif.

DEEL, SANDRA

Date On Broadway
WABD, New York, N. Y.

DEER, JIMMY

The Jimmy Deer Show
WDAK, Columbus, Ga.

TONI ARDEN

Columbia Records

Texaco Star Theatre

Sinatra Show

Colgate Hour

Toast of The Town

Bob Hope Show

Edgar Bergen Show

Guest on Every Top
TV and Radio Show

Direction MCA

Star Management —
Gerard W. Purcell



Vocal Artists—Radio-Television

DEHLIN, ERIC
Dehlin Dozen
WGIV, Charlotte, N. C.

DeLAND, JIM
Jim DeLand Show
WWJ-TV, Detroit, Mich.

DELINE, JIM AND HIS GANG
WSYR, Syracuse, N. Y.

DEL MAR, DOLORES
Just For You
WJAS, Pittsburgh, Pa.

DE LONG, HOWARD
Memory Lane
WENT, Gloversville, N. Y.

DEWITT, KAY
Kay Sings
WLBZ, Bangor, Maine

DIAZ, LUIS ALFONSO
Canciones Para Ti
WPRP, Ponce, Puerto Rico

DICK, BOBBY
"Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas

DICK, GERALDINE
"Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas

DIESING, ANNE
Grant Wilson Show
WXEL, Cleveland, Ohio

DOGGETT E. LLOYD
KELD, El Dorado, Ark.

DOWNEY, JACK
Music Shop
WONS, Hartford, Conn.

DUCAN, TOMMY
Tommy Ducan Show
KTRB, Modesto, Calif.

DUDLEY, LEON
Leon Dudley Show. Hammond
Harmonies
KGHF, Pueblo, Colo.

DUGUAY, JEANETTE
Jeanette Duguay Sings
CFNB, Frederickton, New Brunswick, Canada

DUKE, JENNY
Tune Talk
WEAR, Pensacola, Fla.

DUNHAM, BURT
Friendly Time
WNAX, Yankton, S. D.

DUNIGAN, GERTRUDE
The Dunigans
WJTN, Jamestown, N. Y.

DUNIGAN, JACK
The Dunigans,
WTTJ, Jamestown, N. Y.

DUNLAP, MILAN
WBBZ, Ponca City, Okla.

DUNN, JOHN
John Dunn Sings
WLOH, Princeton, W. Va.

DUNN, PAT
Pat Dunn Sings
WDAF, Kansas City, Mo.

Musically Yours
WDAY, Fargo, N. Dak.

EMERSON, VI
Vi Emerson Show
CHML, Hamilton, Canada

ESTELLE, DELORES
Delores Estelle Show
WMRY, New Orleans, La.

ESTES, DON
Music City, U. S. A.
WSM-TV, Nashville, Tenn.

EVANS, WHITEY
Harvest Hands
WDGY, Minneapolis, Minn.

— F —

FANTAISISTES, JEAN-LUC
Les Camarades
CKCH, Hull, Que., Canada

FARNELL, AUDREY
Music To Remember
CHNS, Halifax, Nova Scotia, Canada

FARRELL, SKIP
WMAQ, Chicago, Ill.
Big City Serenade
NBC

FATS, HAPPY
Song By Happy Fats
KROF, Abbeville, La.

FIELD, KAY
S' Prize Party
WIRE, Indianapolis, Ind.

FISHER, JOE & RUSS
Party Line
WKCT, Bowling Green, Ky.

FLOWERS, SALLY
Meetin' Time At Moore's
WLW-C, Columbus, Ohio

— E —

EVANS, JIM & SHENANDOAH VALLEY BOYS
WBTM, Danville, Va.

EATON, JACK
Jack Eaton Show
KWKW, Pasadena, Calif.

EDWARDS, AL
Nash's Coffee Time



THE HEATHERTONES

THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

Management: Peter Dean • CO. 5-0790



BETTY ANN GROVE

THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.

STOP THE MUSIC

8-9 P.M., Thurs. — WJZ-TV
Management: Peter Dean • CO. 5-0790

Vocal Artists—Radio-Television

FOLEY, RED

The Red Foley Show
Prince Albert Grand Ole Opry
NBC

FONTANE SISTERS

Perro Como Show
CBS-TV

FORAN, JIM

Gal About Town & A Guy
KGST, Fresno, Calif.

FRY, BETTY

Harp Strings
WGPA, Bethlehem, Pa.

FYFE, MAUREEN

Third Call
WWJ, Detroit, Mich.

— G —

GARDNER, JUNE

Musical Clock
WFBL, Syracuse, N. Y.

GEARHART, VIRGINIA & LIVINGSTON

Fred Waring Show
CBS-TV, Fayetteville, Tenn.

GILLETTE, MARION

Let's Take A Holiday
WJR, Detroit, Mich.

GLASS, BILL

The Glass Showcase
KRMG, Tulsa, Okla.

GLASS, CATHERINE

It's Time For Music
WFLO, Farmville, Va.

GLENN, RAY

Ray Glenn Presents
KGIW, Alamosa, Colo.

GLENN, TONY

Marge & Tony
KSTL, St. Louis, Mo.

GOLETTE, NELLY

WOR-TV, New York, N. Y.

GOODE, GLORIA

WXYZ-TV, Detroit, Mich.

GORDON, PHIL

Four O'Clock Frolic
WDSU-TV, New Orleans, La.

GRADY, DON

Don Grady Show
WHAV, Haverhill, Mass.

GREER, FRANCES

Musicland U. S. A.
CBS

GRIGGS, DICK

WVLN, Olney, Ill.

GRIM, CHARLES

WIEL, Elizabethtown, Ky.

GROVE, BETTY ANN

The Bert Parks Show
NBC-TV

— H —

HAGAMAN, CHARLES

Middy Merry-Go-Round
WNOX, Knoxville, Tenn.

HAGGART, BUD

The Blue Chasers
WFDF, Flint, Mich.

HALDENBY, HAROLD, MRS.

At Home With Ladies
CKNX, Wingham, Ont., Can.

HALEOKE

Arthur Godfrey Morning Show
Arthur Godfrey And His
Friends
CBS-TV

HALFTOWN, CHIEF

Pony Express
WFIL-TV, Philadelphia, Pa.

HALL, WENDELL

Wendell Hall Reflections
WBKB, Chicago, Ill.

HAMILTON, WARD

Coffee Club
WWNY, Watertown, N. Y.

HAMMANS, LILY JO

Lily Jo Sings
KWNW, Wenatchee, Wash.

HANNY, RUTH

Jack & Jean
KARE, St. Joseph, Mo.
Atchinson, Kans.

HANSON, BURT

Breakfast With Bob
WCCO, Minneapolis, Minn.

HARRIS, JACK

Third Call
WWJ, Detroit, Mich.

HARTMAN, HOWARD

The Howard Hartman Show
KPRC, Houston, Texas

HASKELL, JACK

Garroway At Large
NBC-TV

HAYES, BILL

Your Show of Shows
NBC-TV

HAYMES, BOB

The Bob Haymes Show
WNEW, New York, N. Y.
Date On Broadway
WABD, New York, N. Y.

HEATHERTON, RAY

Heatherton House
WOR, New York, N. Y.



LANNY ROSS

1951-52

40 Concerts ✓

12 TV Shows ✓

250 Mutual Broadcasts ✓

115 East 53rd St., New York City



JUNE VALLI

RCA VICTOR RECORDING ARTIST

"Stop the Music"

Vocal Artists—Radio-Television

HEATHERTONES

Bert Parks Show
CBS-TV

HILL, ED

Radio Club
WPAD, Paducah, Ky.

HIT PARADERS

Your Hit Parade
NBC, NBC-TV

HOLDEN, JACK

Jack & Frances
WEAS, Atlanta- Decatur, Ga.

HORNE, LENA

Colgate Comedy Hour
NBC-TV

HOWARD, PAUL

Club Miscellaneous
WTRF, Bellaire, Ohio

HUDSON, HENRY

Hudson's Serenader's
KOVE, Lander, Wyo.

HUFFMAN, JULE

Meet The Ladies
WCPO-TV, Cincinnati, Ohio

HUND, BOB

WLW-T, Cincinnati, Ohio

HUTSON, LEE

WLEL, Elizabethtown, Ky.

— I —

IRA AND CHARLES LOUVIN

WMPS, Memphis, Tenn.

IRVING, BOB

Sunny Side
WMAY, Springfield, Ill.

— J —

JACKSON, EDDIE

All Star Revue
NBC-TV

JACOBS, BILL

My Song
WKBV, Richmond, Ind.

JEFFRIES, BILL

TV Song Shop
WFMY-TV, Greensboro, N. C.

JEFFRIES, JOAN

KMTV, Omaha, Nebr.

JENSEN, PATSY

Rockabye Lady
KELK, Elko, Nevada

JOHNSON, DON

Rendezvous with Don
WOND, Pleasantville, N. J.

JOHNSON, JUDY

Show of Shows, NBC-TV.

JOHNSON, STAN

KBRO, Bremerton, Wash.

JORDAN, GIL

Jordan Jingles
KVCV, Redding, Calif.

— K —

KANE, RICHARD

Hit Parade
WUSN, Charleston, S. C.

KAYE, ELAINE

The Bon Ton Show
WMUR, Manchester, N. H.

KEITH, JANE

Jane Keith Sings
KALB, Alexandria, La.

KENDALL, FRED

Fred Kendall Show
WJR, Detroit, Mich.

KERR, ANITA

Anita Sings
WMAK, Nashville, Tenn.

KING, JIM

Me and My Organ
WILM, Wilmington, Del.

KING, JOHNNY

Man Around The House
WWJ-TV, Detroit, Mich.

KINNEY, WENDAL

Studies In Black & White
KMO, Tacoma, Wash.

KIRK, RED

WIMA, Lima, Ohio

KIRSTEN, DOROTHY

The Railroad Hour
NBC

KUHN, ROBERT

Songs By Bob
WILE, Cambridge, Ohio

— L —

LANE, FRANCEY

Easy Does It
NBC-TV

LANGFORD, FRANCES

Star Time
Du Mont

LANSON, SNOOKY

Your Hit Parade
NBC, NBC-TV

LANZA, MARIO

The Mario Lanza Show
NBC

BEST WISHES!

PATSY LEE

"DON McNEILL'S BREAKFAST CLUB"

Vocal Artists—Radio-Television

LEE, LINDA

Songs By Linda Lee
WHAZ, Troy, N. Y.

LEE, MEL

Mel Lee Program
KTTR, Rolla, Mo.

LEE, PATSY

B. March 26, 1928, Berkeley,
Calif.; Don McNeill's Breakfast
Club, ABC, Chicago.

LEE, PEGGY

The Peggy Lee Show
CBS

Steven Allen Show
CBS-TV

LEMASTER, MARY JANE

WMBD Peoria, Ill.

LINN, ROBERTA

Lawrence Welk
KTLA, Los Angeles, Calif.

LOACH, JEAN

LePetit Cafe
WWJ-TV, Detroit, Mich.

LOOMIS, CAROL

Studio A
WKTG, Thomasville, Ga.

LOU, MARY

Southern Maid Show
WRBL, Columbus, Ga.

LOUDON, DOROTHY

Big Time
CBS

LOUIS, JOHN

WSAZ-TV, Huntington, W. Va.

LUND, ART

Ken Murray Show
CBS-TV

LYNCH, CHRISTOPHER

Voice of Firestone
NBC, NBC-TV

— M —

MACK, JIMMY

Piano Portraits
WHFB, Benton Harbor, Mich.

MacDONALD, JET

Remember This Date
NBC-TV

MacKENZIE, GISELE

Club 15
CBS

MacRAE, GORDON

Railroad Hour
NBC

MARINE, JOE

Fred Waring Show
CBS-TV

THE MARINERS

Arthur Godfrey Morning Show
Arthur Godfrey And His
Friends
CBS-TV

MARTIN, TONY

B. Dec. 25, 1913, Oakland, Cal.;
Carnation Hour; The Tony Mar-
tin Show, CBS; Colgate Musical
Comedy Hour, NBC-TV; Motion
Pictures; Recordings.

MARTINEZ, BLANCA L. DE

WORA, Mayaguez, P. R.

MASIELLO, JOE

VOV, New York, N. Y.

MASSEY, CURT

Curt Massey Show
MBS
Curt Massey Time
CBS

McCLURE, BOB

Let's Make Music
WTAX, Springfield, Ill.

McDONALD, LOUISE

Songs By Louise McDonald
WRFD, Worthington, Ohio

McINTIRE, RUSS

Songs By Russ McIntire
WSTP, Salisbury, N. C.

McPHAIL, JIMMY

Songs By Jimmy McPhail
WUST, Bethesda, Md.

MELLO-LARKS

Broadway Open House
Doodles Weaver Show
NBC-TV

Mel Tormé Show
CBS-TV

MELTON, JAMES

Ford Festival
NBC-TV

MERRIDEW, REG

Reg and Henry
WGAR, RITA

MERSMAN, RITA

Coffee Club
WCPO-TV, Cincinnati, Ohio

MILNE, NANCY

Milne & Townsend
WDBJ, Roanoke, Va.

MILLER, PAUL

Songs To Remember
KREO, Indio, Calif.

MITCHELL, WM., JR.

Musical Clock
WFBL, Syracuse, N. Y.

MORATH, MAX

Max is Back
KVOR, Colorado Springs, Colo.

MORGAN, JANE

The Girl From Paris
NBC

MORRIS, CHARLOTTE

You Name It
WJJD, Chicago, Ill.

MORRISON, BOB

S' Prize Party
WIRE, Indianapolis, Ind.

MULLIN, DIANE

Diane Comes Calling
WKAL, Rome, N. Y.

MURDOCH, PEGGY

A Guy, A Gal, & A Song
WIND, Chicago, Ill.

MURRAY, JOHNNIE

Murray Matinee
WMAK, Nashville, Tenn.

MUSSARD, FLOYD

Songs By Floyd
WRFD, Worthington, Ohio

— N —

NELSON, JOHANNA

Johanna Sings
WOND, Pleasantville, N. J.

NEVINS, NATALIE

Strictly For The Girls
WCAU, Philadelphia, Pa.

NEWLAND, PETE

WIMA, Lima, Ohio

NEWLIN, BETTY

Songs By Betty Newlin
WROY, Cami, Ill.

NO NAME TRIO

We three
WPBC, Minneapolis, Minn.

NOEL, DICK

WLW, WLW-TV, Cincinnati,
Ohio

NOLTON, JOHNNY

Johnny Nolton Show
WFAA, Dallas, Texas.

NOVAK, MILDRED

Millie Novak Sings
WPIC, Sharon, Pa.

NYLAND, RALPH

Big Time
CBS

— O —

OGBURN, RUTH

WIUY, Jacksonville, Fla.

O'HEREN, RICHARD

WHK, Cleveland, Ohio

O'NEAL, HELEN

WBTY, Charlotte, N. C.

OWEN, PEGGY

Breakfast With Big
WJFN, Jamestown, N. Y.

OWENS, JACK

Jack Owens Show
KNX, Los Angeles, Calif.

— P —

PADLEY, JEANETTE

Date With Jeanette
WHIT, New Bern, N. C.

PAIGE, CONA

Date At Six
WNHC-TV, New Haven, Conn.

PALMER, JANE

Jim Deland Show
WWJ-TV, Detroit, Mich.

PALMER, MARY

Top o' the Morning
WGBA, Columbus, Ga.

PARENT, JEANINE

Meet Jeanine
WFAU, Augusta, Maine

PARKER, DEE

Musical Treasures
WXYZ, Detroit, Mich.

PARKER, RANDALL

Randall Parker Sings
WKBY, Richmond, Ind.

PATTERSON, CREAM

Patter by Patterson
WONS, Hartford, Conn.

PEEBLES, JOSAPHINE

Jo Peebles Show
WHHH, Warren, Ohio

PHILLIPS, JO

Jo Phillips Sings
WHSC, Hartsville, S. C.

PHILLIPS, RALPH

Club 1300
WFBR, Baltimore, Md.

PIAZA, MARGUERITE

Your Show Of Shows
NBC-TV
Metropolitan Opera Co.

PICKENS, JANE

Pickens Party
NBC

POST, BILL

Telemart
KSL-TV, Salt Lake City, Utah

POTTER, PENNY

Talent Time
KCOK, Tulare, Ca'if.

POULIN, DENISE

Reverie Musicale
CKCH, Hull, Que., Canada

PRATT, TOMMY

Tea-time with Tommy
KEEN, San Jose, Calif.

PRICE, GEORGE

Big Time
CBS

PRICE, VIVIAN

Sunday Sing
WMEV, Marion, Va.

PRYER, CHARLENE

Charlene's Party Line
WJVA, South Bend, Indiana

Vocal Artists—Radio-Television

PRYOR, HARLEY
KUBC, Montrose, Colo.

PUDNEY, EARLE
Earle Pudney Show
WG-Y, Schenectady, N. Y.



QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

QUINN, BENNY
Rainbow Review
KSUB, Cedar City, Utah

QUIRK, PHIL
Lunchtimers
WBRE, Wilkes-Barre, Pa.

QUIST, ZOLA
Songs Of Your Heart
KOVO, Provo, Utah



RAINS, CARL
Melody Masters
WDXI, Jackson, Tenn.

RAND, KELLY
Kelly Rand Show
WJMR, New Orleans, La.

RANGERS, TRIO
KFAB, Omaha, Nebr.

REED, LUCY
Musicana
NBC

REGAN, PHIL
The Phil Regan Show
NBC

REISENAUER SISTERS
KDIX, Dickinson, N. Dak.

REYNOLDS, BRAD
The Brad Reynolds Show
Hostess House Party
KGW, Portland, Oregon

REZNOR, JOHNNY
WKRC-TV, Cincinnati, Ohio

RHODES, BOB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

RICH, CHUCK
WHOW, Clinton, Ill.

RICHARDS, DONALD
The Jack Carter Show
Broadway Open House
NBC-TV

RICHARDS, TRUDY
WINS, New York, N. Y.

RICHMOND, ROBERT
"Marlingaires" Western &
Popular

RING, BILL
WREN, Topeka, Kansas

RING, BILL
Taystee Time
KWTO, Springfield, Mo.

RISING SUN GOSPEL SINGERS
WVCG, Coral Gables, Fla.

ROBBINS, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.

ROBERTS, MARTY
WIZ, Decatur, Ill.

ROBINSON, BILL
Robinson To You
WPAR, Parkersburg, W. Va.

ROESE, RAY
Dinner Date
WBNS, Columbus, Ohio

ROGERS, HAZEL
Hazel Rogers
WINN, Louisville, Ky.

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati,
Ohio; Radio — NBC Coast-to-
Coast and Canada; TV-NBC
Coast-to-Coast; RCA Victor Re-
cording Artist; Motion Pictures,
"Son of Paleface," Paramount.

ROLLING FIVE
Rolling Five (Negro Qt.)
KSFA, Nacogdoches, Texas

ROSS, LANNY
B. Jan. 19, 1906, Seattle, Wash.;
Lanny Ross Show, MBS; Jackie
Gleason, DuMont; Kate Smith,
NBC; General Mills, CBS; Gen-
eral Electric, CBS; Pepsi-Cola,
CBS.

ROSS, RON
Ronnie Ross Show
KSL, Salt Lake City, Utah

ROWELL, GLENN
WLW, Cincinnati, Ohio

ROYAL GOSPEL SINGERS
WVCG, Coral Gables, Fla.

ROYAL JUBILEERS
Royal Jubileers
WPBC, Minneapolis, Minn.

RUBLE, JERRY
WPRC, Lincoln, Ill.

RUCKER, JOAN
Joan Sings
WTND, Orangeburg, S. C.

RUDOLPH, WESLEY
REA Reporter
WKOT, Bowling Green, Ky.

RUNTZ, NORMAN
Songtime
CJGX, Yorkton, Sask., Canada

RUSSELL, CONNIE
Garraway At Large
NBC-TV

RUSSELL, JACK
Your Show Of Shows
NBC-TV

RYNO, BARBARA
Words and Music
KUKI, Ukiah, Calif.



SARGENT, KENNY
Kenny Sargent Show
WHEM, Memphis, Tenn.

SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.

SCHAFFER, ROY
KWRE, Warrenton, Mo.

SCHREVE, BOB
Club Matinee
WJZ-TV, New York, N. Y.

SCOTT, PATRICIA
CKLN, Nelson, B. C., Canada

SCOTT, ROMAINE
WPPA, Pottsville, Pa.

SEABURY, LEVI
Moonlight Blues
KWTX, Waco, Texas

SELF, JIMMY
KICA, Clovis, N. M.

SHARVER QUARTET
The Sharver Program
KTAT, Frederick, Okla.

SHAY, DOROTHY
Jack Benny Show
CBS-TV

SHEA, MERRILL
Merrill Sings
WLAM, Lewiston, Maine

SHELTON, BANNER
Banner Shelton Sings
WGCD, Chester, S. C.

SHORE, DINAH (Mrs. George Montgomery)
B. March 1, 1917, Winchester,
Tenn.; The Tide Show, Sponsored
by Tide, CBS (Radio); The Dinah
Shore Show, Sponsored by Chev-
rolet, NBC-TV; Motion Pictures,
"Aaron Slick From Punkin Crick"
for Paramount.

SIMMS, GINNY
Jack Smith-Dinah Shore-Ginny
Sims Show
CBS

SINAIKO, DON
WKOW, Madison, Wis.

SLIM AND MARY
Western Varieties
KFEQ, St. Joseph, Mo.

SLOCUM, WILL
Wand'ring Minstrel
KPOJ, Portland, Oregon

SMILEY, BETTY
Gift Shop of the Air
WCAE, Pittsburgh, Pa.

SMITH, ARTHUR
Carolina Corner Store
WBT, Charlotte, N. C.

SMITH, CARL
Carl Smith Show
CBS

SMITH, CHERRY KAY
Cherry Kay Smith
WRGA, Rome, Ga.

SMITH, CHESTER
Chester Smith Hour
KTRB, Modesto, Calif.

SMITH, FRED
KSTP, Minneapolis-St. Paul,
Minn.

SMITH, HOWARD (QUINTET)
Garry Moore Show
CBS-TV

SMITH, JACK
Jack Smith-Dinah Shore-Ginny
Sims Show
CBS

SMITH, MELISSA
On The Alamo
WQAI-TV, San Antonio, Tex.

SNARY, BILL
A Guy, A Gal, & A Song
WIND, Chicago, Ill.

SNYDER, BOB
Bob & Gene
WFBG, Altoona, Pa.

THE SONGFELLOWS
WHO, Des Moines, Iowa

SONGSMITHS
Garraway At Large
NBC-TV

SPELMAN, MARIAN
WLW-TV, Cincinnati, Ohio

SPELTZ, BERNADINE
Bernie Sings
WFHR, Wisconsin Rapids,
Wis.

STACY, JEAN
Songs By Jean Stacy
KTAT, Frederick, Okla.

STARKEY, ROY
Silhouettes Of The West
WBKB, Chicago, Ill.

STEBER, ELEANOR
Voice of Firestone
NBC, NBC-TV

STECHOW, JUDY
Judy Sings
WJER, Dover, Ohio

STEELEMAN, STUART
WHO, Des Moines, Iowa

Vocal Artists—Radio-Television

STEENROD, ANNE
WPTW, Piqua, Ohio

STENDAHL, RUTH
Scandia Barn Dance
KOMO, Seattle, Wash.

STEPHENS, DICK
D. S. Sings
CKLN, Nelson, B. C., Canada

STEVENS, GARY
TV Showcase
WRGB, Schenectady, N. Y.

STEPHENS, GINNY
Say It With Music
WCAU, Philadelphia, Pa.

STEVENS, HERB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

STEVENS, RISE
Voice Of Firestone
NBC, NBC-TV

STEWART, CLAIRE
Claire Stewart Show
WFAA, Dallas, Texas

STOTTS, BOB
Bob Stotts
KMA, Shenandoah, Iowa

STRAND, NORM
Can You Sing It
WSAV, Savannah, Ga.

STRAUGHMAT, SHIRLEY
Songs With Shirley
WVMC, Mt. Carmel, Ill.

STREET, DAVE
Broadway Open House
NBC-TV

THE STROLLERS (4)
CKCK, Regina, Sask., Canada

SUITS, GORDON
Suits' Song Shop
KGNC, Amarillo, Texas

SULLIVAN, LEE
Date In Manhattan
NBC-TV

SULLIVAN, RONNIE (MISS)
WBVP, Beaver Falls, Pa.

SUNSHINE TRIO
WBBB, Burlington, N. C.

SWANSON, BYRON
Serenade In The Night
KGA, Spokane, Wash.

SWEET, SALLY
Harvest Hands
WDGY, Minneapolis, Minn.

SWEETLAND, SALLY
Big Time
CBS

SWIERENGA, JOHN
Hymns Of The Morning
WHTC, Holland, Mich.

— T —

TAGLIAVINI, FERRUCCIO
Telephone Hour
NBC

TAYLOR, BOB
On The Alamo
WOAI-TV, San Antonio, Tex.

TERRELL, TOMMY
Starlite Time
WGAR, Cleveland, Ohio

TEXTOR, KEITH & SYLVIA
Fred Waring Show
CBS-TV

THEBOM, BLANCHE
Telephone Hour
NBC

THOMAS, CLYDE
American Songs
WFOK, Milwaukee, Wis.

THOMAS, DANNY
(See Radio Artists)

THOMAS, THOMAS L.
Voice of Firestone
NBC, NBC-TV

THREE BEAUS AND THE PEEP
John Conte's Little Show
NBC-TV

TIBBS, HAROLD
The Studio Hour
CFKI, Fort Frances, Ontario, Canada

TILLMAN, TINY
KMBC - KFRM, Kansas City, Mo.

TILTON, MARTHA
Curt Massey Show
MBS
Curt Massey Time
CBS

TOLAND, DON
Don Toland Sings
KICD, Spencer, Iowa

TORME, MEL
Mel Torme Show
CBS-TV

TOWNE, MARILYN
Breakfast with Marilyn
WNLK, Norwalk, Conn.

TRENERRY, ANN
Girl With A Song
KIMA, Yakima, Wash.

TURNER, DALLAS
Songs Of The West
KJWJ, Portland, Oregon

TURNER, S.
Music For Sunday Afternoon
CFOS, Owen Sound, Ont., Can.

— U —

UPSON, DAVE
WKRC, Cincinnati, Ohio

UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.

— V —

VALLEY BOYS
WBVP, Beaver Falls, Pa.

VALLI, JUNE
B. June 30, 1930, New York, N. Y.; Stop the Music, ABC; Broadway To Hollywood, DuMont; Ezio Pinza Show, NBC-TV; Big Show, NBC; Fashion Model, DuMont; Cavalcade of Bands, DuMont; Mike & Buff, CBS-TV; RCA Victor Show, NBC-TV; Headline Clues, WABD.

VAN ALSTYNE, CHUCK
Happy Valley Boy
WKBI, St. Marys, Pa.

VANDERBILT, EILEEN
Songs By Eileen
WPLA, Plant City, Fla.

VANDYKE, KEITH
Piano Melodies
WATA, Boone, N. C.

— W —

WAGNER, ANNE
Songs By Ann Wagner
WFBN-TV, Indianapolis, Ind.

WALKER, DUSTY
Chef Milani Show
KNBH, Hollywood, Calif.

WALKER, MADELINE
WOW, WOW-TV, Omaha, Nebr.

WANER, EMMA
Starlite Serenade
KODY, North Platte, Nebr.

WARD, JIM
Western Jamboree
KGST, Fresno, Calif.

WARE, GILBERT
Meditations
KONO, San Antonio, Texas

WARENSKJOLD, DOROTHY

B. San Francisco, Calif.; Ford Festival, NBC-TV; Railroad Hour, NBC; Standard Hour, NBC; Firestone Hour, NBC & NBC-TV.

WATSON, DELORES
Music City, USA
WSM-TV, Nashville, Tenn.

WAYNE, EDDY
Eddy Wayne Show
WHKK, Akron, Ohio

WEBB, HELEN
Sooner Shindig
WKY-TV, Oklahoma City, Okla.

WEBB, RED
RW Show
WLBG, Laurens, S. C.

WESSELS, MAX H.
Continental Variety
WWRL, Woodside, N. Y.

WEST, NADINE
Breakfast Frolic
KFH, Wichita, Kans.

WESTON, KIM
Wakin' With Weston
KFEQ, St. Joseph, Mo.

WESTON, PAUL
Organ Interludes
WATA, Boone, N. C.

WHEATLEY, JOAN
Fred Waring Show
CBS-TV

WHIT & NICK
Bunkhouse Jamboree
KHUZ, Borger, Texas

WHITING, MARGARET
Railroad Hour
NBC

WICKBERG, RALPH
CKY, Winnipeg, Manitoba, Canada.

WIETING, MARGE
Street Of Dreams
WFIL, Philadelphia, Pa.

WILLIAMS, BILLY QUARTET

Your Show Of Shows
NBC-TV

WILLIAMS, EDDIE
Eddie Williams Show
KDAL, Duluth, Minn.

WILSON, CAROLE
Basin St. Serenade
WRGA, Rome, Ga.

WILSON, EILEEN
Your Hit Parade
NBC, NBC-TV

WILSON, FREDDY
Freddy Wilson Show
KYMA, Yuma, Ariz.

WILSON, PAT
Homemaker's HobNob
WBNS-TV, Columbus, Ohio

WRIGHTSON, EARL
Musicland U. S. A.
CBS

— Z —

ZEIDMAN, IRVING
Irving Sings
KNOE, Monroe, La.

ZEIGNER, MARIE
Songs By Marie Zeigner
KRSN, Los Alamos, N. Mexico



AL HELFER

BASEBALL

Mutual Game of the Day
World Series
All-Star Game

FOOTBALL

Mutual Game of the Week
Rose Bowl
East Vs. West All-Star Game
Army Vs. Navy

SPORTS DIGEST—MBS

Personal Rep.

CHICK VINCENT

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

EL. 5-0734

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951



— A —

ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.

AGRESTA, PHIL
Sports Special
WBT, Charlotte, N. C.

ALAN, STEVE
Spotlight On Sports
KOKX, Keokuk, Iowa

ALDERTON, GEO.
WJIM, Lansing, Mich.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALEXANDER, ALEX
Coachella Valley Sports
Round-Up
KREO, Indio, Calif.

ALEXANDER, ED
Highlights
KXOX, Sweetwater, Texas

ALLAIN, ORREN
Sports
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT.
Sports Hi-Way
WEAM, Arlington, Va.

ALLCORN, BILL
Football
KBWD, Brownwood, Texas

ALLEN, KIRBY
KXEO, Mexico, Mo.

ALLEN, LEE
Inside Angle On Sports
KYW, Philadelphia, Pa.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, Home Of Champions Network; Notre Dame Football, DuMont; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown, NBC, CBS.

ALLEN, PERCE
Perce Allen
CKOC, Hamilton, Canada

ALLEN, WAYNE
Sports Page
KSEL, Lubbock, Texas

ALLINGHAM, JOHN
CKNB, Campbellton, N. B., Canada

AMBROSE, JOHNNY
Speaking Of Sports
WTAG, Worcester, Mass.

ANDERSON, DICK
Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUG
Reports On Sports
KFYR, Bismarck, N. D.

ANDERSON, TOM
Sports Roundup
WLDY, Ladysmith, Wis.

ANGWIN, PERCY
Just Outdoors
WSKI, Montpelier, Vt.

ANTHONY, GEORGE
Sports Parade
WOND, Pleasantville, N. J.

ANZIVINO, JOE
Sports Parade
KGMB, Honolulu, Hawaii

ARMSTRONG, CARL B.
WIAM, Williamston, N. C.

ARMSTRONG, WM.
Sports Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON
Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM
Giant Jottings
WMCA, New York, N. Y.

ASH, KEN
WHAV, Haverhill, Mass.

ARTHUR, DON
Gottelman Sports
WDUZ, Green Bay, Wis.

AUCLAIR, GASTON
CJSO, Sorel, Que., Canada

AUSLEY, WALLY
WNAO, Raleigh, N. C.

— B —

BACHRACH, TOM
KDHL, Faribault, Minn.

BAILES, H. C.
KSAM, Huntsville, Texas

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, CHUCK
WHBU, Anderson, Indiana

BAIR, PAUL
The AM Sportscast
WEOA, Evansville, Ind.

BAKER, DICK
Dick Baker Show
WSAI, Cincinnati, Ohio

BAKER, NELSON
The N. B. Show
WFBR, Baltimore, Md.

BAKER, RAY
WVFN, Olney, Ill.

BALCH, FRANK
Sports Notebook
WJOY, Burlington, Vermont

BALTER, SAM
KLAC-TV, Los Angeles, Calif.

BARBER, RED
G. E. Football Roundup
CBS

BARKER, EDDIE
KRLL, Dallas, Texas

BARKLEY, PETE
Radio Sports Page
KGNO, Dodge City, Kansas

BARRINGTON, JAY
Sports Final
WDAF-TV, Kansas City, Mo.

BARTON, DALE
Sports Roundup
KCIM, Carroll, Iowa

BARRY, GUY
National Sports Parade
WCOJ, Coatesville, Pa.

BATES, MARVIN
Sports Round-Up
WGBF, Evansville, Ind.

BAYEUR, ROLAND
Les Sports En Revue
CKVL, Verdun, Que., Canada

BEGG, WENDELL
Sports Page
KSDN, Aberdeen, S. D.

BELCHER, ROD
All Sports
KOL, Seattle, Wash.

BELL, JACK
Sports Line Up
KDET, Center, Texas

BELL, MONTE C.
KADA, Ada, Okla.

BELL, TED
KRSC, Seattle, Wash.

BELLINGER, STEVE
Sports Sidelights
WVMC, Mt. Carmel, Ill.

BENDER, BOB
Sports
WGY, Schenectady, N. Y.

BENDER, CHIEF
Sports Parade
WGPC, Albany, Ga.

BENDER, TED
This Week In Sports
KTSM, El Paso, Texas

BENNETT, DEAN
Local Sports
KSL-TV, Salt Lake City, Utah

BENSON, DICK
Sports Digest
WIRC, Hickory, N. C.

BERDAN, BIRD
Sport Shots
WEAV, Plattsburg, N. Y.

BERGER, JEAN
Sportsnews
CKBL, Matane, Que., Canada

BERGESEN, CHUCK
WFDF, Flint, Mich.

BERMAN, AL
The Al Berman Show
WEVD, New York, N. Y.

BERNDT, IRVING A.
WRAK, Williamsport, Pa.

BIEDRZYCKI, TOM
Tip Off On Sports
KRJF, Miles City, Montana

BLACK, JAY
Dixie Sports Special
WDXI, Jackson, Tenn.

BLACKBURN, BOB
Sports Edition
KEX, Portland, Oregon

BLOUNT, BOB
Sports Review
KPAN, Hereford, Texas

BLUE, IRA
KGO, San Francisco, Calif.
ABC

BODIE, ARMAND
BC Sports Review
WSOC, Charlotte, N. C.

BODNEY, AL
Football Prophet
KDHS, Boise, Idaho

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOGY, JIM
Sports Roundup
CHUB, Nanaimo, B. C., Can.

BOHNHOFF, ED
10:20 Sports Club
KILQ, Grand Forks, North Dakota

Sports Commentators—Radio-Television

- | | | |
|---|--|---|
| <p>BOICE, CHUCK
KVAN, Vancouver, Wash.</p> <p>BOLAND, CHARLIE
KRLD, Dallas, Texas</p> <p>BOLAND, JOE
Football
WCFL, Chicago, Ill.</p> <p>BOND, HARRIS
WTXL, Springfield, Mass.</p> <p>BOSTIC, TOM C.
KIMA, Yakima, Wash.</p> <p>BOWER, BOB
Sportscall
WTIP, Charleston, W. Va.</p> <p>BOWMAN, DUKE
Sports Shorts
KWFT, Wichita Falls, Texas</p> <p>BOWMAN, HUGH
Sportslines
CJOY, Guelph, Ont., Canada</p> <p>BOWSER, BEN
Davis Sports
WACB, Kittanning, Pa.</p> <p>BOX, VES
KRLD-TV, Dallas, Texas</p> <p>BOYD, DON
Sports Roundup
WCLO, Jamesville, Wis.</p> <p>BOYLE, BILL
Down The Line In Sports
WPCF, Panama City, Fla.</p> <p>BRACHER, BERNIE
Sports Slants
WAVE-TV, Louisville, Ky.</p> <p>BRADLEY, JACK
The Sports Journal
WSAZ, WSAZ-TV, Huntington,
W. Va.</p> | <p>BRANSON, TODD
Play By Play
WWCA, Gary, Ind.</p> <p>BRAV, DICK
Bavarian News Roundup
WCPO, WCPO-TV, Cincinnati,
Ohio</p> <p>BREMSE, LYELL
KFAB, Omaha, Nebr.</p> <p>BREWER, CHAS.
WHIN, Gallatin, Tenn.</p> <p>BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.</p> <p>BRIT, JIM
Football, Baseball
MBS</p> <p>BRITTON, JACK
WHBQ, Memphis, Tenn.</p> <p>BROCKMAN, DON
Sports Report
WJON, St. Cloud, Minn.</p> <p>BRODE, BUDDY
Sports Roundup
WNAE, Norristown, Pa.</p> <p>BROMBERG, LESTER
Fight Follow Up
CBS-TV</p> <p>BROMBERG, VERN
Hawkeye Sports Journal
KCHA, Charles City, Iowa</p> <p>BROOKS, BILL
Sports Round-Up
WEBJ, Brewton, Ala.</p> <p>BROOKS, BOB
Sports Parade
Sports Story
KCRG, Cedar Rapids, Iowa</p> | <p>BROOME, G. EARL
WHEE, Washington, N. C.</p> <p>BROWN, AL
Sports Review
WWSC, Glens Falls, N. Y.</p> <p>BROWN, BILL
Kendall News & Sports Review
WETA, Batavia, N. Y.</p> <p>BROWN, BILL
Sports Picture
WTVN, Columbus, Ohio</p> <p>BROWN, FRED
Sports Reporter
WLOS, Asheville, N. C.</p> <p>BROWN, GLENN
Brown Sportscast
KVET, Austin, Texas</p> <p>BROWN, HARRY
Sports Extra
WKIP, Poughkeepsie, N. Y.</p> <p>BRUBAKER, TOM
Baseball
KSST, Sulphur Springs, Texas</p> <p>BRUNELL, JOHN
Sports Final
WDEV, Waterbury, Vt.</p> <p>BRYAN, BILL
Sports Review
KTOW, Oklahoma City, Okla.</p> <p>BRYANT, TED
Sports Final
KRLC, Lewiston, Idaho</p> <p>BRYSON, JOHN
Sports Review
WENR, WENR-TV, Chicago,
Ill.</p> <p>BUCHANAN, BRUCE
WMFD, Wilmington, N. C.</p> |
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Thanks NBC

RADIO DAILY — TELEVISION DAILY

Friday, September 21, 1951

• • • • Following extended negotiations, Bill Stern has been signed to a new three-year contract by NBC. Actually, Bill's present contract with NBC does not expire until next March, but to sew him up for the future, since they knew that both CBS and ABC were after him, NBC tore up Bill's old pact and gave him a new one starting immediately. Under the terms of his new contract, Stern is guaranteed a minimum of \$350,000 for the next three years. Under the new pact, he assumes the new title of sports editor.

Bill Stern

VARIETY

Wednesday, September 19, 1951

Bill Stern's 500G 3-Year NBC Pact

Bill Stern, NBC sports director, has negotiated a new three-year deal with the network, although the present one doesn't expire until next March. Under the new pact, Stern will forsake his administrative functions to devote his time exclusively to broadcasting and telecasting.

New contract gives Stern a minimum guarantee of \$500,000 over the three-year span. That amount has approximated his total gross under the old agreement, but under the new terms it permits Stern an opportunity to shoot for higher than the minimum stakes.

Stern will do some of the Westinghouse-sponsored grid games under the NCAA formula. Whether or not he gets the Rose Bowl assignment under the Gillette NBC exclusivity is still problematical.

Sports Commentators—Radio-Television

BUDDE, BOOTS

Boots Budde Looks At Sports
WIBV, Belleville, Ill.

BUETEL, FRANK

WLOL, Minneapolis, Minn.

BULLETT, "BUCKY"

Sports Trail
WPNB, North Adams, Mass.

BUPP, BOB

WPTV, Piqua, Ohio

BURGESS, JACK

WOSC, Fulton, N. Y.

BURGMAN, HORST F.

KOPR, Butte, Montana

BURKE, GORDON

Sports Calendar
KULA, Honolulu, Hawaii

BURNES, BOB

Sportscaster
KMOX, St. Louis, Mo.

BURR, CHARLES C.

Sports Excerpts
WXRA, Buffalo, N. Y.

BURT, JIM

Sports Final
KELO, Sioux Falls, South
Dakota

BYRUM, BUCK

All Sports Play-By-Play
WIRJ, Humboldt, Tenn.

BYRNE, BOB

KDB, Santa Barbara, Calif.

BYERS, WAYNE

Play-By-Play
Panorama Of Sports
WATG, Ashland, Ohio

BUTTERFIELD, RAY

What's New In Sports
WLOX, Biloxi, Miss.

— C —

CAIN, CLAUDE

Basketball On The Air
KID, Idaho Falls, Idaho

CAMMAROTA, ED

Ed Cammarota Sports Show
WEEU, Reading, Pa.

CAMPBELL, BILL

WCAU, Philadelphia, Pa.

CAMPBELL, BUD

Sports Forecast
WIND, Chicago, Ill.

CAMPBELL, DAVE

WAPM-TV, Birmingham, Ala.

CAMPBELL, JOHN

Review
KXLL, Missoula, Montana

CAMPBELL, MAL

Sports Parade Final
WOUN, Cumberland, Md.

CAMPBELL, NEENIE

Caravan of Sports
WMCK, McKeesport, Pa.

CAMPERSON, BILL

Sportsmen's Corner
WHOL, Allentown, Pa.

CAMPOFREDA, NICK

Washington Senators
Baseball

CANAVAN, BOB

WAAM, Baltimore, Md.

CANHAM, ERWIN

KSET, El Paso, Texas

CANHAM, ERWIN

ABC
WIL, St. Louis, Mo.

CARAY, HARRY

Sports Extra
KMA, Shenandoah, Iowa

CARL, LEONARD

Sports Parade
KMA, Shenandoah, Iowa

CARMACK, BOB

Sportlight
KBIX, Muskogee, Okla.

CARNEGIE, TOM

Sportswire
WIRE, Indianapolis, Ind.

CAREENTER, JIM

Sports Roundup
WKBB, Dubuque, Iowa

CARROLL, HARRY

Today's Sports
WANS, Anderson, S. C.

CARSON, JAMES C.

KWBM, Williston, N. Dak.

CARSON, TOM

Carson With Sports
WJW, Cleveland, Ohio

CARTER, DON

Sportlight
CHAT, Medicine Hat, Alberta,
Canada

CARTER, RONNIE

Play By Play
KNEM, Nevada, Mo.

CARTY, DEL

Sports Roundup
WWGP, Sanford, N. C.

CARVIN, EDDIE

WMSA, Massena, N. Y.

CASE, JACK

Sports Roundup
WWNY, Watertown, N. Y.

CASEY, BOB

Sports Final
WDGY, Minneapolis, Minn.

CASPER, TEE

Sports Director
KCUL, Fort Worth, Texas



Guy Le Bow

WPIX
WABD
WJZ-TV

STRAUSS STORES
REPORT "GREATEST SALES"

GOLD SEAL SATURDAY ROUNDUP

"ATTAINED HIGHEST WPIX PULSE RATING"

New York Rangers

HOCKEY MADISON SQ. GARDEN

"TODAY'S BASEBALL"

NEW YORK
WORLD-TELEGRAM
and SUN

"TAKE A TIP FROM ME"
"WARM-UP TIME" • "SPORTS EXTRA"

**BERT
LEE**
WMGM
"The Call Letters
of the Stars"
NEW YORK



Sports Commentators—Radio-Television

- CAUDILL, CARL B.**
Sports Review
WFTC, Kinston, N. C.
- CAULEY, AL**
Harry Gold Sports Final
CAJAD, Montreal, Quebec, Can.
- CAVANAUGH, JOE**
Sports Scene
WARD, Johnstown, Pa.
- CHALMERS, JAMES**
Speaking For Sports
WEIM, Fitchburg, Mass.
- CHAMBERLAIN, CARL**
Sports
WARC, Rochester, N. Y.
- CHAMBERLAIN, GUS**
Sports Review
WDEF, Chattanooga, Tenn.
- CHAPMAN, ELBERT**
Sportscast
KGIW, Alamosa, Colo.
- CHARLES, AL**
WAYB, Waynesboro, Va.
- CHARVAT, JACK**
Tonights Sports
KTUL, Tulsa, Okla.
- CHEDWICK, CRAIG**
The Scoreboard
WHOD, Homestead, Pa.
- CHEERY, CHARLES**
Sports Mike
KTOH, Lihue, Kauai, Hawaii
- CHEERY, FREEMAN**
Spotlight
WKAY, Glasgow, Ky.
- CHRISTENSEN, DUANE**
Sportscast
KVNU, Logan, Utah
- CHRISTIE, GEO.**
Sport's Show
WFEA, Manchester, N. H.
- CHRISTOFFERSON, AL**
Sportscast
KTRF, Thief River Falls, Minn.
- CLARK, JUSTIN**
Sports Stardust
WWXL, Peoria, Ill.
- CLAWSON, LEW**
Sports
WVVA, Wheeling, W. Va.
- CLAYTON, DEAN**
Sports Parade
KBOE, Oskaloosa, Iowa
- CLEAR, BILL**
Sports
WRTA, Altoona, Pa.
- CLEFTON, ROD**
Sports Spotlight
KHQ, Spokane, Wash.
- CLEMENS, BOB**
Clemens Sportscast
KENO, Las Vegas, Nevada
- CLEMENTS, JOE**
KLIX, Twin Falls, Idaho
- CLOVER, CARLOS**
Sports Director
KRIG, Odessa, Texas
- COBURN, HUGH**
Let's Look 'Em Over
WBLJ, Dalton, Ga.
- COGGINS, JIMMIE**
Along The Sports Trail
WKDK, Newberry, S. C.
- COLE, BENJAMIN**
WORA, Mayaguez, P. R.
- COLE, JOE**
WEAB, Greer, S. C.
- COLEMAN, KEN**
Sports Journal
WNEB, Worcester, Mass.
- COLES, ED**
Play-By-Play
WSSB, Durham, N. C.
- COLLARD, RENE**
Radio-sport CKCV
CKCV, Quebec, Canada
- COLLIE, VIN**
Sports Round-Up
WERI, Westerly, R. I.
- COLLINS, DAVID**
WRFD, Worthington, Ohio
- COLLINS, JERRY**
Sports Spotlight
WJBC, Bloomington, Ill.
- COLLINS, JUD**
Touchdown Prevue
WSM-TV, Nashville, Tenn.
- COLLINS, SID**
WIBC, Indianapolis, Ind.
- COMBS, HOOT**
WVLC, Versailles & Lexington, Ky.
- COMEAU, DENNY**
CJLS, Yarmouth, N. S., Can.
- COMPTON, AL**
Sports Review
WCKB, Dunn, N. C.
- CONNOR, LUIS VISOT**
Pagina Deportiva Ultimas Noticias
WPRP, Ponce, Puerto Rico
- CONNOR, DAVE**
WBAL-TV, Baltimore, Md.
- CONRADE, STEVE**
WDOO, Chattanooga, Tenn.
- COOK, GORDON**
CFRB, Toronto, Ont., Canada
- COOK, HAROLD**
KICA, Clovis, N. M.
- COONEY, JAMES J.**
Great Moments Sports
WJNC, Jacksonville, N. C.
- CORBETT, KEN**
KLWT, Lebanon, Mo.
- CORLEY, BILL**
WBNS, Columbus, Ohio
- CORRIGALL, NED B.**
All Sport
CKRD, Red Deer, Alberta, Can.
- CORSIDILL, CHUCK**
Sports Spotlite
KBKW, Aberdeen, Wash.
- COSTELLO, ED**
World of Sports
KOSA, Odessa, Texas
- COWELL, ED**
Speaking of Sports
WJHL, Johnson City, Tenn.
- COX, JIM**
Hockey-Lacrosse
CKNW, New Westminster, B. C., Canada
- COZAD, FLOYD V.**
WDYK, Cumberland, Md.
- CRADDOCK, JACK**
Baseball, Football, Basketball
WCVI, Connellsville, Pa.
- CRAFT, STAN**
Football-Basketball
KXRO, Aberdeen, Wash.
- CRAIG, WILLIAM**
Sports World
WATA, Boone, N. C.
- CRAMER, CRIS**
Sports Report
WCHV, Charlottesville, Va.
- CRAWFORD, VERN**
Fish N' Tackle
WJNO, W. Palm Beach, Fla.
- CREIGHTON, HARRY**
WGN, WGN-TV, Chicago, Ill.
- CRISTIL, JACK**
All Sports
WROX, Clarksdale, Miss.
- CROGHAN, JOE**
WBAL, WBAL-TV, Baltimore, Md.
- CROSIAR, FRANK**
Sports Director
WHOT, South Bend, Ind.
- CROWLEY, BILL**
Spotlight On Sports
WARA, Attleboro, Mass.
- CROWLEY, PAUL C.**
WJPD, Ishpeming, Mich.
- CRUM, JIMMY**
WRFD, Worthington, Ohio
- CRYSDALE, JOE**
Scoreboard
CKEY, Toronto, Ont., Canada
- CUDAHY, BILL**
Sports Personalities
CHVC, Niagara Falls, Ont., Canada
- CULLINGS, BOB**
Sportscast
WINR, Binghamton, N. Y.
- CUNO, ERNIE**
News Views & Clues From The World of Sports
WSYR, Syracuse, N. Y.
- CURRIE, BILL**
WHPE, High Point, N. C.
- CUMMINS, JACK**
Jack of All Sports
WTVJ, Miami, Fla.
- CUMMINS, RAY**
Sports Review
WMBL, Moorehead City, N. C.
- CUMMINS, TAIT**
Sports Digest
WMT, Cedar Rapids, Iowa

— D —

- DABOUL, JOE**
Sports Hi-Lights
WIRY, Plattsburg, N. Y.
- DADAY, JOHN**
Sports Matinee
WGPA, Bethlehem, Pa.
- DA GROSSA, JOHN "OX"**
Speaking of Sports
WCAU, Philadelphia, Pa.
- DAHL, DON**
On The Sidelines
KDAL, Duluth, Minn.
- DAIN, ROLAND**
Spotlite On Sports
KAUS, Austin, Minn.
- DALEY, BILL**
News & Sports Before Noon
KEYD, Minneapolis, Minn.
- DALY, JACK**
CKOY, Ottawa, Ont., Canada
- DANCY, KEITH**
CFCF, Montreal, Que., Canada
- DANES, SPENCER**
Play-By-Play
WKBV, Richmond, Ind.
- DANIEL, DAN**
Sports Journal
WHOO, Orlando, Fla.
- DAVIES, BOB**
Football, Baseball, Basketball
KMUR, Murray, Utah
- DAVIS, BILL**
Sports Final
WLOW, Norfolk, Va.
- DAVIS, CHAS.**
Sports Report
WMIE, Miami, Fla.
- DAVIS, DICK**
Speaking of Sports
WFNN, Findlay, Ohio
- DAVIS, GENE**
Spotlight
WDOK, Cleveland, Ohio

Sports Commentators—Radio-Television

DAVIS, GEOFF

B. July 26, 1918, Edmonton, Alta., Can.; Sports Director, WINS, New York, N. Y.

DAVIS, HY

Sports Digest
WJXN, Jackson, Miss.

DAVIS, JIM

What's What In The Land Of Sports
WKPT, Kingsport, Tenn.

DAVIS, JOHNNY

The Sportsman
WUSJ, Lockport, N. Y.

DAVIS, LES

Today In The World Of Sports
WNAX, Yankton, S. D.

DAVIS, NORM

WRUF, Gainesville, Fla.

DAVY, FRED

Sports Final
WJAS, Pittsburgh, Pa.

DAW, W.

Sports Deal
CFOS, Owen Sound, Ont., Can.

DAWSON, BUD

WQUA, Moline, Ill.

DEAN, DIZZY

Yankee Baseball Games
WABD, New York, N. Y.
Game Of The Day
MBS

DIENES, NAY

Sports Time
KMMJ, Grand Island, Nebr.

DELANEY, BOB

WHDH, Boston, Mass.

DELANEY, ROBERT

WCVA, Culpeper, Va.

DENTON, BILL

Football Scoreboard—Football Prophet
Rainier Sports Reel
Marching Thru Sports
KPQ, Wenatchee, Wash.

DEER, JOHN

Sports Roundup
CBS

DESILET, LEROY

News In Sports
KYAK, Yakima, Wash.

DESMOND, CONNIE

Football Roundup
CBS

DE VICTOR, MARTY

WBNS, Columbus, Ohio

DEVINE, JACK

In The Spotlight
CJBQ, Belleville, Ont., Canada

DeYOANNES, MUNDO

Sports By DeYoannes
WHLB, Virginia, Minn.

DIAB, GEORGE

Play By Play
Sports Reel
WTRF, Bellaire, Ohio

DICKSON, WILFORD

KGFF, Shawnee, Okla.

DIEHL, BILL

Dealing It Out
WGH, Newport News, Va.

DIEHM, VICTOR C.

WAZL, Hazleton, Pa.

DIHLMANN, HENRY

KROS, Clinton, Iowa

DILLON, FRED

Sports Review
WCMA, Corinth, Miss.

DILLON, GENE

Sports Review
WCMW, Canton, Ohio

DILLON, LENNY

Today In Sports
WFAS, White Plains, N. Y.

DITTERT, ED

World of Sports
Sportstime
KRIC, Beaumont, Texas

DIX, JACK

Sports Call, Sports Quiz
WHSY, Hattiesburg, Miss.

DIXON, MASON

Sports Parade
KICD, Spencer, Iowa

DOLAN, FRANK

All Outdoors
WKQP, Binghamton, N. Y.

DOMMER, WILLIAM

Time In For Sports
WONW, Defiance, Ohio

DONLEY, RED

Sports Today
The Week In Sports
WSTV, Steubenville, Ohio

DOPP, CLAY

Sports Desk
WXEL, Cleveland, Ohio

DORE, BILL

KBRO, Bremerton, Wash.

DOUGHERTY, CHUCK

Sports Final
WBTH, Williamson, W. Va.

DOUGLAS, SCOTT

Wrestling, MBS-TV; Boxing, CBS-TV; All Sports.

DOUGLAS, STEVE

A Kid And A Dog
WNBW, Washington, D. C.

DOYLE, VINCE

Picture In Sports
WJVA, South Bend, Ind.

DRAPER, LARRY

Today's Sports
WEIR, Weirton, W. Va.

DRENNAN, JERRY

KEYE, Perryton, Texas

DREW, E. R.

CKLB, Oshawa, Ont., Canada

DUDLEY, JIMMY

WERE, Cleveland, Ohio

DUGGAN, TOM

WMAQ, Chicago, Ill.

DUGGAN, TOM

WNBQ, Chicago, Ill.

DUMONT, HERMEL

The Week In Sports
CJEM, Edmundston, N. B.
Canada

DUNBAR, WALTER

Time For Sports
WBET, AM & FM, Brockton, Mass.

DUNPHY, DON

Trotting Races
WABD

DURKIN, RALPH

Sports Final
WDAF, Kansas City, Mo.

DYER, BILL

Baltimore Bullets
Basketball
WAAM, Baltimore, Md.

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EAKINS, PHIL

Sportsreel
KEPO, El Paso, Texas

EATON, TOM

Today In Sports
WREB, Holyoke, Mass.

EDWARDS, BILL

Sportscaast
KGNC, Amarillo, Texas

EDWARDS, BILL

KLEE, Houston, Texas

EDWARDS, WEB

Sport Roundtable
KPOA, Honolulu, Hawaii

EGAN, GAIL

Sports Desk
WXEL, Cleveland, Ohio

EHLERS, NED

WMTE, Morristown, N. J.

EHRlich, GEORGE

Sports Whirl
WINH, Laconia, N. H.

ELAMON, JAMES C.

KOCA, Kilgore, Texas

ELBRECHT, PAUL

Play-By-Play
WCDL, Carbondale, Pa.

ELLIOTT, DOYCE

Sports Review
KCRS, Midland, Texas

ELLIOTT, OWEN

Sports Review
WSBT, South Bend, Ind.

ELLIS, KEN

Sports with Ken Ellis
CFPL, London, Ontario, Can.

ELLIS, STEVE

Giant Jottings
WMCA, N. Y., N. Y.

ELLISON, WM.

WEBB-TV, Rock Island, Ill.

ELSON, BOB

Sports & Comments
WBKB, Chicago, Ill.

ELSTON, BOB

KIOA, Des Moines, Iowa

ENGLANDER, BYRON

Local Sports
WGBB, Freeport, N. Y.

ENROTH, DICK

Newsports
WLOL, Minneapolis, Minn.

ENSLEY, HAROLD

Fisherman's Friend
KIMO, Independence, Mo.

ERHARD, CHARLES

WHIS, Bluefield, W. Va.

ESSICK, LOU

WGNi, Wilmington, N. C.

ESTELLE, RICHARD

WTVB, Coldwater, Mich.

ESTES, JAMES L.

WRHI, Rock Hill, S. C.

EUBANKS, BLAIR

Sports Review
WTAR, Norfolk, Va.

EVANS, L. C. "LEN"

Sports On A Spree
Sports In Five
CHLO, St. Thomas, Ont., Can.

EVANS, RUSH

Speaking of Sports
KSEK, Pittsburg, Kans.

EWART, DON

Sportscycle
CFGP, Grand Prairie, Alberta, Canada

— F —

FALKENSTEIN, MAX

Tops In Sports
WREN, Topeka, Kans.

FALLON, FRANK

WMEX, Boston, Mass.

FANCHER, K. L.

Sports Review
KPDN, Pampa, Texas

FARIS, CLINT

The Sports Review
WGTM, Wilson, N. C.

FARRELL, MAURY

WAFM-TV, Birmingham, Ala.

FARRINGTON, FRANK

KFAM, St. Cloud, Minn.

FARRIOR, BILL

In The Spotlight
WFLB, Fayetteville, N. C.

FARRIS, JOE

Sports Billboard
WGKV, Charleston, W. Va.

Sports Commentators—Radio-Television

- FAULCONER, J. B.**
WLAP, Lexington, Ky.
- FEES, HAL**
KSEY, Seymour, Texas
- FELDLING, LEONARD**
Play-By-Play
WPLI, Jackson, Tenn.
- FELDMAN, CHIC**
Sports Extra
WSCR, Scranton, Pa.
- FERGUSON, BOB**
Sports Desk
WBOW, Terre Haute, Ind.
- FERGUSON, JOHN**
Sports
WAFB, Baton Rouge, La.
- FERRIS, JACK**
Sports Time
WSDR, Sterling, Ill.
- FINCH, HOWARD**
WJIM, Lansing, Mich.
- FINEGAN, JIMMIE**
Sportraits & Wrestling
WHAS-TV, Louisville, Ky.
- FINGER, HOWARD**
Sports Page
WSAM, Saginaw, Mich.
- FINLAYSON, JOHN L., JR.**
KCOM, Sioux City, Iowa
- FIRMIN, JAMES H.**
Play By Play
WMOK, Metropolis, Ill.
- FISHER, CARL**
Sports Roundup
CKSF, Cornwall, Ont., Canada
- FISHER, EDDIE**
Sports Parade
WWBZ, Vineland, N. J.
- FISHER, HANK**
Hank Fisher On Sports
WIRL, Peoria, Ill.
- FISHER, WILFRED**
The Sportlight
WMTC, Vanclave, Ky.
- FITZ, STEPHEN**
WSNY, Schenectady, N. Y.
- FITZGERALD, FRANK**
WHLS, Port Huron, Mich.
- FLEMING, JACK**
Today In Sports
All Play-By-Play
WAJR, Morgantown, W. Va.
- FLINDERS, DON**
KLIX, Twin Falls, Idaho
- FLORA, EARL**
Florascope
WBNS-TV, Columbus, Ohio
- FLYNN, GENE**
Sportscast
WORC, Worcester, Mass.
- FLYNN, JOHN**
N. Y. Sports
WICY, Malone, N. Y.
- FLYNN, TONY**
Looking Up
WJPG, Green Bay, Wisc.
- FORSELL, RON**
Speaking Of Sports
KXLE, Ellensburg, Wash.
- FOSTER, TERRY**
Sports Parade
WHBL, Sheboygan, Wis.
- FOURNIER, JOHNNY**
The Sportsman
WIRY, Plattsburg, N. Y.
- FOWLER, BILL**
Field of Sports
WBAT, Marion, Ind.
- FOX, BILL**
Sports Roundup
KSTA, Coleman, Texas
- FOX, WM. F., JR.**
Fox's Den
WIBC, Indianapolis, Ind.
- FRAZIER, HAL**
Sports Final
WSTP, Salisbury, N. C.
- FREEMAN, CARROLL**
Sports Extra
KOMA, Oklahoma City, Okla.
- FRENCH, BOB**
French On Sports
WWCA, Gary, Ind.
- FRIEDRICK, FRANK**
WWOL, Buffalo, N. Y.
- FRIEND, GEORGE**
WPLA, Plant City, Fla.
- FRINK, BILL**
WSGW, Saginaw, Mich.
- FROH, DAVE**
Sports Corner
WILS, Lansing, Mich.
- FUNSTON, JOHN**
Fanfare
CHNS, Halifax, Nova Scotia, Canada
- G —
- GAGE, FRED**
WIBA, Madison, Wis.
- GAINES, JERRY**
Sports Today
WHAT, Philadelphia, Pa.
- GAINES, WALT**
WIEL, Elizabethtown, Ky.
- GALBREATH, DON**
Sports Parade
KTEL, Walla Walla, Wash.
- GALLACHER, BOB**
Sports Review
WJMJ, Philadelphia, Pa.
- GALLIGO, BOB**
Sports Report
WDAR, Savannah, Ga.
- GALLIVAN, DANIEL L.**
Wildroot Sportscast
Nu-Way Sportscast
CJCH, Halifax, N. S., Canada
- GANS, ALAN**
Inside Angle On Sports
KYW, Philadelphia, Pa.
- GARCIA, PEDRO JUAN**
Panorama Deportivo
WPRP, Ponce, Puerto Rico
- GARDNER, BILL**
Scoreboard
WWPA, Williamsport, Pa.
- GARDNER, DON**
Sports Director
WKBN, Youngstown, Ohio
- GARRIOCK, TOMMY**
Late Sports Roundup
CKTB, St. Catharines, Ont., Canada
- GARWOOD, JOHN**
Sports In Review
WNBZ, Saranac Lake, N. Y.
- GATES, JIM**
Sports of All Sorts
WFBG, Altoona, Pa.
- GEE, STAN**
WGAR, Cleveland, Ohio
- GEORGE, BILL**
Sports Final
KSTV, Stephenville, Texas
- GEORGE, ED**
Tomorrow's Headlines in Sports
WSAN, Allentown, Pa.
- GIBB, BART**
Speaking Of Sport
CFRN, Edmonton, Alberta, Canada
- GIBBS, RON**
Forecasts
WTAX, Springfield, Ill.
- GIBBONS, JAMES L.**
WMAL, WMAL-TV, Washington, D. C.
- GILLESPIE, EARL**
Play-By-Play Sports
WEMP, Milwaukee, Wis.
- GILLHAM, DICK**
Sports Final
WDAF-TV, Kansas City, Mo.
- GILMORE, BOB**
WCPO, Cincinnati, Ohio
- GIVENS, GLEN**
Sports Today
KTAT, Frederick, Okla.
- GLAZER, PETE**
Sports Digest
WSAP, Portsmouth, Va.
- GLEASON, JAMES**
WNBH, New Bedford, Mass.
- GLENN, RALPH**
Sports Digest
WMID, Atlantic City, N. J.
- GLICKMAN, MARTY**
WMGM, New York, N. Y.
- GOESSE, JOE**
Gazing At Sports
KFIZ, Fond Du Lac, Wis.
- GOLLIDAY, C. LESLIE**
Sports Special
WEPM, Martinsburg, W. Va.
- GOOD, BILL**
Bill Good Sports Review
CBR, Vancouver, B. C., Can.
- GOOD, GENE, JR.**
Good Reports on Sports
KOCO, Salem, Oregon
- GOODING, RALPH**
Sports Parade
WRFW, Eau Claire, Wis.
- GOODRICH, BILL**
Tops In Sports
WSLL, Jackson, Miss.
- GORDON, BILL**
WENT, Gloversville, N. Y.
- GORMAN, ED**
Sports
WJLK, Asbury Park, N. J.
- GOULD, LESTER L.**
Sport Hi-Lites
WJNC, Jacksonville, N. C.
- GOURLIE, BUD**
Sports Shots
WWOD, Lynchburg, Va.
- OWDY, CURT**
WHDH, Boston, Mass.
- GRAHAM, BILL**
WAZL, Hazleton, Pa.
- GRANT, BOB**
World Of Sports
KRNR, Roseburg, Oregon
- GRAY, GEORGE**
WTAW, College Station, Texas
- GRAYMOUNT, STUART**
Special Events
KRIO, McAllen, Texas
- GREBE, JIM**
Football, Baseball, Basketball
KMUR, Murray, Utah
- GREEN, JOHNNY**
KVFD, Fort Dodge, Iowa
- GREENFIELD, WESLEY**
Sports Review
WJER, Dover, Ohio
- GREENHOE, BOB**
Play By Play
WHTC, Holland, Mich.
- GREENWOOD, KEN**
Sports Topics
Sunday Nite Quarter Back
KFOR, Lincoln, Nebr.
- GREER, GORDON**
WMRF, Lewiston, Pa.
- GREGG, M. L. "TORY"**
The Sportscast
CKNX, Wingham, Ont., Can.

Sports Commentators—Radio-Television

- GREHAN, JAMES**
Sports Show
WLNA, Peekskill, N. Y.
- GRIFFIN, CLEVE**
KIOX, Bay City, Texas
- GRIFFITH, DON**
Sports Page
WCOA, Pensacola, Fla.
- GRIFFITHS, DAVE**
Sportsreel of The Air
WARM, Scranton, Pa.
- GRIFFITHS, WILLIAM J.**
WKRT, Sports Desk
WKRT, Cortland, N. Y.
- GRIGSBY, W. W.**
WMBH, Joplin, Mo.
- GRIMBERG, WARREN**
Local Games
KAST, Astoria, Oregon
- GRIMM, JOSEPH E.**
WILE, Cambridge, Ohio
- GROSS, DON**
Sports Director
KFSB, Joplin, Mo.
- GROSSMAN, DICK**
Sportscope
Coaches Corner
WHRN, Syracuse, N. Y.
- GRUBBS, WALTER B.**
World Sports
KVMC, Colorado City, Texas
- GUIDO, JOE**
Sports Final
WESE, Bradford, Pa.
- GUINAN, JACK**
WQAN, Scranton, Pa.
- GUOKAS, MATT**
Sports Extra
WPEN, Philadelphia, Pa.
- GUTHRIE, WILLARD**
Sports Director
KWRO, Coquille, Oregon
- H —
- HACK, PAUL**
Sports Roundup
CKPR, Fort William, Ont.,
Can.
- HALL, CHARLES**
Sports Roundup
WWNC, Asheville, N. C.
- HALL, HALSEY**
Time Out For Sports
WCCO, Minneapolis, Minn.
- HALLECK, MARK**
Football Games
WKLO, Louisville, Ky.
- HALYARD, O. C., JR.**
WVLK, Versailles & Lexington,
Ky.
- HAMILTON, KEN**
WEBQ, Harrisburg, Ill.
- HAMRICK, HAL**
Sports Review
WAIR, Winston-Salem, N. C.
- HAMRICK, HOWARD**
WBNL, Richmond, Va.
- HANAN, MARC**
Great Moments In Sports
KXO, El Centro, Calif.
- HANEY, BOB**
Ky. Sports Review
WSFC, Somerset, Ky.
- HANKINS, JIM**
Sports Roundup
WMOK, Metropolis, Ill.
- HANSON, ED**
Let's Talk Sports
WPHR, Wisconsin Rapids,
Wis.
- HANSON, HARLEY**
The Sports Digest
KOTA, Rapid City, S. Dak.
- HARMON, TOM**
KNX, Los Angeles, Calif.
- HARRISON, SHELBY**
Sports of the Air
WTAX, Springfield, Ill.
- HARRIS, JACK**
Sports Parade
WNOB, Norfolk, Va.
- HARRIS, WALT**
Pigskin Preview
KPRC, San Francisco, Calif.
- HARRIS, WES**
Sports Circus
WGAY, Silver Spring, Md.
- HARRISON, BOB**
Sports Director
WHNC, Henderson, N. C.
- HARRISON, CHARLES H.**
Play-By-Play
KBOA, Kennett, Mo.
- HART, HAL**
Sports Summary
WOC, Davenport, Iowa
Hart of Sports
WOC-TV, Davenport, Iowa
- HARTMAN, ROME**
Sportscope
WIRK, W. Palm Beach, Fla.
- HASEL, JOE**
Joe Hasel Sports
ABC
- HASSE, WARREN**
KPDN, Pampa, Texas
- HATCH, JACK**
Sport Spotlight
KSPT, Sandpoint, Idaho
- HAUGHTON, JIM**
Report On Sports
WHAT, Philadelphia, Pa.
- HAWKEY, BOB**
Today's Sports
WJNO, W. Palm Beach, Fla.
- HAWKINS, VERN**
Sports Spotlight
KWTO, Springfield, Mo.
- HAYDEN, FRANK**
WTCO, Campbellsville, Ky.
- HAYDEN, WILF**
CHNO, Sudbury, Ont., Canada
- HEALY, DAN**
Sports Round Up
WBK, Pittsfield, Mass.
- HEARN, "CHICK"**
"Chick" Hearn On Sports
WIEK, Peoria, Ill.
- HEILBRONER, LOU**
WCPS, Sports
WCPS, Tarboro, N. C.
- HELPER, AL**
B. Sept. 26, 1909, Pittsburgh,
Pa.; Sports Voice of the MBS;
Baseball: Mutual Game of the
Day, World Series, All-Star
Game; Football: Mutual Game
of the Week, Rose Bowl, East
vs. West, All-Star Game, Army
vs. Navy; Sports Digest; All
MBS
- HEMANN, CHUCK**
WCUE, Akron, Ohio
- HENDRICKSON, BOB**
WAGE, Syracuse, N. Y.
- HENRICH, TOMMY**
Tommy Henrich Sports
WJZ-TV, New York, N. Y.
- HENRY, JOHN**
KVON, Tulsa, Okla.
- HERNON, PAT**
Football, Basketball
WKOW, Madison, Wis.
- HERRICK, SHERB**
Sports
WXXW, Albany, N. Y.
- HEWETT, DROOMY**
Play-By-Play
- CHVC, Niagara Falls, Ont.,
Canada**
- HEWEY, IRA L.**
Spotlighting The Spotlight
WHAT, Greenfield, Mass.
- HEWITT, BILL**
Play-By-Play
CKFH, Toronto, Ont., Canada
- HEWITT, WARREN**
Today in Sports
KIRX, Kirksville, Mo.
- HICKLING, LEE**
Sports Reports
WDOS, Oneonta, New York
- HICKMAN, HERMAN**
NBC
- HIELSCHER, C. N.**
KORA, Bryan, Texas
- HIGHTOWER, BILL**
Sports Scope
KXOL, Fort Worth, Texas
- HILL, BOB**
WANE, Ft. Wayne, Ind.
- HILL, DON**
Spotlight on Sports
WPAR, Parkersburg, W. Va.
- HILL, EDDIE**
Sports Finals
WRE, Dallas, Texas
- HILL, JOE**
WLV-C, Columbus, Ohio
- HODGES, JIM**
Sportscaster
KWRO, Coquille, Oregon
- HODGES, RUSS**
Scoreboard
WABD, New York, N. Y.
Russ Hodges Sports
WJZ-TV, New York, N. Y.
- HOEMKE, RAY**
Kingpin Corners
WKBW, Buffalo, N. Y.
- HOFFMAN, GIBBY**
Sports Story
WKEI, St. Marys, Pa.
- HOGAN, BILL**
Sports Final
WEWO, Laurinburg, N. C.
- HOGAN, LARRY**
Speaking Of Sports
KSRO, Santa Rosa, Calif.
- HOLAND, CHARLIE**
KRDL-TV, Dallas, Texas
- HOLECKO, ANDY**
Speaking of Sports
WICA, Ashtabula, Ohio
- HOOPER, JACK**
Report On Sports
WHGB, Harrisburg, Pa.
- HOOPER, D. L.**
WKSR, Pulaski, Tenn.
- HORNER, JACK**
Horner's Corner
KSTP, Minneapolis-St. Paul,
Minn.
- HOWARD, DON**
Sports Parade
WLBE, Leesburg, Fla.
- HOWARD, HARRY**
KLEM, Eureka, Calif.
- HOWARD, WILLIAM, JR.**
Play By Play
Sports Extra
WBTM, Danville, Va.
- HOWLETT, BILL**
KVNI, Coeur D'Alene, Idaho
- HOYT, WAITE**
Waite Hoyt Show
WCPO-TV, WCPO, Cincinnati,
Ohio
- HUDDLESTON, WALTER DEE**
Sports Review
WKCT, Bowling Green, Ky.
- HUGGINS, C. ROBERT**
CFAB, Windsor, N. S., Canada

Sports Commentators—Radio-Television

HUGGINS, C. ROBERT
CKEN, Kentville, N. S., Can.

HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.

HUNTER, HERB
Baseball Warm-Up
Winter League
KMON, Great Falls, Montana

HUNTINGTON, CLAY
KTBI, Tacoma, Wash.

HURST, JACK
Sport Page of The Air.
WNXT, Portsmouth, Ohio

HURST, MICHAEL
Accent on Sports
WTBO, Cumberland, Md.

HURT, MURRAY
Sportscast
WGIL, Galesburg, Ill.

HURT, ZACK
KFJZ, Fort Worth, Texas

HUSING, TED
Ted Husing Sport Show
NBC-TV, WMGM, New York, N. Y.

HYMAN, ED
Live Wrestling
WOAI-TV, San Antonio, Texas

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IHLENFELD, WARREN
Sports Spotlight
WISR, Butler, Pa.

INGSTAD, BOB
Play-By-Play
KOVC, Valley City, N. Dak.

INKOL, BILL
Sports Spotlight
CJCS, Stratford, Ont., Canada

IRELAND, MILLARD
News Man
KOMO, Seattle, Wash.

IRVINE, JACK
Sports Final
KOOS, Coos Bay, Oregon

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JACKSON, BILL
WCOG, Greensboro, N. C.

JACKSON, DICK
Sports Roundup
WEIR, Weirton, W. Va.

JACKSON, HAL
Sports Page
WUST, Bethesda, Md.

JACKSON, LEE
WAPQ, Chattanooga, Tenn.

JACOBS, PAUL
WEK, Cleveland, Ohio

JAMES, DENNIS
Wrestling With Dennis James
WABD, New York, N. Y.

JARVIS, BILL
Bill Jarvis Reports Sports
KVG B, Great Bend, Kans.

JAY, ALLAN
Sports Digest
Sports Roundup
WKVA, Lewistown, Pa.

JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.

JENKINS, ED
Sports Parade
KOEL, Oelwein, Iowa

JOBES, JAMES N.
Sinclair Sportscast
KOFO, Ottawa, Kansas

JOHNSON, ARV
KCJB, Minot, N. Dak.

JOHNSON, ED
WSMI, Litchfield, Ill.

JOHNSON, LEN
WIKB, Sports Mike
WIKB, Iron River, Mich.

JOHNSON, MONROE
Play-By-Play
KMHL, Marshall, Minn.

JOHNSON, MORRIS
Tops In Sports
KBUR, Burlington, Iowa

JOHNSON, TINY
Sports Parade
WLPO, La Salle, Ill.

JOHNSON, WARREN
Sports Eye
WFFB, Middletown, Ohio

JONES, BOB
Sports High-Lights
WSPR, Springfield, Mass.

JONES, DICK
KULP, El Campo, Texas

JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.

JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.

JONES, SLEW
Sports News
WAPF, McComb, Miss.

JORDAN, AL
Sport Special
CKWX, Vancouver, B. C. Can.

JORDAN, "TINY" JOE
Sports Edition
WSAL, Logansport, Ind.

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JOYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.

JUDKINS, HARLAN
Sports Review
KTUL, Tulsa, Okla.

— K —

KABER, RUSS
Today In Sports
KOVC, Valley City, N. Dak.

KALBER, FLOYD
KMTV, Omaha, Nebr.

KALLAY, ED
Sports Headlines
WAVE, Louisville, Ky.

KANE, JACK
Sports Director
WHEB, Portsmouth, N. H.

KASE, MAX
Sports Showkase
WNEW, New York, N. Y.

KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.

KAUFMANN, GEORGE F.
Sports Elites
The Sports Parade
KBMW, Wahpeton, N. D.

KEATING, BILL
Sports Revue
WHYN, Holyoke, Mass.

KELBACK, J.
CKY, Winnipeg, Manitoba, Canada

KELLEY, BOB
Loyola Football Games
KNBH, Hollywood, Calif.

KELLY, GENE
Baseball, Basketball
MBS

KELLY, HAL
Sports Roundup
CKEY, Toronto, Ont., Canada

KENNEDY, ED
Sports Eye
WKRC, Cincinnati, Ohio

KENNEDY, JAS. L.
Sports' Round-Up
WGCD, Chester, S. C.

KENNEDY, JOHN
Sports Parade
KFYO, Lubbock, Texas

KENNY, FRED
Grandstand & Bandstand
WPWA, Chester, Pa.

KEPPENBROCK, JIM
KSPA, Sports
KSPA, Nacogdoches, Texas

KESSENICH, RAYMOND
Sports Roundup
WBKV, West Bend, Wis.

KIEL, LYMAN
At The Sports Desk
WBCK, Battle Creek, Mich.

KIGGINS, LARRY
Highlights in Sports
WLAU, Laurel, Miss.

KILGORE, GORDON
KDTH, Dubuque, Iowa

KIMBLE, VANCE
Sports Final
KBST, Big Spring, Texas

KINCAID, FRED
Sports, Extra
KPLT, Paris, Texas

KING, BILL
Sports Scrapbook
WTAD, Quincy, Ill.

KING, JAN
Sports Director
WEAV, Plattsburg, N. Y.

KING, JIM
Sports Parade
KDMO, Carthage, Mo.

KING, MANUEL
Sportscasting
KBOE, Brownsville, Texas

KIRBY, GENE
Game of The Day
MBS

KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
Stag Session
WBTV, Charlotte, N. C.

KIRMEYER, MIKE
KAVE, Carlsbad, N. M.

KLEIN, DON
Play-By-Play
KIBE, Palo Alto, Calif.

KLIEWER, L. W.
Sport Spotlight
WVEC, Hampton, Va.

KNIEVEL, JOHN
KIMA, Yakima, Wash.

KOESTER, TONY
Sports Final
KFBK, Sacramento, Calif.

KOGAN, JACK
KRAM, Las Vegas, Nevada

KOVENCHON, GEO.
KNUJ, New Ulm, Minn.

KRAMER, WILLIAM J.
WILE, Cambridge, Ohio

KRSHKA, FRANK
Sports Leads
KOJM, Havre, Montana

KULMAN, ARTHUR
KWLK, Longview, Wash.

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LABRANCHE, ERNEST H.
WCCM, Lawrence, Mass.

LACHENMEIER, RUDY
Sports Page Final
KGW, Portland, Oregon

Sports Commentators—Radio-Television

- LaFRANCHISE, CHARLIE**
KPOJ, Portland, Oregon
- La GRANBE, JRAN**
Valparaiso, Michigan City, Ind.
- LAING, ART**
CKLW, Detroit, Mich.
- LANDIS, LYLE B.**
Play-By-Play
WKAI, Macomb, Ill.
- LANE, DICK**
Wrestling, Boxing
KTLA, Los Angeles, Calif.
- LANE, J. K., JR.**
World of Sports
KHBK, Hillsboro, Texas
- LANGLOIS, BERNARD**
Nouvelles Sportives
CJBR, Rimouski, Quebec, Can.
- LASK, BILL**
Sports Roundup
KDDD, Dumas, Texas
- LAURIE, BILL**
KNET, Palestine, Texas
- LAWRENCE, JAMES H.**
Football, Basketball, Baseball
KOVO, Provo, Utah
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LAYER, BRUCE**
KPRC-TV, Houston, Texas
- LAYMAN, EARLE**
WPRC, Lincoln, Ill.
- LEACH, ROBERT E.**
WPGW, Portland, Ind.
- LEAKE, BUS**
Sports Review
Basketball Games — Football Games
WDNE, Elkins, W. Va.
- LEAMING, JIM**
Sports Shots Football, Basketball, Baseball
- LEAVITT, MEL**
Inside Of Sports
WDSU-TV, New Orleans, La.
- LeBOW, GUY**
B. June 11, 1916, N. Y. C., N. Y.; Strauss Stores Sport Special, WABD; Play Ball Quizz, WPX; Sportscope, WPX; Sportswhirl, WOR-TV; Saturday Round-up, WPX; Latin Carnival, WJZ-TV.
- LECIUS, EDWARD**
Sports Hillites
WOTW, Nashua, N. H.
- LEDFORD, CAWOOD**
Speaking Of Sports
WHLN, Harlan, Ky.
- LEE, BARNEY**
Sports Roundup
WLB, Detroit, Mich.
- LEE, BOB**
KICK, Springfield, Mo.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, BERT**
Take A Tip From Me, Warm-up Time, Sports Extra, WMGM, New York, N. Y.
- LEE, FRANK**
Sports Journal
WMMN, Fairmont, W. Va.
- LEE, MIKE**
WEDO, McKeesport, Pa.
- LeFEBRE, DON**
WINA, Charlottesville, Va.
- LEIBMAN, NED**
Sports Spotlight
KSRV, Ontario, Oregon
- LEIGHTON, AL**
Sport Spotlight
KLIZ, Brainerd, Minn.
- LENNON, PAUL**
Sports Digest
WTTS, Bloomington, Ind.
- LENOX, JOHN**
Sportscope
KGKB, Tyler, Texas
- LENTZ, ART**
WISC, Madison, Wis.
- LeSUEUR, PERCE**
Perce, LeSueur
CKOC, Hamilton, Canada
- LEWIS, BARNEY**
WLDS, Jacksonville, Ill.
- LEWIS, ED**
Sports Digest
KPXJ, Grand Junction, Colo.
- LEWIS, JACK**
Sportslight
WTVR, Richmond, Va.
- LIGHTCAP, JACK**
Parade of Sports
NBC
- LILICO, DICK**
Sport Spotlight Sportdesk
CHAB, Moose Jaw, Sask., Canada
- LINDSAY, BILL FRANK**
Local Football
KELT, Electra, Texas
- LING, MIKE**
Sports Spotlight
KRBC, Abilene, Texas
- LINHICUM, WALTER**
WBAL-TV, Baltimore, Md.
- LIZEP, HARRIS**
Inside of Sports
Sports Parade
WBPZ, Lock Haven, Pa.
- LIPTON, JOE**
Sports Roundup
WANS, Anderson, S. C.
- LITZINGER, RAY**
Short Sports Report
KIT, Yakima, Wash.
- LIVINGSTON, SAM**
Down Sports Ave.
WKYB, Paducah, Ky.
- LLORENS, SANTIAGO**
WORA, Mayaguez, P. R.
- LLOYD, BOB**
Week's Sport
KWRE, Warrenton, Mo.
- LLOYD, BOB**
Sports Review
WHBY, Appleton, Wis.
- LLOYD, VINCE**
WGN, WGN-TV, Chicago, Ill.
- LOCHNER, ART**
Spotlight On Sports
WLEA, Hornell, N. Y.
- LOCKE, ROBERT**
WBPW, Youngstown, Ohio
- LOEBE, BARNEY**
Miss. Sports
WNAG, Grenada, Miss.
- LOHMEIER, WM.**
WBFB-TV, Rock Island, Ill.
- LOMAX, STAN**
WOR, WOR-TV, New York, N. Y.
- LOMBARDI, SAM**
The Sportlite
WMUS, Muskegon, Mich.
- LONG, PAUL**
Football Predictions
WESC, Greenville, S. C.
- LOWE, WALT**
Football Scoreboard
KDSH, Boise, Idaho
- LOWRIE, BOB**
Sports Roundup
KFQD, Anchorage, Alaska
- LUDGATE, GEORGE**
Round Town
- CHEX, Peterborough, Ont., Canada**
- LUKE, HARRY**
WMBG, Richmond, Va.
- LUNDQUIST, ELDY**
Sports Today
WTRC, Elkhart, Ind.
- LUSK, BERNIE**
KROC, Rochester, Minn.
- LUNCH, BUD**
Sports Close-Up
WWJ-TV, Detroit, Mich.
- LYNN, JAMES**
Sports Review
WVCH, Chester, Pa.
- LYTLE, BILL**
Sportscope
WCNT, Centralia, Ill.

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- McADOO, DICK**
Sports Roundup
WGBG, Greensboro, N. C.
- McALEECE, GERALD**
KDTH, Dubuque, Iowa
- McALLISTER, BOY**
WEMA, Anniston, Alabama
- McBRIDE, BILL**
WOW-TV, Omaha, Nebr.
- McCANN, BOB**
Sports Parade
KBMY, Billings, Montana
- McCARTHY, JIM**
On The Sports Scene
WBRE, Wilkes-Barre, Pa.
- McCARTHY, TOM**
Late Sports
WOND, Pleasantville, N. J.
- McCLELLAND, PAUL**
Sport's Round-Up
WGEM, Gutney, Ill.
- McCLOY, GEORGE**
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CJOB, Winnipeg, Manitoba
- McCLURE, BOB**
KWBN, Reno, Nevada
- McCOLGAN, BILL**
Sports Director
WFMJ, Youngstown, Ohio
- McCORMICK, JACK**
Sports Parade
KRSN, Los Alamos, N. Mexico
- McCORMICK, JOHN**
KDB, Santa Barbara, Calif.
- McCRACKEN, JARBELL**
KWTX, Waco, Texas
- McCUTCHEON, DON M.**
Sports Final
KTHR, Hood River, Oregon
- McFARLAND, RICK**
Sports Review
WLAK, Lakeland, Fla.
- McGEEHAN, JOHN**
WISC, Madison, Wis.
- McGINLEY, CHARLIE**
All Good Sports
WSVA, Harrisburg, Va.
- McGOWAN, MALCOLM**
Sports Digest
CFNB, Fredericton, N. B., Canada
- McGRATH, ED**
Ed McGrath Sports Show
WSPA, Spartansburg, S. C.
- McINTYRE, JIM**
Sportslants
WINN, Louisville, Ky.
- McKECHNIE, JIM**
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Sports Report
WENE, Binghamton-Endicott, N. Y.

Sports Commentators—Radio-Television

- McKENZIE, STAN**
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KWED, Seguin, Texas
- McKINNON, BILL**
Shell Digest
WBNS, Columbus, Ohio
- McKNIGHT, WES**
CFRB, Toronto, Ont., Canada
- McLAUGHLIN, JAMES**
St. Croix Sports Round Up
WSHB, Stillwater, Minn.
- McLINN, STONEY**
Sports Parade
WHIP, Philadelphia, Pa.
- McNAMARA, JIM**
This Week In Sports
WALA, Mobile, Ala.
- McNAMARA, LAWRENCE**
Sports News
WNHC
Sports Spotlight
WNHC-TV, New Haven, Conn.
- McNEIL, DAVE**
Sportscope
WCRB, Waltham, Mass.
- McVAY, BOB**
Speaking of Sports
KFJF, Klamath Falls, Oregon
- McWILLIAMS, HAL**
KCMC, Texarkana, Texas-Ark.
- M —
- MACDONALD, JOHN**
CKOY, Ottawa, Ont., Canada
- MacKENZIE, KEITH**
Sportspage
CJRL, Kenora, Ont., Canada
- MacKENZIE, WENDELL C.**
WMOU, Berlin, N. H.
- MacLEAN, JOHN**
Sports Roundup
WPDQ, Jacksonville, Fla.
- MACKLEM, JAMES C.**
WTVB, Coldwater, Mich.
- MacLEOD, TOM**
Sports Parade
KYJC, Medford, Oregon
- MacPHERSON, STEWART**
WCCO, Minneapolis, Minn.
- MAGRINI, BUD**
Play By Play Sports Games
KSRO, Santa Rosa, Calif.
- MALDEN, KEN**
"Sports Huddle"
WHEE, Boston, Mass.
- MANDRAKE, CHUCK**
Sportraits
WICA, Ashtabula, Ohio
- MANN, CARL**
Sportscast
KNUZ, Houston, Texas
- MANNING, TOM**
Sport Show
WNBK, Cleveland, Ohio
- MANSFIELD, BOB**
Daily Sports Reports
WKIC, Hazard, Ky.
- MARGET, MANNY**
Sport Shorts
KVOX, Moorhead, Minn.
- MARINO, JOHN**
Sports Review
WHAT, Philadelphia, Pa.
- MARKS, JOE**
Sports Roundup
CFAC, Calgary, Alberta, Can.
- MARLOW, DOUG**
All Out For Sports
KWAT, Watertown, S. Dakota
- MARRONE, MIKE**
Johnsonburg Sports
WKBI, St. Marys, Pa.
- MARSH, ROY S.**
Sports Review
WELF, South Boston, Va.
- MARSHALL, NORM**
CHML, Hamilton, Canada
- MARTIN, BOB**
Martin's Sportsfolio
WMUR, Manchester, N. H.
- MARTIN, DICK**
Sports Parade
WCMI, Ashland, Ky.
- MARTIN, HERBIE**
Sports Parade
WKBI, St. Marys, Pa.
- MARTIN, JIM**
WDYK, Cumberland, Md.
- MARTIN, MAURY**
6:30 Sports
KXGN, Glendive, Montana
- MARTIN, TINY**
Tiny Martin's Sport Show
WFNC, Fayetteville, N. C.
- MARTIN, WHITNEY R.**
Sports Parade
WCMI, Ashland, Ky.
- MARTZ, DON**
CKCR, Kitchener, Ont., Canada.
- MASON, JOE**
Sports and Play-By-Play
WLEE, Richmond, Va.
- MASON, WILLIAM C.**
Spotlight on Sports
KDIX, Dickinson, N. Dak.
- MATTHEWS, TOM**
WKLA, Ludington, Mich.
- MAYNARD, BILL**
KTTS, Springfield, Mo.
- MAYORAL, RADAMES**
Publicidad Mayoral
WPAB, Ponce, Puerto Rico
- MAYES, WENDELL, JR.**
KBWD, Brownwood, Texas
- MAYS, BOB**
KLIF, Dallas, Texas
- MAZER, BILL**
"Sports Extra"
WKBW, Buffalo, N. Y.
- MEALY, TOM**
WTTN, Watertown, Wis.
- MEHAFFEY, JAY**
Hi Lites In Sports
KOSA, Odessa, Texas
- MEHL, ERNIE**
Ernie Mehl Sports
WDAF, Kansas City, Mo.
- MEIER, EVANS**
Sports Roundup
WJAG, Norfolk, Nebr.
- MEICER, JOHN P.**
WHAP, Hopewell, Va.
- MERCER, BILL**
KMUS, Muskogee, Okla.
- MERRILL, JACK**
Today in Sports
KOLS, Pryor, Okla.
- MERRIMAN, DONALD W.**
Sports Page
WHDL, Olean, N. Y.
- METZGER, DON**
Sports Parade
WMAM, Marinette, Wis.
- MEYER, AL**
All Sports
KPOW, Powell, Wyo.
- MICHAEL, RAY**
Sports Beat
WNBW, Washington, D. C.
- MILLER, FRANK**
Sports Parade
KSMI, Sikeston, Mo.
- MILLER, GENE**
Gene Miller On Sports
KOVF, Lander, Wyo.
- MILLER, IRV**
"The World of Sports"
WDLB, Marshfield, Wis.
- MILLER, SKIP**
Sports Director
WJSW, Altoona, Pa.
- MILLER, STRETCH**
Sports Extra
WIL, St. Louis, Mo.
- MILLER, VAN C.**
6:15 Sports
WFCE, Dunkirk, N. Y.
- MILLS, BILL**
WPTW, Piqua, Ohio
- MILTON, JUD**
KSJB, Jamestown, N. Dak.
- MINSHALL, BILL**
Football Scoreboard
KRMG, Tulsa, Okla.
- MITCHELL, JAMES H.**
WCVS, Springfield, Ill.
- MITCHELL, JEAN**
CKCR, Kitchener, Ont., Canada
- MITTAN, RAY**
WHFB, Benton Harbor, Mich.
- MOEN, JOE**
Moen 'Em Down
WBEL, Beloit, Wis.
- MOFIELD, RAY**
Sports Hi-Lites
WPAD, Paducah, Ky.
- MOLEN, SAM**
Sports Director
KFRM-KMBC, Kansas City, Mo.
- MONROE, BOB**
Last Night In Sports
KCHA, Charles City, Iowa
- MONROE, S. W.**
WMRA, Myrtle Beach, S. C.
- MOON, HAROLD**
WISE, Asheville, N. C.
- MOORE, BILL**
WNJR, Newark, N. J.
- MOORE, JERRY**
"Spotlighting Sports"
WKOK, Sunbury, Pa.
- MOORE, TED**
Sports Diary
KTRI, Sioux City, Iowa
- MOOREHEAD, TOM**
"Tom Moorehead Sports Show"
WFIL, Philadelphia, Pa.
"Name The Star"
WFIL-TV, Philadelphia, Pa.
- MORAN, GUSSIE**
"Kelley-Moran Show"
KNBE, Hollywood, Calif.
- MORAN, JACK**
Sports Beat
Football Forecasts
KVFB, Albuquerque, N. Mex.
- MOREHOUSE, EUGENE**
Sports Director
WWNR, Beckley, W. Va.
- MORELAND, HARRY A.**
Sports Cast
KCRV, Caruthersville, Mo.
- MOREY, ROBERT F.**
75 Sportscast
WOKZ, Alton, Ill.
- MORGAN, ED**
KBON, Omaha, Nebr.
- MORGAN, EM**
Sports Story
KPGW, Pasco, Wash.
- MORLAN, CLIFF**
Sports Review
KBUN, Bemidji, Minn.
- MORLEY, MIKE**
WRIB, Providence, R. I.
- MORRIS, BOB**
Sports Page
KBRL, McCook, Nebraska
- MORRIS, JIM**
Pigskin Parade
WTON, Staunton, Va.
- MORRIS, LEO**
Sports Highlights
KRED, Duncan, Okla.

Sports Commentators—Radio-Television

MORTON, EARL
Looking At Sport
CHNS, Halifax, Nova Scotia,
Can.

MOSS, DAVID A.
Pigskin Salute
WBSC, Greenville, S. C.
MOSTELLER, JERRY G.
WAKE Sports Round-up
WAKE, Greenville, S. C.

MOTLEY, RAY
WMOH, Hamilton, Ohio
MULLINAX, W. A.
Sport Scoreboard
WBSC, Greenville, S. C.

MURDOCK, HOWARD
La Porte Sports
WIMS, Michigan City, Ind.

MURPHY, BOB
Sports By Murphy
KOOC, Oklahoma City, Okla.

MURPHY, BOB
WXYZ-TV, Detroit, Mich.

MURPHY, ED
Sports Page
WWHG, Hornell, N. Y.

MURPHY, TOM
KWCR, Cedar Rapids, Iowa

MURRAY, DON
Sports Review
WDBJ, Roanoke, Va.

MUZZY, JIM
WBEC, Canton, Ohio

MYERS, KENT
Sports Events
KSUB, Cedar City, Utah

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NAGLE, JERRY
WHTN, Huntington, W. Va.

NAGLER, AL
WJBK, Detroit, Mich.
"Sports Camera"
WJBK-TV, Detroit, Mich.

NAKEL, PAUL
WJMO, Cleveland, Ohio

NEAL, BOB
Today In Sports
WERE, Cleveland, Ohio

NEALON, CLARK
"Clark Nealon"
KPRC-TV, Houston, Texas

NEINAS, "CHUCK"
Play-By-Plays
WDLB, Marshfield, Wis.

NELSON, JOHNNY
Sports Corner
WESB, Bradford, Pa.

NESBITT, DICK
WOR-TV, New York, N. Y.

NEWMAN, JACK
WIBA, Madison, Wis.

NEY, CHUCK
KAYL, Storm Lake, Iowa

NIAGRO, JOE
Sports-A-Tune
WIBG, Philadelphia, Pa.

NICHOLS, DICK
Great Moments In Sports
KGA, Spokane, Wash.

NICKELSON, DICK
Sports Report
WEAR, Pensacola, Fla.

NORMAN, DICK
Sports Spotlight
WMAN, Mansfield, Ohio

NORMAN, HAL
Speaking of Sports
WLCR, Torrington, Conn.

NORWINE, JACK
Sportscaster
KMOX, St. Louis, Mo.

NUGENT, JACK
Sportscaast
KASM, Albany, Minn.

— O —

O'BRIEN, DON
"Sports Beat"
WDGY, Minneapolis, Minn.

O'BRIEN, JERRY
Sports Edition
WPJB, Providence, R. I.

O'CARA, ROGER
WBEC, Pittsfield, Mass.

O'DELL, VIRGIL
Cavalcade of Sports
WGRO, Bay City, Mich.

OLIVER, W. D.
Football Bandstand
KVMC, Colorado City, Texas

OLSON, DANNY
Sports Final
KSUM, Fairmont, Minn.

O'MARA, BILL
"King's Sport Camera"
KING, Seattle, Wash.
Baseball, Hockey, Football
KING-TV, Seattle, Wash.

ORB, W.
Sports On Parade
WVOS, Liberty, N. Y.

ORUM, BILL
Sports By Bill Orum
KCRG, Enid, Okla.

OSBORNE, ED
Sports Parade
WMSC, Columbia, S. C.

OSBORN, GENE
Sports
KXEL, Waterloo, Iowa

OVERTON, DAVE
Let's Look At Sports
WSM-TV, Nashville, Tenn.

OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

— P —

PAGE, ELLIOT
Page On Sports
WSKI, Montpelier, Vt.

PAIGE, CARL
Nevada Sports Slants
KLAS, Las Vegas, Nevada

PAIGE, ERIK
WCAV, Norfolk, Va.

PARKER, JOHNNY
WJIM, Lansing, Mich.

PARKS, DARYL
Ringside Roundup
WKRC-TV, Cincinnati, Ohio

PARKS, DEL
10th Inning
WPEN, Philadelphia, Pa.

PARMET, GUS
Scoreboard Of The Air
WHLM, Providence, R. I.

PATRICK, VAN
Sportscripts
Sports Final
WJR, Detroit, Mich.

PATTISON, JIM
Sports Revue, Round Up
WDAD, Indiana, Pa.

PAYNE, JACK
Sports Director
WOW, Omaha, Nebr.
WOW-TV, Omaha, Nebr.

PECK, CLAIR
World of Sports
KRUL, Corvallis, Oregon

PENNEWELL, RALPH
Sports Varieties
WWIN, Baltimore, Md.

PEPE, JOHNNY
Sports Review
WPIC, Sharon, Pa.

FERRIN, KEYES
Ruppert Sports Parade
WROW, Albany, N. Y.

FERRY, LINC
KBBR, Bremerton, Wash.

FERRY, TUT
Sports Supplement
WCGL, Carbondale, Pa.

FERRY, WES
Sports Review
KLUF, Galveston, Texas

PETERS, BOB
WAFB, Baton Rouge, La.

PETERSON, EDDIE
Sports Review & Prevue
KSUB, Cedar City, Utah

PETERSON, GENE
Sportlites
WLAJ, Grand Rapids, Mich.

PETERSON, GEORGE A.
Time For Sports
WTWN, St. Johnsbury, Vt.

PETTACK, KEITH
Sports On Parade
KXGI, Fort Madison, Iowa

PHILBIN, BOB
Sports Page Of The Air
WJOL, Joliet, Ill.

PIERSON, BILL
Sports Corner
WHEK, Akron, Ohio

PIGGOTT, JOE
News & Sports
WLRP, New Albany, Ind.

PIPHER, BILL
Parade Of Sports
WIOU, Kokomo, Ind.

PITTINGER, DICK
Sport News
WFBM, Indianapolis, Ind.

PLATT, BILL
WBZ, Ponca City, Okla.

POPE, BILL
WABY, Albany, N. Y.

PORTER, BEN
Sport Shorts
WGOV, Valdosta, Ga.

PORTER, C. W.
WJRI, Lenoir, N. C.

PORTON, BOB
Great Moments In Sports
KBSN, Los Alamos, N. Mexico

POUCHER, J. WAYNE
Sports Headlines
WOS, Columbia, S. C.

POUNDER, RAY
Basketball
KXRN, Renton, Wash.

POWERS, JIMMY
Cavalcade of Sports
NBC-TV

POWERS, PERCY, JR.
Sports Roundup, Local
Baseball

PREUSS, RUSS
Sportscaast
KTTR, Rolla, Mo.

PRIDDY, JOHN
Spot Sports
KRIG, Odessa, Texas

PRIMM, BUDDY
All Local Sports
WCEC, Rocky Mount, N. C.

PRINCE, BOB
Case Of Sports
WJAS, Pittsburgh, Pa.

PRYOR, BILL
Spotlight On Sports
WNBF-TV, Binghamton, N. Y.

PUGLIA, JOSEPH
Sport Shorts
WLIO, East Liverpool, Ohio

Sports Commentators—Radio-Television

PURSER, JIM
Spotlight On Sports
WMIX, Mt. Vernon, Ill.

— Q —

QUICK, GERALD
WHSC, Hartsville, S. C.
QUINN, JACK
Sports Editor
WMBD, Peoria, Ill.

— R —

RABER, ALAN D.
Sports Digest
WKAP, Allentown, Pa.
RAFUSE, BRUCE
CKBW, Bridgewater, Nova Scotia, Canada
RAIHALL, BILL
Speaking of Sports
WNCC, Barnesboro, Pa.
RAINER, CHUCK
Sports Extra
WCHV, Charlottesville, Va.
RAMPTON, CLARE
Sports
KWWL, Waterloo, Iowa
RAWLINSON, "CHUCK"
Sizing Up Sports
WNOV, York, Pa.
REED, DON
Speaking of Sports
KWBG, Boone, Iowa
REVEE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REID, DENNIS
Sportscast
CKOY, Delowa, B. C., Canada
REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.
REINHOLDT, BOB
Sportcaster
KWIN, Ashland, Oregon
REMILIARD, LEO
CHFA, Edmonton, Alberta, Canada
RENAUD, CHARLES
Through The Sportsglass
CKFI, Fort Frances, Ontario, Canada
RENAUD, GERRY
Bonsoir Les Sportifs
VKCH, Hull, Que., Canada
RHODES, RICHARD A.
WAYB, Waynesboro, Va.
RICH, AL
Highlights And Sports
WLOH, Princeton, W. Va.
RICHARDS, BILL
Sports Special
WESA, Charleroi, Pa.
RIDENHOUR, PAUL
Sports Spotlight
WADE, Wadesboro, N. C.
RIFENBURG, DICK
Sports Review
WBEN, Buffalo, N. Y.
RIGNEY, TOM
KWWL, Waterloo, Iowa
RILEY, CHAD
Riley Sports Review
WJPB, Fairmont, W. Va.
RILEY, RIKK
10:20 Sports Club
KILO, Grand Forks, N. Dak.
RILEY, WALTER J.
Sport Highlights
WVET, Rochester, N. Y.
RINEMAN, JOHN
Inside Story On Sports & Sports Special
WLAN, Lancaster, Pa.

RIVAS, CARLOS
Sports Camera
KPOA, Honolulu, Hawaii
RIVAS, RAFAEL SOLER
WORA, Mayaguez, P. R.
ROBERT, ANDRE
CKAC, Montreal, Canada
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, JUD
KGRL, Roswell, New Mexico
ROBERTSON, BOB
Sports Hillites
KMO, Tacoma, Wash.
ROBINSON, MAX
Reports On Sports
WJTN, Jamestown, N. Y.
ROBINSON, STAN
Sportslight
WTNS, Coshocton, Ohio
ROBINSON, WELDON
JaX Sports
KRIS, Corpus Christi, Texas
ROCHE, BOYD
WPRC, Lincoln, Ill.
RODD, HAL
CJOR, Vancouver, B. C., Can.
RODERICK, BOB
Spotlight On Sports
KGCX, Sidney, Montana
ROEGELE, DAVE
Sportscast
CKOK, Penticton, B. C., Can.
ROGERS, RALPH
WOAI, San Antonio, Texas
ROGNE, DREW
KRAM, Las Vegas, Nevada
ROHN, BILL
The Sports Gallery
KSOO, Sioux Falls, So. Dak.
ROLLASON, FRED
WBBW, Youngstown, Ohio
ROMAN, JUAN B.
WPAB, Ponce, Puerto Rico
ROMANCE, ED
Sports Parade
WPPA, Pottsville, Pa.
ROSCOE, PAUL
KRES, St. Joseph, Mo.
ROSEHILL, DAVID
Sports Edition
WDEM, Providence, R. I.
ROSS, EARL
Looking At Sport
CKCW, Moncton, N. B., Can.
ROTH, DICK
Sports Parade
WGPC, Albany, Ga.
ROYAL, PAUL
Local Sports
KSL-TV, Salt Lake City, Utah
RUGGLES, DONALD E.
Sportsman
WSSV, Petersburg, Va.
RUGGLES, FOLEY
WCTF, Corbin, Ky.
RUSSELL, BOB
Russell's Scoreboard
KFEQ, St. Joseph, Mo.
RUSSELL, DAVE
Southwest Grid Chert
KFDN, Beaumont, Texas
RUTA, JOHN
Sports Program
WHLN, Niagara Falls, N. Y.
RUYLE, DON
The Sportsman
WBYS, Canton, Ill.
RYAN, AL
Sport Call
KURV, Edinburg, Texas
RYAN, JIM
745 A Sportcast
KWPC, Muscatine, Iowa
RYAN, JOE
WALL, Middletown, N. Y.

RYAN, TOMMY
Let's Play Ball
KANA, Anaconda, Montana

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SADLER, JOHN
Spotlight On Sports
WSVS, Crewe, Va.
SALSBERG, JOSEPH H.
Play-By-Play
WARM, Scranton, Pa.
SAMMON, JOE
Sports Round Up
WBRK, Pittsfield, Mass.
SAMUELSON, PEARLY
KNEL, Brady, Texas
SANDLER, JACK
Sports Trail
KOWH, Omaha, Nebr.
SASCH, WILL
Sports Parade
5 Star Sports Final
WBW, Bedford, Ind.
SAUNDERS, ERNIE
Sport Page of The Air
WCHS, Charleston, W. Va.
SAUNDERS, LLOYD
CKCK, Regina, Sask., Canada
SAUTER, DAVE
Spotlight On Sports
WSAR, Fall River, Mass.
SAVAGE, GUY
Sports Scoreboard
KXYZ, Houston, Texas
SAVARD, ROUL
Chronique Sportive
CJFP, Riveiere Du Loup, P. Que., Canada
SAVITT, "DUKE"
Sports Memories
WFGM, Fitchburg, Mass.
SAWYER, TED
Sportscap
WKNE, Keene, N. H.
SCHROEDER, PAUL
Michigan City Sports
WIMS, Michigan City, Ind.
SCHURMAN, BOB
Parade of Sports
CJRW, Summerside, Prince Edward Island, Canada
SCOTT, MARK
WCAV, Norfolk, Va.
SCOTT, RAY
WCAE, Pittsburgh, Pa.
SCOTT, TED
Sports Parade
KULA, Honolu, Hawaii
SEARLES, NEIL
Sports Pace
WFOK, Milwaukee, Wis.
SEARS, BILL
WCAU, Philadelphia, Pa.
SEDA, JOSE
Sports Commentary
WIPR, San Juan, P. R.
SENYCZKO, ED
WTHH, Port Huron, Mich.
SGAMBATI, FRED
Sports Scores
CKFH, Toronto, Ont., Canada
SHANER, BUD
Speaking of Sports
KOLN, Lincoln, Nebr.
SHANK, LEW
Sports Parade
KWYO, Sheridan, Wyo.
SHANNON, GEORGE
The Roundup
WTOK, Meridian, Miss.
SHAVER, DANNY
The Sportsman
WHHH, Warren, Ohio

Sports Commentators—Radio-Television

- SHELLY, BOB**
Sportspace Of The Air
WMRC, Greenville, S. C.
- SHELTON, FLOYD**
Sports On Parade
KSTA, Coleman, Texas
- SHEPARD, LARRY**
Sports Talk
KBIZ, Ottumwa, Iowa
- SHEPHERD, W.**
KBNZ, La Junta, Colo.
- SHERMAN, BARRY**
Sports Parade
WSCR, Scranton, Pa.
- SHERMAN, BILL**
Sports Roundup
WCRB, Waltham, Mass.
- SHERMAN, BUD**
Sports Roundup
WBAP, Fort Worth, Texas
Sports With Sherman
WBAP-TV, Ft. Worth, Texas
- SHERMAN, EUGENE E.**
KCOM, Sioux City, Iowa
- SHIREK, JIM**
Sports To Now
KFGO, Fargo, N. D.
- SHIVELY, DICK**
Sports Extra
WJPS, Evansville, Ind.
- SHOOP, EDWIN**
WGFT, Gettysburg, Pa.
- SHOWERS, HAL**
WQUA, Moline, Ill.
- SHRINER, TED**
Sportscast
KTSJ, Hobart, Okla.
- SHROPSHIRE, BILL**
Scoreboard
WCHA, Chambersburg, Pa.
- SHUBINSKI, JAKE**
Sports Digest
KHUZ, Borger, Texas
- SHUDT, ROY**
WTRY, Troy, N. Y.
- SHULTS, DAN**
Sports Parade
KREL, Baytown, Texas
- SHUMATE, GENE**
KSO, Des Moines, Iowa
- SIMAN, MIKE**
WDZ, Decatur, Ill.
- SIMPSON, JIM**
WTOP-TV, Washington, D. C.
- SIMPSON, NORM**
WWOD, Lynchburg, Va.
- SIMS, FRANK**
Let's Be Frank
WKMH, Dearborn, Mich.
- SINDIK, GEORGE**
WKRQ, Mobile, Ala.
- SINGER, LAN**
Sports Talk
WXGI, Richmond, Va.
- SINGER, PAUL L.**
KDWT, Stamford, Texas
- SLATER, SAM**
Sports Time
WCOM, Parkersburg, W. Va.
- SLATER, WOODY**
4-Pages In Sports
KUGN, Eugene, Oregon
- SLATTERY, JACK**
WEIM, Elmira, N. Y.
- SMITH, ART**
Sports Trail
WFRO, Fremont, Ohio
- SMITH, BILL**
Sports Review
WMFR, High Point, N. C.
- SMITH, BOB**
Parade Of Sports
NBC
- SMITH, BOB**
Bob Smith Sports Review
WOOD, Grand Rapids, Mich.
- SMITH, C. V.**
Sports Review
WGWR, Asheboro, N. C.
- SMITH, DALE**
Top O' Sports
KFJB, Marshalltown, Iowa
- SMITH, DALE**
WMRF, Lewistown, Pa.
- SMITH, FRANK**
KHUM, Eureka, Calif.
- SMITH, GORDIE**
CFBC, St. John, N. B., Can.
- SMITH, JOE**
Sports Roundup
WARD, Johnstown, Pa.
- SMITH, L. O.**
Hi School Sports
KOWB, Laramie, Wyo.
- SMITH, SIEG**
Sieg Smith Sports
WGR, Buffalo, N. Y.
- SNOWDON, CHARLES T.**
Sports Director
WPLH, Huntington, W. Va.
- SOMMERKAMP, PAUL**
WCKY, Cincinnati, Ohio
- SORRILL, BILL**
Sports Tour
WKGN, Knoxville, Tenn.
- SPANN, OWEN**
Sports Spotlight
WTOB, Winston-Salem, N. C.
- SPECIAL, JOHNNY**
Sports Special
KGBC, Galveston, Texas
- SPRAGUE, ED**
KTFM, Santa Barbara, Calif.
- SPRY, GENE**
Sports Roundup
WKAL, Macomb, Ill.
- SQUIRES, SANDY**
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WDOS, Oneonta, N. Y.
- STANLEY, AL**
WMA, Lima, Ohio
- STAPLES, GEORGE**
KSVQ, Richfield, Utah
- STARR, FRANK**
Frank Starr Sportscast
CJAD, Montreal, Quebec, Can.
- STATHAM, TOM**
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Hockey & Baseball Broadcasts
CFJR, Brockville, Ont., Can.
- STEELE, DON**
An Eye On Sports
WFUR, Grand Rapids, Mich.
- STEELE, JOHN**
Univ. & Hi School Basketball
KOWB, Laramie, Wyo.
- STEELMAN, BOB**
Sports Director
KOLL, Omaha, Nebr.
- STEMMLER, NICK**
Front Page Stories
WRUN, Utica, N. Y.
- STEPHENSON, BILL**
Sportscasts
CRDA, Victoria, B. C., Canada
- STERN, BILL**
Colgate Sports Newsreel NBC
Star Night At The Astor
NBC-TV
Remember This Date, NBC-TV
- STERN, JOHNNY**
Sports
KLER, Rochester, Minn.
- STEVENS, DON**
WEOL, Elyria-Lorain, Ohio
- STICHT, BOB**
Football Scoreboard
WEHM, Memphis, Tenn.
- STIMMERS, REX**
Spice Of The Sports News
- STODDER, KEN**
Sports Journal
KTCT, Tucson, Arizona
- STOGNER, EARL**
Sportscast
WDVA, Danville, Va.
- STONE, CLAIR**
Sports
WBAY, Green Bay, Wis.
- STONE, PHIL**
Sports Capsules, Sports
Roundtable
CHUM, Toronto, Ont., Canada
- STOREY, ED**
WNAO, Raleigh, N. C.
- STOUT, ALLEN**
Sports Parade
WROL, Knoxville, Tenn.
- STRAIN, STAN**
KWNW, Wenatchee, Wash.
- STRATTON, DICK**
WMBR-TV, Jacksonville, Fla.
- STREET, MALCOLM**
Sports Parade
WHMA, Anniston, Alabama
- SUGAR DADDY**
Negro Sportscope
WBCO, Birmingham-Bessemer,
Ala.
- SULLIVAN, JIM**
Sports Spots
CFOR, Orillia, Ont., Canada
- SUMMERVILLE, P.**
CKLB, Oshawa, Ont., Canada
- SURRATT, JOHNNY**
Sports Time
WGIV, Charlotte, N. C.
- SUTER, BUD**
Sports Camera
KGLO, Mason City, Iowa
- SUTTERFIELD, PHIL**
Sportraits
WHAS-TV, Louisville, Ky
- SWAN, BOB**
Spotlight on Sports
WORL, Boston, Mass.
- SWANSON, BOB**
Sports Final
WCAM, Camden, N. J.
- SWASEY, BILL**
Speaking Of Sports
WGVA, Geneva, N. Y.

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- TABNER, DOUG**
Sports Tab
WIOD, Toledo, Ohio
- TAGGART, BYRON**
Hockey Roundup
WKRC, Cincinnati, Ohio
- TASNADEY, JOHN**
Sports Hillites
Pigskin Panel
KERG, Eugene, Oregon
- TATUM, EDDIE**
WPAQ, Mt. Airy, N. C.
- TEAGUE, BILL**
Sports Highlights
KWKC, Abilene, Texas
- TEMPLETON, DINK**
Sports Page
KFRC, San Francisco, Calif.
- TERFLER, DICK**
Three-Ring Sports
WTMA, Charleston, S. C.
- TERMIN, JOE**
Speaking of Sports
WCPA, Clearfield, Pa.
- TERRY, BOB**
Sports Express
KSTL, St. Louis, Mo.
- TERRY, CHEM**
Wrestling
WBAP, WBAP-TV, Fort
Worth, Texas

Sports Commentators—Radio-Television

- TERRY, HUB**
Spotlighting Sports
Sports Final
WIS, Columbia, S. C.
- THEERINGER, GEORGE**
Sports Roundup
WRBL, Columbus, Ga.
- THOMAS, DON**
WKJO, Springfield, Mass.
- THOMAS, FRANK**
WABG, Greenwood, Miss.
- THOMAS, GLENN**
Sports Parade
WJEJ, Hagerstown, Md.
- THOMPSON, BILL**
In The Spotlight
KUTA, Salt Lake City, Utah
- THOMPSON, BOB**
Sports Patrol
WBBB, Burlington, N. C.
- THOMPSON, CHUCK**
Sports Special
WITH, Baltimore, Md.
- TOMPSON, GEORGE**
Sportareel
WBGR, Jesup, Ga.
- THORNTON, HARRY**
Prep F. B. Play
WAGC, Chattanooga, Tenn.
- THORTON, RALPH**
Pigskin Payoff
KVOP, Plainview, Texas
- TOAL, FRANK**
Johnstown Sports
WCRO, Johnstown, Pa.
- TODD, RICHARDS**
WLBG, Laurens, S. C.
- TORGERSON, STAN**
Sports Hilites
WBIZ, Eau Claire, Wis.
- TOSTI, PHIL**
Sports Digest
WKAL, Rome, N. Y.
- TOWNSEND, CHET**
Parade Of Sports
WJPF, Herrin, Ill.
- TOZIER, HOWARD**
Speaking Of Sports
WARA, Attleboro, Mass.
- TRABER, JIM**
World Of Sports
KVIC, Victoria, Texas
- TRACE, BOB**
Koehlers Sports Review
WMGW, Meadville, Pa.
- TRANTER, CHARLES**
WNAE, Warren, Pa.
- TRAYNOR, HAROLD J.**
KQV, Pittsburgh, Pa.
- TRUITT, ROLLIE**
Sports Arena
KWJJ, Portland, Oregon
- TRUSSELL, JAKE**
Sports Column Of The Air
KINE, Kingsville, Texas
- TUCKER, JOE**
Sports Special
Sports Review
WWSW, Pittsburgh, Pa.
- TURNER, ROBERT**
WHAM, WHAM-TV,
Rochester, N. Y.
- TYLER, WAYNE**
World Of Sports
WLVA, Lynchburg, Va.
- TYSON, TY**
Ty Tyson
WWJ, Detroit, Mich.
- U —
- ULRICK, ED**
WLOK, Lima, Ohio
- UNGER, DICK**
WKYB, Paducah, Ky.
- UTLEY, MAL**
Sports
WOPI, Bristol, Tenn.
- V —
- VAGNER, JACK C.**
Skelly Spts. Rpt.
KRAL, Rawlins, Wyo.
- VALENTI, FRANK**
Sports Review
KHON, Honolulu, Hawaii
- VAN, BILL**
Scores & Highlights
KFDM, Beaumont, Texas
- VAN AKERS, TREVOR**
Sports Review
WKOY, Bluefield, W. Va.
- VAN ROBY, CLIFTON**
Van Roby Local
WTBO, Cumberland, Md.
- VAN SANT, JOHN T.**
Sports Chat
WSAN, Allentown, Pa.
- VAN VOORHIS, HOWARD**
WLBR, Lebanon, Pa.
- VAUGHAN, WALTER**
KTAN, Sherman, Texas
- VEIDT, BILL**
Sports Scoreboard
KHAS, Hastings, Nebr.
- VENNER, FRANK**
Sports Highlights
Sports Page
WSPD-TV, Toledo, Ohio
- VEST, GEO.**
World Of Sports
KJFJ, Webster City, Iowa
- VEY, JOHN**
Sports In Your Community
CFNB, Frederickton, N. B., Can.
- VICK, DICK**
KGEZ, Kalispell, Montana
- VICKLAND, ART**
Football Forecast
KTBC, Austin, Texas
- VIDNOVIC, SAM**
Scholastic News
WMCK, McKeesport, Pa.
- VINEY, HY**
Sports Digest
CFCN, Calgary, Alberta, Can.
- VOGEL, GEORGE**
Sports Review
KCOW, Alliance, Nebr.
- W —
- WADDELL, KEN**
KXXX, Colby, Kansas
- WAGNER, BOB**
Sports Review
WHIZ, Zanesville, Ohio
- WAGNER, JAY**
Sports Parade
WLBC, Sandusky, Ohio
- WALDEN, WARREN**
TV Sports Page
WJAR-TV, Providence, R. I.
- WALKER, BOB**
KWTX, Waco, Texas
- WALKER, HAL**
Last Word In Sports
WMAW, Milwaukee, Wis.
- WALKER, J. V.**
Parade of Sports
WJFF, Herrin, Ill.
- WALLACE, JACK**
Sports Final
KBST, Big Spring, Texas
- WALSH, FRANK J.**
Sports Commentator
WBCM, Bay City, Mich.
- WALSH, GEORGE**
Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.
- WALSH, LLOYD P.**
Sportspage
WGAT, Utica, N. Y.
- WALSHAK, DAVID**
Cavalcade of Sports
KCTI, Gonzales, Texas
- WALTON, EARL**
Sports Roundup
WJZM, Clarksville, Tenn.
- WALTON, LUKE**
Sports Director
WISH, Indianapolis, Ind.
- WALTON, RAY**
Sports Page
WIBG, Philadelphia, Pa.
- WARD, BILL**
WEOW, Clinton, Ill.
- WARDEN, AL**
Patrolling The Sports
Highway
KLO, Ogden, Utah
- WARNER, MEL**
Bandstand Of Sports
WCEC, Rocky Mount, N. C.
- WARREN, JIM**
Sportspecial
WMAK, Nashville, Ten.
- WATERMAN, BERNIE**
News & Sports
WMAY, Springfield, Ill.
- WATERS, PHIL**
Pigskin Prophet
KOOS, Coos Bay, Oregon
- WATERS, VIC**
Who Beat Who
CJOR, Vancouver, B. C., Can.
- WATSON, E.**
Sports Highlight
CFOS, Owen Sound, Ont., Can.
- WATSON, CHARLIE**
Sports Roundup
KBOA, Kennett, Mo.
- WATSON, DRANE**
WDUN, Gainesville, Ga.
- WATTRICK, DON**
Sports Parade
WXYZ - WXYZ - TV, Detroit, Mich.
- WEATHERWAX, BEN K.**
KGY, Olympia, Wash.
- WEAVER, BILL**
Sports Headlines
WDAY, Fargo, N. Dak.
- WEAVER, HANK**
Hank Weaver's Press Room
KECA-TV, Hollywood, Calif.
- WEAVER, RICK**
Spotlite On Sports
WCEN, Mt. Pleasant, Mich.
- WEGGELAND, R. D.**
Football Time
Football Prophet
KVMV, Twin Falls, Idaho
- WELBORNE, CURT**
Play-By-Play
WGBG, Greensboro, N. C.
- WELLS, DARYL**
CHML, Hamilton, Canada
- WELLS, J.**
CKY, Winnipeg, Manitoba, Canada
- WESLEY, DON**
WGGH, Marion, Ill.
- WEST, BOB**
WGAI, Elizabeth City, N. C.
- WEST, WINDY**
Sports Preview
KSEM, Moses Lake, Wash.
- WESTBROOK, TED**
Commentary
WKBV, Richmond, Ind.
- WESTERMEIER, BOB**
Sports Spotlight
WCSI, Columbia, Indiana
- WESTERVELT, RICHARD**
WEWB, Rutland, Vermont

Sports Commentators—Radio-Television

- WESTON, DON**
Westerner's Sports Corral
KGVO, Missoula, Mont.
- WHALEN, ED**
Sports Director
CJOC, Lethbridge, Alberta,
Canada
- WHEELER, JOHN WHIT**
KHIT, Lampasas, Texas
- WHEELER, RICHARD**
Sport News
KTBB, Tyler, Texas
- WHITAKER, JACK**
Sport Shots
WCAU, Philadelphia, Pa.
- WHITAKER, TOM**
The Sportscope
WKNX, Saginaw, Mich.
- WHITE, BILL**
Sports Page
KTIP, Porterville, Calif.
- WHITE, DICK**
Sports News
KPKW, Pasco, Wash.
- WHITE, GEORGE**
Sports
WFAA, Dallas, Tex.
- WHITMORE, TOM**
Spotlight on Sports
WHIR, Danville, Ky.
- WHITTIER, CHUCK**
Chuck Whittier's Sports
WILK, Wilkes-Barre, Pa.
- WILCOX, GEORGE**
KWBU, Corpus Christi, Texas
- WILCOX, PAUL**
WGAR, Cleveland, Ohio
- WIDMAN, RALPH**
Sports
WFAA, Dallas, Texas
- WIENBURG, JACK**
WKNK, Muskegon, Mich.
- WILFONG, CHARLES E.**
Sports World
WATA, Boone, N. C.
- WILHITE, SAM**
Sam Wilhite Sports
KBRC, Mount Vernon, Wash.
- WILLIAMS, AL**
WEVE, Eveleth, Minn.
- WILLIAMS, BOB**
Sports Final
WHIM, Bloomsburg, Pa.
- WILLIAMS, CHARLES**
KWNQ, Winona, Minn.
- WILLIAMS, DOC**
Sports Digest
WADC, Akron, Ohio
- WILLIAMS, GARNET**
Today In Sports
WROY, Carmi, Ill.
- WILLIAMS, PETE**
Sportsman Hr.
WAGC, Chattanooga, Tenn.
- WILLIAMSON, HADLEY**
Sportsparade
WSIC, Statesville, N. C.
- WILLS, HARRY**
Sports Round Up
WHLB, Virginia, Minn.
- WILSON, BERT**
Basket Ball & Football
- WILSON, CHUCK**
WBVP, Beaver Falls, Pa.
- WILSON, JOE**
Game Of The Day
MBS
- WILSON, JOE**
Today In Sports
WBKB, Chicago, Ill.
- WILSON, JOHN**
Spotlight On Sports
Sports Roundup
WFLO, Farmville, Va.
- WINGATE, CHARLES J.**
Play-By-Play
WPLI, Jackson, Tenn.
- WISEMAN, HARRY**
Devoted To Sports, Sports
Desk, Let's Talk Sports
WLSL, Roanoke, Va.
- WISMER, HARRY**
Sports Highlights, Radio-TV,
Mutual, WOR, WOR-TV for Gen-
eral Tire and Rubber Co.
- WITTE, BUD**
All Play by Play
WDUZ, Green Bay, Wis.
- WOLPART, ED**
WFPG, Atlantic City, N. J.
- WOOD, EARL**
WHAM-TV, Rochester, N. Y.
- WOOD, ROBERT**
Sports Notebook
KORN, Mitchell, South Dakota
- WOODS, JIM**
Jim Woods Sports
WAGA, Atlanta, Ga.
- WOODSIDE, SAM**
Sports Round-Up
WHCU, Ithaca, N. Y.
- WRATHER, LOU**
Sports Spotlight
WENK, Union City, Tenn.
- WRIGHT, DAVE**
Sports Editor
CKBB, Barrie, Ont., Canada
- WRIGHT, JEFF**
Sports Review
WKCT, Bowling Green, Ky.
- WRIGHT, JOE**
The Wright Side Of Sports
WKHM, Jackson, Mich.
- WULCHIN, STEVE**
WHAP, Hopewell, Va.
- WYATT, ARCHIE**
WCIT, Corbin, Ky.
- WYLIE, BOB**
Sports Hi-Lights
WAKR, Akron, Ohio
- WYMAN, MAL**
KALL, Salt Lake City, Utah

— Y —

- YATES, CARL**
Bowling Reporter
WACB, Kittanning, Pa.
- YOUNG, JOY**
WERC, Erie, Pa.
- YOUNGBLOOD, WES**
Sports Page
KSEL, Lubbock, Texas

— Z —

- ZABEL, JIM**
Sportsmen's Corner
WHO, Des Moines, Iowa
- ZIMMERMAN, BOB**
KSIL, Sportsight
KSIL, Silver City, New Mexico

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news
bureaus, more miles of news wire than any other
news service.

TRANSCRIPTION LIBRARIES GROWING

By ROBERT W. FRIEDHEIM, General Manager, World Broadcasting System, Inc.

ONE of the most significant developments in the radio picture during the past year has been the growth in importance of transcription library firms—a growth which has occurred because the stations subscribing to such services have as a result significantly increased their revenues.

Today the library service firms are producing a top grade of program, are presenting foremost talent “names,” and are producing unique, sure-fire sales tools in the form of special programming aids for station subscribers.

The result is that business is way up. National sponsors, such as Sears-Roebuck, Borden's, General Electric, Schlitz, Coca-Cola, Timken Roller Bearing, Ford, Rexall, and many others, have sizeably increased their budgets for locally produced library shows; regional advertisers such as Wiedemann Brewing Company and Michigan Bell Telephone Company are similarly investing increased budgets in library programming; and important local advertisers, such as A. B. Sutherland Company, leading department store in Lawrence, Mass., Teamsters' Union of Philadelphia, and Louisville Home Federal Savings & Loan Association, are also putting heavier money than ever before into such shows as “Chapel By The Side Of The Road,” “Freedom Is Our Business,” “Homemaker Harmonie,” “Forward America,” “Dick Haymes Show,” and many of the other important library shows.

As a result, more stations than ever before are subscribing to services such as are offered by the World Broadcasting System, Inc., because such services are of tremendous aid to the stations' sales departments.

At a minimum of cost, station subscribers to library services can today solicit new business from all types of advertisers—national, regional, or local, with confidence that what they have to offer to prospective customers compares favorably with anything else such advertisers can choose from.



Friedheim

For example, a salesman for a World affiliate can offer such “names” as Raymond Massey, Robert Montgomery, Lanny Ross, Walter Huston, Dick Haymes, and many other stars of front-line caliber as stars of well-produced shows built around them.

He can also offer slick productions such as “Homemaker Harmonies,” with great appeal to women, special holiday shows such as “Miracle At Christmas” starring Thomas Mitchell, and other programs built for special occasions and holidays, with which he can easily attract sponsors.

Thus, with more stations subscribing for library services, and with more sponsors buying library programs and features and ringing a merry tune on the cash register as a result, the entire library service field is prospering.

Still another reason why transcription library firms have grown in importance and prestige during the past year, is the fact that we have been in the forefront in developing important public service features and in creating good will for the entire radio industry.

For example, quite recently World distributed to its member stations as well as to non-subscribers who requested it, a series of transcriptions made by 10 of the nation's foremost spiritual leaders of all religions and denominations, urging listeners to “Go To Church.” The response has been tremendous, and in hundreds of cases the stations featuring these transcriptions have had their stature in their communities raised to new heights through applause from local church dignitaries and other interested citizens who place high value upon the moral regeneration of this nation.

Industry-wise, transcription library services have initiated campaigns such as World's “Wherever You Go There's Radio” series, which not only reminded listeners and advertisers of the many advantages offered by the local station, but of the radio medium as a whole. Who can doubt that by serving its stations in this fashion, the library firms have also served all levels of the radio industry?

Thus, the library service industry is moving forward, confident that it can do its part in creating exciting new programs and money-making sales ideas for its stations.

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951



— A —

AGRONSKY, MARTIN
ABC

AKERS, BOB
World News
KRIC, Beaumont, Texas

ALAMPI, PHIL
ABC

ALCOTT, CARROLL
Carroll Alcott & The News
WINS, New York, N. Y.

ALEXANDER, JACK
Around The World In News
CKOY, Ottawa 4, Ont., Can.

ALEXANDER, PAUL
World Tonight
KSL-TV, Salt Lake City, Utah

ALLEN, CLARE
WEBR, Buffalo, N. Y.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, PHILIP
KOIL, Omaha, Nebr.

ALLEN, SPENCER
WGN-TV, Chicago, Ill.

ALLEN, THEO.
Timely Topics
CKPR, Fort William, Ont.,
Canada

ALLEVA, HARRY
WBUD, Morrisville, Pa.

ALLEY, J. LANDSEY
Week In Review
WKOY, Bluefield, W. Va.

ALLIS, SARAH
Turners Falls News
WHAI, Greenfield, Mass.

ALT, JIM
Front Page News
WKRC-TV, Cincinnati, Ohio

ANDREWS, CARL
Carl Andrews Reports
WDEJ, Roanoke, Va.

ANDREWS, H. G.
Dispelling The Fog
WARD, Johnstown, Pa.

ANSTAETT, CARROLL
WHDL, Olean, N. Y.

ANTHONY, DICK
News Editor
KDAL, Duluth, Minn.

ANTHONY, JULIAN
ABC

ARMATTA, WILBUR
Penthouse Journal
KCOH, Houston, Texas

ARMSTRONG, CARL B.
WIAM, Williamston, N. C.

ARTHUR, BILLY
Billy Arthur Speaks
WJNC, Jacksonville, N. C.

ARTHURS, WINFRED C.
Buckeye Briefs
WRFD, Worthington, Ohio

AVERY, CHARLES
WFPG, Atlantic City, N. J.

— B —

BACK, GUNNAR
WMAL, Washington, D. C.
Crossfire
ABC

BACKUS, ED
WHFB, Benton Harbor, Mich.

BAILEY, JIM
Capitol Comment
WCEN, Mt. Pleasant, Mich.

BAILEY, TRAV
8:00 A.M. News
WELB, Virginia, Minn.

BAIR, PAUL
Paul Bair And The News
WEOA, Evansville, Ind.

BAIRD, DORWIN
Around Home
CJOR, Vancouver, B. C., Can.

BAKER, JOHN
WHBC, Canton, Ohio

10th Year — NBC

Newscafter

Monday through Friday

"2:55 P.M. News"

NBC Network

(Lucky Strike Cigarettes)

"6:00 P.M. News"

Ruppert Knickerbocker Beer and
Participating

"11:00 P.M. News"

(Shell Oil Company)

Also Current:

Telephone Hour

Meredith Willson's Music Room

"So Proudly We Hail"

U. S. Army

LEx. 2-1100, CI. 7-8300



KENNETH BANGHART

News Commentators—Radio-Television

BANGHART, KENNETH

2:55 P.M. News, 6:00 P.M. News,
11:00 P.M. News, Telephone
Hour, Meredith Willson's Music
Room, So Proudly We Hail, NBC

BARNES, VIC

Vic Barnes Show
WCFL, Chicago, Ill.

BARBIAULT, ARTHUR

NBC
News

BASSINDALE, BOB

News With Bassindale
WBAP-TV, Fort Worth, Tex.

BASSO, NICK

Tri-State Reporter
WSAZ, Huntington, W. Va.
The News Picture
WSAZ-TV, Huntington, W. Va.

BAUER, NORM

Behind The Headlines
KSPT, Sandpoint, Idaho

BAUKHAGE, H. R.

MBS

BEATY, MORGAN

World News
WNBW, Washington, D. C.
NBC

BEAUPRE, ROBERT

Local News
WJOY, Burlington, Vt.

BEAUREGARD, MARCEL

Les Nouvelles
CKVL, Verdun, Que., Can.

BEN-ISRAEL, SHELOMO

Review Of The News Of The
Week
WEVD, New York, N. Y.

BENNETT, EARL

Local Newscast
WGIL, Galesburg, Ill.

BEREZNEY, STEVE

Story Behind The Headlines
WAJR, Morgantown, W. Va.

BERGER, JEAN

Newscast
CKBL, Matane, Prov., Que.,
Canada

BERING, CONRAD, JR.

Farm & Home
KFDM, Beaumont, Texas

BIRGHAM, JOHN W.

Brigham & The News
KCOM, Sioux City, Iowa

BLACK, JAY

WDIX, Jackson, Tenn.

BLACK, TEMPLE

News Roundup
WDSU-TV, New Orleans, La.

BLANCHARD, DOC

Today's News
WLIN, Merrill, Wis.

BOGDEN, HILARY

News
WJAS, Pittsburgh, Pa.

BOGEN, HARVEY

The Morning News
WFAA, Dallas, Texas

BOGGS, RAN

Between The Lines
WMTC, Vanceville, Ky.

BOLTON, PAUL

Straight Texas
KTBC, Austin, Texas

BOND, BUD

KBRO, Bremerton, Wash.

BOOHER, EVELYN

Local News
WOPI, Bristol, Tenn.

BORNE, GLADYS

News Thru I's OF A Woman
WISR, Butler, Pa.

BOSMAN, JOHN

WINS, New York, N. Y.

BOSTIC, TOM

KIMA, Yakima, Wash.

BOWLER, JAMES V.

Bowler Views The News
WFEN, Philadelphia, Pa.

BOWMAN, BOB

Behind The News
CFBC, St. John, N.B., Canada

BRAKEN, PHIL

Braken Reports The News
WJPB, Fairmont, W. Va.

BRANCH, TAYLOR

WRR, Dallas, Texas

BREEN, EDWARD

KVFD, Fort Dodge, Iowa

BRENNAN, ED.

Covering Calumet
WWGA, Gary, Ind.

BREWTON, ERIC

WEAB, Greer, S. C.

BRIGGS, STEVEN

WTTV, Bloomington, Ind.

BRIGHT, KEITH

Morning & Evening Editions
Of The News

WJBC, Bloomington, Ill.

BRINKLEY, DAVID

Camel News Caravan
NBC-TV

BROADLEY, KARL

News At Noon
It Happened Today
WHTN, Huntington, W. Va.

BROOKS, CLIFF

Our Town
WGFB, Evansville, Ind.

BROOKS, GIL

News Parade
WKNA, Charleston, W. Va.

BROOKS, NED

Sunoco Three-Star Extra
NBC

BROUGHMAN, GLEN

WQUA, Moline, Ill.

BROWN, CECIL

MBS

BROWN, FRANK R.

World Digest
KTIP, Porterville, Calif.

BROWN, HONEY

Housewives Houseparty
WHCO, Birmingham-Bessemer,
Ala.

BRUNER, ROBERT

Noon News
WIOU, Kokomo, Ind.

BRYSON, CONREY

KTSM, El Paso, Texas

BRYSON, LYMAN

News, Thinking Out Loud
CBS

BULLEN, REED

KVNU, Logan, Utah
News

BURDETTE, WINSTON

CBS

BURKE, J. FRANK, SR.

Citizens In Action
KFVD, Los Angeles, Calif.

BURKE, MERE

Highlights From The
Headlines
WIPO, La Salle, Ill.

BURKLUND, TED

Tomorrow's News Tonight
WSAL, Logansport, Ind.

BURLEY, DON

WBBZ, Ponca City, Okla.

BURNS, BILL

KQV, Pittsburgh, Pa.

BURNS, JOSEPH

World News—Today
WNEC-TV, New Haven, Conn.

BUSBY, HORACE

As One Texan Sees It
KTBC, Austin, Texas

BUSLEE, HENRY

WISC, Madison, Wis.

BUTLER, CORT

KITE, San Antonio, Texas

BUTLER, JAMES C.

MacIn News
CFAC, Calgary, Alberta, Can.

BYERS, WAYNE

Between Lines
WATG, Ashland, Ohio

BYRNE, PAT

6:00 P.M. News
CFJR, Brockville, Ont., Can.

BYRNES, JIM

Look At News
WIMS, Michigan City, Ind.

BYRON, JAMES A.

WBAF, Fort Worth, Texas

— C —

CALMER, NED

CBS

CADDELL, RAYMOND

The News
WHSC, Hartsville, S. C.

CAMPBELL, BREWSTER

Press Conference
WXYZ, Detroit, Mich.

CANADAY, EWING

News Room
WKY-TV, Oklahoma City,
Okla.

CANTU, JOSE

Programa Popular
KBOR, Brownsville, Texas

CARAKER, GEORGE

KCJB, Minot, N. Dak.

CARAKER, GEORGE

KSJB, Jamestown, N. Dak.

CARDEN, VINCE

Veteran Affairs
WVMI, Biloxi, Miss.

CARINO, BILL

Flving A News
WKBI, St. Marys, Pa.

CARLSON, RICHARD

Week In Review
WC DL, Carbondale, Pa.

CARNEY, KEN

Gen. Paint News
KHON, Honolulu, Hawaii

CARROLL, JIM

Man About Town
KWYO, Sheridan, Wyo.

CARSON, JAMES C.

Behind The News
KWBM, Williston, N. Dak.

CARTER, SHEELAH

KJR, Seattle, Wash.

CARVER, JOHN

John, Carver Commentary
KWKW, Pasadena, Calif.

CASSIDY, HENRY

News
NBC

CEDERBERG, CARL

News By Cederberg
WWJ, Detroit, Mich.

CHAPMAN, FRED

6:00 News
WILK, Wilkes-Barre, Pa.

CHAPP, TONY

WDAF-TV, News
WDAF-TV, Kansas City, Mo.

CHARLES, ALBERT

Final Edition
KEX, Portland, Oregon

CHASE, CEDRIC, JR.

WCRB, Waltham, Mass.

News Commentators—Radio-Television

- | | | |
|--|---|---|
| <p>CHASE, JACK
WCOP, Boston, Mass.</p> <p>CHENEY, RAY
News wire
WCSS, Amsterdam, N. Y.</p> <p>CHRISTENSEN, LOWELL
Lowell Christensen Reports
The News
WDLB, Marshfield, Wis.</p> <p>CHRISTIE, GEO.
Old Crusader
WFBA, Manchester, N. H.</p> <p>CLANCY, HAL
Hal Clancy Reports The News
WHDH, Boston, Mass.</p> <p>CLARE, VAN
CKLW, Detroit, Mich.</p> <p>CLARK, HAL
KWIE, Kennebec, Wash.
Hal Clark And The News</p> <p>CLARK, JAMES
6:30 News
WWJ-TV, Detroit, Mich.</p> <p>CLARK, RAY
WOW, WOW-TV, Omaha, Neb.</p> <p>CLAY, RICHARD
WKTU, Utica, N. Y.</p> <p>CLEARY, JOSEPH M.
News Review
WESB, Bradford, Pa.</p> <p>CLIFFORD, JACK
7:30 Local
KRIC, Lewiston, Idaho</p> <p>CLINE, CLAY, JR.
The Morning News
WJZM, Clarksville, Tenn.</p> <p>CLOS, JEAN
Clos Look At The News
WKLO, Louisville, Ky.</p> | <p>CLOUGH, L. D.
Star Reporter
KLUF, Galveston, Texas</p> <p>COCHRAN, HARRY
Tri-State Report
WEIR, Weirton, W. Va.</p> <p>COLE, BRAD
News Behind The News
KOOS, Coos Bay, Oregon</p> <p>COLEMAN, ARCH
The Editor
WEEB, Southern Pines, N. C.</p> <p>COLLINGWOOD, CHARLES
CBS-TV</p> <p>COLLINS, FRED
News
NBC</p> <p>COLLINS, WAYNE
Universal Reporter
KGMB, Honolulu, Hawaii</p> <p>COLVIN, WALTER
5:15 P.M. News
KNUZ, Houston, Texas</p> <p>COMBS, GEORGE HAMILTON
WMGM, New York, N. Y.</p> <p>CONAWAY, RAY
Conaway Reports
KTHT, Houston, Texas</p> <p>CONDON, GLENN
This Week In Oklahoma
KRMG, Tulsa, Okla.</p> <p>CONNER, GEO. W.
Man Next Door
KVAN, Vancouver, Wash.</p> <p>CONNOR, TOM
Hometown News
WIRL, Peoria, Ill.</p> | <p>CONSIDINE, BOB
On The Line With Bob
Considine
NBC, NBC-TV</p> <p>CORCORAN, JOHN
Corcoran Speaking
WFIL, Philadelphia, Pa.</p> <p>CASTA, ROBERT
PAA News
KGMB, Honolulu, Hawaii</p> <p>COSTELLO, BILL
News, White House
Correspondent
CBS</p> <p>COSTELLO, ED
Behind The News
KOSA, Odessa, Texas</p> <p>COWART, SARA
WROX, Clarksdale, Miss.</p> <p>COX, EARL
CKBB, Barrie, Ont., Canada</p> <p>CRADDOCK, JACK
Connellsville Commentary
WCVI, Connellsville, Pa.</p> <p>CROGHAN, JOE
WBAL, Baltimore, Md.</p> <p>CRONKITE, WALTER
WTOP-TV, Washington, D. C.</p> <p>CROWELL, JIM
WPRC, Lincoln, Ill.</p> <p>CUMMISKEY, JOE
WAGE, Syracuse, N. Y.</p> <p>CUNNINGHAM, BILL
MBS</p> <p>CURRY, MYRON
WISC, Madison, Wis.</p> <p>CURTIS, MARK
KWRN, Reno, Nev.</p> |
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LOUELLA PARSONS

Every Tuesday
CBS NETWORK
6:30-6:35 PST

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News Commentators—Radio-Television

CUSTER, JOE
Hawaii & The World Today
KHON, Honolulu, Hawaii
CUTLER, KEITH
World Today
CJOR, Vancouver, B.C., Can.

— D —

DABECO, HENRY
6:15 P.M. News
WAS, Pittsburgh, Pa.
DAFOE, LLOYD
Hamilton Headlines
CHEML, Hamilton, Canada
DALTON, KENNETH G.
990 Commentator
WBET, AM & FM, Brockton, Mass.
DALY, JOHN
John Daly News
WJZ-TV, New York, N. Y.
ABC
DANES, SPENCER
WKBV, Richmond, Ind.
DARBY, VAN B.
Local News
WWYO, Pineville, W. Va.
DAUGHTON, RALPH
WCAV, Norfolk, Va.
DAVIS, EIMER
ABC
DAVIS, REX
KMOX, St. Louis, Mo.
DAY, CHARLES
Charles Day's News, 6:00 P.M. News
WGAR, Cleveland, Ohio
DAY, JOHN
World News Roundup
WHDH, Boston, Mass.
DEBNAM, W. E.
Debnam Views The News
WPTF, Raleigh, N. C.
DECKER, BEN
WIRK, W. Palm Beach, Fla.
DEEGAN, JOHNNY
Special Events & Newscaster
WHUM, Reading, Pa.
DENMAN, JOHN
WJR, Detroit, Mich.
DEVINE, MAURICE
Commentary of the Day's News
WERI, Westerly, R. I.
DINNEEN, JOSEPH
What Goes On There
WHEE, Boston, Mass.
DIX, JACK
News
WHSY, Hattiesburg, Miss.
DOOLEY, JACK
11 P.M. News
WGAR, Cleveland, Ohio
DOTY, LOCKWOOD
World News Roundup
NBC
DOWNS, BILL
News
CBS
DREIER, ALEX
NBC
WMAQ, Chicago, Ill.
WNBQ, Chicago, Ill.
DUGAS, PAUL J.
Today's News & You
WTWN, St. Johnsbury, Vt.
DUNCAN, BILL
Sun News
CKNW, New Westminster, B.C., Canada
DUNCAN, JIM
Behind The News
KSIL, Silver City, New Mexico

DUQUESNE, ALBERT
CKAC, Montreal, Canada
DUVALL, BUDD
KAYL, Storm Lake, Iowa
DWORSKAK, GEORGE
Notes On St. Albans
WWSR, St. Albans, Vt.

— E —

EARLE, GLENN
Earl's News
KPAC, Port Arthur, Texas
EASTMAN, BOB
Home Folks Reporter
KOMA, Oklahoma City, Okla.
EDWARDS, FRANK
MBS
EDWARDS, DOUGLAS
Douglas Edwards And The News
CBS-TV
EDWARDS, JOHN
ABC
EDWARDS, ROSS
W. Va. News
WCHS, Charleston, W. Va.
EICKMEYER, ROBERT
Voice Of The Tri-State Press
WTAD, Quincy, Ill.
EID, LEIF
Late News
WNBW, Washington, D. C.
Pro and Con
NBC
ELIOT, MAJOR
MBS
ELLIOT, IAN A.
News & Views
KRJF, Miles City, Mont.
ELLIOT, PAUL
Observations In The News
WKNK, Muskegon, Mich.
ENGLER, CLIFF
KFRC, San Francisco, Calif.
ERICKSON, ROGER
Noon News
WSEB, Stillwater, Minn.
ERIN, BILL
KLER, Rochester, Minn.
ERWIN, JOHN R.
Mid-Morn. News
KOKX, Keokuk, Iowa
EVANS, RALPH
Nite Desk
KBMM, Bozeman, Mont.
EVERSOLE, JACK
Daily Review
WKAY, Glastow, Ky.
EVJUE, WM. T.
WEMP, Milwaukee, Wis.

— F —

FACENDA, JOHN
4:30 News; 6:40 News; Bulldog Edition; Night Extra
WIP, Philadelphia, Pa.
FAHEY, JOHN
KGA, Spokane, Wash.
FAIRBURN, T. J.
Noontime News
WLDS, Jacksonville, Ill.
FALGE, C. J.
False News
WLDY, Ladysmith, Wis.
FALK, EDWIN L.
KWWL, Waterloo, Iowa
FANCHER, K. L.
KPDN, Pampa, Texas
FARRELL, MAURY
WAFM-TV, Birmingham, Ala.

FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.
FERGUSON, JOHN
WAFB, Baton Rouge, La.
FERNE, ROBERT
KITE, San Antonio, Texas
FINCH, HOWARD
News
WJIM, Lansing, Mich.
FIRMAN, JAMES H.
The Way I See It
WMOK, Metropolis, Ill.
FLAHERTY, PAT
News Bulletins
KPRC-TV, Houston, Texas
FLANDERS, DOROTHY
Social Notes
KIMO, Independence, Mo.
FLEMING, JAMES
Voices And Events
NBC
FOGARTY, JACK
WCPO, WCPO-TV, Cincinnati, Ohio
FORBES, E. GILBERT
Forbes News
WPBM, WPBM-TV, Indianapolis, Ind.
FOSTER, CEDRIC
MBS
FOX, BILL
WPTW, Piqua, Ohio
FRAKER, WILLIAM
WRHC, Jacksonville, Fla.
FRANCES, AL
WHBC, Canton, Ohio
FRANK, BOB
WOC - WOC - TV, Davenport, Iowa
FRANKLIN, JOHN
News With John Franklin
KYW, Philadelphia, Pa.
FRANKLIN, WATTS
WIEL, Elizabethtown, Ky.
FRASER, GORDON
ABC
FREDERICK, PUALINE
ABC
FREEMAN, DOUGLAS S. DR.
WRNL, Richmond, Va.
FRIEDRICK, FRANK
WWOL, Buffalo, N. Y.
FRIESEN, J. P.
Local News
CKPR, Fort William, Ont., Canada
FROMKE, RICH
U.N. Today & World Report
KTIN, Denver, Colo.
FROMME, CALEN
WBAL, WBAL-TV, Baltimore, Md.

— G —

GAFFANEY, L. L.
Week's Review
KOLS, Pryor, Okla.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALLIFORD, WALTER
WSAP, Portsmouth, Va.
GALLOWAY, GRAHAM
These Our Maritimes
CKCL, Truro, Nova Scotia, Canada
GALVIN, HAROLD
WFPB, Middletown, Ohio
GARDNER, DON
ABC
GARDNER, HI
MBS

News Commentators—Radio-Television

- GARRED, BOB**
ABC
- GARRETT, WALLY**
Sun News
CKNW, New Westminster,
B. C., Canada
- GARRETSON, JOSEPH**
Joseph Garretson & The News
WSAI, Cincinnati, Ohio
- GAYMAN, VAUGHN**
At Noon Today
WKBB, Dubuque, Iowa
- GEBNER, BENJAMIN**
WEVD, New York, N. Y.
- GEORGE, A. H.**
9:30 News
KOTA, Rapid City, S. Dak.
- GEORGE, NICK**
KWWL, Waterloo, Iowa
- GERRETY, JIM**
What They're Saying On Main
St.
WBTA, Batavia, N. Y.
- GIBSON, PHIL**
WMBD, Peoria, Ill.
- GILKERSON, YANK**
News Roundup
WDSU-TV, New Orleans, La.
- GINGELL, GEORGE**
State of The Nation
WRBL, Columbus, Ga.
- GIVNEY, JOHN J.**
John Givney & The News
WTRY, Troy, N. Y.
- GLADDING, AL**
York Journal of The Air
WNOV, York, Pa.
- GLEASON, JOHN H.**
WIMS, Michigan City, Ind.
- GODDARD, DON**
News
NBC-TV
- GODON, DICK**
News Headlines
KHQ, Spokane, Wash.
- GODWIN, EARL**
Earl Godwin's Washington
NBC
- GOLDEN, SID**
OMar News
WBNS, Columbus, Ohio
- GOODE, MICHAEL J.**
People's Lobby
WNHC, New Haven, Conn.
- GRACIANI, ANGEL RIVERA**
WORA, Mayaguez, P. R.
- GRAHAM, GORDON**
WIBC, Indianapolis, Ind.
- GRANT, LEE**
Preview Of Tomorrow
KOLS, Pryor, Okla.
- GRANT, TAYLOR**
ABC
- GRAU, PHIL**
Phil Grau
WEMP, Milwaukee, Wis.
- GRAY, CARL R.**
As I See It
WPCF, Panama City, Fla.
- GREEN, H. E.**
News & Interviews
KFKA, Greeley, Colo.
- GREENE, LORNE**
Around The World In News
CKEY, Toronto, Ont., Canada
- GREENWOOD, ROBERT E.**
Bob's Eye View Of The News
WFGM, Fitchburg, Mass.
- GREER, BEN**
Evening Edition
WFMY-TV, Greensboro, N. C.
- GRESS, BILL**
WOC, WOC-TV, Davenport, Ia.
- GRIFFIN, CLEVE**
KIOX, Bay City, Texas
- GRIFFIN, MICHAEL**
The News & You
WBAY, Green Bay, Wis.
- GRIM, GEORGE**
WCCO, Minneapolis, Minn.
- GRINNELL, C. W.**
Page One
WSKI, Montpelier, Vt.
- GRONDIN, FREDDY**
News Of The Day
CHRL, Roberval, Que., Can.
- GROSS, LOUIS**
The World Today
MJMJ, Philadelphia 7, Pa.
- GRUBBS, WALTER B.**
World News
KVMC, Colorado City, Texas
- GUINASSO, JOHN J.**
Pioneer Valley Community
News
WJKO, Springfield, Mass.
- GUTHRIE, WARREN**
Sohio Reporter
WXEL, Cleveland, Ohio

— H —

HAEBERLE, FLORENCE
Shelburne Falls News
WHAI, Greenfield, Mass.



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ABC
NBC-TV
DUMONT-TV

MILFORD, CONN.

Milford 2-4239



JOHN CAMERON SWAYZE

N.B.C.

News Commentators—Radio-Television

- HAINLINE, JOSEPH**
WJR, Detroit, Mich.
- HALL, BILL**
Local News
WLIO, East Liverpool, Ohio
- HALL, EARL**
One Man's Opinion
KGLO, Mason City, Iowa
- HALL, FRANK**
RCA Victor Newsreel
WFIL-TV, Philadelphia, Pa.
- HALL, HELEN**
MBS
- HALLOCK, MEL**
You And The News
KMON, Great Falls, Mont.
- HALTERMAN, KENNETH**
WCUE, Akron, Ohio
- HAMILTON, KEN**
Mid-Afternoon News
WEBQ, Harrisburg, Ill.
- HANDLAN, JOE**
Pure Oil News
WCOM, Parkersburg, W. Va.
- HARDY, GLENN**
Newspaper Of The Air
KNBH, Hollywood, Calif.
- HARKNESS, RICHARD**
NBC
WNBW, Washington, D. C.
- HARLING, MAURICE**
Headlines With Harling
WCOA, Pensacola, Fla.
- HARRIS, HERSHEL**
Behind The Headlines
CHVC, Niagara Falls, Ont.,
Canada
- HART, BILL**
WPFB, Middletown, Ohio
- HARTER, LINCOLN**
Lincoln Harter, RFD No. 1
WPWA, Chester, Pa.
- HARTLEY, HOWARD**
Hitting The Headlines
WTAN, Clearwater, Fla.
- HARTMAN, FRED**
Local News
KREL, Baytown, Texas
- HARVEY, PAUL**
ABC
WENR, WENR-TV, Chicago,
Ill.
- HASEL, JOE**
ABC
- HASLER, JOE**
News Of The Day
Evening News Round-Up
KBIX, Muskogee, Okla.
- HAYES, SAM**
MBS
- HEATTER, GABRIEL**
MBS
- HEFFRON, NORM**
Hillswide News
KOTA, Rapid City, S. Dak.
- HEMANN, CHARLES**
WCUE, Akron, Ohio
- HENDRY, JOHN**
Headlines With Hendry
KSEK, Pittsburgh, Kans.
- HENLE, RAY**
Sunoco Three-Star Extra
NBC
- HENLEY, DAVE**
Program Director
KFGO, Fargo, N. D.
- HENRY, DR. H. D.**
3 Weekly
WHKY, Hickory, N. C.
- HENRY, BILL**
MBS
- HENTEN, EARL**
Arr'd News Roundup
WHLB, Virginia, Minn.
- HERRING, CHARLES**
The World Today
KING-TV, Seattle, Wash.
- HERSON, BILL**
Coffee In Washington
NBC
- HESS, CLYDE**
News Analysis
WTAG, Worcester, Mass.
- HICKS, GEORGE**
News
Theatre Guild On The Air
NBC
- HIGBIE, LES**
MBS
- HIGINBOTHAM, CHRIS**
News Views
CKCK, Regina, Sask., Canada
- HILL, EDWIN C.**
ABC
- HILL, LILLARD**
WBAP, WBAP-TV, Fort
Worth, Texas
- HILL, LUKE**
12 Noon News
KNUZ, Houston, Texas
- HILLEGAS, FRED**
WSYR, Syracuse, N. Y.
- HILLMAN, WILLIAM**
MBS
- HILTON, CHUCK**
News Of The Nation
KGLO, Mason City, Iowa
- HILTON, DELMAR**
KLWT, Lebanon, Mo.
- HINDERER, STEVE**
WLAP, Lexington, Ky.
- HINES, ALBERT**
The Sage
WEKR, Fayetteville, Tenn.
- HINES, LINDLEY**
Night News Editor
KMOX, St. Louis, Mo.
- HINKLE, CHUCK**
World Review
KWTX, Waco, Texas
- HINKLE, T. B.**
KRAM, Las Vegas, Nevada
- HINSHAW, FRED**
News
WLBC, Muncie, Ind.
- HIXSON, GLEN**
Voice of News
Voice of People
WJAG, Norfolk, Nebr.
- HODGE, FREDERICK G.**
Behind The Headlines
WTVB, Coldwater, Mich.
- HOFFMAN, GIBBY**
Nimrod's Corner
Noontime News
WKBI, St. Marys, Pa.
- HOLLE, EVERETT**
WAFM-TV, Birmingham, Ala.
- HOLLENBECK, DON**
News
CBS & CBS-TV
- HOLLOWAY, HUBERT**
I See Today With Holloway
WLW, Cincinnati, Ohio
- HOLMGREN, LOIS R.**
WJPD, Ishpeming, Mich.
- HOLMQUIST, HARRY**
KDB, Santa Barbara, Calif.
- HOOKER, JOE**
Morning News
Noontime News
Early Evening News
WGRD, Grand Rapids, Mich.
- HOOLEY, JOHN**
WHAM, Rochester, N. Y.
- HOPKINS, DONALD K.**
WATN Scoreboard
WATN, Watertown, N. Y.
- HOPPE, HENRY**
WUSN, Charleston, S. C.
- HOSS, DAVE**
Editorially Speaking
KSLM, Salem, Oregon
- HOWARD, BRUCE A.**
News Commentary
CKOK, Penticton, B. C., Can.
- HOWELL, REX**
Week In Review
KFXJ, Grand Junction, Colo.
- HUARD, GEORGES**
All Newscasts
CKCH, Hull, Que., Canada
- HUDDLESTON, WALTER DEE**
Kentucky Review
WKCT, Bowling Green, Ky.
- HUGHES, BILL**
Gangway Reporter
CKNW, New Westminster,
B. C., Canada
- HUMBERT, BILL**
Humbert Views The News
KPAS, Banning, Calif.
- HUMPHERY, BOB**
Report To Valley
KSRV, Ontario, Ontario
- HUNT, RAY**
KONO, San Antonio, Texas
- HUNTLEY, CHET**
Chet Huntley Views The News
KECA-TV, Hollywood, Calif.
- HURLBUT, JIM**
WNBQ, Chicago, Ill.
- HURLEIGH, R. F.**
MBS
- HURLEIGH, ROBERT F.**
WGN, Chicago, Ill.
- HURLEY, JIM**
Washington, Inside Out
KVLF, Alpine, Texas
- HUSTLER, WILLIAM**
This Week
CFAC, Calgary, Alberta, Can.
- HUTCHINS, HAROLD**
Neighborhood Newsreel
WWNH, Rochester, N. H.

— I —

- IDAR, ED**
KTXN, Austin, Texas
- IZZARD, WESLEY S.**
News Review
KGNC, Amarillo, Texas

— J —

- JACKSON, ALLAN**
News
CBS, CBS-TV
- JACOBS, DICK**
WHHM, Memphis, Tenn.
- JAMES, JOHN**
News
WMCK, McKeesport, Pa.
- JANSEN, EDWARD**
KRAM, Las Vegas, Nevada
- JENKINS, RON**
Spotlight Reporter
WSOC, Charlotte, N. C.
- JESSEE, RANDALL**
Community Forum
WDAF-TV, Kansas City, Mo.
- JOHNSON, WAYNE**
WERE, Cleveland, Ohio
- JOHNSON, WILLIAM**
Local News
WCCE, Rocky Mount, N. C.
- JONES, ARTHUR**
Jones Views The News
WFOX, Milwaukee, Wis.

News Commentators—Radio-Television

JONES, BOB
News Editor
WHEM, Memphis, Tenn.

JONES, FOREST C.
You & Your Congress
WJRI, Lenoir, N. C.

JONES, ORLAN
Trinity Valley
News Review
KREL, Baytown, Texas

JORDAN, HARRY
(5 Minutes of News Every
Hour On The Hour)
KING, Seattle, Wash.

JOSEPH, MICHAEL
Around The Globe
WTNS, Coshocton, Ohio

JOURDAIN, LORRAINE
Inform. Francaises
CKBL, Matane, Que., Canada

JOYCE, BILL
WVTN, Jamestown, N. Y.

JOYCE, JOHNNY
Noonday News
WPAQ, Mt. Airy, N. C.

— K —

KALBER, FLOYD
KMTV, Omaha, Nebr.
KALTENBORN, H. V.
Kaltenborn Edits The News
Pure Oil News Time
NBC

KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.

KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.

KAVANAGH, WALTER
One Hour of News
KOWH, Omaha, Nebr.

KELLY, EARL R.
Commentary
WWNY, Watertown, N. Y.

KELLY, GEORGE W.
WETB, Johnson City, Tenn.

KENNEDY, JOHN B.
ABC

KENNON, LES
Behind The News
KDMO, Carthage, Mo.

KENNY, H. B.
Cappy Kenny News
WCOM, Parkersburg, W. Va.

KERLIN, J. C.
What Goes On Here
WGFB, Evansville, Ind.

KESSLER, DAVID E.
WHAM-TV, Rochester, N. Y.

KIERNAN, WALTER
ABC

KILLICK, LAWRENCE F.
Vt. News Roundup
WCAX, Burlington, Vt.

KING, DAVE
Tydol News
Chevrolet News
WBPZ, Lock Haven, Pa.

KING, JAN
Supper Edition of The News
WEAV, Plattsburg, N. Y.

KING, MARY B.
Woman Views News
KXLA, Pasadena, Calif.

KIPLINGER, AUSTIN
WENR, WENR-TV, Chicago, Ill.

KIRBY, BOB
Day In Review
WLA-V, Grand Rapids, Mich.

KIRBY, LEE
WBTB, News
WBTB, Charlotte, N. C.

KLISE, ROD
Shell's Dinner Edition of the
News
KHQ, Spokane, Wash.

KNELL, JACK
News Digest, Jack Knell and
The News
WBT, Charlotte, N. C.

KNIEVEL, JOHN
KIMA, Yakima, Wash.

KOGAN, JACK
KRAM, Las Vegas, Nevada

KRAFT, RANDY
Bulletin News
WCAU, Philadelphia, Pa.

KRAHLING, ROBERT
WHBC, Canton, Ohio

KREGGLOH, HUBERT
Understand The Peace
WSPR, Springfield, Mass.

KRUEGER, BILL
News Editor
KDAL, Duluth, Minn.

KRUPP, ROGER
Newscast
WDGY, Minneapolis, Minn.

— L —

LAND, ALLAN
WEIZ, Zanesville, Ohio

LANGFITT, MERRILL
RFD 960
KMA, Shenandoah, Iowa

LANSING, GERRY
5-Star Final
KPRC-TV, Houston, Texas

LAPLANTE, J. OMER
WIRY, Plattsburg, N. Y.

LARKIN, JACK
Noon News
WLIN, Merrill, Wis.

LARSEN, WHITEY
Sunset & Final Editions of
The News
WNAX, Yankton, S. D.

LAURIE, BILL
KNET, Palestine, Texas

LAWRENCE, DAVID
NBC

LEGIUS, EDWARD
Voice of Community
WOTW, Nashua, N. H.

LEE, LYLE
WLOK, Lima, Ohio

LEHMAN, PAUL S.
Paul S. Lehman News
WKVA, Lewistown, Pa.

LENHART, PHIL
WAKR, Akron, Ohio

LEOPOLD, DAVE
WEEB, Buffalo, N. Y.

LESUEUR, LARRY
CBS

LEWIS, FULTON, JR.
MBS

LOHMAN, PHILIP H.
An Economist Views The
News
WJOY, Burlington, Vt.

LONG, CHET
Looking With LONG
WBNS-TV, Columbus, Ohio

LONG, MARCUS DR.
News Analysis
CKFH, Toronto, Ont., Canada

LORRING, REX
6 O'Clock Report
CHML, Hamilton, Canada

LOTT, TED
KSAM, Huntsville, Texas

LOUGHNANE, DONALD
One Hour Of News
KOWH, Omaha, Nebr.

LUNDBERG, DAN
KXLA, Pasadena, Calif.
LYNOTT, EDWARD
News At Ten
WJON, St. Cloud, Minn.

— Mc —

McARTHUR, WILLIAM
Radio News
WOEB, W. Yarmouth, Mass.

McBEE, KEITH
WBAL-TV, Baltimore, Md.

McBRIDE, MARY
MARGARET
ABC

McCANN, DICK
KRON, Omaha, Nebr.

McCARTHY, CHARLES F.
WNBC, New York, N. Y.

McCARTHY, TOM
WKRC, Cincinnati, Ohio

McCOBMICK, ROBERT
NBC

McDONALD, JOSEPH
WLBR, Lebanon, Pa.

McGAVERN, DON
WEDO, McKeesport, Pa.

McGEE, BILL
CKCR, Kitchener, Ont., Can.

McGIBENY, DONALD
KSO, Des Moines, Iowa

McGOVERN, DAN
McGovern's Radio Column
KXRN, Renton, Wash.

McGOVERN, JAMES
Newscast
WDGY, Minneapolis, Minn.

McGUANE, GENE
News & Weather
KSL-TV, Salt Lake City, Utah

McINTYRE, JIM
Kentuckiana News
WINN, Louisville, Ky.

McLAREN, J. G.
Tomorrow's Headlines Today
CKFI, Fort Frances, Ontario,
Canada

McLAUGHLIN, JAMES
News
WSHB, Stillwater, Minn.

McLEAN, BOB
WLYN, Lynn, Mass.

McLEAN, JACK
Evansville Story
WJPS, Evansville, Ind.

McLEAN, JACK
WKRA, Buffalo, N. Y.

McMILLEN, GENE
Evening News Roundup
KRAL, Rawlins, Wyo.

McMURRAY, SCOTT
In Your Neighborhood
Man About Town
WSTV, Steubenville, Ohio

MEMTRIE, BURT
It Seems To Me
KMO, Tacoma, Wash.

McWHORTER, DON
Fort Pitt News
Luck In Sports
WBLE, Clarksburg, W. Va.

— M —

MacCORMACK, JACK
Local Scene
WIRK, W. Palm Beach, Fla.

MACK, AL
Negro In The World Today
WBBI, Newark, N. J.

MALLOY, PAUL
News' Lighter Side
KTUL, Tulsa, Okla.

News Commentators—Radio-Television

MALONE, TED

ABC

MANESS, FRED

WINS, New York, N. Y.

MARBLE, HARRY

News Of The Night
ABC-TV

MARK, JOHN

News
KFOR, Lincoln, Nebr.

MARKEL, HAZEL

MBS

MARKS, GARNET

Fashion News
KUTA, Salt Lake City, Utah

MARR, DALE

WKMJ, Dearborn, Mich.

MARSHALL, REX

Sunday Matinee
WABD, New York, N. Y.

MARTIN, BOB

News Of Your Neighbors
KWTX, Waco, Texas

MARTIN, JIM

Sports Editor
WDYK, Cumberland, Md.

MARTIN, JIM

Jim Martin And The News
WGAR, Cleveland, Ohio

MARTIN, LARRY

Daily Newscasts
CHUM, Toronto, Ont., Can.

MARTIN, LUTHER W.

Behind The News
KTRR, Rolla, Mo.

MARTIN, MILLIE

Women's View
WEIR, Weirton, W. Va.

MARTIN, N. R.

World News
WFNG, Fayetteville, N. C.

MARTYN, GILBERT

KTLA Newsreel
Final Edition
KTLA, Los Angeles, Calif.

MASON, JESS

The Country Editor
KGW, Portland, Oregon

MASON, WALTER J.

The Editor Speaks
WPAR, Parkersburg, W. Va.

MATLOCK, STAN

WKRC, Cincinnati, Ohio

MEALY, TOM

WTTN, Watertown, Wis.

MEIER, EVANS

Noon News
WJAG, Norfolk, Nebr.

MELTON, FRANKLIN

WDXI, Jackson, Tenn.

MELTON, ORRIN

KSOO, Sioux Falls, S. Dak.

MEYER, ED

WDYK, Cumberland, Md.

MICHAEL, DON

WMIX, Mt. Vernon, Ill.

MILLER, NOAH

Talk Of The Town
The Bedford Story
WBIW, Bedford, Ind.

MILLHOUSE, GLENN

KGEZ, KallsPELL, Mont.

MIREUR, THOMAS J.

Today In Brownsville
KBOR, Brownsville, Texas

MITCHELL, WALTER

Overnight News
WADE, Wadesboro, N. C.

MITTEN, WILLIAM F.

WCCM, Lawrence, Mass.

MONROE, BILL

WDSU-TV Reports
WDSU-TV, New Orleans, La.

MONTGOMERY, DEAN

Voice Of The People
KELO, Sioux Falls, S. Dak.

MORALES, ARTURO

Int'l. Panorama
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MORAWSKI, IGNACE

WLIB, New York, N. Y.

MORGAN, MURRAY

Tacoma Report
KTBI, Tacoma, Wash.

MORGAN, ROY E.

Special Events
WILK, Wilkes-Barre, Pa.

MORGAN, THOMAS P.

WOV, New York, N. Y.

MORRISON, HERB

KQV, Pittsburgh, Pa.

MORRISON, WILLIAM

WINA, Charlottesville, Va.

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MOSS, DAVID A.

Spotlight Reporter
WESC, Greenville, S. C.

MULCAHY, HENRY

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MURROW, EDWARD R.

Edward R. Murrow With The
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NAHAS, FRED

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NELSON, ROBERT C.

Shell News
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NIX, MARTIN D.

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NOGUEIRA, ROBERT

Commentary Of The News
KIBL, Beeville, Texas

NORTON, DON

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Chevrolet Dealers News
WCHV, Charlottesville, Va.

NUNN, VERNON

News At Midday
WVMC, Mt. Carmel, Ill.

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OBERLIN, RICHARD

WHAS-TV, Louisville, Ky.

O'BRIEN, LEO

The News & You
WRGB, Schenectady, N. Y.

O'BRIEN, TOM

Matter Of Fact
KHBC, Hilo, Hawaii

O'CONNELL, TERRY

CKCR, Kitchener, Ont., Can.

O'CONNOR, GEORGE

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WMAQ, Chicago, Ill.

O'CONNOR, LEONARD

WNBQ, Chicago, Ill.

O'DELL, TERENCE

CKLW, Detroit, Mich.

ODSON, ROBERT L.

WMOH, Hamilton, Ohio

ONCKEN, E. J.

Nevada News Digest
KENO, Las Vegas, Nevada

OSGOOD, DICK

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OTTO, G. ROBERT

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WSAM, Saginaw, Mich.

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PEDACE, JAMES V.

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WGAI, Elizabeth City, N. C.

PEMBERTON, FRED

Overseas Reporter
CKSF, Cornwall, Ont., Can.

PENFIELD, ADD

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PETERSON, ELMER

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PETERSON, GENE

Breakfast Table News
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PETTI, RALPH
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Natl. Editor
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SMITH, JAY
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WKVA, Lewistown, Pa.

STUTES, MARION
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TEMPLE, ALVIS H.
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TERRY, BILL
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WSVA, Harrisonburg, Va.

TIDEMANN, WARNER C.
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WGH, Newport News, Va.

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WTAN, Clearwater, Fla.
- ADAMS, JOE**
Negro Disc Jockey
KOWL, Santa Monica, Calif.
- ADAMS, ROBERT**
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- AKER, DICK**
1400 Club
KDWT, Stamford, Texas
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- ALLEN, JERRY**
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KLO, Ogden, Utah
- ALLEN, LLOYD**
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KBNZ, La Junta, Colo.
- ALLISON, STEVE**
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Tony Almericco Show
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WHLB, Virginia, Minn.
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CFGN, Calgary, Alberta, Can.
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You Name It
WKOK, Sunbury, Pa.
- ARTHUR, DOUG**
Danceland
WIBG, Philadelphia, Pa.
- ASHTON, KEITH**
Moondial
KALL, Salt Lake City, Utah
- ATKINSON, GORD**
Words and Music
CHUM, Toronto, Ont., Canada
- AUSTIN, DICK**
CKCR, Kitchener, Ont., Can.
- AUSTIN, DON**
WHOW, Clinton, Ill.
- AUSTIN, RUSTY**
WBUD, Morrisville, Pa.
- AVILA, MANUEL**
Mexico Canta (Mexican Pgm.)
KWBC, Ft. Worth, Texas

— B —

- BABCOCK, BILL**
Platter Party
WJAS, Pittsburgh, Pa.
- BABCOCK, SAM**
KFSE, Joplin, Mo.
- BACKLIN, JIM**
KCJB, Minot, N. Dak.
- BACON, BOB**
Bacon For Breakfast
Rhythm And Rhyme
WBRE, Wilkes-Barre, Pa.
- BAER, MAX**
Max Baer Show
KFBK, Sacramento, Calif.
- BAILEY, JIM**
1240 Jukebox
KRDU, Dinuba, Calif.
- BAILEY, JIM**
I Dee Clare
WCEN, Mt. Pleasant, Mich.
- BAILEY, WILLIAM D.**
Pop Shop
WFLB, Fayetteville, N. C.
- BAINTER, BILL**
Just Released
KIT, Yakima, Wash.
- BAKER, BILL**
Hillbilly Jamboree
WEBQ, Harrisburg, Ill.
- BAKER, BILL**
560 Club
WMIK, Middleboro, Ky.
- BAKER, DEAN**
550 Roundup
KCRS, Midland, Texas
- BAKER, DICK**
WGN, Chicago, Ill.
- BAKER, FRANK**
House Party
WALA, Mobile, Ala.
- BAKER, GEORGE**
By George
WESA, Charleroi, Pa.

Disc Jockeys—Radio-Television

BAKER, JAMES

Coffee Caravan
KBWD, Brownwood, Texas

BAKER, JOE

Nighthawk
WATG, Ashland, Ohio

BAKER, PAUL

Club 800
WLAD, Danbury, Conn.

BAKKE, HAL

Talkin of Tunes
KLIF, Dallas, Texas

BALCH, BILL

Dawnbuster
WKYB, Paducah, Ky.

BALDWIN, TOM

WIEL, Elizabethtown, Ky.

BALE, NORMAN

900 Club
KALT, Atlanta, Texas

BALLARD, GEORGE

Dancing Party
WJHL, Johnson City, Tenn.

BALTZER, LARRY

Please Play
KHUZ, Borger, Texas

BANAS, CARL

Wax, Wit & Weather
CJOY, Guelph, Ont., Canada

BANFIELD, BOB

Sunrise Serenade
WEIR, Weirton, W. Va.

BANKS, BILL

Bill's Bull
KSPT, Sandpoint, Idaho

BANKS, LEW

Lunchtime Hillbilly Parade
WJIV, Savannah, Ga.

BARAN, HENRY

Designs For Dancing
WVEC, Hampton, Va.

BARBER, DON

Today's Top Five
WGBS, Miami, Fla.

BARGER, DAREL

WEAR, Pensacola, Fla.

BARKLEY, JIM

News & Music From The Boys
KSUM, Fairmont, Minn.

BARLOW, JAY

WHIN, Harlan

BARNETT, DON

Don's Dance Date
KENI, Anchorage, Alaska

BARE, DWIGHT

Teen Time Tunes
WLBC, Muncie, Ind.

BARRETT, DICK

Sunset Serenade
CJOY, Guelph, Ont., Canada

BARRON, LEE

Hello Beautiful
KSWI, Council Bluffs, Iowa

BARRY, GENE

Barry-Go-Round
Swing With Wing
WING, Dayton, Ohio

BARRY, JACK

Jack Barry Show
WKAT, Miami Beach, Fla.

BARRY, JOHN

WTTM, Trenton, N. J.

BARRY, NICK

Tip Top Tunes
WCMW, Canton, Ohio

BARTELL, PAUL

Fox Club
WFOX, Milwaukee, Wis.

BARTHEL, BURR

Club 1090
KING, Seattle, Wash.

BARTLETT, RAY

Groovie's Boogie
KWKH, Shreveport, La.

BARTON, HAL

Syncopation Time
WTAD, Quincy, Ill.

BARTON, JOHN

WHOW, Clinton, Ill.

BARUCH, ANDRE

WNBC, New York, N. Y.

BARUTH, JACK

WGVM, Greenville, Miss.

BASEHORE, JOHN

John Basehore Show
WGET, Gettysburg, Pa.

BASH, OTTO

Jump School
WHOP, Hopkinsville, Ky.

BATEMAN, DOUGLAS

Pleasure, Inc.
WLIO, East Liverpool, Ohio

BATEY, HUGH

Music 'Til Midnight
WPDQ, Jacksonville, Fla.

BATTERS, CHARLES

Batters Platters
WRC, Washington, D. C.

BAUER, RUSS

Alarm Clock Club
County Party Line
KJFJ, Webster City, Iowa

BAUM, HARRY

Request Party
WSSB, Durham, N. C.

BAUMGART, RED

1240 Club
KRAL, Rawlins, Wyo.

BAXTER, GORDON

Baxter's Garden
KPAC, Port Arthur, Texas



**DAVE
MILLER**

— o —
ANNOUNCER
DISC JOCKEY

Circle 6-9208

Disc Jockeys—Radio-Television

- BEACH, DICK**
Wax Works
WICA, Ashtabula, Ohio
- BEARD, SAM**
Sam Beard Show
WPTF, Raleigh, N. C.
- BEARDSLEY, BASIL**
Polka Time
WJER, Dover, Ohio
- BEASLEY, BUZZ**
Man On The Beat
WUST, Bethesda, Md.
- BEAULIEU, ROBERT**
Music For Days
CJEM, Edmundston, N. B., Canada
- BEAUMONT, JOE**
Hep Parade
WJAT, Swainsboro, Ga.
- BEAUPRE, WALTER**
Music For Folks Who Get Lonesome
WCOU, Lewiston, Maine
- BECK, AL**
Stamps For Shoppers
KXOL, Fort Worth, Texas
- BECKER, HARRY L.**
Morning Theater
KIMO, Independence, Mo.
- BEECHER, DON**
Music Unlimited
WJPS, Evansville, Ind.
- BEECHAM, SIR THOMAS**
WQXR, New York, N. Y.
- BEGHOLD, KEN**
Early Bird
WGBI, Scranton, Pa.
- BEGIN, JEAN-PAUL**
CHFA, Edmonton, Alberta, Canada
- BEGUE, JOHN**
John Begue Show
WTAX, Springfield, Ill.
- BEINERT, TED**
Sophisticated Swingtime
WIBV, Belleville I.
- BELANGER, LOUIS**
CKAC, Montreal, Canada
- BELL, BOB**
Suppertime Serenade
Music For Relaxation
WHKY, Hickory, N. C.
- BELL, GABBY**
Best by Request
WTNB, Birmingham, Ala.
- BELMAN, DAVE**
KNGS, Handford, Calif.
- BENCE, BOB**
Rise & Shine
KHJ, Los Angeles, Calif.
- BENDER, TED**
Hits & Headlines
KTSM, El Paso, Texas
- BENNETT, LEN**
Sat. Nite Jamboree
WNHC, New Haven, Conn.
- BENNETT, RAY**
Records With Ray
KGA, Spokane, Wash.
- BENSON, BOB**
Bob Benson Show
WBIZ, Eau Claire, Wis.
- BENSON, DICK**
RFD 630
WIRC, Hickory, N. C.
- BENSON, JERRY**
Western Roundup
WGAT, Utica, N. Y.
- BENUM, ARNOLD**
Benum's Beanery
KITC, San Bernardino, Calif.
- BERDAN, BIRD**
960 Club
WEAV, Plattsburg, N. Y.
- BERG, HAL**
Clubtime
WILK, Wilkes-Barre, Pa.
- BERLIN, PAUL**
Dinner Date
Mission in Music
KNUZ, Houston, Texas
- BERRY, BILL**
Berry's Bandstand
WDBO, Orlando, Fla.
- BERRY, BOB**
Melody Time
WOTW, Nashua, N. H.
- BERTRAND, BOB**
Bob Bertrand Show
KIOA, Des Moines, Iowa
- "BESS"**
Siesta Session
WKBI, St. Marys, Pa.
- BESSE, HARRY**
Main Stem Derby
KSWI, Council Bluffs, Iowa
- BEST, DOUG**
Best on Wax
KFMB, San Diego, Calif.
- BEWICK, DOUG**
WSPR, Springfield, Mass.
Trading Post
- BIDDLE, JERRY**
Alarm Clock Club
KBRS, Springdale, Ark.
- BIGLEY, DAVE AS SUNRIVER**
DAVE
Melody Round-Up
KMON, Great Falls, Mont.
- BILL, GLEN**
The Sundial
WTSP, St. Petersburg Fla.

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Disc Jockeys—Radio-Television

BILLINGSLEY, BILL

After Hours
WADE Wadesboro N. C.

BINGHAM, EARL

Best on Wax
KWIK, Pocatello, Idaho

BIRDAS, GEORGE

Record Varieties
WINA, Peekskill, N. Y.

BIRDSELL, JOHN

Top O' The Morning
KWAT, Watertown, S. Dak.

BISHOP, EDDIE

Hillbilly Fever
WVMI, Biloxi, Miss.

BITTERMAN, JACK

Best On Wax
WABB, Mobile, Ala.

BLACK, ALAN

Polka Party
WPIT, Pittsburgh, Pa.

BLACK, JAY

Matinee With Jay
WDXI, Jackson, Tenn.

BLACK, JOHHINE

Great Day
KGB, San Diego, Calif.

BLACKMON, TEDDY

WJMO, Cleveland, Ohio

BLAIR, ED

WQXI, Atlanta, Ga.

BLAKE, ALIX

Stardreams
WABY, Albany, N. Y.

BLAKE, WIN

WKXL, Concord, N. H.

BLANCHARD, LOWELL

Musical Clock
WNOX, Knoxville, Tenn.

BLAND, SAM

WCEC, Rocky Mount, N. C.

BLEVINS, KEN

WTHH, Port Huron, Mich.

BLOCK, MARTIN

Make Believe Ballroom
WNEW, New York, N. Y.

BLONDAHL, OMAR

Breakfast With Omar
CFRN, Edmonton, Alberta,
Canada

BLUM, GEORGE

Alarm Clock Club
KORN, Mitchell, South Dakota

BODNER, GEORGE

Melody Mill
WRFD, Worthington, Ohio

BOHACK, BILL

Band Box
WPAT, Paterson, N. J.

BOVIN, JAY

1370 Streamliner
WFEA, Manchester, N. H.

BOLIN, ART

Swing Session
WARM, Scranton, Pa.

BOLLINGER, GENE

Musical ABC's
KCSJ, Pueblo, Colo.

BOLLINGER, JIM

JB Time, Parade Of Hits
WLNN, Louisville, Ky.

BOLLWINKEL, CAL

Great Day Show
WHFB, Benton Harbor, Mich.

BONN, TED

The Ted Bonn Show
WKLW, Blackstone, Va.

BONNER, ED

St. Louis Ballroom
KXOK, St. Louis, Mo.

BOONE, JOE

Moonlight Melodies
WMVG, Milledgeville, Ga.

BORT, KEN

Snake River Stampede
KFSD, Nampa, Idaho

BOSTIC, JOE

Harlem Serenade
WLIB, New York, N. Y.

BOSWORTH, CHET

Alarm Clock
1340 Club
WIRY, Plattsburg, N. Y.

BOUCHIER, EUGENE P.

Boucher's Backroom
KCOM, Sioux City, Iowa

BOULEY, BOB

Musical Grab Bab
WACE, Springfield-Chicopee,
Mass.

BOWER, BOB

Music In The Nite
WTIP, Charleston, W. Va.

BOWSER, BILL

3-B Time
WFLB, Fayetteville, N. C.

BOWTON, DON

Musical Clock
WROK, Rockford, Ill.

BOYD, BILL

Music Of The Masters
KTXC, Big Spring, Texas

BOYD, JOHN

Showcase
WTOD, Toledo, Ohio

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SELLS**

NATIONALLY

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TRANSCRIPTIONS —

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**Stan
BURNS**

Disc Jockeys—Radio-Television

- BOYD, TOM**
Juke Box Sat. Nite
WCHV, Charlottesville, Va.
- BRACKIN, JOHN**
Mail Order Music
Howdy Neighbors
WTBF, Troy, Ala.
- BRADLEY, CURT**
WCNT, Bandwagon
WCNT, Centralia, Ill.
- BRADLEY, DICK**
WQXR, New York, N. Y.
- BRADLEY, DON**
Fanfare
WKAN, Kankakee, Ill.
- BRADLEY, MACK**
Musical Spree
WQBC, Vicksburg, Miss.
- BRADLEY, ROBERT E.**
Bradley's Bandstand
KCOM, Sioux City, Iowa
- BRADLEY, WES**
Yawn Patrol, Melody Corner
KRDO, Colorado Springs, Colo.
- BRADSHAW, TOM**
550 Club
KOPR, Butte, Montana
- BRALSON, WM.**
WFGF, Atlantic City, N. J.
- BRANCH, MARION**
Free For All
KVAN, Vancouver, Wash.
- BRANCH, NEAL**
1240 Club
WBIR, Knoxville, Tenn.
- BRANSON, BRUCE**
Branson Show
KOH, Reno, Nevada
- BRAY, BOB**
Bob Bray Show
WINR, Binghamton, N. Y.
- BRAZIER, HAL**
Breakfast Club
WSTP, Salisbury, N. C.
- BRENNER, PAUL**
Requestfully Yours
WAAT, Newark, N. J.
- BRENT, JOHN**
CKNX, Wingham Ont., Canada
- BRIEN, PEYTON**
WJIG, Tullahoma, Tenn.
- BRIENEN, DON**
Record Party
WHSC, Hartsville, S. C.
- BRINGER, ERNEST**
Ernie "The Whip"
WMRY, New Orleans, La.
- BRINKLEY, JACK**
WLS, Chicago, Ill.
- BRISCOE, ROY**
WSTV, Steubenville, Ohio
- BRITTON, BILL**
Bill Britton Show
WNLK, Norwalk, Conn.
- BROCK, ART**
Melody Matinee
KCOK, Tulare, Calif.
- BROCK, RAY**
Fox Club
WBLY, Appleton, Wis.
- BRODE, BUDDY**
Joke Box Jamboree
WNAE, Norristown, Pa.
- BRODERS, SPANK**
Platter Pantry
KCRG, Cedar Rapids, Iowa
- BROKAW, C. W.**
Your Request
KGIW, Alamosa, Colo.
- BROMBERG, VEEN**
Melody Merchant
KCHA, Charles City, Iowa
- BROOK, NAT**
K'Mon Along & Listen
KMON, Great Falls, Mont.
- BROOKS, FOSTER**
Foster Brooks Show
WAVE, Louisville, Ky.
- BROOKS, KEN**
Off The Record
KWIL, Albany, Oregon
- BROOKS, KIRBY**
Kirby Brooks Show
WQAM, Miami, Fla.
- BROWN, BERNARD**
Sittin' In
WAPO, Chattanooga, Tenn.
- BROWN, BILL**
Sleepy Bill
WMSC, Columbia, S. C.
- BROWN, BILL**
AM 1230 Club
WNEB, Worcester, Mass.
- BROWN, DOUGLAS**
KNEL, Brady, Texas
- BROWN, FRED**
Skyway Serenade
WLOS, Asheville, N. C.
- BROWN, GORMAN**
Dinner Date
KKIN, Visalia, Calif.
- BROWN, HONEY**
WBCO, Birmingham-Bessemer, Ala.
- BROWN, NELSON**
WNLG, New London, Conn.
- BROWN, PAUL**
Morning Clock Watcher
KVMC, Colorado City, Texas
- BROWN, PAUL**
Housewife Special
WMGW, Meadville, Pa.



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Disc Jockeys—Radio-Television

- BROWN, PEN**
Pen Brown Show
WTAG, Worcester, Mass.
- BROWN, PHIL**
Midnight Jamboree
WGBA, Columbus, Ga.
- BROWN, RICHARD**
Brown's Waxworks
WSNY, Schenectady, N. Y.
- BROWN, SAM**
Music Hall
WARL, Arlington, Va.
- BROWN, TED**
Ted Brown's Show
WMGM, New York, N. Y.
- BROWN, WARREN**
Warren Brown Show
KPQ, Wenatchee, Wash.
- BROWNE, TOM**
Platter Party
WMEV, Marion, Va.
- BROWNE, JIM**
Brownell For Breakfast
WCEN, Mt. Pleasant, Mich.
- BROWNELL, LARRY**
Larry Brownell Show
WHHH, Warren, Ohio
- BRUCE, RAMON**
Snap Club
Ravin With Ramon
WHAT, Philadelphia, Pa.
- BRUGGEMAN, VERN**
KULA, Honolulu, Hawaii
- BRUNS, GENE**
Diggin
KWED, Seguin, Texas
- BRUTON, BILL**
Rhythm On The Range
KBMV, Billings, Mont.
- BRYANT, AL**
Polk Count Express
WSIR, Winter Haven, Fla.
- BRYANT, FLOYD**
Early Bird
KFSD, Nampa, Idaho
- BRYANT, GEORGE**
George Bryant Show
WSAI, Cincinnati, Ohio
- BRYANT, KEN**
Austin Radio Clock
KAUS, Austin, Minn.
- BRYANT, WILLIE**
WHOM, New York, N. Y.
- BUCKLEY, NIEL**
Requestfully Yours
WPFB, Middletown, Ohio
- BUECHLER, JACK**
Madison Top Tunes
Billboard Hit Parade
WKOW, Madison, Wis.
- BUEHLMAN, CLINT**
Musical Clock
WBEN, Buffalo, N. Y.
- BUKER, NORMAN K.**
Melody Matinee
WLAM, Lewiston, Maine
- BULL, FRANK**
America Dances
KFWB, Hollywood, Calif.
- BULLINGTON, BILL**
Melody Time
KREI, Farmington, Mo.
- BURCH, BOB**
KGHF, Pueblo, Colo.
- BURFORD, WILLIAM R.**
Morning On The Mahoning
WHHH, Warren, Ohio
- BURGESS, FRANK**
Request Performance
WHMA, Anniston, Alabama
- BURGESS, RALPH**
Breakfast With Burgess
WGBA, Columbus, Ga.
- BURGESS, TOM**
Saturday Matinee
WMSC, Columbia, S. C.
- BURKA, BUD**
The Daybreaker Matinee
WTPP, Charleston, W. Va.
- BURKE, RAY**
Late Date
WAIR, Winston-Salem, N. C.
- BURLEY, DON**
Teen Age Jamboree
WBBZ, Ponca City, Okla.
- BURNE, AL**
Turntable Terrace
WHEE, Boston, Mass.
- BURNS, BILL**
Club 560
WQAM, Miami, Fla.
- BURNS, DARREL**
Seven To Two
KXLE, Ellensburg, Wash.
- BURNS, STAN**
WPAT, Paterson, N. J.
- BURT, GARLAND**
1430 Club
WLAJ, Lakeland, Fla.
- BURTON, ROBERT**
Breakfast With Burton
WEEK, Peoria, Ill.
- BURWELL, TED**
WCKB, Dunn, N. C.
- BUSLEE, HENRY**
Top O' The Morning
WISC, Madison, Wis.



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AP

Disc Jockeys—Radio-Television

- BUTTERS, HARLEY**
News And Music Till Midnight
WROK, Rockford, Ill.
- C —
- CADWELL, CLYDE**
Morning Call
KFVD, Los Angeles, Calif.
- CAFFERTY, TOM**
Roundup
KOH, Reno, Nevada
- CALCOATE, GORDON**
KIOX, Bay City, Texas
- CALDWELL, LARRY**
The Milkman
WPIC, Sharon, Pa.
- CALLAGHAN, JOHN**
WBEC, Pittsfield, Mass.
- CAMB, BILL**
Jury For Breakfast
The Bill Camb Show
WBBC, Flint, Mich.
- CAMERON, DON**
Make Believe Ballroom
CJAD, Montreal Quebec Can.
- CAMERON, FRANK**
Call To Breakfast
Hits For Mrs.
WHA.V, Haverhill, Mass.
- CAMPBELL, D.**
Straight Review
CFOS, Owen Sound, Ont. Can.
- CAMPBELL, DICK**
Top Of The Morning
WDVA, Danville Va.
- CAMPBELL, JACK**
After Hours
KFBI, Wichita, Kans.
- CAMPBELL, ROBERT**
Club Time
WYMI, Biloxi, Miss.
- CAMPEN, L. K.**
Dancing Party
KYAK, Yakima, Wash.
- CANAMAR, BUD**
Hill Billy Parade
WMK, Middleboro, Ky.
- CANBY, EDWARD T.**
New Recordings
WNYC, New York, N. Y.
- CANNON, STEVE**
KBUN, Bemidji, Minn.
- CANNON, WIN**
Radio Rancher
KPQ, Wenatchee, Wash.
- CANTRELL, JOE**
Discs of Gaiety
KWAL, Wallace, Idaho
- CAPPS, JIMMY**
Our Best To You
WPTF, Raleigh, N. C.
- CARD, NORMAN K.**
WLAM Bandstand
WLAM, Lewiston, Maine
- CARDEN, JOHN**
Carden's Dixie Inn
WJBC, Bloomington, Ill.
- CAREY, RALPH**
KOIL, Omaha, Nebr.
- CARLE, BENNY**
WPAI, Birmingham, Ala.
- CARLEY, JIM**
Carley's Corner
WPIN, Clearwater, Fla.
- CARLO, BILL**
WEDO, McKeesport, Pa.
- CARLSON, CARL**
Dream Time
KTIP, Porterville, Calif.
- CARLSON, LES**
Magazine of Air
WROX, Clarksdale, Miss.
- CARMELLA, LARRY**
Midnight Merry Go Round
KMO, Tacoma, Wash.
- CARNEY, JACK**
Studio Party
KPLT, Paris, Texas
- CARNEY, JAMES**
Jazz With Jim
CKLN, Nelson, B. C., Canada
- CARPENTER, BILL**
The Daybreaker
WGY, Schenectady, N. Y.
- CARROLL, HARRY**
Carolina In Morning
WANS, Anderson, S. C.
- CARROLL, RAY**
WHOM, New York, N. Y.
- CARTER, BILL**
740 Club
WIRJ, Humboldt, Tenn.
- CARTER, BOB**
Free For All
KDE, Santa Barbara, Calif.
- CARTER, CAL**
Musical Clock
KAMD, Camden, Ark.
- CARTER, ED**
Ed Carter Show
WACE, Springfield-Chicopee, Mass.
- CARTER, LeROY**
Carter's Clambake
KCTX, Childress, Texas
- CARTER, TONY**
Wake Up East Alabama
WAUD, Auburn, Ala.
- CARTER, VAL**
Joy A La Carter
WJOY, Burlington, Vermont
- CARTER, WM.**
1430 Club
KLO, Ogden, Utah
- CARTY, DEL**
Teen Time Tunes
WWGP, Sanford, N. C.
- CASE, KEN**
WOW, Omaha, Nebr.
- CASE, LEE**
Your Grocer
WITH, Baltimore, Md.
- CASEY, CASS**
Angelus
WWOL, Buffalo, N. Y.
- CASPERSON, CARL**
KDAL, Duluth, Minn.
- CASTER, CHARLES**
Requestfully Yours
KVCV, Redding Calif.
- CAUDILL, CARL B., JR.**
Causeill's Carnival
WFTC, Kingston, N. C.
- CAVANAUGH, LLOYD**
Cab's Corner
CKCL, Truro, Nova Scotia, Canada
- CAVANAUGH, JOE**
Joe Cavanaugh Show
WARD, Johnstown, Pa.
- CERULA, PAUL**
WAZL, Hazleton, Pa.
- CHAMBERLAIN, DONALD L.**
Club Fantasy
KHBC, Hilo, Hawaii
- CHAMBERLIN, BRUCE**
WHOT, South Bend, Ind.
- CHAMBERS, PAT**
Gulf Coast Serenade
WFLA, Tampa, Fla.
- CHANDLER, MIMI**
Coffee Time
WVLC, Versailles & Lexington, Ky.
- CHANEY, BILL**
\$1,000,000, Ballroom
KEEN, San Jose, Calif.
- CHAPMAN, DICK**
Disc Derby
KFRU, Columbia, Mo.
- CHAPMAN, JACK**
Songs You Remember
KTSM, El Paso Texas
- CHAPMAN, JERRY**
Lowdown
WIRE, Indianapolis, Ind.
- CHAPMAN, REID**
Chuckles Open House
WISH, Indianapolis, Ind.
- CHARLES, AL**
The Charles Thing
WAYB, Waynesboro, Va.
- CHARLES, PRESTON**
Top Five
WAGA, Atlanta Ga.
- CHARLIE, DAVIS**
Alarm Clock Revue
WAPX, Montgomery, Ala.
- CHASE, EDDY**
CKLW, Detroit, Mich.
- CHASE, ILKA**
Ilka Chase Show
ABC
- CHENEY, JOHN**
KBRO, Bremerton, Wash.
- CHERHAULT, GEORGE**
Chernault Show
WSLS, Roanoke, Va.
- CHEERY, HUGH**
Cherry At 11
Here's Cherry
WMAK, Nashville, Tenn.
- CHILDS, LELAND**
Musical Clock
WSFA, Montgomery, Ala.
- CHIODI, JEFF**
WBVP, Beaver Falls, Pa.
- CHRISTENSON, ELMER**
Swing To 12:00
WSHB, Stillwater, Minn.
- CHRISTY, AL**
Syncopated Clock
WDAF, Kansas City, Mo.
- CLAAR, JIM**
For Members Only
WGRA, Effingham, Ill.
- CLARDY, NEAL**
Musical Matinee
WONW, Defiance, Ohio
- CLARE, BOB**
Here Comes Charlie
KYNO, Fresno, Calif.
- CLARK, BILL**
Caravan of Music
Hoosier Ho-down
WJCD, Seymour, Ind.
- CLARK, CHRIS**
Record Session
WRJM, Newport, R. I.
- CLARK, COTTONSEED**
Cottonseed Clark (Western—
6 hours Daily)
KVSM, San Mateo, Calif.
- CLARK, DAVE**
Anything Goes
CJGX, Yorkton, Sask., Canada
- CLARK, GORDON**
Gordon's Recordings
KRIC, Beaumont, Texas
- CLARK, JAMES**
Coffee With Clark
WWGP, Sanford, N. C.
- CLARY, CHARLES**
KRLD, Dallas, Texas
- CLAUSEN, BOB**
Borden's Bouquet
KGLO, Mason City, Iowa
- CLAUSER AL**
Morning Ramble
KTUL, Tulsa, Okla.
- CLAYTON, BOB**
Boston Ballroom
WHDH, Boston, Mass.
- CLAYTON, BOB**
Waytin' for Clayton
WPIN, St. Petersburg, Fla.
- CLEARY, ED.**
Yawnin' In Mawin'
ROSE, Osceola, Ark.

Disc Jockeys—Radio-Television

- CLEMENT, GORDON**
Yawning At Dawning
WBCK, Battle Creek, Mich.
- CLEMENT, JOHN**
Carnival of Rhythm
KELO, Sioux Falls, South Dakota
- CLEMENTS, CARTER**
WHAY, Open House
WHAY, New Britain, Conn.
- CLIFTON, JACK**
WADC, Akron, Ohio
- CLIFTON, JACK**
Clifton's House Party
WJW, Cleveland, Ohio
- CLOCK, CHARLIE**
Sat. Nite Record Room
WMFT, Florence, Ala.
- CLOONEY, NICK**
Fleming County Matinee
WFTM, Maysville, Ky.
- CLOSE, BILL**
Close to You
KOY, Phoenix, Ariz.
- COBURN, PAUL**
Coburns Carousal
KVNU, Logan, Utah
- COCKEREL, CLEM**
Platter Matter
WKCT, Bowling Green, Ky.
- COCKROFT, LOUISE**
Collector's Corner
KGMB, Honolulu, Hawaii
- CODY, DEL**
The Korn Krib
KGA, Spokane, Wash.
- CODY, WAYNE**
KALL, Salt Lake City, Utah
- COKE, DAL**
1360 Club
KMOD, Modesto, Calif.
- COKER, WILL**
Pony Express
KFDM, Beaumont, Texas
- COLE, ALAN**
Music In The Mood
WRUN, Utica, N. Y.
- COLE, BRAD**
Mixing Bowl
KOOS, Coos Bay, Oregon
- COLE, DON**
Platter Pantry
WSWN, Belle Glade, Fla.
- COLE, FRED B.**
Carnival of Music
WHDH, Boston, Mass.
- COLE, GORDON**
WAUX, Waukesha, Wis.
- COLE, JOE**
WEAB, Greer, S. C.
- COLE, MAX**
Wake Up New York
WOV, New York, N. Y.
- COLE, TRACY**
Disc Digest
WWSR, St. Albans, Vermont
- COLEMAN, DICK**
Let's Get Acquainted
WLBE, Leesburg, Fla.
- COLEMAN, STARLING**
Top Tunes
WJAY, Jacksonville, Fla.
- COLGAN, FRED**
Music For You
WGEM, Quincy, Ill.
- COLKITT, JERRY**
Club 960
KALE, Richland, Wash.
- COLLIER, W. C.**
WROD, Daytona Beach, Fla.
- COLLINS, AL "JAZZBO"**
Collins on A Cloud & Purple Grotto
WNEW, New York, N. Y.
- COLLINS, DAVID**
Designs In Music
WSCR, Scranton, Pa.
- COLLINS, PAUL**
Pick-A-Polka
KFRD, Rosenberg, Texas
- COLLINS, TIM**
Collins Corner
KABC, San Antonio, Tex.
- COMEAU, DENNY**
CJLS, Yarmouth, N. S., Can.
- COMPTON, AL**
WCKB, Dunn, N. C.
- CONEYBEARE, ROD**
The Corner
CJOY, Guelph, Ont. Canada
- CONNELL, PAT**
Let's Go Places
KGVO, Missoula, Montana
- CONNER, TED**
Ted Conner Show
WFMJ, Youngstown, Ohio
- CONOVER, WILLIS**
1260 Club
WWDC, Washington, D. C.
- COOK, FRANK**
Frank Your Musical Cook
KXRN, Renton, Wash.
- COOK, JACK**
WNOK, Columbia, S. C.
- COOK, JIMMY**
Country Boy
WGBA, Columbus, Ga.
- COOK, RICHARD**
Cookie's Capers
WMDN, Midland, Mich.
- COOK, VERN**
Timekeeper & 980 Melody Lane
WTRY, Troy, New York
- COOK, WES**
KRES, St. Joseph, Mo.
- COOLEY, FRANK**
Frank Cooley Show
KWJJ, Portland, Oregon
- COOLEY, JOHN**
WEAM, Arlington Va.
- COONTZ, EDDIE**
Morning Watch
KTUL, Tulsa, Okla.
- COOPER, ALEX**
KXLA, Pasadena, Calif.
- COOPER, DRAYTON**
Old Potentate
WLBG, Laurens, S. C.
- COOPER, JOE**
WQUA, Moline Ill.
- COOPER, R. D.**
From Studio C
KSEI, Pocatello, Idaho
- COOPER, STAN**
Hayloft Hoedown
KRUL, Corvallis, Oregon
- COOPWOOD, JESSE**
Stompin' Room
WWCA, Gary, Ind.
- COPE, FRANK C.**
Ole Lazy Man
WMRC, Greenville S. C.
- CORBETT, KEN**
KLWT, Lebanon, Mo.
- CORLEY, BOB**
WXQI, Atlanta, Ga.
- CORNWELL, BLAINE**
First Five
KWFT, Wichita Falls, Tex.
- CORTEZ, CARLOS**
Monacita
KDIA, Auburn Calif.
- COTE, ST. GEORGE**
St.-George Cote Show
CKCV, Quebec Canada
- COURTENAY, DIRK**
WMAQ, Chicago, Ill.
- COURTNEY, ERNIE**
Percolator Parade
CJBQ, Belleville, Ont., Canada
- COVINGTON, DICK**
WHBQ Memphis Tenn.
- COWAN, JIM**
Club 630
KIDO, Boise, Idaho
- COX, FORREST**
Wake Up Mississippi
WRBC, Jackson, Miss.
- COX, STAN**
Saddle Pals
KONO, San Antonio, Texas
- CRAGER, BOB**
WWCO, Waterbury, Conn.
- CRAIG, REG**
Sunrise Jamboree
WEBJ, Brewton, Ala.
- CRAIG, WILLIAM**
1450 Club
WATA, Boone, N. C.
- CRAIN, MARVIN**
KNET, Palestine, Texas
- CRAYER, CAMPBELL**
Morning In Montgomery
WMON, Montgomery, W. Va.
- CRAWFORD, GEORGE**
District Matinee
WOL, Washington, D. C.
- CRAWFORD, RICE**
Tops in Hillbilly
WAPX, Montgomery, Ala.
- CREWS, BILL**
Bill Crews, Show
KVIC, Little Rock, Ark.
- CREWS, JIMMY**
Mail Order Music
WATM, Atmore, Ala.
- CRISSEY, DONALD E.**
Rumpus Room
WFCB, Dunkirk, N. Y.
- CRIST, JIM**
Morning In Maryland
WFBR, Baltimore, Md.
- CROCKETT, CHARLEY**
The Crockett Show
KHON, Honolulu, Hawaii
- CROTHERS, DENNY**
Denny Crotthers Show
CKTB, St. Catharines, Ont., Canada
- CROUTEK, WALLY**
CFRB, Toronto, Ont., Canada
- CROWELL, GEORGE**
Club 930
KHJ, Los Angeles, Calif.
- CROWLEY, DICK**
WJLM, Lansing, Mich.
- CRUICFIELD, DOUG**
WLOH, Princeton, W. Va.
- CULLEN, JACK**
Owl Prowl
CKNW, New Westminster, B. C., Canada
- CUMMINGS, ALAN**
Rise & Shine Club
KRSC, Seattle, Wash.
- CUNNINGHAM, WILLIAM**
Insomnia Inn
WARC, Rochester N. Y.
- CURRAN, HARRY**
Rhythm Roundup, Breakfast Bandwagon
WHUC, Hudson, N. Y.
- CURRAN, VIN**
Deuces Wild
WKAT, Miami Beach, Fla.
- CURRIE, EBEN**
Sunrise Serenade
WABM, Houlton, Maine
- CURTIS, DAN**
C'mon and Dance Bandwagon
WIP, Philadelphia, Pa.
- CURTIS, GEORGE**
560 Revue
WGAN, Portland, Maine
- CURTIS, KENNETH**
Alarm Klok
KOWB, Laramie, Wyo.

Disc Jockeys—Radio-Television

- CURTIS, JIM**
Night Watch
WHAY, New Britain Conn.
- CURTIS, MARK**
KWRN, Reno, Nevada
- CURTIS, RONALD EZZO**
Coffee With Curtis
WFBL, Syracuse, N. Y.
- CURTIS, DEAN**
KDHL, Faribault, Minn.
- D —
- DABOUL, JOE**
Melody Time
WIRY, Plattsburg N. Y.
- DACRE, GEORGE**
George's Orgy
WFNC, Fayetteville, N. C.
- DALE, BILLY**
Dunkin' Doughnuts
WTAO, Cambridge, Mass.
- DALE, REX**
Make Believe Ballroom
WCKY, Cincinnati, Ohio
- DANE, DUDLEY**
KFAM, St. Cloud Minn.
- D'ANGELO, ARNOLD**
WAGE, Syracuse, N. Y.
- D'ANGELO, MIKE**
1490 Club
WMGW, Meadville, Pa.
- DANIEL, NATHAN**
Date With Nate
KTFY, Brownfield, Texas
- DANIELS, PAUL**
Matinee
WWNH, Rochester, N. H.
- DANIELSON, JIM**
Open House
Drugstore Cowboy
KSLM, Salem, Oregon
- DARIEN, FRANK, JR.**
Frank's Juke Box
KSJO, San Jose, Calif.
- DARY ALAN**
Dary Go Round
WORL, Boston, Mass.
- DAT, GEORGE**
Daytime
KERO, Bakerfield, Calif.
- DAUGHERTY, "DOC"**
1250 Luncheon Club
WNOW, York, Pa.
- DAUGHERTY, JIM**
For You By Request
WGPA, Bethlehem, Pa.
- DAUM, KENNETH**
Up & At 'em
WBKV, West Bend, Wis.
- DAVID, TOBY**
The Toby David Show
CKLW, Detroit, Mich.
- DAVIS, AVERY**
Jive Tl Five (Colored)
WPLI, Jackson, Tenn.
- DAVIS, BILL**
Sheriff Davis
WLOW, Norfolk, Va.
- DAVIS, C. JAMES**
All Colored Review
WENC, Henderson, N. C.
- DAVIS, CHUCK**
Chuck Davis Show
KOMA, Oklahoma City, Okla.
- DAVIS, COUNT CONNIE**
Highway of Melody
KWRE, Warrenton, Mo.
- DAVIS, DON**
Open House
KFRC, San Francisco, Calif.
- DAVIS, DON**
Sat. Nite Dance Party
WLW, Cincinnati, Ohio
- DAVIS, ED**
WFPG, Atlantic City, N. J.
- DAVIS, EDDIE**
Eddie Davis Show
KFAB, Omaha, Nebr.
- DAVIS, GENE**
Gene Davis Show
WDOK, Cleveland, Ohio
- DAVIS, GEOFF**
B. July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS
- DAVIS, HY**
Ranch Party
WJXN, Jackson, Miss.
- DAVIS, JACK**
Jack Davis Show
WPDQ, Jacksonville, Fla.
- DAVIS, SANDY**
Rise & Shine
WICA, Ashtabula, Ohio
- DAVIS, WALT**
KSET, El Paso, Texas
- DAWES, BILL**
WCPO, Cincinnati, Ohio
- DAWSON, BILL**
Original Dancing Party
WGKV, Charleston, W. Va.
- DAWSON, BILL**
Burnt Toast & Coffee Time
WNXT, Portsmouth, Ohio
- DAWSON, CHUCK**
KXLQ, Bozeman, Mont.
- DAWSON, TOM**
Crittter
KGCB, Galveston, Texas
- DAY, GENE**
Musical Merry-Go-Round
WABG, Greenwood, Miss.
- DAY, LARRY**
WGAT Utica N. Y.
- DAY, RALPH**
WSMI, Litchfield, Ill.
- DEAD, JOHN**
Alarm Clock Club
WDNC, Durham, N. C.
- DEAL, JACK**
The Jack Deal Show
WHCU, Ithaca, N. Y.
- DEAN, BARRY**
Music Matinee
WELI, New Haven, Conn.
- DEAN, MARTHA**
Early Risers
WJJD, Chicago, Ill.
- DE COY, ROBERT**
Diggins With Ducky
WMRY, New Orleans, La.
- DEE, MARY**
Movin' Around
WHOD, Homestead, Pa.
- DEE, TOMMY**
Rise & Shine
WSBT, South Bend, Ind.
- DEHAVEN, BOB**
Friendly Time
WCCO, Minneapolis, Minn.
- DEMING, CHARLIE**
WKPT, Kingsport, Tenn.
- DENGLER, BOBBY**
KVRH, Salida, Colo.
- DERRICK JIM**
1570 Club—Swing Out Sweet Music
WPLA, Plant City, Fla.
- DESJARDINS-CARSON, MARCELLE**
Musique Au Choix
CKBL, Matane, Que., Canada
- DESMOND, WARREN**
Musical Train
KLO, Ogden, Utah
- DEVON, D. L.**
The Spinning Wheel
Music In The Morning
KWNW, Wenatchee, Wash.
- "DEWEY"**
KVOX, Moorhead, Minn.
- DICKENS, JOHN**
980 Special
CFPL, London, Ontario, Can
- DICKINSON, ED**
Request Hour
KELK, Elko, Nev.
- DICKSON, BOB**
1390 Club
KULP, El Campo, Texas
- DIFFEE, BILL**
Moonlite Capers
WFNS, Burlington, N. C.
- DILLINGHAM, FRANK**
Breakfast Express
WBLJ, Dalton, Ga.
- DINGMAN, BOB**
Dunkin With Dingman
WENT, Gloversville, N. Y.
- DINSMORE, ED**
Luncheon Club
WBEN, Buffalo, N. Y.
- DIONDI, DICK**
KSYL Alexandria La.
- DISALVO, HUGO**
The DiSalvo Show
WIOU, Kokomo, Ind.
- DISIMONE, GENE**
Clockwatcher
WRYO, Rochester, Pa.
- DIXON, DARRELL**
Requestfully Yours
Record Review
WITZ, Jasper, Ind.
- DIXON, PAUL**
WCPO, Cincinnati, Ohio
- DOAK, BILL**
Timekeeper
KCOH, Houston, Texas
- DOBBS, GENE**
Platter Parade
WTMC, Ocala, Fla.
- DOBBS, HARVEY**
Date With Dobbs
CHUM, Toronto, Ont. Canada
- DOBSON, GEORGE**
Alarm Clock Club
KALT, Atlanta, Texas
- DODD, MIKE**
WBAC, Cleveland, Tenn.
- DOODSON, WILLIAM**
KICK, Springfield, Mo.
- DOGGETTE, HARRY**
Musical Mixup
WBCU, Union, South Carolina
- DOLAN, TOM**
1400 Club
WJZM, Clarksville, Tenn.
- DOLL, BOB**
The 1450 Club
WDLB, Marshfield, Wis.
- DOMM, BILL**
Flamingo Club
CKTB, St. Catharines, Ont., Canada
- DONALD, JACK**
Jack Donald Show
WCRO, Johnstown, Pa.
- DONNELL, JACK**
What's New
WGRC, Louisville, Ky.
- DORE, BILL**
KBRO, Bremerton, Wash.
- DORMAN, KEN**
Ken's Discs
KGXC, Sidney, Montana
- DORROLL, NICK**
Ft. Bragg Show
WFAI, Fayetteville, N. C.
- DOTY, BILL**
Spins 'n' Needles
KCSJ, Pueblo, Colo.
- DOUGHERTY, CHUCK**
Rise 'N' Shine
WBTH, Williamson, W. Va.

Disc Jockeys—Radio-Television

- DOUGLAS, MERLE**
KWTO, Springfield, Mo.
- DOWLING, BILL**
Modern Melodies
WACB, Kittanning, Pa.
- DOWNER, A. D.**
You Name It Round Up
KDET, Center, Texas
- DOWNEY, JACK**
Music Shop and Wax Works
WONS, Hartford, Conn.
- DOWNIE, HARRY**
WSTC, Stamford Conn.
- DOWNING DYER P.**
EGY Olympia Wash.
- DOWNS LEB**
KNET, Palestine, Texas
- DREHER, G. TURNER**
Club 620
KWAL, Wallace, Idaho
- DRUM, DEWEY**
Early Riders Club
WSOC, Charlotte, N. C.
- DRURY, RAY**
Platter Date
WSPR, Springfield, Mass.
- DUFOUR, YVON**
Bal Chansonnette
CKCH, Hull, Que., Canada
- DUKE, TOMMY**
Country Store
WULA, Eufaula, Ala.
- DUMAS, ROLAND**
Tops In Pops
WMAS, Springfield, Mass.
- DUMIT, ED**
KMUS, Muskogee Okla.
- DUMONT HERMEL**
Turntable
CJEM, Edmundston, N. B.,
Canada
- DUNBAR, EDWARD**
Cousin Ed
WBQ, Augusta, Ga.
- DUNBECK, BILL**
Date With A Disc
CFGP, Grande Prairie, Alber-
ta, Canada
- DUNCAN, COYAL**
Dusty Duncan (Western)
KXOB, Stockton, Calif.
- DUNCAN, JIM**
Requestfully Yours
WEBQ, Harrisburg, Ill.
- DUNLAP, DAN**
Kayhit Klub
KHIT, Lampasas, Texas
- DUNLAP, DAVID**
WABE, Allentown, Pa.
- DUNN, BOB**
KUKI Ukiah Calif.
- DURAND TOM**
WTTM, Trenton, N. J.
- DURMA, ED**
Melody Mart
WSCR, Scranton, Pa.
- DUTTON, DICK**
Platter Party
WJCM, Sebring, Fla.
- DVORAK, GEO.**
George Dvorak's Bandstand
KFI, Los Angeles, Calif.
- DWELLEY, DALE**
Lasson Round-Up
KSUE, Susanville, Calif.
- DYER, BOB**
Hall Of Records
WKNX, Saginaw, Mich.
- E —
- EARLE, BOB**
KSO, Des Moines Iowa
- EARLE LOWELL**
Dixie Jubilee
WGBA, Columbus, Ga.
- EARLY, CHRISTMAS**
Christmas Early Show
KPOA, Honolulu, Hawaii
- EASON, DICK**
Eason & Friends
KREL, Baytown, Texas
- EAST, LEN**
"Melody Mill"
KRVN, Lexington, Nebr.
- EATON, GORDON**
Music Made In U. S. A.
WCCO, Minneapolis, Minn.
- EATON, JACK**
CKBB, Barrie, Ont., Canada
- EBBERT, DICK**
Coffee Club
KTIP, Porterville, Calif.
- EBOCH, SID**
Waltz Time
WRTA, Altoona, Pa.
- ECKMAN, RAYMOND**
WBGR, Jesup, Ga.
- EDENS, ACE**
1240 Club
WEBJ, Brewton Ala.
- EDMUNDS HARRY**
Wake Up And Smile
WHAK, Rogers City, Mich.
- EDWARDS BOB**
Juke Box Review
KPKW, Pasco, Wash.
- EDWARDS, TOM**
Good Morning Odessa
KOSA, Odessa, Texas
- EDWARDSON, BILL**
Stars in the Afternoon
WNAB, Bridgeport, Conn.
- EGERT, DON**
Melody, Inc.
KWAT, Watertown, S. Dak.
- EGGERT, GEO.**
Dawn Patrol
WFBG, Altoona, Pa.
- EICHER BOB**
Mr. Bones
WKYB, Paducah, Ky.
- EIGEN, JACK SHOW**
WGMG, New York, N. Y.
- ELICOTT, CHUCK**
Atomic Boogie
WMGY, Montgomery, Ala.
- ELLIOTT, BILL**
Bill Elliott Show
KYNO, Fresno, Calif.
- ELLIOTT, BILL**
Bill Elliott Show
KAFY, Bakersfield, Calif.
- ELLIOTT, BOB**
KJAY, Topeka, Kans.
- ELLIOTT, GLENN**
Glenn Elliott Show
WPEO, Peoria, Ill.
- ELLIS, LOU**
1490 Club
WKAY, Glasgow, Ky.
- ELISON PAUL**
Swing Club
WBTH, Williamson, W. Va.
- ELLSWORTH, JACK**
WALK, Patchogue, L. I.,
N. Y.
- ELYOT, GENE**
KWRN, Reno, Nevada
- EMBODY DICK**
Western Jamboree
KGGF, Coffeyville, Kans.
- EMERY, MERLE**
WGGH, Marion, Ill.
- ENDICOTT, WM.**
Best On Wax
KBRC, Mount Vernon, Wash.
- ENO, JACK**
One For The Money
WEBR, Buffalo, N. Y.
- ERCK, LOU**
1230 Club
KSST, Sulphur Springs, Tex.
- ERICHSON, BOB**
Bedford Bandstand
WBIW, Bedford, Ind.
- ERICKSON, ROGER**
Platter Patter Patter
WSHB, Stillwater, Minn.
- ERNIE, LITTLE**
WGAY Story Time
WGAY, Silver Springs, Md.
- ERWIN, JIM**
Smilin' Time
WMIX, Mt. Vernon, Ill.
- ESCAGNE KEARNEY**
Hayride Jamboree
KANE, New Iberia, La.
- ESSICK, LOU**
The 1340 Club
WGNI, Wilmington, N. C.
- ESTELLE, RICHARD**
Blue Room
WTVB, Coldwater, Mich.
- ESTES, DAVE**
KWTO, Springfield, Mo.
- EVANS, AL**
Platter Palace
KGNC, Amarillo, Texas
- EVANS, BILL**
Bill Evans Show
WCFL, Chicago, Ill.
- EVANS, BILL**
WGN Chicago Ill.
- EVANS, CHARLES**
Matinee Showcase
KORA, Bryan, Texas
- EVANS, FRANK**
Musical Clock
KRSN, Los Alamos, N. Mexico
- EVANS, JEFF**
Musical Clock
WLDY, Ladysmith, Wis.
- EVANS, JONES**
Top Of The Sports
WBAX, Wilkes-Barre, Pa.
- EVANS, MARK**
WTOP Washington D. C.
- EVANS, NORMAN**
WGMS, Washington, D. C.
- EVANS, RONNIE**
WILM, Wilmington, Del.
- EVANS, STEVE**
After Hours
KRUL, Corvallis, Oregon
- EWING, CLIFF**
Kookin At Coffee Time
KOOK, Billings, Mont.
- EYRE, AL**
Shoppers Special
WTOR, Torrington, Conn.
- EYRICH, DICK**
Matinee Frolic
WSIR, Winter Haven, Fla.
- F —
- FABELO, RUBEN**
Spanish D/J
WALT, Tampa, Fla.
- FAGAN, BILL**
Start With A Whistle
WEOA, Evansville, Ind.
- FALCON, BOB**
WGMS, Washington, D. C.
- FALLON, JACK**
Musical Matinee
KFBI, Wichita, Kans.
- FALLON, TOM**
WDYK, Cumberland, Md.
- FANNING, WM.**
Your Favorite Tune
KWLK, Longview, Wash.

Disc Jockeys—Radio-Television

- FAREY, EDWARD C.**
Spinner Sanctum
CKDA, Victoria, B. C., Canada
- FARKAS, REMY**
WQXR, New York, N. Y.
- FARMER, JON**
Early Worm
WAGA, Atlanta, Ga.
- FARRAR, WAYNE**
Variety Parade
KMAE, McKinney, Texas
- FARRELL, MAURY**
WAPL, Birmingham, Ala.
- FARRELL, REED**
Spins & Needles
KGBC, Galveston, Texas
- FARREN, EDDY**
Hill Billy Hits
KBWD, Brownwood, Texas
- FARROW, ED**
Night Shift
WKLO, Louisville, Ky.
- FAUCHER, RALPH**
Record Session
WMRO, Aurora, Ill.
- FAULK, LINK**
WCKB, Dunn, N. C.
- FAULKNER, CHARLES**
Mid-Nite Frolics
WJPB, Fairmont, W. Va.
- FAULKNER, WILLIAM**
Bill Faulkner Show
WISH, Indianapolis, Ind.
- FAUSH, DEACON**
WBCO, Birmingham-Bessemer, Ala.
- FAZZIN, ART**
Top O' The Morn
WAKR Akron Ohio
- FEENEY, EUGENE**
Club 690
WHLM, Bloomsburg Pa.
- FELMER, FRANK**
890 Club
WHNC, Henderson, N. C.
- FELLOWS, R. C.**
Hill-billy
WROD, Daytona Beach Fla.
- FELTON BILL**
Recreation Room
WBXY, Appleton, Wis.
- FERGUSON, CHUCK**
Cougar Capers
KTHF, Houston, Texas
- FERRUZZA, MICHAEL**
Half 'n Half
WJER, Dover Ohio
- FERRY, DEXTER**
Rambin Rythem
KENA, Mena, Ark.
- FIELDS, GUYLER P.**
Coffee Club
WRHI, Rock Hill, S. C.
- FILKINS, LARRY**
Coffetime & Ladies Choice
KSCB, Liberal, Kans.
- FINCH, BUD**
Coffee Club
WELI, New Haven, Conn.
- FINCH, DEE**
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
- FINE, MEL**
Matinee At Midnight
WERC, Erie, Pa.
- FINLEY STUART**
Capitol Scrapbook
WRC, Washington, D. C.
- FINN, LEO**
Spin With Finn and The Leo
Finn Show
WMMW, Meriden, Conn.
- FINN, MICHAEL**
Finn Fare
WEOA, Evansville, Ind.
- FISHER, BILL**
Fisher Til One
WOWO, Ft. Wayne, Ind.
- FISHER, HOWIE**
WHOT, South Bend, Indiana
- FISHER, JACK**
Platter Party
KAFY, Bakersfield, Calif.
- FISHER, JOE**
Hillbilly Shindig
KRHD, Duncan, Okla.
- FISHER, JOHN**
WCLT, Newark, Ohio
- FISHER, JOHN**
Juke Box Revue
WOFW, Nashua, N. H.
- FISHER MERLIN**
Alarm Clock Club
KSDN, Aberdeen, S. D.
- FISHER "TINY"**
Clockwatcher
WEIR, Weirton, W. Va.
- FSK, JIM**
Lucky Lager Dancetime
KCNA, Tucson, Ariz.
- FITTS, LOU**
Music In The Air
WLNH, Laconia, N. H.
- FITZGERALD, MIKE**
Early Worm Program
CHUM, Toronto, Ont., Canada
- FITZ-WALLACE**
Anything Goes
WSNY, Schenectady, N. Y.
- FLAGLER FRANK**
Morning Serenade
WEDL, Olean, N. Y.
- FLANAGAN, PAUL**
Record Man
Tri-City Ballroom
WTRY, Troy, N. Y.
- FLEMING, BRUCE**
WPAQ, Mt. Airy, N. C.
- FLEMING, JACK**
Tea & Trumpets
WAJR, Morgantown, W. Va.
- FLETCHER, FRED**
Tempus Fugit
WRAL, Raleigh, N. C.
- FLOOD, JOE**
Upsee Daisy
KTIN, Denver, Colo.
- FLOYD, PHIL**
CFGP, Grande Prairie, Alberta, Canada
- FLYNN, HOWARD**
Howard Flynn Show
KMPC, Los Angeles, Calif.
- FOLAND, MYLES**
Poland Show
WMBD, Peoria, Ill.
- FORD, ART**
Milkman's Matinee
WNEW, New York, N. Y.
- FORD, LOYD**
Western Frollick
KAYS, Hays, Kans.
- FORD, MILTON Q.**
Milton Q. Ford Show
WWDC, Washington, D. C.
- FORBES, BOB**
Musical Alarm Clock
WJMX, Florence, S. C.
- FOISY, MAURICE**
Penthouse Party
CJCH, Halifax, N. S., Canada
- FORRESTER, ROY**
Hillbilly Hoedown
KPOC, Pocatontos Ark.
- FORSTER, LEE**
The Lee Forster Show
WHLI, Niagara Falls, N. Y.
- FORSTER, ROGER**
WIBA, Madison, Wis.
- FORTNER, VIRG**
Revolving Stage
KBMW, Wahpeton, N. D.
- FOSTER JIMMY**
Showcase
WWOL, Buffalo, N. Y.
- FOSTER, MARK**
Western Swingtime
KIMO, Independence, Mo.
- FOSTER, TERRY**
Home Folks Frolics
WHBL, Sheboygan Wis.
- FOWLER BILL**
Bill's Band Box
WBAT, Marion, Ind.
- FOWLER, BILL**
Musical Clock
WGFC, Albany, Ga.
- FOWLER, JAMES**
Musical Caravan
WGFC, Albany, Ga.
- FOWLES, KEITH**
WAGM, Presque Isle, Maine
- FOX, BILL**
Melody Ranch
KXRO, Aberdeen, Wash.
- FOX, DAVID**
WICH, Norwich, Conn.
- FRANCE SHIRLEY MAY**
Juke Box Matinee
WSAR, Fall River, Mass
- FRANCIS, AL**
Fun With Francis
WKST, New Castle, Pa.
- FRANCIS, JOE**
House Party
WNHC, New Haven, Conn.
- FRANK, BEECHER**
Continental Room
WKLO, Louisville, Ky.
- FRANKLIN, BOB**
690 Club
KGGF, Coffeyville, Kans.
- FRANKLIN, JOE**
Joe Franklin Record Shop—ABC
- FRAY, JACQUES**
WQXR, New York, N. Y.
- FREDERICKS, HAL**
Song and Dance Parade
KXOK, St. Louis, Mo.
- FREEMAN, DOUGLAS**
CFAB, Windsor, N. S. Canada
- FREEMAN, DOUGLAS**
CFAB, Windsor, N. S., Canada
- FREEMAN, DOUGLAS**
CKEN, Kentville, N. S., Can.
- FREEMAN, WALTER**
Rise 'n Shine
WULA, Eufaula, Ala.
- FREW, JOHN**
WRFC, Athens, Ga.
- FREY, BILL**
Frey's Follies
KSPT, Sandpoint, Idaho
- FRIBLEY, JOE**
Celebrity Time
KTBS, Shreveport, La.
- FRISHCHNECKT, LEE**
Let's Get Together With Records
KID, Idaho Falls, Idaho
- FROH, DAVE**
Club 1320
WILS, Lansing, Mich.
- FROST, ALAN**
KVRH, Salida, Colo.
- FROST, ROBERT**
Panini Pete
KMVI, Wailuku, Maui T. H
- FUEHMAN DON**
Don Fuhrman Show
KWIK, Pocatello, Idaho
- FULLER, CHUCK**
740 Club
WORZ, Orlando, Fla.

Disc Jockeys—Radio-Television

- FULLER, LORENZO (LARRY)**
Harlem Frolics
WLIB, New York, N. Y.
- FULMER, BOB**
WTTM, Trenton, N. J.
- FULTON, BOB**
Music For The Mrs.
KERG, Eugene, Oregon
- FURNACE, RANDY**
Record Rendezvous
Requestfully Yours
WBYS, Canton, Ill.
- FUSCO, DAN**
Morning Date With Danny
WRUN, Utica, N. Y.
- FUSS, DICK**
Club 707
KRAI, Colo.
- G —
- GAGNON, NORMAND**
Cabaret De L'Air
CHRL, Roberval, Que. Canada
- GAINES JERRY**
Jerry Gaines Show
WEAT, Philadelphia, Pa.
- GAINES, SAMMY**
Uncle Sammy's Serenade
WLET, Toccoa, Ga.
- GAINES, WALT**
WIEL, Elizabethtown Ky.
- GALE, JACK**
The Jack Gale Show
WTBO, Cumberland, Md.
- GALGON, PAUL F.**
Morning Go Round
WKAP, Allentown, Pa.
- GALLAGHER, BOB**
Hits Of The Day
WJMJ, Philadelphia, Pa.
- GALLAGHER GEORGE**
Nite Owl Club
CJOB, Winnipeg, Manitoba,
Canada
- GALLAHER, EDWARD**
WTOP, Washington, D. C.
- GALLICO, BOB**
Club 1400
WDAE, Savannah, Ga.
- GANTZ, GEORGE**
Record Party
KAYS, Hays, Kans.
- GAR, GRACE**
America's Youngest Negro
Disc-Jockey
WBCO, Birmingham-Bessemer,
Ala.
- GARCIA, BOB**
KWTC, Barstow, Calif.
- GARCIA, GENE**
Unk Gene
WALT, Tampa, Fla.
- GARCIA, "Squeezer"**
Border Bombshell
KBOR, Lansing, Texas
- GARDNER, DICK**
Accent On Music
WLS, Lansing, Mich.
- GARDNER, BING**
Gardner's Radio Guide
KGST, Fresno, Calif.
- GARDNER, CLIFFORD**
Wake Up Winnipeg
CJOB, Winnipeg, Manitoba,
Canada
- GARDNER, JACK**
Sagebrush Symphony
WBIP, Booneville, Miss.
- GARDNER, GUY**
Guy's Guests
KCOH, Houston, Texas
- GARLAND, HOWARD**
Here's Garland
KFMB, San Diego, Calif.
- GARNETT, PAUL**
Music Shop
WPAW, Pawtucket R. I.
- GARR BILL**
Bill Garr Show
KWKW Pasadena, Calif.
- GARRETT, GENE**
Make Mine Music
WVMC, Mt. Carmel, Ill.
- GARRIS, LOU**
Top o the Morning
WTNB, Birmingham, Ala.
- GARWOOD, JOHN**
Off The Record
WNBZ, Saranac Lake, N. Y.
- GARY, ANDY**
WNOK, Columbia, S. C.
- GARY, JOHN**
Dawn Patrol
WCDD, Carbondale, Pa.
- GASQUE, KENNETH**
Off The Record
WJAY, Mullins, S. C.
- GASTON, LYLE**
KSWO, Lawton, Okla.
- GASTON, MARK**
Oklahoma Jamboree
KSIW, Woodward, Okla.
- GAY, CONNIE B.**
Town & Country Time
WARL, Arlington, Va.
- GAY, DON**
High Jinks & Early Worm
KRUL, Corvallis, Oregon
- GEASY GEORGE**
Tune Toppers
WJEJ, Hagerstown, Md.
- GELLOTT, DICK**
Richard With Records
WCLO, Janesville, Wis.
- GENE, GENIAL**
Genial Gene Show
WGIV, Charlotte, N. C.
- GENSER, CHARLES**
Sunriser Club
KXO El Centro, Calif.
- GENTILE, LARRY**
Gentile Houseparty
WJBK, Detroit, Mich.
- GENTRY, AL**
KROF, Abbeville, La.
- GENTRY, BILL**
1240 Club
WCHV, Charlottesville, Va.
- GENTRY, BUD**
Alarm Clock Club
WROY, Bluefield, W. Va.
- GEORDAN, NORMAN**
Chime Time, Housewives
Music Shop
WTHI, Terre Haute Ind.
- GEORGE, BILL**
Housewives Hour
KSTV, Stephenville, Texas
- GEORGE, BILL**
Let George Do It
KTEB, Terrel, Texas
- GEORGE, LOYD**
Musical Clock
KFRU, Columbia, Mo.
- GERMOND, WM. S.**
Bill's Show
WWYO, Pineville, W. Va.
- GEYER, GEORGE**
Cinderella Ballroom
WARA, Attleboro, Mass.
- GHIORSE, LARRY**
Platter Patter
WBET, AM & FM, Brockton,
Mass.
- GIBBONS, JAMES**
WMAL, Washington, D. C.
- GIBBS, JOHN**
KQV, Pittsburgh, Pa.
- GIBNEY, JOE**
Ol' Joe's Klix Club
KLIX, Twin Falls, Idaho
- GIBSON, CURT**
Disc Jockey
WPLH, Huntington, W. Va.
- GIBSON, JACK**
House That Jack Built
KFYO, Lubbock, Texas
- GIBSON, JACK**
WLOU, Louisville Ky.
- GIBSON, PAT**
Record Rendezvous
WHSC, Hartsville, S. C.
- GILBERT, DICK**
Dick Gilbert Show
KTYL, Mesa, Ariz.
- GILL, CIRT**
Jam A Ditty
WGBG, Greensboro, N. C.
- GILLESPIE, LOU**
Knothead Club
KPAS, Banning, Calif.
- GILLIAM, BOB**
Platters & Patter
KWNO, Winona, Minn.
- GILLIS, BILL**
Rhythm At Random
WAFB, Baton Rouge, La.
- GILMORE, BRUCE**
Hi Neighbor
WHSY, Hattiesburg, Miss.
- GIRAND, JOE**
Joe Girand Show
WTHT, Hartford, Conn.
- GIVENS, GLEN**
Rhythm Roundup
KTAT, Frederick, Okla.
- GLASSMAN, JOE**
WDBL, Springfield, Tenn.
- GLEBA, TOM**
Mr. Melody
WBNS, Columbus, Ohio
- GLYNN, JOHN**
Melody Clock
WIRA, Ft. Pierce, Fla.
- GOLDBERG, BARNEY**
KRAM, Las Vegas, Nevada
- GOLDEN, RAY**
Ray Golden Show & Memory
Melodies
KSTN, Stockton, Calif.
- GOLDERMAN, ROBERT**
Your D J R G
WFAU, Augusta, Maine
- GONZALES, ED**
Clockwatchers Society
WCMB, Lemoyne, Pa.
- GOOD, GENE, JR.**
Good Wanderin
KOCO, Salem, Oregon
- GOODMAN, DAVE**
Humor Club
KANE, New Iberia, La.
- GOODMAN, SAM**
Yawn Patrol
WCOM, Parkersburg, W. Va.
- GOODWIN, ART**
WAGE Syracuse N. Y.
- GORDER, KEITH**
Club 1310
KFKA, Greeley, Colo.
- GORDON, BILL**
WHK, Cleveland, Ohio
- GORDON, DWIGHT**
Record Round-Up
WJCD, Seymour, Ind.
- GORDON, LLOYD**
Luncheon Club
Kiddie Korner
WESB, Bradford, Pa.
- GORDON, PHIL**
1280 Club
WOV, New York, N. Y.
- GORDON, PHIL**
Afternoon Swing Session
WWRL, Woodside, N. Y.
- GOUGH GAINES**
WMRA, Myrtle Beach, S. C.

Disc Jockeys—Radio-Television

- GOULD, JAY**
11th Hr. Dancetime—National
Record Mart
WMCK, McKeesport, Pa.
- GOUNDER, JACK**
Jack Gounder Show
WEEU, Reading, Pa.
- GOVE, ELLIOTT**
Club 570
WSYR, Syracuse, N. Y.
- GOVERN, DENIS**
We Shall Have Music
KCRV, Caruthersville, Mo.
- GRAHAM, BILL**
WAZL, Hazleton, Pa.
- GRAHAM, BILL**
Off Record
WKBC, N. Wilkesboro, N. C.
- GRAHAM, DON**
930 Club
WSLI, Jackson, Miss.
- GRAMS, JOHN**
1330 Club
WHBL, Sheboygan, Wis.
- GRANDPAPPY**
Country Store
WTXL, Springfield, Mass.
- GRANT, BOB**
Night Watch
KRNR, Roseburg, Oregon
- GRANT, HAROLD**
Wax Museum
KBMW, Wahpeton, N. D.
- GRANT, JOHNNY**
Johnny Grant Show
KMPC, Los Angeles, Calif.
- GRANT, LARRY**
Vagabond House & Notebook
KHON, Honolulu, Hawaii
- GRANT, LEE**
Western Jamboree
Pryor, Okla.
- GRANT, LLOYD**
Musical Almanac
WNAX, Yankton, S. D.
- GRANT, MILT**
Cavalcade
WINX, Washington, D. C.
- GRANT, MILT**
Milt Grant Show
WOL, Washington, D. C.
- GRANT, RAY**
Western Jamboree
KCTI, Gonzales, Texas
- GRATTON, BILL**
Wake Up To Music
WOC, Davenport, Iowa
- GRAY, BARRY**
Barry Gray Show
WMCA, New York, N. Y.
- GRAY, CLIFF**
Reveille Revels
WSPA, Spartansburg, S. C.
- GRAY, HUGH**
WDZ Decatur Ill.
- GRAY, JOHN**
Gray's Array
WDOD, Chattanooga, Tenn.
- GRAY, REEVES M.**
WBHP, Huntsville, Ala.
- GRAYMOUNT, STUART**
Club 910
KRIO, McAllan, Texas
- GREAVES, ALEC**
All Star Western Revue
KTOW, Oklahoma City, Okla.
- GREEN, ART**
Make Believe Ballroom
WMIE, Miami, Fla.
- GREENE, JOHN C.**
Hillbilly Star Time
WRHL, Rock Hill, S. C.
- GREENE, KEN**
Rhythm At Random
WTWN, St. Johnsbury, Vt.
- GREENHOW, TOMMY**
Tommy Greenhow Show
KMUR, Murray, Utah
- GREENWAY, ELLIS**
1340 Club
Wake Up Lenoir
WJRI, Lenoir, N. C.
- GRENNAN, ED**
Ed Grennan Show
WQUA, Moline, Ill.
- GRIFFIN, DEAN**
Platter Party
WHSY, Hattiesburg, Miss.
- GRIFFIN, DAN**
WGTM, Wilson, N. C.
- GRIFFITH, CHARLIE**
Music Out Of The Night
WTAD, Quincy, Ill.
- GRIMES, CHARLIE**
Nitehawk
WSSB, Durham, N. C.
- GRISWOLD, JACK**
What's New
WCSS, Amsterdam, N. Y.
- GROSS, SIDNEY**
International Jazz Club
ABC
- GROVE, LYNDON**
Mailbag
CHAB, Moose Jaw, Sask., Can.
- GUEST, GORDON**
GG, Jamboree
KHEB, Hillsboro, Texas
- GUIDI, HUGH**
WTOP, Washington, D. C.
- GUNDERSON, DALE**
Off The Record
KBKW, Aberdeen, Wash.
- GUNN, DICK**
Early Risers' Club
KSUB, Cedar City, Utah
- GUTHRIE, WILLARD**
KWRO, Coquille, Oregon
- GUY JUAN PILAU**
Telephone Requests
KTOH, Lihue, Kauai, Hawaii
- GWYN, BOB**
Wake Up Austin
KVET, Austin, Texas
- GWYNN, EASY**
WIBC, Indianapolis, Ind.

— H —

- HAACKE & JOHNSON**
Haacke & Johnson Show
KDIX, Dickinson, No. Dak.
- HADLEY, BILL**
Homemakers' Serenade
WPJB, Providence, R. I.
- HAEVIE, BOB**
Club 800
CJAD, Montreal, Quebec, Can.
- HAGAN, STAN**
The Stan Hagan Show
KANS, Wichita, Kans.
- HAGEMAN, DICK**
Here's Hageman
WKRC, Cincinnati, Ohio
- HAGERMAN, CHAS.**
WKLA, Ludington, Mich.
- HAGGART, BUD**
Musically Yours
WDFP, Flint, Mich.
- HAGGERTY, FRED**
WFPG, Atlantic City, N. J.
- HAHN, DALE**
Breakfast Melodies
KLIZ, Brainerd Minn.
- HAINES, WHITEY**
Music After Midnight
CKCW, Moncton, N. B., Can.
- HALE, "Hot-Rod"**
WBCO, Birmingham-Bessemer, Ala.
- HALE, PHIL**
Phil Hale Show
WKNB, New Britain, Conn.
- HALL, BILL**
Hot and Sweet
CKPR, Fort William, Ont., Canada
- HALL, BUD**
Bud's Music Hall
WKLF, Clanton, Ala.
- HALL, E. R.**
KELD, El Dorado, Ark.
- HALL JOHN**
1490 Club
WESB, Bradford, Pa.
- HALL, STUART**
1450 Club
WHIT, New Bern, N. C.
- HALSTEAD, CHARLES E.**
Carlos Rancho
Club 1490
KDIA, Auburn, Calif.
- HAM, DON**
1940 Frolic
KAFF, Petaluma, Calif.
- HAMILTON, BOB**
The Hamilton Show
KHON, Honolulu, Hawaii
- HAMILTON, BOB**
Top Twenty At 1280
WDSU, New Orleans, La.
- HAMILTON, LEE**
Man About Midnight
CFCF, Montreal, Que., Canada
- HAMLETT, JIM**
Cactus, Jim
KFXM, San Bernardino, Calif.
- HAMMOND, GEORGE**
1450 Club
KAMD, Camden Ark.
- HAMRICK JOHNNY**
WQXI, Atlanta, Ga.
- HANAN, MARC**
Serenade In The Night
KXO, El Centro, Calif.
- HANCOCK, CHUCK**
860 Club
KSFA, Nacogdoches, Texas
- HANDSHAW, JAY**
Sunrise Serenade
WKOP, Binghamton, N. Y.
- HANEY, BOB**
Yawn Patrol
WSFC, Somerset, Ky.
- HANKIN, WALLY**
Wally Hankin Time
WMBO, Auburn, N. Y.
- HANKINS, JIM**
920 Special
WMOK, Metropolis, Ill.
- HANLON, TOM**
Merry-Go-Round
KNX, Los Angeles, Calif.
- HANNA, RICK**
Rise 'N Shine
WBUT, Butler, Pa.
- HANNON, JACK**
On The Town
KELO, Sioux Falls, South Dakota
- HANOVER, PAUL**
Hi Neighbors
CHML, Hamilton, Canada
- HANSON, CURT**
Serenade To An Alarm Clock
WBIZ, Eau Claire, Wis.
- HANSON, HERBERT**
Records of The West
KRJF, Miles City, Montana
- HARBAUGH, VIC**
Club 1000
KSTA, Coleman, Texas
- HARDIE, JIM**
Excuse For Listening
WOMI, Owensboro, Ky.
- HARDIN, RAY**
Coffee Time
WCOV, Montgomery, Ala.

Disc Jockeys—Radio-Television

- HARDING, TED**
Ted Harding Show
WNOR, Norfolk, Va.
- HARDY CARROLL**
Sunrise Scrapbook
WDOS, Oneonta, N. Y.
- HARE, BILL**
Notes 'Til Nine
KMA, Shenandoah, Iowa
- HARKIN, RED**
Red Harkins Show
KTYL, Mesa, Ariz.
- HARLESS LESS**
Rhythm On Range
KSA-N, San Francisco, Calif.
- HARLEY, CY**
Al Knight-All Night
KITC, San Bernardino, Calif.
- HARLEY, BOB**
WMOH, Hamilton, Ohio
- HARLEY, DICK**
Midnight Flyers
WEDC, Chicago, Ill.
- HARPER, JERRY**
Coffee Club-Here's Harper
WKOW, Madison, Wis.
- HARRIS, BUDDY**
Music Bar & Midnight Grinder
WRR, Dallas, Texas
- HARRIS, CHAZ**
Rise 'n' Shine
WJHP, Jacksonville, Fla.
- HARRIS, HERB**
WQXI, Atlanta, Ga.
- HARRISON, JACK**
The Record Shop
WGRD, Grand Rapids, Mich.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HART, BILL**
Spinning Wheel
WPFB, Middletown, Ohio
- HART, JIM**
Zanzibar Disc Jockey Show
KLAS, Las Vegas, Nev.
- HART, MAURICE**
Straight From The Heart
KFVB, Hollywood, Calif.
- HART, WINK**
Let's Dance
WHUC, Hudson, N. Y.
- HARVEY, ED**
WCAU, Philadelphia, Pa.
- HARVEY, J. BOYD**
Boyd Harvey Show
KSMN, Mason City, Iowa
- HARVEY, JACK**
Club 18
WCAM, Camden, N. J.
- HARVEY, LEO**
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**
The Moe Show
WIRL, Peoria, Ill.
- HARVEY, PAT**
Music As You Like It
KHMO, Hannibal, Mo.
- HARVEY, TOM**
WIBG, Philadelphia, Pa.
- HASELTINE, FRED**
WRNL, Richmond, Va.
- HASTINGS, JACK**
WPBC, Minneapolis, Minn.
- HASTON, LESTER**
WZOB, Fort Payne, Ala.
- HATCH, ED**
Melody House
WLYN, Lynn, Mass.
- HATHAWAY, SKIP**
Skip-A-Long Show
KUGN, Eugene, Oregon
- HATHAWAY, LEN**
Hurdy-Gurdy Show
WJOC, Jamestown, N. Y.
- HAUSMAN, BILL**
Juke Box Review
WHLL, Wheeling, W. Va.
- HAWKINS, BOB**
Bob Hawkins Show
KWJB, Gobe, Ariz.
- HAWKINS, TOM**
Downbeat 78
CHLO, St. Thomas, Ont. Can.
- HAWKINS, TOM**
Happy Hour
WFBR, Baltimore, Md.
- HAWLEY, SHERWOOD**
Strictly On Record
WCHA, Chambersburg, Pa.
- HAYDEN, FRANK**
WTCO, Campbellsville, Ky.
- HAYES, GARY**
Platter Playhouse
KYMR, Yuma, Ariz.
- HAYNES, ART**
Art's Gallery
WMSC, Columbia, S. C.
- HAYWARD, R.**
Workin With Wax
VOCM, St. John's, Nfld., Can.
- HAYWORTH, HERB**
Good Morning
WOWO, Ft. Wayne, Ind.
- HAZLETT, NATHAN**
Night Cap
WMAN, Mansfield, Ohio
- HEAD, BYRON**
KOLL, Omaha Nebr.
- HEALY, DAN**
Mr. Plus Presents
WBRK, Pittsfield, Mass.
- HEALY, GARY**
WPBC, Minneapolis, Minn.
- HEBENSTREIT, CARL**
Hour Of Harm
KTBL, Walla Walla, Wash.
- HEBERT, BUD**
Plain & Fancy
KVOL, Lafayette, La.
- HEEDER, PAUL**
Asst.
KNGS, Handford, Calif.
- HELGESON, BOB**
Friendly Time
Spins & Needles
KSOO, Sioux Falls, South Dakota
- HENDERSON HANDY**
RFD 1050 Party
WRFW, Eau Claire, Wis.
- HENDERSON, SKITCH**
WNBC, New York, N. Y.
- HENDICKS, JIM**
KWBB, Wichita, Kans.
- HENDRIX, CLIFF**
Rise and Shine
KCSJ, Pueblo, Colo.
- HENNINGS, PAUL**
Paul Hennings Show
WNOR, Norfolk, Va.
- HENRY, CARL**
WRIB, Providence, R. I.
- HENRY, BILL**
Bill's Bandwagon
WDAK, Columbus, Ga.
- HENRY, GIL**
KING's Open House
KING, Seattle, Wash.
- HENRY, MARV**
Hoop-Dee-Do
WL0L, Minneapolis, Minn.
- HENSON, DOUG**
7:30 Local
WJMJ, Philadelphia, Pa.
- HENSON, DWIGHT**
Teen Time
KBQE, Oskaloosa, Iowa
- HENSON, GERRY**
Here's Henson
WMAY, Springfield, Ill.
- HENTOFF, NAT**
WMEX Boston, Mass.
- HERBERT, JACK**
Alarm Clock
WGRO, Bay City, Mich.
- HERMANSELD, ART**
After Hours
KBMW, Wahpeton, N. D.
- HERRIN, WINDY**
Musical Clock
WCCP, Savannah Ga.
- HERRING, BILL**
Tune Factory
KWTX, Waco, Texas
- HERSON, BILL**
Time Keeper
WRC, Washington, D. C.
- HESS, BOB**
Rural Round-Up
Sunnyside Up
KLRA, Little Rock, Ark.
- HESS, BOB**
Coffee Time
KPAN, Hereford, Texas
- HESS, JIM**
Cowboy Jubilee
WKGK, Knoxville, Tenn.
- HESTERMAN, BILL**
Requestfully Yours
KMUR, Murray, Utah
- HEUBENER, CUT**
Your All-Night Record Man
KHON, Honolulu, Hawaii
- HICKLING, LEE**
Request Granted
WDOS, Oneonta, N. Y.
- HICKOK, BILL**
Alarm Clock Club
WKKW, Albany, N. Y.
- HICKOK, LACEY**
WBAC, Cleveland, Tenn.
- HICKS, BOB**
Time & Tune Parade
Merry Go Round
KLRK, Little Rock, Ark.
- HIGGINS, CLYDE**
WSTV, Steubenville, Ohio
- HIGGINS, JIM**
Here's Higgins
WNNY, Watertown, N. Y.
- HIGHTOWER, BILL**
Texas Time
KXOL, Fort Worth Texas
- HIGLEY, BILL**
Willy Wah
KBKW, Aberdeen, Wash.
- HILDRETH, BOB**
The Waxworks
WVCG, Coral Gables, Fla.
- HILL, BOB**
Platter Club
WANE, Ft. Wayne, Ind.
- HILL, DAVID G.**
Dave Hill Show
CKDA, Victoria, B. C., Canada
- HILL, LARRY**
Western Wax
WJCM, Sebring, Fla.
- HILL, TED**
KMUS, Muskogee, Okla.
- HINDMAN BILL**
Bill's Blue Room
WCOL, Columbus, Ohio
- HINES, SOUPY**
The Soupy Hines Show
WJW, Cleveland, Ohio
- HIRSCH, WOODY**
Wax & Relax With Woody
KBIZ, Ottomwa, Iowa
- HITE, BOB**
KWBG, Boone, Iowa

Disc Jockeys—Radio-Television

- HIKSON, GLEN**
 Today's Top Tunes
 WJAG, Norfolk, Nebr.
- HODGES, GENE**
 Say It With Music
 WHEED, Washington, N. C.
- HODGES, JIM**
 KWBO, Coquille, Oregon
- HODGES, JOHN**
 Anything Goes
 CJRL, Kenora, Ontario, Can.
- HOFER, DAVE**
 Hymn Request
 KRDU, Dinuba, Calif.
- HOFF, HOLLIS**
 Homespun Harmony
 KGDE, Fergus Falls, Minn.
- HOFFARD, ALLEN**
 1570 Club
 KFGR, Forest Grove, Oregon
- HOGAN, ED**
 Tune Test
 WFAA, Dallas, Texas
- HOGAN, JAY**
 KRRL, Dallas, Texas
- HOGAN, MARTY**
 Musical Merry Go Round
 WCFL, Chicago, Ill.
- HOGAN, MARTY**
 Stars On Parade
 WJJD, Chicago, Ill.
- HOGAN SPIKE**
 Friendly Trail
 KXA, Seattle, Wash.
- HOIPKEMIER, DALE**
 Melody Island
 KADA, Ada, Okla.
- HOLEN, DONALD**
 Your The Doctor
 KRJF, Miles City Mont.
- HOLIDAY, JOHNNY**
 Rise ' Shine
 KOY, Phoenix, Ariz.
- HOLLAND, BOB**
 WMOU, Berlin, N. H.
- HOLLISTER, RIC**
 The Beachcomber
 WOND, Pleasantville, N. J.
- HOLLORAN, L. P.**
 1450 Club
 KWBM, Williston, N. Dak.
- HOLMES, JACK**
 Jack Holmes Show
 WLOW, Norfolk, Va.
- HOLMES, RICHARD**
 WILM, Wilmington, Del.
- HOLT, DAN**
 WTCO, Campbellsville, Ky.
- HOMMEL, BEN**
 WBLK, Clarksburg, W. Va.
- HONAKER, RAY**
 Coffee Club
 WSAP, Portsmouth, Va.
- HOOPER, D. L.**
 WKSR, Pulaski, Tenn.
- HOPKINS, BILL**
 Hop Time
 KJE, Seattle, Wash.
- HORN, BOB**
 KIMA, Yakima, Wash.
- HORN, BOB**
 Valley Forge Stardust Time
 WFIL, Philadelphia, Pa.
- HORNBECKER, HARRY**
 Tel-A-Tune
 KANA, Anaconda, Mont.
- HORTON, ROBERT**
 Half Hour Of Harmony
 WRTM, Mayfield Ky.
- HORWOOD, J.**
 Musical Matinee
 VOFC, St. John's, Nfld., Can.
- HOUFBERG, HOLLY**
 Holly's Sun-Up Follies
 KLIX, Twin Falls, Idaho
- HOUGLUM, ROBERT L.**
 Swingshift
 KIEH, Hood River, Oregon
- HOUK, DON**
 WPTW, Piqua, Ohio
- HOURIGAN, HAP**
 1st Call
 WILS, Lansing, Mich.
- HOUTZ, MARVIN**
 Old Top Rail
 KMAN, Manhattan, Kans.
- HOWARD, BOB**
 Music Room
 WLEC, Sandusky, Ohio
- HOWARD, BOB**
 House Party
 WWSO, Springfield, Ohio
- HOWARD, DON**
 KSOD, San Diego, Calif.
- HOWARD, HERBERT**
 My Best To You
 WJHL, Johnson City, Tenn.
- HOWARD, PAUL**
 Paul Howard Show, Top O'
 Morning
 WTRF, Bellaire, Ohio
- HOWARD, W. J.**
 Midnight Son
 WGRC, Louisville, Ky.
- HOWARD, NED**
 WMAQ, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**
 Piedmont Special
 WBTM, Danville, Va.
- HOWELL, JACK**
 Off The Record
 WPCF, Panama City, Fla.
- HOYLE, SONNY**
 According To Hoyle, Hayloft
 Jamboree
 WHKY, Hickory, N. C.
- HUCKABA, DICK**
 Open House Party
 WDSG, Dyersburg, Tenn.
- HUDSON, FLOYD**
 KELD, El Dorado, Ark.
- HUDSON, HARVEY**
 Harvey Hudson Show
 WLEE, Richmond, Va.
- HUDSON, RUBY STEIN**
 WHHM, Memphis, Tenn.
- HUGGINS, HANK**
 Cornbread Matinee
 WENK, Union City, Tenn.
- HUGHES, CLAUDE**
 Sunny Side Of Street
 KNEX, McPherson, Kans.
- HUGHES, JACK**
 Merry-Go-Round
 WBOW, Terre Haute, Ind.
- HUGHES, TOM**
 Mail Bag
 WSLS, Roanoke, Va.
- HULL, DICK**
 Make Believe Danceland
 WFRP, Savannah, Ga.
- HUME, ART**
 Breakfast Show & Hume On
 The Range
 WLYN, Lynn, Mass.
- HUNKA, RON**
 Ron's Rendezvous
 CHAB, Moose Jaw, Sask.,
 Canada
- HUNNICUT, CLIFF, JR.**
 Dancing Party
 WJAT, Swainsboro, Ga.
- HUNNICUTT, MIKE**
 Top of the Morning
 WOL, Washington, D. C.
- HUNT, RALPH**
 Coffeetime Musicale
 WFAU, Augusta, Maine
- HUNTER, AL**
 Town & Country
 CFJR, Brockville, Ont., Can.
- HUNTER, AL**
 KSOD, San Diego, Calif.
- HUNTER, DAN**
 The Minute Man
 WFDF, Flint, Mich.
- HUNTER, STEVE**
 P. M. Getogether
 WNDB, Daytona Beach, Fla.
- HUNTLEY, CURLEY**
 Curley's Corner
 WKLF, Clanton, Ala.
- HURST, ED & GRADY, JOE**
 950 Club
 WPEN, Philadelphia, Pa.
- HURT, ZACK**
 KFJZ, Fort Worth Texas
- HUSAK JOHN**
 This Is The Time
 WKBB, Dubuque, Iowa
- HUSING, TED**
 Ted Husing's Bandstand
 WMGM, New York, N. Y.
- HUTCHINSON, BILL**
 Waxworks
 KPDN, Pampa, Texas
- HUTCHINSON, HARDY**
 Flying Discs
 KGMB, Honolulu, Hawaii
- HUTCHINSON, RAY**
 Ray's Song Shop
 WVET, Rochester, N. Y.
- HVESTIS, LOWELL**
 Club 1240, Teen Topics, Best
 on Wax, Sweet & Lowell
 CJRW, Summerside, Prince
 Edward Island, Canada
- HYDEN BILL**
 Music On The Sunny Side
 KRMG, Tulsa, Okla.

— I —

- IDE, CARL**
 Jazz Revue
 WNJB, Newark, N. J.
- IHLENFELD, WARREN**
 Take It Easy
 WISR, Butler, Pa.
- IRVING, BOB**
 Irving Serving
 WMAV Springfield Ill.
- IRVING, JAY**
 Music for Moderna
 KVON, Napa, Calif.
- IRVING, PAUL**
 Midnight Flyers
 WEDC, Chicago, Ill.
- IVES, JIM**
 You Name It
 WINR, Binghamton, N. Y.

— J —

- JACKSON, BILL**
 The B. J. Show
 WCOG, Greensboro N. C.
- JACKSON, BOB**
 Please Play
 KHUZ, Borger, Texas
- JACKSON, DON**
 Hillbilly Heaven
 KTBB, Tyler, Texas
- JACKSON, JACK**
 Hillbilly Hit Parade
 WGOV, Valdosta, Ga.
- JACKSON, SANDY**
 Sandy Jackson Show
 KOWH, Omaha, Nebr.
- JACOBS, FRED**
 WNAH Nashville, Tenn.
- JACOBSON, GENE**
 Musical Merrygoround
 KFGR, Forest Grove, Oregon
- JAGT, GUY VANDER**
 Sunnyside Of Street
 WHTC, Holland, Mich.
- JAMES, ALLAN**
 WRFD Worthington, Ohio

Disc Jockeys—Radio-Television

- JAMES, BRIEN**
Clockwatcher
KCRG, Cedar Rapids, Iowa
- JAMES, DON**
860 Club
KTRB, Modesto, Calif.
- JAMISON, DICK**
WDYK Cumberland, Md.
- JANN, HARRY**
The Platter Man
KPGO, Fargo, N. D.
- JARVIS, AL**
KLAC, Los Angeles, Calif.
- JARVIS, JOHNNY**
Breakfast Melodies
WJVA, South Bend Ind.
- JARY, NORMAN**
Club 1240
CJCS, Stratford, Ont., Canada
- JEFFERS, "SLEEPY"**
Magic Valley Jamboree
WTIP, Charleston, W. Va.
- JENKINS, ROBERT E.**
KGY, Olympia, Wash.
- JENNINGS, GORDON**
Hillbilly Fever
WKOY, Bluefield, W. Va.
- JENSEN, FRED**
Freddie's File
KXRN, Renton, Wash.
- JENSEN, PAUL**
Gloombusters
KOLN, Lincoln, Nebr.
- JENSEN, RAN**
Package From Parkers
WOC, Davenport, Iowa
- JENSEN, WALT**
Record Rendezvous
KSJB, Jamestown, N. Dak.
- JESSEN, DICK**
Requestfully Yours
WCVI, Connellsville, Pa.
- JEWELL, JAMES**
Yawn Club
KTBL, Tacoma, Wash.
- JEWELL, WAYNE**
Hub Cap Caravan
Eight O'Clock Date
WBBC, Flint, Mich.
- JOBES, JAMES N.**
Varsity Drag
KOFO, Ottawa, Kansas
- JOHNS, OLIVER**
Postcard Parade
KWSH Club
KWSH, Holdenville, Oka.
- JOHNSON, ART**
1340 Club
WLDY, Ladysmith, Wis.
- JOHNSON, BILL**
Dinner Bell
WRDL, Knoxville, Tenn.
- JOHNSON, BOB**
Musical Clock
KFOR, Lincoln, Nebr.
- JOHNSON, DICK**
Swing Shift
WHLB, Virginia, Minn.
- JOHNSON, IRWIN**
Early Worm
WBNS, Columbus, Ohio
- JOHNSON, JOHNNY**
All Night Record Show
CKNW, New Westminster,
B. C., Canada
- JOHNSON, JOE**
WPAQ, Mt. Airy, N. C.
- JOHNSON, KIMBERLEY**
Top Of The Morning
WLNA, Peekskill, N. Y.
- JOHNSON LEN**
Music Moods
WKKB, Iron River, Mich.
- JOHNSON, LOU**
KTOE, Mankato, Minn.
- JOHNSON, RON**
1230 Club
KALG, Alamogordo, N. M.
- JOHNSON, RON**
Ye Olde Record Shoppe
WBEX, Chillicothe, Ohio
- JOHNSON, ROOSEVELT**
Roosevelt's Record Club
WERD, Atlanta, Ga.
- JOHNSON, TED**
Sleepyhead Ted
WXVZ, Detroit, Mich.
- JOHNSON, TINY**
Afternoon Jamboree
WLPO, La Salle, Ill.
- JOHNSON, TRAVIS**
Blue Dreamer
WIRK, W. Palm Beach, Fla.
- JOHNSON, WALLY**
Platter Parade
KFEG, St. Joseph, Mo.
- JOHNSTON, EDDIE**
Record Shop
WTRF, Bellaire, Ohio
- JOHNSTON, JOHNNY**
The Ebony Express
WFEC, Miami, Fla.
- JOHNSTON, PAUL**
KGEZ, Kalispell, Mont.
- JOHNSTON, WAYNE**
KSET, El Paso, Texas
- JOINER, JERRY**
Good Yawnin' Joiner's Corner
W'OK, Meridian, Miss.
- JONES, AL**
Al Jones' Show
WRR, Dallas, Texas
- JONES, ARCHDALE**
WBAL, Baltimore, Md.
- JONES, BOB**
Jones Junction
KFAB, Omaha, Nebr.
- JONES, BOB**
Groans By Jones
WGBC, Greensboro, N. C.
- JONES, DANA**
WBBC, Pittsfield, Mass.
- JONES, "DOC"**
Jones Boy
WBET, AM & FM, Brockton,
Mass.
- JONES, KEN**
WHTN, Huntington, W. Va.
- JONES, MAL**
1010 Club
WAPF, McComb, Miss.
- JONES, R. D.**
On The Beam
KORA, Bryan, Texas
- JONES, RALPH**
Timekeeper
WMBG, Richmond, Va.
- JORDAN, BILL**
Polka Time
WDAD, Indiana, Pa.
- JORDAN, BOB**
WCUE, Akron, Ohio
- JORDAN, TONY**
Tony Jordan Show
KELK, Elko, Nev.
- JOSEPH, EDDY**
Eddy Joseph Show
Popular Music
WILD, Niagara Falls, N. Y.
- JOY, ART**
Doug Pitch
KIEM, Eureka, Calif.
- JOYCE, JOHNNY**
WPAQ Mt. Airy, N. C.
- K —
- KALBERER, GEORGE**
Vacationland Calling
KDAL, Duluth, Minn.
- KARANT, MARTIN**
WKPT, Kingsport, Tenn.
- KARRENBAR, BILL**
WEBC, Canton, Ohio
- KAUFFMAN TED**
Record Rendezvous
WCMJ, Ashland, Ky.
- KAVANAUGH, DAN**
Kavanaugh Kalling
WKRT, Cortland, N. Y.
- KAY, ANDY**
Top Of The Morning
KVEC, San Luis Obispo, Calif.
- KAY BOB**
Disk Jockey Contest
WAVE, Louisville, Ky.
- KAY, LARRY**
Moonlight Serenade
KCMJ, Palm Springs, Calif.
- KAY, LARRY**
Top O' Morning
WHPA, Hopewell, Va.
- KAY, WALTER**
Walt Kay Show
WDOK, Cleveland, Ohio
- KERE, BOB**
Afternoon Concert With Bob
Kerr
CFCN, Calgary, Alberta, Can.
- KESSENICH, RAYMOND**
1470 Review
WBRV, West Bend, Wis.
- KEYSER, WARREN**
WILM, Wilmington, Del.
- KEARNEY, GERRY**
Tune Factory
WFPA, Manchester, N. H.
- KEEP, BARNEY**
Barney Keep Show
KEX, Portland, Oregon
- KELMAN, ED**
Record Time
KBMN, Bozeman, Montana.
- KELLER, NORM**
WMOH, Hamilton, Ohio
- KELLER, O. J., JR.**
Juke Box Serenade
WTAX, Springfield, Ill.
- KELLEY, LUTHER**
KBST, Big Spring, Texas
- KELLY, DAN**
1400 Club
WRDO, Augusta, Maine
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KELPE, HENRY**
KOIL, Omaha, Nebr.
- KENNEDY, JOHN**
Kennedy's Korner
KFYO, Lubbock, Texas
- KENNEDY, LEE**
WVIN, Olney Ill.
- KENNEDY, MICHAEL**
Musical Matinee
KTOW, Oklahoma City, Okla.
- KENNEDY, TERRY**
Spins And Needles
WBCK, Battle Creek, Mich.
- KENT, ALAN**
WOR, New York, N. Y.
- KENT, BOB**
By Request
WMEV, Marion, Va.
- KENT, GEORGE**
Kents Korner
WSAP, Portsmouth, Va.
- KENT, GEORGE**
Kent's Corner
WTAR, Norfolk, Va.
- KENT, TONY**
Sundialers Club
KSMA, Santa Maria, Calif.
- KIBBE, THOMAS**
WHWB, Rutland, Vermont
- KIBBY, GORDON**
The Gordon Kibby Show
Knights Of The Turntable
WFUR, Grand Rapids Mich.

Disc Jockeys—Radio-Television

- KIHN, ED**
Noon Hour Clock
KHAS, Hastings, Nebr.
- KIMBRELL, JAY**
WRXO, Roxboro, N. C.
- KING, BILL**
Off The Record
KSVC, Richfield, Utah
- KING, BOB**
Night Editor
WNAX, Yankton, S. D.
- KING, CHARLES**
Time And The Place
WKAL, Rome, N. Y.
- KING, FULTON**
Coffee Pot
WTON, Staunton, Va.
- KING, GLEN**
KLX, Oakland, Calif.
- KING, JIM**
At Your Request
KDMO, Carthage, Mo.
- KING, JOSH**
Chum Valley
CHUM, Toronto, Ont., Canada
- KING NELSON**
Daily Hit Parade & Jamboree
WCKY, Cincinnati, Ohio
- KING KO**
King of the Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.
- KING, PAUL**
1400 Club
KKIN, Wallisla, Calif.
- KING, WALLACE**
The Wal'y King Show
WATR, Waterbury, Conn.
- KINNAMON, RAY**
Ray Kinnamon Show
WATL, Atlanta, Ga.
- KINNEY, BOB**
Breakfast In Dixie
WDDO, Chattanooga, Tenn.
- KIPPENBROCK, JAMES**
Open House
KSFA, Nacogdoches, Texas
- KIRBS, KEN**
Kol'eketions
WGAP, Maryville-Alcoa, Tenn.
- KIRBY, ALBERT**
Musical Party
WRGA, Rome, Ga.
- KIRBY, TED**
Hillbilly Hits
WZOB, Fort Payne, Ala.
- KIRK, ROGER T.**
Chicken House
WJNC, Jacksonville, N. C.
- KIRVEN, ROY**
Nite Hawk Show
WGCD, Chester, S. C.
- KIRWAN, JIM**
1350 Club
WNLK, Norwalk, Conn.
- KISER, CHES**
Moonlight Serenade
WWIN, Baltimore, Md.
- KISER, JIMMY**
Luncheon With Music
WSOC, Charlotte, N. C.
- KITCHEN, CORKY**
Melody Lane
WKLV, Blackstone, Va.
- KJAR, JOE**
Waxward Ho!
KSL, Salt Lake City, Utah
- KLARKE, JOE**
1540 Club
WATH, Athens, Ohio
- KLAVAN, GENE**
WTOP, Washington, D. C.
- KNEVEL, JOHN**
Rocket Rhythms
KIMA, Yakima, Wash.
- KNIGHT, FRANK**
WARE, Ware, Mass.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KNIGHT, TOM**
Dance Hour
WRHI, Rock Hill, S. C.
- KOBAK, ED**
Kobak's Korn
WFWA, Thomson, Ga.
- KOCH, TOM**
Long Thomas Show
CHUB, Nanaimo, B. C., Canada
- KOESLING, LARRY**
ABC Club
KCHA, Charles City, Iowa
- KOHEMEYER, ROBERT**
Top Tunes
WKXY, Sarasota, Fla.
- KOLTUN, RUTH**
Club 1150
WJBO, Baton Rouge, La.
- KOPLIN, MERT**
Mert's Record Adventures
MBS
- KOSAK, JOE**
WVIN, Olney, Ill.
- KOSTER, HERB**
Krullers With Koster
Request Time
WKRT, Cortland, N. Y.
- KOVACIC, FRANK**
Jukebox Jamboree
KMVI, Wailuku, Maui, T. H.
- KRAMER, CLAUDE**
This 'N' That
KARE, Atchinson, Kans., St. Joseph, Mo.
- KRASNE, BYRON**
By The By
KOLN, Lincoln, Nebr.
- KRELL, FRED**
Fred Krell Show
WSAM, Saginaw, Mich.
- KROSKE, BILL**
WMCK, McKeesport, Pa.
- KRUSE, RUSS**
Juke Box Review
KSDN, Aberdeen, S. D.
- KULZ, ROBERT**
Morning and Afternoon
Roundup
WEBO, Tampa, Fla.
- KUNZ, CARL J., JR.**
WEAZ, Troy, N. Y.
- KUREGER, RALPH**
Coffee Time
WCSS, Amsterdam, N. Y.
- KUTAN, DICK**
Farm Market Jamboree
WSAL, Logansport, Ind.
- KYLE, JACK**
Night Flight
CKWX, Vancouver, B. C., Canada
- L —
- LaBARR, FRANK**
Music After Midnight
Musical Waiter
WBRE, Wilkes-Barre, Pa.
- LABOE, ART**
Teen Timers Matinee
KGFJ, Hollywood, Calif.
- LACONI, JOE**
1580 Club
WBUT, Butler, Pa.
- LACY, JACK**
Listen To Lacy
WINS, New York, N. Y.
- LaFRANCHISE, CHARLIE**
The Hop
KPOJ, Portland, Ore.
- LaMAR, JACK**
Housewives Serenade
WCAM, Camden, N. J.
- LAMBERT, EDDIE**
The E. L. Show
WEAT, Lake Worth, Fla.
- LAMBERT, BOG**
Insomnia Club
WSAM, Saginaw, Mich.
- LAMERE, ROY**
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.
- LANDERS, BOB**
Melody Ballroom
WFBR, Baltimore, Md.
- LANDFEAR, DEAN**
Off The Record
WMT, Cedar Rapids, Iowa
- LANG, DAVID**
Time-News-Temperature
WHLs, Port Huron, Mich.
- LANGSTON, HARRY**
Harry The Hoosier
WWCA, Gary, Ind.
- LANTZ, CLIFF**
Valley Bandstand
KREO, Indio, Calif.
- LARICK, DWIGHT**
Dance On Downbeat
WKOZ, Kosciusko, Miss.
- LARKE, STAN**
Mail Bag
CFOR, Orillia, Ont., Canada
- LARSON, BEN**
Happy Days
WRFW, Eau Claire, Wis.
- LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
- LASK, BILL**
Tumbleweed Tempos
KDDD, Dumas, Texas
- LATHAM, GARRY**
1400 Club
WJZM, Clarksville, Tenn.
- LAURENSEN, GARY**
1240 Club
KSUE, Susanville, Calif.
- LAVERTY, BOB**
Yours By Request
KWSD, Mt. Shasta, Calif.
- LAWRENCE, BOB**
Bob Lawrence, Show
KVIC, Little Rock, Ark.
- LAWRENCE, LAWRENCE Q.**
Lawrence Q. Lawrence Show
WCOP, Boston, Mass.
- LAWRENCE, MILTON**
We Say Good Night
WSGN, Birmingham, Ala.
- LAWSON, RALPH**
Hill Billy Jump
WZIP, Covington, Ky.
- LAYTON, DOUG**
Platter Parade
WAUD, Auburn, Ala.
- LEA, ROD**
After Hours
WWOD, Lynchburg, Va.
- LEA, ROGER**
WDVA, Jamboree
WDVA, Danville, Va.
- LEACH, ROBERT E.**
WPGW, Portland, Ind.
- LEAZOR, PERRY (NEGRO)**
1400 Club
WSTP, Salisbury, N. C.
- LEBBY, BARBARA**
Melody Shop
WACB, Kittanning, Pa.
- LEE, AL**
Music Ala Lee
KVMV, Twin Falls, Idaho
- LEE, BOB**
Melody Time
WPEO, Peoria, Ill.
- LEE, BRUCE**
WHIT, New Bern, N. C.

Disc Jockeys—Radio-Television

- LEE, HARRY**
Coffee Shop
WMID, Atlantic City, N. J.
- LEE, MIKE**
WEDO, McKeesport, Pa.
- LEE, TOM**
Dance Time
WMRA, Myrtle Beach, S. C.
- LEFFINGWELL, JOHN**
WNLC, New London, Conn.
- LeGOFF, JACK**
Jack LeGoff Show
WFMJ, Youngstown, Ohio
- LEHNHOFF, HENRY**
UMPapa
KWED, Seguin, Texas
- LEIGHTON, JERRY**
Datin' With Leighton
WSAZ, Huntington, W. Va.
- LEITCH, BOB**
Rise 'N Shine
CKOC, Hamilton, Canada
- LENAY, WILL**
Will Lenay Show
WSAI, Cincinnati, Ohio
- LENUSON, DICK**
KBUN, Bemidji, Minn.
- LEONARD, BOB**
Club A.M.
WBLS, Bristol, Conn.
- LESTER, JACK**
Jack Lester Show
WENR, Chicago, Ill.
- LESTER, MICKEY**
Mickey Lester Show
CKEY, Toronto, Ont., Canada
- LETCHER, SKIP**
Skip Letcher Show
CHVC, Niagara Falls, Ont., Canada
- LEVITT, AL**
Let's Get Acquainted
KEEN, San Jose, Calif.
- LEVITT, BOB**
Bob's Curfew Club
KTRB, Modesto, Calif.
- LEWIS, FRED**
Coffee For Two
WJNO, W. Palm Beach, Fla.
- LEWIS, HAL**
J. Akuhead Pupule
KHON, Honolulu, Hawaii
- LEWIS, JIMMY**
Jimmy Lewis Show
KNUZ, Houston, Texas
- LEWIS, MILT**
WIBC, Indianapolis, Ind.
- LEWIS, RALPH**
930 Club
WTAD, Quincy, Ill.
- LEWIS, ROBERT Q.**
Robert Q.'s Waxworks
CBS
- LEYDEN, BILL**
The Bill Leyden Show
KFWB, Hollywood, Calif.
- LEZOTTE, GEORGE**
Mid-Day Serenade
WAVZ, New Haven, Conn.
- LIBUTY, GEORGE**
Melody Matinee
WRNY, Rochester, N. Y.
- LILLIBRIDGE, SAMMY**
KCLW, Hamilton, Texas
- LINDAMOOD, RONNIE**
Morning Mailbag
WYVE, Wytheville, Va.
- LINDLEY, BOB**
Rumpus Room
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**
Soap 'n The Saddle
KELT, Electra, Texas
- LINDSAY, JAMES**
Listen With Lindsay
KRIC, Beaumont, Texas
- LINEBERRY, WARREN**
WBOB, Galax, Va.
- LINKOUS, MEL**
Saturday Dance Party
WLSL, Roanoke, Va.
- LINN BANDEL**
At Home With Bandel Linn
WSPB, Sarasota, Fla.
- LINN, CLARE**
Clare "Shoulders" Linn
WKMH, Dearborn, Mich.
- LINN, KEN**
Music Room
WLW, Cincinnati, Ohio
- LINN, PHILLIP**
KWRO, Coquille, Oregon
- LINTON, PETE**
Pete's Pop Parade
KNOE, Monroe, La.
- LIPTON, JOE**
Late Riser's Revue
WANS, Anderson, S. C.
- LISLE, KENN**
WPRC, Lincoln, Ill.
- LITCHFIELD, LITCH**
Uncle Litch Daybreak Jam-boree
WKBC, N. Wilkesboro, N. C.
- LITTLE, IDA**
Little Ida Time
WTOB, Winston-Salem, N. C.
- LITZINGER, RAY**
Melody Club
KIT, Yakima, Wash.
- LOYD, BOB E.**
Bob E. Lloyd Show
WHTT, Hartford, Conn.
- LOYD, FRED**
Breakfast Fracas
ROMO, Seattle, Wash.
- LOCKHART, JOHN**
Off The Record
KRSN, Los Alamos, N. Mexico
- LOOHNER, ART**
You Ask For It
WLEA, Hornell, N. Y.
- LOCKWOOD, GLEN**
Record Party
KOOK, Billings, Mont.
- LOBBE, BARNEY**
Uncle Barney
WNAG, Grenada, Miss.
- LOGAN, BILL**
1310 Club
KOKX, Keokuk, Iowa
- LOMAX, KEN**
KUGN Carousel
KUGN, Eugene, Oregon
- LOMKE, DAVE**
Club 600
KSBJ, Jamestown, N. Dak.
- LONG, BUCK**
Buck's Back Room
WABB, Mobile, Ala.
- LONG, ELMER**
Moments Of Melody
WVCH, Chester, Pa.
- LONG, KENNETH**
Late Riser's Club
WGAN, Portland, Maine
- LONG, MATT**
Open House
KGB, San Diego, Calif.
- LONGACRE, JAY**
Teen Time Tantrums
WBAT, Marion, Ind.
- LONGWORTH, WM.**
Musical Matinee
WGBI, Scranton, Pa.
- LOPEZ, JOE**
Memory Song Man
WIOD, Miami, Fla.
- LOUDEN, ROD**
Magic In Music
KPOJ, Portland, Oregon
- LOUTHER, JOHN**
Timekeeper Show
WKAL, Rome, N. Y.
- LOUNSBERRY, JIM**
Record Shop
WIND, Chicago, Ill.
- LOWE, JACKSON**
Jackson Lowe Program
WINX, Washington, D. C.
- LOWE, JIM**
The Lowe Down
WENR, Chicago, Ill.
- LOWE, WALT**
Disc Jockey Jamboree
KSUB, Cedar City, Utah
- LOWERY, BILL**
Let's Have Fun
WGST, Atlanta, Ga.
- LOWERY, BYRON**
Coffee Club
KWTX, Waco, Texas
- LOWEY, KEN**
Pop O the Morning
WGTA, Summerville, Ga.
- LOWRY, MICKEY**
Mickey's Madhouse
WGTA, Summerville, Ga.
- LOWRY, ROBERT A.**
13-20 Club
KVMC, Colorado City, Texas
- LOYE, DAVID**
KOCT, Oklahoma City, Okla.
- LOZIER, JACK**
General Store
KRIS, Corpus Christi, Texas
- LUCAS, BEN**
Talk Of Town
WRGA, Rome, Ga.
- LUCAS, MARK**
Mark & Remarks
WTNS, Coshocton, Ohio
- LUDKA, JOE**
Your Favorite & Mine
KREL, Baytown, Texas
- LUECK, KEN**
Best on Wax
WNDB, Daytona Beach, Fla.
- LUKENS, NED**
Jack the Bellboy
WEAS, Atlanta-Decatur, Ga.
- LUNDBERG, WYN**
Me'ody Mill
KRVN, Lexington, Nebr.
- LUNDQUIST, VERNON**
620 Club
WROL, Knoxville, Tenn.
- LUPO, JIM**
Juke Box Review
WLAQ, Rome, Ga.
- LUPTON, JOHN**
Lupton's Matinee & Spinner
Sanctum
WLAN, Lancaster, Pa.
- LYNCH, BILL**
Bill Lynch Show
WRYO, Rochester, Pa.
- LYNN, BOB**
Bob Lynn Show
WWPB, Miami, Fla.
- LYNN, DAVE**
Yawn Patrol
WGAP, Maryville-Alcoa, Tenn.
- LYNN, JACK**
Morning Watch
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**
Melody Manor
WVCH, Chester, Pa.
- LYNN, RONNY**
Melody Range
WKNX, Saginaw, Mich.
- LYON, EDISON**
Melody Round-Up
KWLK, Longview, Wash.

Disc Jockeys—Radio-Television

LYON, JOHN
Lyon's Den
WBQW, Augusta, Ga.

LYONS, JIMMY
Discapades
KNBC, San Francisco, Calif.

— Mc —

McALLISTER, DON
Yours Sincerely
WDBO, Orlando, Fla.

McANULTY, BOB
Record Party
KWJJ, Portland, Ore.

MacBRIAR, WALLACE
1240 Spot
WJON, St. Cloud, Minn.

McBRIDE, GORDON
Littlefork Calling
CFKI, Fort Frances, Ontario, Canada

McBRIDE, LESTER
KGLU, Safford, Ariz.

McCALL, EARL
Cavalcade of Music
KVLV, Alpine, Texas

McCALL, GEORGE
Request On Call
Spins & Needles
WBEU, Reading, Pa.

McCALL, JACK
KSYL, Alexandria, La.

McCANN, BOB
Wax Works
KBMY, Billings, Montana

McCANN, TOM
Easy Listening
KJR, Seattle, Wash.

McCARL, BOB
Poor Bob's Almanac
KRNR, Roseburg, Oregon

McCARTHY, LARRY
WJBB, Haleyville, Ala.

McCARTHY, RED
Platter Chatter
WHGB, Harrisburg, Pa.

McCARTY, BOB
920 Club
KFJX, Grand Junction, Colo.

McCAULEY, JOE
Dawn Patrol
WIP, Philadelphia, Pa.

McCLEAN, PHIL
WERE, Cleveland, Ohio

McCLENDON, RAY
Platter Paradise
WGSV, Guntersville, Ala.

McCOY, RONNIE
KFEL, Kilocyte Club
KFEL, Denver, Colo.

McCULLOUGH, DICK
WRFC, Athens, Ga.

McCULLOUGH, SCOT
Disc Derby
KXXX, Colby, Kansas

McCUTCHAN, KEN
Spinners Sanctum
WIKY, Evansville, Indiana

McDANIEL, GRANT
Candlelight Serenade
KDSH, Boise, Idaho

McDANIELS, "ACE"
Trailers Trails
KALE, Richland, Wash.

McDANIELS, WINFRED
Mac At The Record Rack
KLFY, Lafayette, La.

McDEVITT, LEO
1230 Club
WBSM, New Bedford, Mass.

McDONALD, AL
Al Mac's Music-Al
KOTA, Rapid City, S. Dak.

McDONALD, HOWARD
KXLQ, Bozeman, Montana

McDONALD, RUSTY
KSWO, Lawton, Okla.

McDOWELL, FRED
Fred Mack Show
CKOK, Penticton, B. C., Can.

McDOWELL, LYNN
WJBB, Haleyville, Ala.

McENANEY, JAMES
WNLC, New London, Conn.

McFADDEN, A. T.
A. T.'s Night Club (Colored)
WPFL, Jackson, Tenn.

McFADDEN, JIM
Call A Tune
KGEM, Boise, Idaho

McFARLAND, HARRY
Teen Time Tunes
KSIW, Woodward, Okla.

McFARLANE, MONTY
Monty's Music
WJOR, Vancouver, B. C., Can.

McGARRY, MAC
Mac McGarry Show
WRC, Washington, D. C.

McGAVIN, BOB
Midnight Special
CFRN, Edmonton, Alberta, Canada

McGILL, LAWRENCE
1240 Club
WFTM, Maysville, Ky.

McGREW, DANGEROUS DAN
WLBG, Laurens, S. C.

McGUIRE, CHARLES
The Digger Show
WOPI, Bristol, Tenn.

McGUIRE, MAC
Start The Day Right-Matinee
McGuire
WIP, Philadelphia, Pa.

McGUREN, MAC
Concert Musicale
KGDE, Ferguson Falls, Minn.

McHALE, BOB
Polka Party
WSCR, Scranton, Pa.

McHALE, LARRY
Mac's Mansions
KALB, Alexandria, La.

McINTIRE, RUSS
Platter Party
WSTP, Salisbury, N. C.

McINTOSH, HUGH
Club 1350
KRLC, Lewiston, Idaho

McKASSON, CHUCK
Hillbilly Jamboree
WGBF, Evansville, Ind.

McKAY, JAMES
Melody Time
WFEB, Sylacauga, Ala.

McKAY, KEITH
CFJR, Brockville, Ont., Can.

McKECHNIE, BILL
Timeteller
WALT, Tampa, Fla.

McKEE, BOB
WQXI, Atlanta, Ga.

McKEEHAN, BOB
Arizona Hayride
KCNA, Ariz.

McKENZIE, ED
Jack The Bellboy
WJBK, Detroit, Mich.

McKINNON, BOB
1050 Club
WRFS, Alexander City, Ala.

McLAUGHLIN, BOB
KLAC, Los Angeles, Calif.

McLEAD, D.
"Hell" Alley Band Wagon
CFOS, Owen Sound, Ont., Can.

McMASTERS, JAY
WMEX, Boston, Mass.

MacMILLAN, ERNEST, SIR
Sir Ernest Plays Favorites
CKEY, Toronto, Ont., Canada

McMILLAN, VALERIE
KSL, Salt Lake City, Utah

McMILLEN, JIM
WCKB, Dunn, N. C.

McNAMARA, FRANK
Frank McNamara Show
WNBE, North Adams, Mass.

McNEALL, CHUCK
KCLS, Flagstaff, Ariz.

McNEELEY, MARTY
McNeeley & Music
WJR, Detroit, Mich.

McNEIL, DEAN
Blues At Sunrise (Negro Pgm.)
KWBC, Ft. Worth, Texas

McNEIL, ROBIN
Insomnia Inc.
CJCH, Halifax, N. C., Canada

McNEILLY, JOE
Mailbox Roundup
WSFC, Somerset, Ky.

McVEAN, BILL
Smoke Rings
CKOC, Hamilton, Canada

— M —

MACK, BILL
Bill Mack Show
KWFT, Wichita Falls, Texas

MACK, BILL
Denemark Music Time
WEDC, Chicago, Ill.

MACK, JIMMY
WHFB, Benton Harbor, Mich.

MACK, JOHNNY
All Request Jamboree
KBOA, Kennett, Mo.

MACRAE, JOHN
WABI, Bangor, Maine
"THE MAD IRISHMAN"
WIMS, Michigan City, Ind.

MADDON, EDWARD
WLBR, Lebanon, Pa.

MAGEE, ROGER
Off The Record
WWNR, Beckley, W. Va.

MAGILL, MAURY
Maury Magill Show
WBBW, Youngstown, Ohio

MAHL, JACK
On The Town
WKBW, Buffalo, N. Y.

MAHONEY, JOHN
Bandstand
WJTN, Jamestown, N. Y.

MAHONEY, WM.
Record Rack
WNCC, Barnesboro, Pa.

MAILLET, CHUCK
Tit Tok Club
WFLO, Farmville, Va.

MAIN, RALPH
Requestfully Yours
KXGN, Glendive, Mont.

MAINZ, JOE
KEBE, Jacksonville, Texas

MALCOLM, BERNARD
Best On Wax
WLNA, Peekskill, N. Y.

MALLORY, TROY
Red, Hot N' Blues
RTBS, Shreveport, La.

MALONEY, JERRY
Maloney At The Mike
WTRC, Elkhart, Ind.

MALTAIS, NORMAND
CKCV, Quebec, Canada

MALTZ, MILTON
Cass Kaid
WKHM, Jackson, Mich.

MANCHESTER, DOUG
CKBK, Barie, Ont., Canada

Disc Jockeys—Radio-Television

- MANFRIN, JIM**
WSPC, Anniston, Ala.
- MANNING, RAY**
The Ray Manning Show
KSTL, St. Louis, Mo.
- MAPHET, DICK**
Dream Time
KTMS, Santa Barbara, Calif.
- MARION, ARMAND**
Les Amis De Charlotte
CKVL, Verdun, Que., Canada
- MARKLE, TINY**
Factory Whistles
WAVZ, New Haven, Conn.
- MARSHALL, CURT**
Dee Jay Open House
WCRS, Effingham, Ill.
- MARSHALL, JERRY**
The Music Hall
WNEW, New York, N. Y.
- MARSHALL, ROBERT**
Record Jury
WGBS, Miami, Fla.
- MARTIN, BOB**
Record Roundup
WALT, Tampa, Fla.
- MARTIN, BOB**
Martin's Matinee
WMUR, Manchester, N. H.
- MARTIN, CHUCK**
Dancing In The Dark
WGAU, Athens, Ga.
- MARTIN, ED**
Martin's Music Shop
WBBB, Burlington, N. C.
- MARTIN, GEORGE**
WKSR, Pulaski, Tenn.
- MARTIN, JOE**
Jolly Joe Show
Musical Almanac
KMMJ, Grand Island, Neb.
- MARTIN, JOHNNY**
WLOU, Louisville, Ky.
- MARTINEZ, AL**
Discapades
WKIP, Poughkeepsie, N. Y.
- MARVIN, ED**
Best On Wax
WOCB, W. Yarmouth, Mass.
- MASI, MARIE**
Rhythm Parade Time
WHBI, Newark, N. J.
- MASINGILL, LUTHER**
Sun Dial and Loafin' with
Luther
WDEF, Chattanooga, Tenn.
- MASON, BOB**
News and Music Time
WBTA, Batavia, N. Y.
- MAST, BENNY**
Hillbilly House Party
WATA, Boone, N. C.
- MATHEWS, PETE**
Rise And Shine
WSAZ, Huntington, W. Va.
- MATTHEWS, SAM**
Rural Rhythm
KGKB, Tyler, Texas
- MATHEWSON, DON**
Don's Showcase
WAMS, Wilmington, Del.
- MATTISON, HANK**
Hillbilly Hit Parade
KRHD, Duncan, Okla.
- MAUNSELL, DAVE**
Coke Party
WSKI, Montpelier, Vt.
- MAXWELL, BOB**
Bob Maxwell
WWJ, Detroit, Mich.
- MAY, MIKE**
Platters For Your Pleasure
WCSI, Columbus, Indiana
- MAYALL, GENE**
Melody Time
WBYS, Canton, Ill.
- MAYER, BILL**
Mayer Of The Morning
WGAR, Cleveland, Ohio
- MAYO, BEN**
WHIN, Gallatin, Tenn.
- MAYRAND, WARD**
Midday Matinee-Rhythm
Romp
WHAK, Rogers City, Mich.
- MEACHAM, TOM**
WJIG, Tullahoma, Tenn.
- MEARIAN, MIKE**
Club 1080
WXRA, Buffalo, N. Y.
- MEDINA, ALEJANDRO**
Producer of Spanish Programs
KBMX, Coalinga, Calif.
- MELODY, JOE**
Spins And Needles
KBKI, Alice, Texas
- MELTON, BARD**
Early Birds
KENI, Anchorage, Alaska
- MELTON, DAVE**
Melton's Mad House
KOEL, Oelwein, Iowa
- MENKE, ED**
Yawn Patrol
WISR, Butler, Pa.
- MENTZER, EARL**
Turn Table Time
WGER, Hagerstown, Md.
- MERCHANT, BILL**
Breakfast Turntable
WKWB, Muskegon, Mich.
- MERRILL, JACK**
Relay Quiz
KOLS, Pryor, Okla.
- MERRY, DEAN**
Dream Dust
WESB, Bradford, Pa.
- MESSER, NORM**
WKXL, Concord, N. H.
- METHVEN, JEFF**
Musical Clock
KPLT, Paris, Texas
- METZ, DON**
Wake Up Singing
KVOL, Lafayette, La.
- MEYERLING, LARRY**
KUBC, Montrose, Colo.
- MEYERS, DON**
WFIN, Findlay, Ohio
- MEYERS, ED**
Country Style
Tops In Music
KMMJ, Grand Island, Neb.
- MEYERS, JACK**
WOW, Omaha, Nebr.
- MICHAEL, JAY**
Jay Michael Show
WPIT, Pittsburgh, Pa.
- MICHAEL, ROBERT**
Variety Matinee
WRTA, Altoona, Pa.
- MILES, JOE**
Announcer-Engineer
WMNC, Morganton, N. C.
- MILLER, BILL**
Top O Morning
KLKC, Parsons, Kans.
- MILLER, BRUCE**
WKRK, Mobile, Ala.
- MILLER, CLIFF**
Matinee with Miller
KBUC, Corona, Calif.
- MILLER, DAVID L.**
B. June 18, 1911, New York City,
N. Y.; Bar 93 Ranch, WPAT;
Dave Miller Show, WPAT; Record
Room, WPAT; Off the Record—
Art Ford, WPIX.
- MILLER, DICK**
The Ole Hep Cat
WRBC, Jackson, Miss.
- MILLER, DON**
KNUJ, New Ulm, Minn.
- MILLER, ED**
Musical Nitecap
WKNA, Charleston, W. Va.
- MILLER, GENE**
Record Rodeo
KOVE, Lander, Wyo.
- MILLER, GEORGE**
Mystery Matinee
KADA, Ada, Okla.
- MILLER, HOWARD**
H. M. Show
WIND, Chicago, Ill.
- MILLER, IRV.**
Requestfully Yours
WDLB, Marshfield, Wis.
- MILLER, LeROY**
The LeRoy Miller Club
WFIL, Philadelphia, Pa.
- MILLER, RICK**
KWBW, Hutchinson, Kans.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLER, TED**
WBEC, Pittsfield, Mass.
- MILNER, ART**
Record Shop
WHIM, Providence, R. I.
- MILSOP, JOSEPH**
Joe's Show
WCPA, Clearfield, Pa.
- MILTON, BOB**
Bob Milton Show
KGLO, Mason City, Iowa
- MIMS, BILL**
The Yawn Patrol
WATL, Atlanta, Ga.
- MIMS, SLIM**
Uncle Ugly
WJMX, Florence, S. C.
- MITCHEL, BILL**
Mitchell's Musical Morning
WRBL, Columbus, Ga.
- MOFFATT, RALPH**
Nite Notes
WDGY, Minneapolis, Minn.
- MODELAND, VERN**
KWBG, Boone, Iowa
- MOHER, BILL**
Friendly Time
WDAY, Fargo, N. Dak.
- MOLINARO, LARRY**
Polka Party
WNAR, Norristown, Pa.
- MONACO, DEL**
WUSJ, Lockport, N. Y.
- MONROE, JOHN**
Ayem Mayhem — Camptown
Radio
KENT, Shreveport, La.
- MONSON, PAUL**
Melody Express
WMAS, Springfield, Mass.
- MONTGOMERY, JOHN**
WICC, Bridgeport, Conn.
- MONTGOMERY, PAUL**
Morning Musicales
WNAO, Raleigh, N. C.
- MOON, DICK**
KWBB, Wichita, Kans.
- MOONEY, FRANK**
WHUM, Reading, Pa.
- MOONEY, JESS**
Morning Varieties
WDAR, Savannah, Ga.
- MOORE, JERRY**
Rise and Shine
WKOK, Sunbury, Pa.
- MOORE, RICHARD**
KGFF, Shawnee, Okla.
- MORAGA, PEDRO**
Melodias Mananeres
KLFN, Phoenix, Ariz.

Disc Jockeys—Radio-Television

- MORE, UNCLE TOM**
Uncle Tom's Jamboree
WNOX, Knoxville, Tenn.
- MORELAND, HARRY A.**
Cuz Coffee Club
KCRV, Caruthersville, Mo.
- MORELLI, HAL**
Wake Up & Live
KOCs, Ontario, Calif.
- MORGAN, BOB**
Music Shop
Best On Wax
WMBO, Auburn, N. Y.
- MORGAN, HAL**
Musical Inn, Morgan's Manor
WGAB, Cleveland, Ohio
- MORGAN, STAN**
Rise 'n Shine
WARA, Attleboro, Mass.
- MORISSEY, TOM**
Dance Time
WNAG, Grenada, Miss.
- MR. MORNING**
Mr. Morning
WCOL, Columbus, Ohio
- MORRIS, BILL**
Studio Party
WLAQ, Rome, Ga.
- MORRIS, CHUCK**
KMO, Tacoma, Wash.
- MORRIS, JAMES**
Ranchers Hour
KLMX, Clayton, New Mexico
- MORRIS, LEROY**
RFO—1230
WEAR, Pensacola, Fla.
- MORRIS, ROY**
Yrs. Til Midnite
WAGC, Chattanooga, Tenn.
- MORRISSEY, WILLIAM S.**
WCCM, Lawrence, Mass.
- MORROW, JACK**
WIBC, Indianapolis, Ind.
- MORSE, CHUCK**
KGEZ, Kalispell, Mont.
- MORTIMER, AL**
Off The Record
WRAK, Williamsport, Pa.
- MOSES, BOB**
Night Watch
KFYR, Bismarck, N. D.
- MOTT, BOB**
Music for You
KFXM, San Bernardino, Calif.
- MOUNTEER, JOHN**
850 Club
WXKW, Albany, N. Y.
- MOWERS, ROBERT**
Spinner's Sanctum
WGAN, Portland, Maine
- MOYLE, WILL**
Musical Clock
WWPA, Williamsport, Pa.
- MUCCI, JOHN**
Moonlight Serenade
WKOP, Binghamton, N. Y.
- MUELLER, RALPH**
Time & Tunes
WBBO, Tampa, Fla.
- MULLALLY, DON**
Caledonia Capers
WTWN, St. Johnsbury, Vt.
- MULLINAX, WALLY**
Ebony Swing Club
WESC, Greenville, S. C.
- MULLINS, MOON**
Moon's Music
WJMO, Cleveland, Ohio
- MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
- MUNRO, RED**
Fun Dial
WTMA, Charleston, S. C.
- MUNROE, GEORGE**
Musical Eye Opener
KFDM, Beaumont, Texas
- MUNT, PAUL**
KBON, Omaha, Nebr.
- MURDOCK, JIM**
The Lazy Hour
KCKY, Coolidge, Ariz.
- MURPHEY, DAN**
Mid-Day Melodies
KTEL, Walla Walla, Wash.
- MURPHREE, JACK**
Strictly Informal
WOMI, Owensboro, Ky.
- MURPHY, AL**
CFBC, St. John, N. B., Can.
- MURPHY, DAVE**
Dave Murphy Show
WSPB, Sarasota, Fla.
- MURPHY, ED**
Timekeeper
WSYR, Syracuse, N. Y.
- MURPHY, JOHN (PAT)**
WREY, Reidsville, N. C.
- MURPHY, TOM**
Musical Circus
WGKY, Charleston, W. Va.
- MURRAY, HUGH**
Bernies, Bandwagon
KYOS, Merced, Calif.
- MURRAY, JOHNNIE**
Murray At One
Murray-Go-Round
WMAK, Nashville, Tenn.
- MURRAY, PAT**
Words & Music
CFPL, London, Ontario, Can.
- MURRAY, ROY**
Murray-go-Round
WATR, Waterbury, Conn.
- MURRAY, HAL**
Ole Hired Hand
WSKY, Asheville, N. C.
- MUSIC, REX**
KSO, Des Moines, Iowa
- MUXFELD, FRED**
Twin City Turn Tables
WJBC, Bloomington, Ill.

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- NABORS, TED**
Top O' The Morning
KTHT, Houston, Texas
- NAPIER, BYRON**
Night Watch
KRCR, Enid, Okla.
- NAUGHTON, RUSS**
Shoppers Special
WDRG, Hartford, Conn.
- NAUGLE, DAVE**
KFJZ, Fort Worth, Texas
- NAYLON, LARRY**
Requestfully Yours
KOPO, Tuscon, Ariz.
- NEAL, BILL**
Yawn Patrol
WCAV, Norfolk, Va.
- NEAL, BOB**
Bob Neal's Farm
WMPs, Memphis, Tenn.
- NEELD, HUGH**
Club 1230
KSEY, Seymour, Texas
- NEILAN, RAY**
Request Matinee
WKNE, New Britain, Conn.
- NEILL, JIMMIE**
Spinner's Sanctum
KVER, Albuquerque, N. Mex.
- NEIME, WALDER**
Breakfast Club
WMBL, Morehead City, N. C.
- NELSKOG, WALLY**
Wally's Music Makers
KRSC, Seattle, Wash.
- NELSON, ART**
Sunny-Side-Up
KLIF, Dallas, Texas
- NELSON, CHAS.**
Requestfully Yours
WFBG, Altoona, Pa.
- NELSON, CY**
Half Music-Half Nelson
WGIL, Galesburg, Ill.
- NELSON, ED**
KTOE, Mankato, Minn.
- NELSON; JACK**
590 Club
WLVA, Lynchburg, Va.
- NESBITT, BARRY**
Breakfast with Barry
CKFH, Toronto, Ont., Canada
- NETTLETON, DICK**
At Your Command
KVAN, Vancouver, Wash.
- NEWMAN, BERNIE**
Breakfast Party
WBNB, Binghamton-Endicott, N. Y.
- NEWMAN, JAMES A.**
Tops in Pops—Nonsense With Newman
KFAL, Fulton, Mo.
- NEWSOM, OSCAR**
Rise & Shine
WWGS, Tifton, Ga.
- NEWSOME, BUCK**
Melody Corner
KYMA, Yuma, Ariz.
- NEWSOME, GIL**
Bandstand Revue and First Five
KWK, St. Louis, Mo.
- NEWTON, GAY RICHARD**
Classical Music
KELT, Electra, Texas
- NIAGRO, JOE**
Anything But Swing
WIBG, Philadelphia, Pa.
- NICHOLS, NICK**
Rhythm Ranch
WPLA, Plant City, Fla.
- NICHOLSON, JOHN**
Club 120
WTMC, Ocala, Fla.
- NIDIFFIER, RANDOLPH**
WBEJ, Elizabethton, Tenn.
- NIERSBACH, BILL**
Breakfast With Bill
WKBV, Richmond, Ind.
- NIGOCIA, HARRY**
Mid-Day Serenade
WJBW, New Orleans, La.
- NILES, DAVID**
Music You Want
WEVD, New York, N. Y.
- NOBLE, BOB**
Breakfast with Bob
WSAV, Savannah, Ga.
- NOBLES, GENE**
Dance Hour
WLAQ, Nashville, Tenn.
- NOEL, MICHEL**
CKAC, Montreal, Canada
- NOLAN, TIM**
Sundial
KXYZ, Houston, Texas
- NOLAN, TOM**
Crossroad Store
WGLS, Decatur, Ga.
- NORDSTROM, KEN**
WPBC, Minneapolis, Minn.
- NORGARD, BOB**
Polka Time
WFRO, Fremont, Ohio
- NORMAN, GENE**
The Gene Norman Show
KFWB, Hollywood, Calif.
- NORMAN, ROBERT**
Mailbag Matinee
WHDL, Olean, N. Y.

Disc Jockeys—Radio-Television

- NORMAN, RUSS**
Traffic Jamboree
KING, Seattle, Wash.
- NORMAN, STAN**
Hits & Encores
KTUC, Tucson, Ariz.
- NORRIS, RANDY**
Random Ranch
KEYD, Minneapolis, Minn.
- NORTH, PETER**
Rise and Shine
CJCS, Stratford, Ont., Canada
- NORVAL, BUD**
Breakfast Serenade
WFOR, Hattiesburg, Miss.
- NOVEL, J. WALTER**
Popular Tune Time
KDJV, Sanger, Calif.
- NOVELLO, MIKE**
Mailbox
WLSE, Richmond, Va.
- NUGENT, JACK**
Jack's Juke Box
KASM, Albany, Minn.
- NUSBAUM, MORT**
WHAM, Rochester, N. Y.
- O —
- O'BANNON, GENE**
680 Music Shop
KABC, San Antonio, Tex.
- O'BRIAN, DONALD P.**
Western Jamboree
Ten Ten Club
KCH, Chillicothe, Mo.
- O'BRIEN, DAVE**
Relay Quiz
WDXI, Jackson, Tenn.
- O'BRIEN, JIM**
Morning Jamboree
WMRO, Aurora, Ill.
- O'BRIEN, TOM**
Club 93
WPAT, Paterson, N. J.
- O'DONNELL, BOB**
Insomnia Inn
WSYR, Syracuse, N. Y.
- OINCHAS, MANNY**
Fiesta Time
KTKT, Tucson, Ariz.
- OLBERTS, LEO**
Hillbilly Hits
KALB, Alexandria, La.
- OLINGER, DICK**
Musical Clock
WDAD, Indiana, Pa.
- OLIVE, GRAY**
Toast and Coffee
WWOOD, Lynchburg, Va.
- OLIVER, JERRY**
Open House
KRXL, Roseburg, Ore.
- OLSON, BOB**
WJMS, Ironwood, Mich.
- OLSON, DWIGHT**
Hit Tunes
WJPS, Evansville, Ind.
- OLSON, NATE**
Music of The West
KOOS, Coos Bay, Oregon
- O'NEILL, DICK**
Melody & Rhythm Time
WCVS, Springfield, Ill.
- O'NEILL, JOHNNY**
WREY, Reidsville, N. C.
- O'REILLY, MIKE**
Atomic Boogie
WJXN, Jackson, Miss.
- OSBORN, OZZIE**
WFBM, Indianapolis, Ind.
- OSTBERG, BOB**
1580 Club
WFGM, Fitchburg, Mass.
- OUTLAW, DICK**
WILM, Wilmington, Del.
- OWEN, ALAN**
Music Room
WMID, Atlantic City, N. J.
- OWENS, LARRY**
Just Records
WTOO, Toledo, Ohio
- OWENS, TOM**
1830 Club
KFH, Wichita, Kans.
- P —
- PAGE, BOB**
Musical Roundup
KCTX, Childress, Texas
- PACKARD**
Early Risers Club
KMOD, Modesto, Calif.
- PAGE, ELLIOT**
Saturday Date
WSKI, Montpelier, Vt.
- PAGE, SAM**
Page's Party
WNBF, Binghamton, N. Y.
- PAIGE, ERIK**
850 Club
WCAV, Norfolk, Va.
- PAINTER, DICK**
After Hours Stuff
KVGK, Great Bend, Kansas
- PALLAN, ART**
Record Hits
WWSW, Pittsburgh, Pa.
- PALMER, DUKE**
Remember
KBOR, Brownsville, Texas
- PALMER, JAMES**
Musical Showcase
KSM, Sikeston, Mo.
- PALO, GEORGE**
KBUN, Bemidji, Minn.
- PAQUETTE, PIERRE**
A Chaque Refrain, son Histoire
CJBR, Rimouski, Quebec, Can.
- PARCHMAN, EARLE**
WJLM, Lansing, Mich.
- PARKE, TOM**
KWTC, Barstow, Calif.
- PARKER, AL**
Anything Goes
WJJD, Chicago, Ill.
- PARKER, DAN**
WTUX, Wilmington, Del.
- PARKER, EDDIE**
Morning Express
WKGX, Knoxville, Tenn.
- PARKER, ERIC**
570 Club
WMAM, Marinette, Wis.
- PARKER, JOHN**
Parker's Playhouse
WBTM, Danville, Va.
- PARKER, KEN**
1250 Club
WDVA, Danville, Va.
- PARKER, PAUL**
The Double P Show
WGNJ, Wilmington, N. C.
- PARKER, ROYAL**
Royal Record Review
WASA, Havre De Grace, Md.
- PARKS, AL**
Jukebox Serenade
WKAI, Macomb, Ill.
- PARKS, DON**
Record Party
WLXX, La Crosse, Wis.
- PARRISH, JOHN**
Music Man
WVLK, Versailles & Lexington, Ky.
- PARSONS, ALFRED**
WNAV, Annapolis, Md.
- PARSONS, BEN**
Dancing Party
WRBL, Columbus, Ga.
- PARTIDGE, DICK**
1250 Club
WTMA, Charleston, S. C.
- PATRICK "PAT"**
Lunch Call
WERD, Atlanta, Ga.
- PATTEN, BOB**
WABI, Bangor, Maine
- PATTERSON, CREAM**
Connecticut Ballroom
WONS, Hartford, Conn.
- PATTERSON, JIM**
By Jimminy
WBT, Charlotte, N. C.
- PATTISON, JIM**
1450 Club
WDAD, Indiana, Pa.
- PAUL, SYD**
Coffee Pot
WHOL, Allentown, Pa.
- PAYNE, BRUCE**
WBGO, Birmingham-Bessemer, Ala.
- PEARL, SUMNER**
Summer Time
WDEM, Providence, R. I.
- PEARS, TOM**
Crossroads Jamboree
KVOL, Lafayette, La.
- PEARSON, AL**
Melody Ranch
KSRQ, Santa Rosa, Calif.
- PEARSON, JOHNNY**
The Johnny Pearson Show
KOWH, Omaha, Nebr.
- PEARSON, ROSEMARY**
Kiddie Request Time
WJFB, Fairmont, W. Va.
- PECK, GALE**
Platter Party
KTIP, Porterville, Calif.
- PEER, LEE**
Western Request
KELK, Elko, Nevada
- PEISS, ED**
Ballroom
KOOK, Billings, Mont.
- PENDERGRAST, WILLIAM**
Requestfully Yours
WNBH, New Bedford, Mass.
- PENNEY, ED**
Penny Serenade
WTAO, Cambridge, Mass.
- PERAZZO, DON**
KBON, Omaha, Nebr.
- PERKINS, GENE**
Blue Jean Jamboree
KIDO, Boise, Idaho
- PERKINS, RAY**
The Ray Perkins Show
KFEL, Denver, Colo.
- PERRIN, KEYS**
WROW Ballroom
WROW, Albany, N. Y.
- PERRY, BILL**
Man Who Came To Breakfast
WFJB, Providence, R. I.
- PERRY, BOB**
Bob Perry's Melody Merry-Go-Round
WLAW, Boston-Lawrence, Mass.
- PERRY, CHARLES**
Music Around The Clock
WWSR, St. Albans, Vermont
- PERRY, DICK**
WBOB, Galax, Va.
- PETERS, BOBBY**
Bobby Peters Show
WBAP, Fort Worth, Texas

Disc Jockeys—Radio-Television

- PETERS, JOHN**
Dawnbusters
WPDX, Clarksburg, W. Va.
- PETERSON, ARNOLD**
Musical Reveille
WA/TW, Ashland, Wis.
- PETERSON, DALECE**
Studio Party
KASH, Eugene, Oregon
- PETERSON, ROLFE**
Peerson's Party
KOVO, Provo, Utah
- PETERSON, WALTER**
Wake Up With Walt
KELP, El Paso, Texas
- PETRICH, LEE**
Cowboy Jamboree
KONO, San Antonio, Texas
- PETTACK, KEITH**
Mississippi Valley Concert
KXGI, Fort Madison, Iowa
- PETTAY, FRAN**
Music Hall
WJR, Detroit, Mich.
- PETTERSEN, LEON**
The Big Eight
WISC, Madison, Wis.
- PFEIFFER, KEITH**
Western Caravan
KFJB, Marshalltown, Iowa
- PHEIFFER, BILL**
Musical Nightkap
WKAP, Allentown, Pa.
- PHILLIPE, GENE**
WKID, AM & FM, Urbana, Ill.
- PHILLIPS, CHARLES**
Juke Box Revue
WBBB, Burlington, N. C.
- PHILLIPS, CHUCK**
Sunrise Serenade
WMAW, Milwaukee, Wis.
- PHILLIPS, DEWEY**
WHBQ, Memphis, Tenn.
- PHILLIPS, ED**
WRUF, Gainesville, Fla.
- PHILLIPS, K.**
CKLB, Oshawa, Ont., Canada
- PHILLIPS, MERVIN**
Club 940
CJGX, Yorkton, Sask., Canada
- PHILLIPS, PHIL**
1260 Bandstand
WNXT, Portsmouth, Ohio
- PHILLIPS, ROS**
Klub Kare
KARE, Atchinson, Kans.: St. Joseph, Mo.
- PHILLIPS, STEVE**
TNT Show
WJKO, Springfield, Mass.
- PHILLIPS, WALTER**
WCPO, Cincinnati, Ohio
- PICCOLO, DON**
Don Piccolo Show
WKBI, St. Marys, Pa.
- PICKEL, CHARLIE**
Music Mill
WBIR, Knoxville, Tenn.
- PICKREM, CONRAD**
Rhythm Rambles
WFEB, Sylacauga, Ala.
- PICUS, LARRY**
A Train
WCCP, Savannah, Ga.
- PIERCE, BARRETT**
Barrett Pierce Show
KWBU, Corpus Christi, Texas
- PIERCE, BILL**
Record Shop
WORC, Worcester, Mass.
- PIERCE, JOE**
Tops In Pops
WFAA, Dallas, Texas
- PIERCE, JOHN**
Soft Lights & Sweet Music
CJRL, Kenora, Ont., Canada
- PIFER, DON**
All
KDAC, Fort Bragg, Calif.
- PIGFOOT, PETE**
Pigfoot Pete's Jamboree
WOKO, Albany, N. Y.
- PIKE, BILL**
Pike's Corner
CHUB, Nanaimo, B. C., Can.
- PILGRIM, FRANK**
Tornado Special
WLAU, Laurel, Miss.
- PINKLY, CARSON**
Sundial Club
KAVL, Lancaster, Calif.
- PLATIS, GEO.**
A Radio Program
KENO, Las Vegas, Nevada
- PLATT, DAVID M.**
Music For A Sunday Evening
In Record Time
WKLV, Blackstone, Va.
- PLATTEN, JACK**
The Jack Platten Show
WFBC, Miami, Fla.
- PLUMBER, GAYLORD**
Musical Matinee
KOFO, Ottawa, Kans.
- POLAND, SAM**
Musical Matinee
WCHS, Charleston, W. Va.
- POLMAN, NORM**
Polman Train of Music
WMMW, Meriden, Conn.
- POOLE, BOB**
Poole's Paradise
MBS
- POOLE, ROBERT D.**
Poole's Party Line
WMRC, Greenville, S. C.
- POPE, BILL**
You Name It We Play It
WABY, Albany, N. Y.
- PORTER, DON**
Don Porter Show
KGO, San Francisco, Calif.
- POSKA, AL**
Midnight Flyer
KFI, Los Angeles, Calif.
- POTET, SANDY**
Ricky's Request
KFJI, Klamath Falls, Oregon
- POTTER, DICK**
Dick's Doghouse
WMPS, Memphis, Tenn.
- POTTER, PETER**
Platter Parade
KFWB, Hollywood, Calif.
- POWELL, LARRY**
WIMS, Michigan City, Ind.
- POWELL, KENNETH C.**
WELM, Elmira, N. Y.
- POWERS, JOSEPH**
WNAV, Annapolis, Md.
- POWERS, TED**
Power House
WDEV, Waterbury, Vt.
- POWERS, VERN**
WDBL, Springfield, Tenn.
- PRATHER, BOB**
Hayloft Jamboree
WIRJ, Humboldt, Tenn.
- PRATT, JAY**
Jay Juke Box
KLKC, Parsons, Kans.
- PRENEVOST, WILLIAM**
1400 Club—Melody Showcase
WA/TW, Ashland, Wis.
- PRENTICE, JOSEPH**
WAEB, Allentown, Pa.
- PREST, BOB**
Melody Tune 3-4 P.M.
WVHG, Hornell, N. Y.
- PRESTON, ART**
1400 Club
WIDE, Biddeford, Maine
- PRESTON, WALTER**
Show Shop
WOR, New York, N. Y.
- PREVATT, DENNIS**
Swing Shift
WJHP, Jacksonville, Fla.
- PRICE, PAUL**
Priceless Hour
WANE, Ft. Wayne, Ind.
- PRICE, WILEY**
Rhythm & Blues (Colored)
KSTL, St. Louis, Mo.
- PRIMM, BUDDY**
WCEC, Rocky Mount, N. C.
- PRINCE, DAVE**
Clock Watcher
WKBW, Buffalo, N. Y.
- PROCTOR, HARLAN**
Hold Everything
WCAO, Baltimore, Md.
- PROVOST, JEAN-MARIE**
Parade Chansonette
CKBL, Matane, Que., Canada
- PRYOR, BILL**
Pryor's Party
WBNF, Binghamton, N. Y.
- PRYOR, CACTUS**
Midway of Music
KTBC, Austin, Texas
- PUCKETT, TRUMAN**
Southern Jubilee
WJLD, Bessemer, Ala.
- PUGIA, JOSEPH**
Battle Of The Bands
WLIO, East Liverpool, Ohio
- PULSIFER, WILLIAM**
CFAB, Windsor, N. S., Can.
- PULSIFER, WILLIAM**
CKEN, Kentville, N. S., Can.
- PURCELL, JOSE A. COSTAS**
Musical Cocktail
WPRP, Ponce, Puerto Rico
- PURNELL, CHARLES**
WILM, Wilmington, Del.
- PUTMAN, DON**
Put & Jiggs
WBBZ, Ponca City, Okla.
- PYLE, JACK**
Musical Clock
KYW, Philadelphia, Pa.



QUAKENBUSH, JACK
Record Session
WLRP, New Albany, Ind.



RADER, DON
WHTN, Huntington, W. Va.

RADKE, JACK
WSDR., Sterling, Ill.

RAHDEES, PAUL
Merry Go Round
KANA, Anaconda, Mont.

RAHER, EARL
Juke Box
WLAK, Lakeland, Fla.

RAIFORD, BOB
A Call For Music
WMSC, Columbia, S. C.

RAINES, LEE
WHIN, Gallatin, Tenn.

RAINEY, BRUCE
KSYL, Alexandria, La.

RALPH, DON
Coffee Club
KSTN, Stockton, Calif.

RAMPY, C. W.
1600 Club
KMAE, McKinney, Texas

RAMSEY, RAY
Breakfast With The KREW
KREW, Sunnyside, Wash.

Disc Jockeys—Radio-Television

- RAMSAY, RAY**
Spin A Platter
WHIR, Danville, Ky.
- RANDALL, DALE R.**
KWWL, Waterloo, Iowa
- RANDLE, BILL**
Bill Randle Show
WERE, Cleveland, Ohio
- RANDOLPH, DAVID**
Music For The Connoisseur
WNYC, New York, N. Y.
- RANDOLPH, VINCE**
Coffee Club
WGOV, Valdosta, Ga.
- RAST, MIKE**
Dancetime
Dr. Jive
WCOS, Columbia, S. C.
- RAVEN, GEORGE**
KWRO, Coquille, Oregon
- RAWLINSON, "CHUCK"**
Matinee Music Hall
WNOW, York, Pa.
- RAY, BENTON**
Requests For You
KXOX, Sweetwater, Texas
- RAY, BOB**
Bob Ray Show
WIRK, W. Palm Beach, Fla.
- RAY, CURT**
KMOX, St. Louis, Mo.
- RAYBURN, GENE**
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
- RAYCEE, DEL**
Best On Wax
WWSC, Glens Falls, N. Y.
- RAYMOND, C. STARR**
KWWL, Waterloo, Iowa
- RAYMOND, JOE**
WIAM, Williamston, N. C.
- RAYNER, RAY**
Rayner Shine
WOOD, Grand Rapids, Mich.
- RAYNES, L. CURTIS**
Music Box
KWIN, Ashland, Oregon
- RAZEY, DON**
The Best On Wax
WTBO, Cumberland, Md.
- REAGAN, GAIL**
KCMC, Texarkana, Texas-Ark.
- REBER, DON**
Don Reber Calling
KVNU, Logan, Utah
- REDABAUGH, HAROLD**
1240 Club
KRDO, Colorado Springs, Colo.
- REED, KERMIT**
WDUN, Gainesville, Ga.
- REED, LYNN**
Lynn's Inn
KFOR, Lincoln, Nebr.
- REESE, CARL**
WCUE, Akron, Ohio
- REEVES, DAVID**
Swing Shift
WNEX, Macon, Ga.
- REEVES, JACK**
Western Music Hall
KSTV, Stephenville, Texas
- REEVES, JIM**
Judge Rhythm's Court
WPWA, Chester, Pa.
- REGAN, BOB**
The Bob Regan Show
KCBQ, San Diego, Calif.
- REGAN, JIM**
Jim's Juke Box
CKCL, Truro, Nova Scotia,
Canada
- REGAN, JOHN**
WJPD, Ishpeming, Mich.
- REGAN, MATT**
Morning Melodies
WBT, Batavia, N. Y.
- REICHLING, DON**
Midnight Music Maker
KWAL, Wallace, Idaho
- REID, BILL**
Bill Reid Show
WEOL, Elyria-Lorain, Ohio
- REID, CLARK**
Request Review
WAKR, Akron, Ohio
- REID, FRANK**
Turntable Terrace
WTAN, Clearwater, Fla.
- REID, RICHARD**
Spinner Sanctum
WKNA, Charleston, W. Va.
- REID, WALLY**
KXLQ, Bozeman, Montana
- REIDY, PAUL**
Musical Clock
WFIG, Sumter, S. C.
- REIGHARD, RICK**
Matinee Melodies
WHKK, Akron, Ohio
- REILLY, ED**
Melody Circus
WBRY, Waterbury, Conn.
- REISING, KEITH**
1570 Club
WLRP, New Albany, Ind.
- REMINGTON, JACK**
Jack Remington Show
WKRC, Cincinnati, Ohio
- RENAUD, CHARLES**
Wake Up Everyone
KCFI, Fort Frances, Ontario,
Canada
- RENCH, KENNY**
WPTW, Piqua, Ohio
- RENO, WALT**
WIMA, Lima, Ohio
- RENZ, BYRON**
WJPD, Ishpeming, Mich.
- RESETER, JOE**
Polka Party
WGPA, Bethlehem, Pa.
- REXPREAD, ROBERT**
Request Review
WJER, Dover, Ohio
- REYNOLDS, CLIF**
Record Shop
WGUY, Bangor, Maine
- REYNOLDS, FRED**
WGN, Chicago, Ill.
- REYNOLDS, JOE**
Western Jamboree
KPDN, Pampa, Texas
- REYNOLDS, RUSSELL**
Sundial
WCUM, Cumberland, Md.
- REYNOLDS, STEVE**
Steve Reynolds Show
WSAL, Logansport, Ind.
- RHODES, JERRY**
Records At Random
KSIL, Silver City, New Mexico
- RHODES, BOB**
Solid Senders
WHOO, Orlando, Fla.
- RHODES, DUSTY**
Saturday Night Jamboree
KWIE, Kennewick, Wash.
- RHODES, DUSTY**
WSGW, Saginaw, Mich.
- RHODES, ROY**
Cajun Clambake
KWSL, Lake Charles, La.
- RICE, RICHARD**
Wake Up
WTD, Toledo, Ohio
- RICHARDS, ERNIE**
Hillbilly Hotel
WMMT, McMinnville, Tenn.
- RICHARDS, MALCOLM**
Malcolm Richards Show
WSAI, Cincinnati, Ohio
- RICHARDS, PERK**
Yawn Patrol
WNAB, Bridgeport, Conn.
- RICHARDS, TOMMY**
Sunrise Jamboree
Alarm Clock Club
KRHD, Duncan, Okla.
- RICHARDSON, J. P.**
Club 990
KTRM, Beaumont, Texas
- RICHARDSON, JIM**
Yawn Patrol
KHIT, Lampasas, Texas
- RICHARDSON, JIM**
Alarm Clock Club
WVMC, Mt. Carmel, Ill.
- RICHARDSON, PORTER**
Western Roundup
KVMC, Colorado City, Texas
- RICHARDSON, TED**
WMOH, Hamilton, Ohio
- RICHBURG, JOHN**
Record Parade
WLAC, Nashville, Tenn.
- RICHMOND, ROBERT**
Bob Richmond Show
WREN, Topeka, Kansas
- RICHMAND, HYLE**
WUSJ, Lockport, N. Y.
- RICKENBACKER, ACE**
On The Record
WSPA, Spartansburg, S. C.
- RIDDLE, WILLIAM**
3 R's
WBBQ, Augusta, Ga.
- RILEY, CHAD**
Platter Party
WJPE, Fairmont, W. Va.
- RILEY, JAY**
Coffee Time
WMOK, Metropolis, Ill.
- RINGLER, EVELYN**
Date With Diane
WHIS, Bluefield, W. Va.
- RIPLEY, RONALD**
Night Watch
KBWD, Brownwood, Texas
- RITCHEY, BUCK**
Harmony Hoedown
Sagebrush Serenade
Chuckwagon Jamboree
KVI, Seattle, Wash.
- ROACH, JACK**
Hayloft Jamboree
WMUS, Muskogee, Mich.
- ROBBINS, BOBBIE**
Tyndall Turntables
WPCF, Panama City, Fla.
- ROBERTS, CAM.**
Man About Midnight
CHNO, Sudbury, Ont., Canada
- ROBERTS, DON**
Robbies Bop Shop & Musical
Scrapbook
WCMI, Ashland, Ky.
- ROBERTS, DON**
Music Shop
WKNE, Keene, N. H.
- ROBERTS, EARL**
Hept Time
KOSE, Osceola, Ark.
- ROBERTS, JAY**
WIAM, Williamston, N. C.
- ROBERTS, SAM**
WHBU, Anderson, Indiana
- ROBERTSON, FELIX**
Music with Felix
WGMG, Montgomery, Alabama
- ROBERTSON, TRAFONT**
Sunrise Serenade
WTAR, Norfolk, Va.

Disc Jockeys—Radio-Television

— S —

- ROBINSON, CARL**
Rhythm Rampage
WUST, Bethesda, Md.
- ROBINSON, DAVE**
Early Bird Show
WASA, Havre De Grace, Md.
- ROBINSON, MEL**
Record Club
CHEX, Peterborough, Ont.,
Canada
- ROBINSON, PARKS**
Milkman's Matinee
WRLD, West Point, Ga.
- ROBINSON, RON**
Chief Announcer
CJOC, Lethbridge, Alberta,
Canada
- ROCHE, BOYD**
WPRC, Lincoln, Ill.
- ROCKE, LOUIS J.**
Risin' With Rocks
WCAX, Burlington, Vt.
- RODERICK, BOB**
Rod 'n The Records
KGCX, Sidney, Montana
- RODERICK, JACK**
Time To Dance
KFKA, Greeley, Colo.
- RODMAN, DAVID**
Dave Rodman Show
WEIM, Fitchburg, Mass.
- ROEBUCK, JOHN**
Milkman's Matinee
WARD, Johnstown, Pa.
- ROGERS, AL**
Al Rogers Show
KGNC, Amarillo, Texas
- ROGERS, CHARLIE**
KTAR, Phoenix, Ariz.
- ROGERS, CLIFF**
Melody Round Up
WHKK, Akron, Ohio
- ROHN, JIM**
It's Dawn Again
KSJB, Jamestown, N. Dak.
- ROMAN, ROY**
WWCO, Waterbury, Conn.
- ROMANCE, ED**
Band Stand
WPPA, Pottsville, Pa.
- ROMINE, ROD**
You're The Doctor
KWBM, Williston, N. Dak.
- ROPOLO, MIKE**
Record Rambling
KENT, Shreveport, La.
- ROSE, DON**
Club FM
WHFB, Benton Harbor, Mich.
- ROSEHILL, DAVID**
Records and Rosehill
WDEM, Providence, R. I.
- ROSS, AL**
WBAL, Baltimore, Md.
- ROSS, BILL**
Bill Ross Show
WIOD, Miami, Fla.
- ROSS, CHARLIE**
WMOU, Berlin, N. H.
- ROSS, DON JOHN**
Reveille With Ross
WJTN, Jamestown, N. Y.
- ROSS, JULES**
Jules Ross Show
CKNW, New Westminster,
B. C., Canada
- ROSS, KAL**
Kal Ross Show
WOR, New York, N. Y.
- ROSS, WALT**
1380 Club
KSRV, Ontario, Oregon
- ROSTOCK, RALPH**
Good Morning Neighbor
WPPA, Pottsville, Pa.
- ROTH, HENRY**
Saturday Night Party
WGET, Gettysburg, Pa.
- ROTHMAN, LEE**
Jockey's Choice
WWXL, Peoria, Ill.
- ROUND, WILLIAM**
Best On Wax
WNBH, New Bedford, Mass.
- ROWAND, ALF**
Alarm Clock
WHLL, Wheeling, W. Va.
- ROWE, RED**
Red Rowe Rancho
KFWB, Hollywood, Calif.
- ROWLAND, DON**
Dance Parade
WFNC, Fayetteville, N. C.
- ROWLEY, TOM**
George F. Jamboree
WENE, Binghamton-Endicott,
N. Y.
- RUBENDALL, EV.**
Beyond Control
WRAC, Williamsport, Pa.
- RUDD, BILL**
KDHL, Faribault, Minn.
- RUDD, CHUCK**
Down Melody Lane
CJAV, Port Alberni, B. C.,
Canada
- RUDOLPH, HOWARD**
Melody Market
WITH, Baltimore, Md.
- RUFF, BILL**
Ruff's Waxworks
KOLO, Reno, Nevada
- RUMORE, JOE**
Round-Up Time
WVOK, Birmingham, Ala.
- RUPPE, ED**
Clockwatcher
WOSC, Fulton, N. Y.
- RUSK, RUSTY**
Sweet & Hot
KOCA, Kilgore, Texas
- RUSS, JOE**
WEVE, Eveleth, Minn.
- RUSSELL, BILL**
Russell's Records
KSEK, Pittsburg, Kansas
- RUSSELL, CY**
Burnt Toast and Coffee
WVCG, Coral Gables, Fla.
- RUSSELL, DON**
Take The Break
Du Mont
- RUSSELL, JIM**
WGTM, Wilson, N. C.
- RUSSELL, VERNE**
At Your Command
- RUSSELL, WEBB**
WHBC, Canton, Ohio
- RYAN, BILL**
950 Coffee Club
WORL, Boston, Mass.
- RYAN, DAN**
Ryan's Review
WBBW, Youngstown, Ohio
- RYAN, JACK**
WHUM, Reading, Pa.
- RYAN, JOE**
WALL, Middletown, N. Y.
- RYAN, MIKE**
The Mike Ryan Show
WLEA, Hornell, N. Y.
- RYERSE, JAY**
Concert Hour
WWGS, Tifton, Ga.
- RYNO, STANLEY**
KUKI, Ukiah, Calif.
- SAFFORD, TED**
WHYN, Holyoke, Mass.
- SAHM, BILL**
WHOT, South Bend, Ind.
- SALEY, JOE**
Record Rendezvous
WATE, Athens, Ohio
- SALTER, BOB**
Bob Salter Show
KDSH, Boise, Idaho
- SAMPSON, BILL**
Bill Sampson Show
KWKW, Pasadena, Calif.
- SAMS, TERRY**
WBEJ, Elizabethton, Tenn.
- SAMUELS, GERALDINE**
(NEGRO)
Little Liza
WRHC, Jacksonville, Fla.
- SANDEFUR, HUGH**
Hugh Sandefur Show
WSON, Henderson, Ky.
- SANDERS, AL**
Record Room
KTMS, Santa Barbara, Calif.
- SANDERS, DALTON**
1340 Club
KBRS, Springdale, Ark.
- SANDERS, GEORGE**
Dream Time
KFVD, Los Angeles, Calif.
- SANDERS, JACK**
930 Club
WSLI, Jackson, Miss.
- SANDY, KEITH**
Make Believe Ballroom
CKEY, Toronto, Ont., Canada
- SANDERS, LEON**
Hill Billy K'Det Club
KDET, Center, Texas
- SANDY, SAGEBRUSH**
Record Ranch
KOKX, Keokuk, Iowa
- SANFORD, CHUCK**
Yawn Patrol
WGUY, Bangor, Maine
- SAPP, MARK**
Top Of The Morning
KGPH, Flagstaff, Ariz.
- SATTLER, KEITH**
Magic of Music
WEIM, Fitchburg, Mass.
- SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
Record Shop
WSBT, South Bend, Ind.
- SAXON, JAMES**
The Jim Session
KRIC, Beaumont, Texas
- SCANLON, JACK**
WICC, Bridgeport, Conn.
- SCHEYING, KARL**
Variety Time
WLAN, Lancaster, Pa.
- SCHLEIFER, KEN**
Kenny's Cupboard
WGIL, Galesburg, Ill.
- SCHMIDT, ELMAR**
Washington Parade
KWRE, Warrenton, Mo.
- SCHNEELY, LARRY**
Time On My Hands
KGPH, Flagstaff, Ariz.
- SCHNECK, W. LEROY**
WNAE, Warren, Pa.
- SCHOLES, CHARLIE**
Mailbox Roundup
WKTU, Mayfield, Ky.

Disc Jockeys—Radio-Television

- SCHOLZ, BOB**
No Business Like Scholz Business
WBEL, Beloit, Wis.
- SCHOOCRAFT, BILL**
Smile Awhile
WEAT, Lake Worth, Fla.
- SCHORNIC, BOB**
KLWT, Lebanon, Mo.
- SCHREIBER, JACK**
Chris and Jack Show
WRJM, Newport, R. I.
- SCHRIENER, RAY**
WRNL, Richmond, Va.
- SCHROCK, ALLAN N.**
Requestfully Yours
KFJB, Marshalltown, Iowa
- SCHROEDER, ART**
WIBA, Madison, Wis.
- SCHULZ, MARVIN**
KAAA, Red Wing, Minn.
- SCOTT, AL B.**
KCLW, Hamilton, Texas
- SCOTT, BILL**
Mail Order Melodies
KSCB, Liberal, Kans.
- SCOTT, BOB**
The Bob Scott Show
WIOU, Kokomo, Ind.
- SCOTT, DALE**
Groovys Boogie
WJHO, Opelika, Ala.
- SCOTT, GREAT**
WHHM, Memphis, Tenn.
- SCOTT, JOE**
Music Before Midnight
Scott's Best
WBRE, Wilkes-Barre, Pa.
- SCOTT, P.**
CKY, Winnipeg, Manitoba,
Canada
- SCOTT, SAMUEL**
Musical Nitecap
WWNR, Beckley, W. Va.
- SCOTT, TED**
Swap Shop
CJCS, Stratford, Ont., Canada
- SCOTT, TED**
Popular Hour
KULA, Honolulu, Hawaii
- SEALS, BROWNIE**
Juke Box Review
KSTA, Coleman, Texas/
- SEAMAN, DON**
WKNK, Muskegon, Mich.
- SEARS, BILL**
WCAU, Philadelphia, Pa.
- SEARS, ZENAS**
920 Special
WGST, Atlanta, Ga.
- SEIDNER, M. L.**
In The Mood
KBUR, Burlington, Iowa
- SELF, JIMMY**
Western Caravan
KICA, Clovis, N. M.
- SELLECK, JOHNNY**
Records, Inc.
KLFY, Lafayette, La.
- SELLEY, ART**
WBEJ, Elizabethton, Tenn.
- SEVERSEN, LEN**
Rhythm At Random
KONP, Port Angeles, Wash.
- SEYMOUR, BOB**
Bobbin With Robin
WKMH, Dearborn, Mich.
- SHADDOX, LEON**
Doc. Sunshine Show
KHOZ, Harrison, Ark.
- SHADDUCK, JIM**
Musical Matinee
KARE, Atchison, Kans.; St.
Joseph, Mo.
- SHAE, SHIRLEY**
The Sleepy Time Gal
CFAC, Calgary, Alberta, Can.
- SHANLEY, GIB**
1290 Club
WTRF, Bellaire, Ohio
- SHANNON, BILL**
Homemakers Harmonies
KWKC, Abilene, Texas
- SHANNON, JIM**
KQV, Pittsburgh, Pa.
- SHAPIRA, J.**
CKY, Winnipeg, Manitoba,
Canada
- SHARP, BILL**
KRES, St. Joseph, Mo.
- SHARP, IRVING**
Daily Dozen
WDBJ, Roanoke, Va.
- SHARPE, ED**
Rhythm Clinic, Gospel Train
WNEX, Macon, Ga.
- SHAVER, DUSTY**
The Dusty Shaver Show
WBSC, Bennettsville, S. C.
- SHAW, CHARLES**
Memories In Melody
WOLF, Syracuse, N. Y.
- SHAW, EARL**
Dreamtime
WRAL, Raleigh, N. C.
- SHAW, ED**
Shaw Business
WFLA, Tampa, Fla.
- SHAW, JOHN**
Dance Parade
WGBF, Evansville, Ind.
- SHEAHAN, WALT**
590 Club
WROW, Albany, N. Y.
- SHEELER, MARK**
Blues Chaser Club
KSJO, San Jose, Calif.
- SHELDON, HERB**
Herb Sheldon Show
ABC
- SHELL, BRUCE**
Rural Roundup
WTAM, Atmore, Ala.
- SHELTON, BANNER**
Hillbilly Time
WGCD, Chester, S. C.
- SHELTON, JAMES**
KTAN, Sherman, Texas
- SHEPHERD, JEAN**
Jean Shepherd Show
KYW, Philadelphia, Pa.
- SHEPHERD, W.**
KBNZ, La Junta, Colo.
- SHEPPARD, AARON**
Concert Hall
WCMA, Corinth, Miss.
- SHEPPARD, STAN**
Musically Yours
Best On Wax
WMBQ, Auburn, N. Y.
- SHERMAN, BILL**
Bill Sherman Time
WCRB, Waltham, Mass.
- SHERMAN, BILL**
Session With Sherman
WPAR, Parkersburg, W. Va.
- SHERMAN, RAY**
1450 Club
WLEC, Sandusky, Ohio
- SHERWOOD, CLINT**
Session
KSAN, San Francisco, Calif.
- SHIELDS, HERB**
Sorghum & Sagebrush
Tumult On The Turntable
KLEB, La Grande, Oregon
- SHIELDS, LARRY**
Jive from 3 to 5
WFRP, Savannah, Ga.
- SHINE, BILL**
Music At Nine With Shine
KXLE, Ellensburg, Wash.
- SHORT, DOUG**
Saturday Matinee
CFAC, Calgary, Alberta, Can.
- SHOWERS, HAL**
Showers Till Midnight
WQUA, Moline, Ill.
- SHREVE, THERON**
Elmer's Tunes
WLA V, Grand Rapids, Mich
- SHRUM, CAL**
Cal Shrum Show
WMAY, Springfield, Ill.
- SID, SYMPHONY**
Symphony Sid
ABC
- SIGMON, BARNEY**
Hillbilly Hit Parade
WHKY, Hickory, N. C.
- SIKNA, PAUL**
WSMI, Litchfield, Ill.
- SILBERT, BILL**
Bill Silbert Show
WWJ, Detroit, Mich.
- SILLERY, GEO.**
Musical Clock
CKPR, Fort Williams, Ont.,
Canada
- SILVERA, ED**
Ed Silvera Show
WISC, Madison, Wis.
- SIMMONS, JACK**
Musical Train
WCV A, Culpeper, Va.
- SIMON, ERNIE**
Simply Simon
WENR, Chicago, Ill.
- SIMON, SY (NEGRO)**
Sy's Session
KVON, Napa, Calif.
- SIMPSON, ART**
Nite Watchman
KWNW, Wenatchee, Wash.
- SIMPSON, JIMMY**
J. S. Show
WESC, Greenville, S. C.
- SIMPSON, JOHN**
Sunrise Serenade
WCOM, Parkersburg, W. Va.
- SIMS, MAURIE**
WTUX, Wilmington, Del.
- SIRY, ED**
Club P. M.
WBIS, Bristol, Conn.
- SITERT, CARL BAN**
Caravan
WOHL, Bradenton, Fla.
- SKAFF, NED**
The Clockwatcher
WCHS, Charleston, W. Va.
- SKILLERN, KEN**
Club 1230
KSEY, Seymour, Texas
- SKILTON, DAN**
Spotlite Songs
WAPQ, Chattanooga, Tenn.
- SLACK, DEAN**
Mostly Music
WCAX, Burlington, Vt.
- SLACK, VAN**
The Mailbag
WMMT, McMinnville, Tenn.
- SLAGLE, JOHNNY**
Johnny Slagle
WXYZ, Detroit, Mich.
- SLATTERY, JACK**
WELM, Elmira, N. Y.
- SLIGH, CHARLES**
Requestfully Yours
WBSC, Bennettsville, S. C.
- SMEDLEY, JOE**
Rise and Shine
WGLS, Decatur, Ga.
- SMITH, BILL**
Turntable Time
KTTR, Rolla, Mo.

Disc Jockeys—Radio-Television

- SMITH, BILL**
Housewives Houseparty &
Hillbilly Hayride
WSPA, Montgomery, Ala.
- SMITH, BILL**
WAMS, Open House
WAMS, Wilmington, Del.
- SMITH, BOB**
Hot Air
CBR, Vancouver, B. C., Can.
- SMITH, BOB**
WRUF, Gainesville, Fla.
- SMITH, C. V.**
Here's To The Ladies
WGWR, Asheboro, N. C.
- SMITH, CRAIG**
All
KDAC, Fort Bragg, Calif.
- SMITH, CURLY**
Radio Rodeo
WGAY, Silver Spring, Md.
- SMITH, DALE**
WMTF, Lewistown, Pa.
- SMITH, DICK**
Rise & Shine
WORC, Worcester, Mass.
- SMITH, ED**
Wake Up And Live
KGKB, Tyler, Texas
- SMITH, FLETCH**
Alarm Clock Club
WAIR, Winston-Salem, N. C.
- SMITH, GEO.**
Open House
KSM, Salem, Oregon
- SMITH, JACK**
Musical Heaven
KNOE, Monroe, La.
- SMITH, JACK**
Relaxin 'Wit' Jaxon
KTKR, Taft, Calif.
- SMITH, LEE**
WLOU, Louisville, Ky.
- SMITH, LOUIS J.**
(Elmer Snodgrass)
Wake Up With WAKE
WAKE, Greenville, S. C.
- SMITH, MILDRED**
WTCO, Campbellsville, Ky.
- SMITH, RALF**
Morning Melodies
WKIB, Iron River, Mich.
- SMITH, ROBERT E.**
Theater of Melody
WTEC, Hartford, Conn.
- SMITH, ROLLIN**
WSTC, Stamford, Conn.
- SMITH, RONNY**
WBEJ, Elizabethton, Tenn.
- SMITH, SEALY**
All-Request Club
KWKC, Abilene, Texas
- SMYTHE, PETE**
Smythe's General Store
KTLN, Denver, Colo.
- SNOWDEN, ALAN**
County Roundup
KVVC, Ventura, Calif.
- SNYDER, CHARLES**
WPZ, Lock Haven, Pa.
- SOBOL, JOHNNIE**
Clockwatcher's Club
WILK, Wilkes-Barre, Pa.
- SOMMER, BILL**
Melody Unlimited
WKST, New Castle, Pa.
- SORENSEN, STEVE**
Melody Cruise
KTBI, Tacoma, Wash.
- SOWISKI, JAMES**
Indian River Ranch
WIRA, Ft. Pierce, Fla.
- SPACE, PHIL**
Phil Space Show
WREB, Holyoke, Mass.
- SPANN, OWEN**
The Morning Man
WTOB, Winston-Salem, N. C.
- SPARKMAN, ERNEST**
WKIC, Hazard, Ky.
- SPEAKS, BOB**
Hillbilly Hit Parade
WTNS, Coshocton, Ohio
- SPECHT, DICK**
Music
KXGI, Fort Madison, Iowa
- SPIEGLE, STAN**
Doodlebug Theater
KXKO, Aberdeen, Wash.
- SPOO, EDDIE**
Tune & Tempo 7-9:30 A.M.
WWHG, Hornell, N. Y.
- SPOTTS, RALPH L.**
Bar Nome Ranch
WTRR, Sanford, Fla.
- SPRINGER, HAROLD**
WMBH, Joplin, Mo.
- SPRY, DON**
After Hours
KFJB, Marshalltown, Iowa
- SPRY, GENE**
Musical Clock
WKAI, Macomb, Ill.
- STABECK, THURSTON**
Request Time
WCFV, Clifton Forge, Va.
- STAMBUCK, WALLY**
CJOC, Lethbridge, Alberta,
Canada
- STAMPS, MACK**
Man And The Mood
WNAO, Raleigh, N. C.
- STAPLETON, JIM**
Record Parade
WLVA, Lynchburg, Va.
- STARBUCK, BERYL**
Ballroom
WMT, Cedar Rapids, Iowa
- STARKE, CHARLIE**
Charlie's Starke's Music
Shope
WINS, New York, N. Y.
- STARWYCK, STEVE**
Platter Party
KRRH, Fayetteville, Ark.
- STATEMAN, NORMAN H.**
Sepia Variety Hour
WFEC, Kinston, N. C.
- STATZ, ANDY LYNN**
KAYL, Storm Lake, Iowa
- STEBBINS, ROGER**
WERC, Erie, Pa.
- STEELE, BOB**
Morning Watch
WTIC, Hartford, Conn.
- STEELE, DON**
Koffee Konzert
WFUR, Grand Rapids, Mich.
- STEELE, TED**
Ted Steele Show
WMCA, New York, N. Y.
- STEELMAN, BOB**
KOIL, Omaha, Nebr.
- STEIN, REX**
Request Time
WLDS, Jacksonville, Ill.
- STELL, BILL**
Original Mailbag
WSVS, Crewe, Va.
- STELLING, JACK**
Music That Wins
WJPG, Green Bay, Wis.
- STEPHENS, JIM**
Dixie Roundup
WIUY, Jacksonville, Fla.
- STEPHENS, MIKE**
Accent on Records
CKCW, Moncton, N. B., Can.
- STERLING, KIETH**
Make Believe Ballroom
CKOY, Ottawa, Ont., Canada
- STERMER, HERMAN**
Cowpuncher
KCON, Conway, Ark.
- STERN, JOHNNY**
Midnite Madcap
KLER, Rochester, Minn.
- STERNICK, MIKE**
Cavaleade Of Gospel Songs
WHBI, Newark, N. J.
- STEVENS, AL**
Al Stevens Show
WWIN, Baltimore, Md.
- STEVENS, ALDEN G.**
WICH, Norwich, Conn.
- STEVENS, CHUCK**
Yawn Patrol
WPAA, Pawtucket, R. I.
- STEVENS, TOM**
Bar Nothing (Western)
KXLA, Pasadena, Calif.
- STEVENSON, STEVE**
Jam & Jive
KNOE, Monroe, La.
- STEVENSON, THURMOND**
Best On Wax
WKDK, Newberry, S. C.
- STEWART, BILL**
CFBC, St. John, N. B., Can.
- STEWART, BILL**
Bill Stewart Show
KWKW, Pasadena, Calif.
- STEWART, BILL**
Bill Stewart Show
WHEE, Boston, Mass.
- STEWART, FRED**
Stewart On Discs
WGCD, Chester, S. C.
- STEWART, TOM**
Tunetown
KTAT, Frederick, Okla.
- STEWERT, BOB**
Hit the Deck
WBRV, Waterbury, Conn.
- STIFEL, LES**
Turntable Terrace
WMMN, Fairmont, W. Va.
- STILWILL, JACK**
WLS, Chicago, Ill.
- STOBBE, DEAN**
P D
WDUN, Gainesville, Ga.
- STOCKLOSS, BOB**
Hillbilly Hits
KURV, Edinburg, Texas
- STOELLE, JACK**
KWNR, Reno, Nevada
- STOECKEL, RALPH**
KROS, Clinton, Iowa
- STOIGNER, EARL**
Whirl with Earl
WDVA, Danville, Va.
- STOKES, ERNEST**
Saturday Jamboree
WHSC, Hartsville, S. C.
- STOKKE, DICK**
Breakfast Fracas
KOMO, Seattle, Wash.
- STONE, BILL**
WBAC, Cleveland, Tenn.
- STONE, DAVE**
Old Correl
KSEL, Lubbock, Texas
- STONER, JAY**
KBUN, Bemidji, Minn.
- STORE, BILL**
The Record Room
WLBT, Toccoa, Ga.
- STORY, RALPH**
Ralph Story Show
KNX, Los Angeles, Calif.
- STRAND, NORM**
The Strand Stand
WSAV, Savannah, Ga.
- STRICKLAND, WILLIAM**
Juke Box
WIRA, Ft. Pierce, Fla.

Disc Jockeys—Radio-Television

- STROH, BOB**
Melody Manor
WCOG, Greensboro, N. C.
- STRUCKELL, JOHN**
Wonderful Music
WOND, Pleasantville, N. J.
- STUART, ALLEN**
Dynamic Cavalcade
ABC
- SUGAR, DICK**
Record Of The Day
WEVD, New York, N. Y.
- SULLIVAN, DENNIS**
Musical Clock—Musical Matinee
Musical Bee
WFBL, Syracuse, N. Y.
- SUMMerville, P.**
CKLB, Oshawa, Ont., Canada
- SURBER, DENNIS**
Western Time
KPAN, Hereford, Texas
- SURRATT, JOHN G.**
Doghouse
WGIV, Charlotte, N. C.
- SUTTON, BILL**
Say It With Music
KYOS, Merced, Calif.
- SUTTON, LEE**
Hillbilly Jamboree
KMA, Shenandoah, Iowa
- SUTTON, TOMMY**
WING, Dayton, Ohio
- SWAIN, CHARLES**
Yawn Patrol
KGVQ, Missoula, Mont.
- SWANEY, HAL**
Matinee Melodies
WIDE, Biddeford, Maine
- SWANSON, BOB**
Bob Swanson Show
WISC, Madison, Wis.
- SWANSON, GREG**
KXEO, Mexico, Mo.
- SWARTZ, BOB**
Bob Swartz Matinee
KHQ, Spokane, Wash.
- SWARTZ, FRANK**
Spin-It Club
WFRO, Fremont, Ohio
- T —
- TABER, WILLIAM**
Hotcakes and Coffee
KONP, Port Angeles, Wash.
- TACY, ED**
Ed Tacy Hour
WGAC, Augusta, Ga.
- TALBOTT, JOHN**
Johnny's Jamboree
KBIZ, Ottomwa, Iowa
- TAPLIN, TAP**
Time, News, Tunes
WEBR, Buffalo, N. Y.
- TAPP, GORD**
What's On Tapp
CHML, Hamilton, Canada
- TASNADY, JOHN**
Grandfather's Jukebox
KERG, Eugene, Oregon
- TATE, HAL**
B. August 4, 1912, Boswell, Pa.;
Hal Tate's TV Disc Jockey Show;
Who's Talking?: Hal Tate's Variety Show, WB*B-TV; The Hal Tate Show, WAIT.
- TATUM, EDDIE**
WPAQ, Mt. Airy, N. C.
- TAYLOR, CLAUDE**
Supper Club
WIUY, Jacksonville, Fla.
- TAYLOR, HENRY**
WPAQ, Mt. Airy, N. C.
- TAYLOR, JOHN**
Records At Random
WKLY, Evansville, Indiana
- TAYLOR, ROCKY**
Insomniac's Parade
WLOX, Biloxi, Miss.
- TEAMER, EDDIE**
WHEM, Memphis, Tenn.
- TERFLER, DICK**
Downbeat Club
WGAC, Augusta, Ga.
- TERRY, BILL**
Money For Music
KRIO, McAllen, Texas
- TERRY, CHEM**
570 Club
WBAP, Fort Worth, Texas
- TERRY, ROBERT**
Moonlight Serenade
WEXL, Royal Oak, Mich.
- TESH, ROBERT**
WRXO, Roxboro, N. C.
- THAYER, JACK**
Swing Club
WLOL, Minneapolis, Minn.
- THERIAN, LARRY**
930 Matinee Club
WREB, Holyoke, Mass.
- THIELE, DUKE**
Poppa Stoppa
WJMR, New Orleans, La.
- THOMAS, BERNIE**
Variety Time
WJVA, South Bend, Ind.
- THOMAS, BILL**
KDTH, Dubuque, Iowa
- THOMAS, DON**
1600 Club
WJKO, Springfield, Mass.
- THOMAS, GORDON**
Musically Yours
WWPA, Williamsport, Pa.
- THOMAS, JOHN**
Words & Music
WROX, Clarksdale, Miss.
- THOMAS, LLOYD**
Radio Record Center
KHAS, Hastings, Nebr.
- THOMAS, MAC**
'All Night Dance Party
CKFH, Toronto, Ont., Canada
- THOMAS, MAC**
Swingmaster
KGST, Fresno, Calif.
- THOMAS, NEWTON**
1380 Club
WMBG, Richmond, Va.
- THOMAS, RICK**
Dream Train
WARM, Scranton, Pa.
- THOMASON, JIMMY**
Western Jamboree
KAFY, Bakersfield, Calif.
- THOMPSON, CHUCK**
Chuck & Elmer & Rhythm
Time
WFOR, Hattiesburg, Miss.
- THOMPSON, GAIL**
Round Up Time
WFLB, Fayetteville, N. C.
- THOMPSON, GENE**
KROC, Rochester, Minn.
- THOMPSON, JAMES**
Citizen X
WPPA, Pottsville, Pa.
- THOMPSON, JERRY**
Musical Clock
WVMI, Biloxi, Miss.
- THOMPSON, RON**
Corn Bread Matinee
WWSO, Springfield, Ohio
- THOMPSON, RUSS**
Dream Time
CJBQ, Belleville, Ont., Canada
- THORNBOAG, OLIVER**
Natural Jones
WAGA, Atlanta, Ga.
- THORNTON, HARRY**
The Milkman
WAGC, Chattanooga, Tenn.
- THURSTON, DON**
Sunrise Sixty
WTWN, St. Johnsbury, Vt.
- TUFTS, PETE**
Billion \$ Ballroom
KTUC, Tucson, Ariz.
- TUNIS, HAL**
Hal Tunis Show
WMGM, New York, N. Y.
- TUPPER, HOWARD**
Time For Tub
WGY, Schenectady, N. Y.
- TURK, A.**
1240 Club
WVOS, Liberty, N. Y.
- TURNER, JIM**
Supper Club
WSTP, Salisbury, N. C.
- TURNER, RAY**
1450 Club
WNBZ, Saranac Lake, N. Y.
- TURNER, TINY**
Dixie Play Party
WFCR, Reidsville, N. C.
- TUTEN, RON**
Saturday Night Dancing Party
WPDQ, Jacksonville, Fla.
- TWIGG, ROLAND**
WTUX, Wilmington, Del.
- TYLER, NOAH**
Noah's Ark
WWPB, Miami, Fla.
- TYLER, WAYNE**
Wake Up With Music
WLVA, Lynchburg, Va.
- TYSON, DAVEY**
Wake Up With Davey
WCAE, Pittsburgh, Pa.
- U —
- UMBACH, BOB**
Atomic Boogie Hour
WJLD, Bessemer, Ala.
- "UNCLE PETE"**
Hoedown
WADE, Wadesboro, N. C.
- UNDERHILL, LEO**
Breakfast Time
WCKY, Cincinnati, Ohio
- UNDSETH, JOHN**
KCJB, Minot, N. Dak.
- UPTON, DON**
Don Upton Show
WLVA, Lynchburg, Va.
- URBAN, JOHN**
Record Session
WNNY, Watertown, N. Y.
- USHANA, DAVE**
1020 Club
WPEO, Peoria, Ill.
- V —
- VACCA, JOHN**
Memory Melody Time
KOSA, Odessa, Texas
- VAN POPPEL, JOE**
Marmalade Matinee
CHLO, St. Thomas, Ont., Can.
- VAUGHAN, WALTER**
KTAN, Sherman, Texas
- VEAL, C. SPEED**
Easy Listinin'
WJAY, Jacksonville, Fla.
- VEIDT, BILL**
Variety Time
KHAS, Hastings, Nebr.

Disc Jockeys—Radio-Television

VESTA AND KATE
Hits for the Mrs.
WKBL, St. Marys, Pa.

VIAL, ART
1510 Club
KOCS, Ontario, Calif.

VICKERS, AL
Juke Box
WCPS, Tarboro, N. C.

VINCENT, JOE
Music At Your Command, Jet
Jive
WHOS, AM-FM, Decatur, Ala.

VINSON, BUD
Johnny Dugan Time
WOAI, San Antonio, Texas

VOGT, KENNETH
Yawn Patrol
WFOX, Milwaukee, Wis.

— W —

WADDELL, KEN
Triple-X Ranch
KXXX, Colby, Kansas

WADE, JESSE
Sunrise Serenade
KTTS, Springfield, Mo.

WALKER, ALLAN
Tops In Pops
WOKZ, Alton, Ill.

WALKER, BOB
Top Bands
WCLO, Janesville, Wis.

WALKER, DONNA
Town Talk
WKAY, Glasgow, Ky.

WALKER, FLETCH
Rise and Shine
WIMA, Anniston, Ala.

WALKER, HAL
Around The Town
WMAW, Milwaukee, Wis.

WALKER, JIMMY
Walker Presents
KPOA, Honolulu, Hawaii

WALLACE, FORREST
Forrest Wallace Show
KFAL, Fulton, Mo.

WALRATH, GLENN
Dawn Patrol
WARC, Rochester, N. Y.

WALSH, BLAINE
Just Plain Blaine
WJPG, Green Bay, Wisc.

WALSH, DON
KFAM, St. Cloud, Minn.

WALSH, GORDON
Club Matinee
WGH, Newport News, Va.

WALSHAK, DAVID
1450 Club
KCTI, Gonzales, Texas

WALTERS, CLEM
WAEB, Allentown, Pa.

WALTERS, BILL
Melody Matinee
WMAM, Marinette, Wis.

WALTHALL, TUBBY
Serenade
WJMA, Orange, Va.

WALTON, GEORGE
Spinner's Sanctum
KVOR, Colorado Springs, Colo.

WAMBACH, PETE
Pete Wambach Show
WCMB, Lemoyne, Pa.

WANKE, HUGH
Morning Musical Clock
WCAO, Baltimore, Md.

WARD, BILL
The Doghouse
CKWX, Vancouver, B. C.,
Canada

WARD, BILL
WEOW, Clinton, Ill.

WARD, BILL
Rebel Ranch
WUSN, Charleston, S. C.

WARD, FRANK
Platter Parade
WXRA, Buffalo, N. Y.

WATSON, JACK
Jack's Record Shop
WJVB, Jacksonville Beach,
Fla.

WAX, JERRY
WALL, Middletown, N. Y.

WAYME, FRANK
Hi Ladies
WVCH, Chester, Pa.

WAYNE, BURT
Music Hall
WNEW, New York, N. Y.

WAYNE, ROSEMARY
Rosemary Wayne Spins
WJJD, Chicago, Ill.

WAYNE, STU
Stu Wayne Show
WPEN, Philadelphia, Pa.

WAYT, BILL
Magic in Melody
KOCC, Salem, Oregon

WEATHERLY, MARVIN
Platter Parade
WJNC, Jacksonville, N. C.

WEAVER, BOB
KERN, Bakersfield, Calif.

WEAVER, ROBYN
Robyn Weaver Show
WIRL, Peoria, Ill.

WEAVER, WALTER
1280 Club
WONW, Defiance, Ohio

WEBB, GERALD
Melody Matinee
KYAK, Yakima, Wash.

WEBB, T. CHARLES
Music by Request
KVOA, Tucson, Ariz.

WEBSTER, DAVE
Heart Beat
WJNO, W. Palm Beach, Fla.

WEBSTER, JAMES
Melody Ballroom
WCUM, Cumberland, Md

WEBSTER, KURT
Midnight Dancing Party
WBT, Charlotte, N. C.

WEEKLY, EARL
The Earl
WSVA, Harrisonburg, Va.

WEGMAN, BILL
WGEM, Quincy, Ill.

WELL, BUD
Matinee with Aubrey
KENO, Las Vegas, Nevada

WEIVODA, CLYDE
Telephone Request
KAM, Albany, Minn.

WELCH, COOPER
Club 1310
KFKA, Greeley, Colo.

WELCH, EDWARD
1490 Club
KORN, Mitchell, South Dakota

WELCH, JACK
KUCB, Montrose, Colo.

WELLER, HANK
Sagebrush Cowboy's Show
WKTG, Thomasville, Ga.

WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.

WELLS, HANK
WAX Works
KHOZ, Harrison, Ark.

WELSBACHER, RICHARD
WCLT, Newark, Ohio

WENDELL, BUD
Wendell's Waxworks
WJMO, Cleveland, Ohio

WENDT, DUDLEY
Out West Special
KOVE, Lander, Wyo.

WERY, BOB
Announcer-Engineer
WMNC, Morganton, N. C.

WESLEY, DON
WGGH, Marion, Ill.

WILLIAMS, MARC
Spin-The Platter & Marc Time
WTTTS, Bloomington, Ind.

WILLIAMS, MEREDITH
The First Five
KVOR, Colorado Springs, Colo.

WILLIAMS, VINCE
Vince Williams Show
ABC

WILLIAMSON, HOWARD
Howard's Bandstand
KICA, Clovis, N. M.

WILLIAMSON, JAMES S.
Rhythm Hour
WTRR, Sanford, Fla.

WYNN, PAUL
Wynn's Inn
WEWO, Laurinburg, N. C.

— Y —

YALOWEY, NICK
TNT Review-Clock Watcher
WITZ, Jasper, Ind.

YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C.,
Canada

YOST, BOB
Breakfast with Bob
WBRK, Pittsfield, Mass.

YOUNG, AL
1230 Club
WCMA, Corinth, Miss.

YOUNG, FRED
KRAM, Las Vegas, Nevada

YOUNG, GARY
Gary's Show
WWYO, Pineville, W. Va.

YOUNG, J. N., JR.
Rhythm Express
KBST, Big Spring, Texas

YOUNG, O. C.
Rise & Shine
WHIS, Bluefield, W. Va.

YOUNG, PAUL
KIOX, Bay City, Texas

YOUNGBLOOD, JIM
1490 Club
WPAD, Paducah, Ky.

YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.

YUNKER, JAMES
Coffee Time
KVEC, San Luis Obispo, Calif.

— Z —

ZELlich, MARK
Off The Record
WATW, Ashland, Wis.

ZIEGLER, RICHARD
Record Reveille
WEIM, Fitchburg, Mass.

ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.

ZINKAND, PHIL
970 Club
WWSW, Pittsburgh, Pa.

ZOGG, HAL
Parade of Mod. Amer. Music
KUTA, Salt Lake City, Utah



Geoff Davis

ANNOUNCER
SPORTSCASTER
DISK JOCKEY

SPORTS DIRECTOR
WINS NEW YORK

THANKS TO:

AMERICAN SCHOOL
N. Y. WORLD TELEGRAM & SUN
THOM McAN SHOES
N. W. AYER & SON
THE CROSLEY BROADCASTING CORP.

ATLANTIC REFINING COMPANY
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES

ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1951



— A —

ABBOTT, BOB
KAUS, Austin, Minn.

ABBOTT, BUD
WHAS-TV, Louisville, Ky.

ABBOTT, WARREN
KWSH, Holdenville, Okla.

ACKERMAN, EARL
KDLX, Dickinson, No. Dak.

ADAMS, CEDRIC
What's New?
Your Home Town
WCCO, Minneapolis, Minn.

ADAMS, MILTON
WBTM, Danville, Va.

ADAMS, RAY
WKNX, Saginaw, Mich.

ADEMY, JOHN
WCAO, Baltimore, Md.

ADKINS, JACK
KPDQ, Portland, Oregon

AHLES, BILL
WGET, Gettysburg, Pa.

AIKEN, JIM
WEOL, Elyria-Lorain, Ohio

ALARIE, RICHARD
WPAW, Pawtucket, R. I.

ALDI, ALDO
WOV, New York, N. Y.

ALEXANDER, AL
KHAM, Hannibal, Mo.

ALEXANDER, JACK
WDSU-TV, New Orleans

ALLBRIGHT, NAT
WEAM, Arlington, Va.

ALLEN, BOB
WJAY, Mullins, S. C.

ALLEN, DAVE
WJEJ, Hagerstown, Md.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, MEL
(See Sports Commentators)

ALLEN, PETE
WCKY, Cincinnati, Ohio

ALLETON, LEE
WLBC, Muncie, Ind.

ALLINGHAM, JOHN
CKNB, Campbellton, N. B.,
Canada

ALLISON, JOE
WSM-TV, Nashville, Tenn.

ALSAUGH, WILLIAM
WRAL, Raleigh, N. C.

ALTON, GENE
CJLS, Yarmouth, N. S., Can.

ALVAREZ, JOSE MANUEL
WIPR, San Juan, P. R.

ALVES, JOHNNY
KTRM, Beaumont, Texas

ANDERSON, ALEX
WSKI, Montpelier, Vt.

ANDERSON, BILL
CFBC, St. John, N. B., Can.

ANDERSON, DON
WDAF, Kansas City, Mo.

ANDERSON, EMIL
WKGK, Knoxville, Tenn.

ANDERSON, JACK
WMRO, Aurora, Ill.

ANDERSON, JOE
WQUA., Moline, Ala.

ANDERSON, JOHN
WBAT, Marion, Ind.

ANDERSON, WARREN
KTXC, Big Spring, Texas

ANDREWS, DAVID
KPRM, Kansas City, Mo.

ANDREWS, DAVID
KMBC, Kansas City, Mo.

ANNAND, FRANK
WCSB, Charleston, W. Va.

ANBRO, GEORGE
Manhattan Maharajah, ABC
John Daly TV News, WJZ-TV

ANTONE, TEX
Children's Theatre
Weather By Wethbee
NBC-TV

APP, JIM
WWOD, Lynchburg, Va.

APPLE, IRA
WACB, Kittanning, Pa.

ARENBURG, FRED
CKBW, Bridgewater, Nova
Scotia, Canada

ARENS, WALLY
CFCN, Calgary, Alberta, Can.

ARMSTRONG, TOM
WGAR, Cleveland, Ohio

ARNOTT, P.
KNUJ, New Ulm, Minn.

ARO, BOBBY
WHLB, Virginia, Minn.

ARTER, MALCUM
WKOK, Sunbury, Pa.

ARTHUR, DOUG
WIBG, Philadelphia, Pa.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASHLEY, M.
WLBG, Laurens, S. C.

ATKINSON, GORD
CHUM, Toronto, Ont., Can.

ATWATER, F. KENT
WJRI, Lenoir, N. C.

AUSTIN, BOB
KSDO, San Diego, Calif.

AUSTIN, BOB
WCTT, Corbin, Ky.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, FLETCHER
Tap The Barrel
WBTV, Charlotte, N. C.

AYCOCK, JIM
WJMB, Brookhaven, Miss.

AYCOCK, ROBERT
WDXI, Jackson, Tenn.

— B —

BADGLEY, BILL
CKTB, St. Catharines, Ont.,
Canada

BAGWELL, KEN
Saturday Swing
KXYZ, Houston, Texas

BAILEY, GENE
KGBC, Galveston, Texas

BAILEY, HOWARD
CFCN, Calgary, Alberta, Can.

BAILEY, JACK
Queen For A Day
MBS

BAINTER, JACK
WIBA, Madison, Wis.

BAINTER, WILLIAM
KIT, Yakima, Wash.

BAKER, ART
You Asked For It, ABC; Dinah
Shore Show, NBC

BAKER, CLIFFORD
WCPO, Cincinnati, Ohio

BAKER, DAVE
WELM, Elmira, N. Y.

BAKER, DAVE
WUST, Bethesda, Md.

BAKER, DEAN
KCRS, Midland, Texas

BAKER, JAMES
KBWD, Brownwood, Texas

BALDRIDGE, ALAN
WCSI, Columbus, Ind.

BALE, NORMAN
KALT, Atlanta, Texas

BALINT, STEVE
WXRA, Buffalo, N. Y.

BALLESTEROS, CATIN
WIPR, San Juan, P. R.

BALTZER, LARRY
KHUZ, Borger, Texas

BANKS, BILL
KSPt, Sandpoint, Idaho

BANKS, DAVE
WENK, Union City, Tenn.

BANN, BOB
KWSO, Wasco, Calif.

BARBER, PETER
CJOR, Vancouver, B. C.

BARBLEY, JIM
KSUM, Fairmont, Minn.

BARNES, DICK
KNEM, Nevada, Mo.

BARNES, TEDDY
WEKR, Fayetteville, Tenn.

BARNES, WILLIAM
CBT, Grand Falls, Nfld., Can.

BARNETT, DON
KENI, Anchorage, Alaska

BARNETT, RUSSELL
WKMH, Dearborn, Mich.

BAROODY, FRANK
WFEA, Manchester, N. H.

BARR, DWIGHT
WLBC, Muncie, Ind.

BARRETT, RAY
Bringing Up Mother
NBC-TV

BARRICK, JOHN
WKAY, Glasgow, Ky.

BARRY, JACK
Life Begins At Eighty
WJZ-TV
Juvenile Jury
NBC-TV

BARRY, JOHN
WTTM, Trenton, N. J.

BARRY, NICK
WCMW, Canton, Ohio



ED HERLIHY

Announcers—M-C's

- BARRY, NORMAN**
WMAQ, Chicago, Ill.
- BARTELL, ED**
KQV, Pittsburgh, Pa.
- BARTON, FRANK**
KRBH, Hollywood, Calif.
- BARTON, HAL**
WTAD, Quincy, Ill.
- BARTON, JOHN**
CKRD, Red Deer, Alberta, Canada
- BARTON, JOHN**
HOWW, Clinton, Ill.
- BASELEON, GEORGE**
WEEK, Peoria, Ill.
- BASSETT, JOHN**
WNEB, Worcester, Mass.
- BASSMAN, DON**
KCRS, Midland, Texas
- BATEMAN, DOUGLAS**
WLIO, East Liverpool, Ohio
- BATEMAN, JUNE**
WLIO, East Liverpool, Ohio
- BATSON, GAY**
WDSU-TV, New Orleans, La.
- BAUERNFELD, LOUIS**
KCLX, Colfax, Wash.
- BAUM, HARRY**
WSSB, Durham, N. C.
- BAXTER, CHARLES**
WTOL, Toledo, Ohio
- BAY, W. RICHARD**
KMTV, Omaha, Nebr.
- BEAL, KING**
KXEL, Waterloo, Iowa
- BEARDSLEY, BASIL**
WJER, Dover, Ohio
- BEASLEY, IRENE**
Grand Slam
CBS
- BEAULIEU, ROBERT**
CJEM, Edmundston, N. B., Canada
- BEAUMONT, PERRY**
WLOK, Lima, Ohio
- BECK, JACKSON**
(See Artists Section)
- BECKMAN, FREDERIC**
WLW-C, Columbus, Ohio
- BEDFORD, PAUL**
WFMJ, Youngstown, Ohio
- BEEBE, JOHN**
WKAN, Kankakee, Ill.
- BEECHAM, WALLACE**
WKSR, Pulaski, Tenn.
- BEECHER, DON**
WJPS, Evansville, Ind.
- BEGUE, JOHN**
Holiday For Two
WTAX, Springfield, Ill.
- BEINERT, TED**
WIBV, Belleville, Ill.
- BEKAS, TONY**
WHGB, Harrisburg, Pa.
- BELL, MONTE C.**
KADA, Ada, Okla.
- BELLAH, MILTON**
WDAR, Savannah, Ga.
- BELLAIRS, MAL**
WCFL, Chicago, Ill.
- BENDT, JACK**
WKLO, Louisville, Ky.
- BENNETT, LEN**
WNHC-TV, New Haven, Conn.
- BENSON, BOB**
KYW, Philadelphia, Pa.
- BENSON, BOB**
WBIZ, Eau Claire, Wis.
- BENSON, DICK**
WIRC, Hickory, N. C.
- BENSON, HAL**
Household Quizzer
WMPS, Memphis, Tenn.
- BENSON, HERB**
WHKK, Akron, Ohio
- BENSON, RED**
Take A Number
MBS
- BENSON, RUSS**
WIBV, Belleville, Ill.
- BERGER, GENE**
WOL, Washington, D. C.
- BERGER, JEAN**
CKBL, Matane, Que., Canada
- BERGERON, HENRI**
CKH, Hull, Que., Canada
- BERNARD, ARMAND**
WERI, Westerly, R. I.
- BERNIER, GUS**
WMUR, Manchester, N. H.
- BERTRAND, BOB**
KIOA, Des Moines, Iowa
- BETTINGER, JACK**
WTOL, Toledo, Ohio
- BIANCHI, CONSTANTINE**
WJPD, Ishpeming, Mich.
- BICHL, KEN**
WLEC, Sandusky, Ohio
- BIGLER, TOM**
WILK, Wilkes-Barre, Pa.
- BILLINGSLEY, BILL**
WADE, Wadesboro, N. C.
- BILLINGSLEY, BOB D.**
KVAL, Brownsville, Texas
- BISHARA, JOSEPH**
WKOP, Binghamton, N. Y.
- BIRSCOE, ROY**
WSTV, Steubenville, Ohio

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N

Announcers—M-C's

- BISHOP, DIANA**
CFAB, Windsor, N. S., Canada
- CHKEN, Kentville, N. S., Can.**
- BISHOP, GEORGE**
CJAD, Montreal, Quebec, Can.
- BJORNSON, BJORN**
CKOK, Penticton, B. C., Can.
- BLACK, JOE**
WHK, Cleveland, Ohio
- BLACK, R. LEE**
KIMA, Yakima, Wash.
- BLAINE, JAMES**
WIBC, Indianapolis, Ind.
- BLAINE, JIMMY**
Stop The Music
ABC-TV
Speidel Show
NBC-TV
- BLAIR, FRANK**
WNBW, Washington, D. C.
- BLAIR, HARRY**
WMDN, Midland, Mich.
- BLAIS, YVON**
CKAC, Montreal, Canada
- BLAKE, BRUCE**
WHKK, Akron, Ohio
- BLAKE, CHARLES**
WSON, Henderson, Ky.
- BLAKE, WIN**
WKXL, Concord, N. H.
- BLEASDALE, IRVINE**
WICA, Ashtabula, Ohio
- BLOOM, LYNN**
WKVA, Lewistown, Pa.
- BLOOM, MAURY**
WXRA, Buffalo, N. Y.
- BLOWER, CHUCK**
KTKT, Tucson, Arizona
- BODIE, ARMAND**
Mama Goes A-Shopping
- WSOC, Charlotte, N. C.
- BODNER, GEORGE**
WRFD, Worthington, Ohio
- BOECKMANN, JOHN**
WTYC, Rock Hill, S. C.
- BOGYO, JIM**
CHEUB, Nanaimo, B. C., Can.
- BOLDT, VIC**
KVIC, Victoria, Texas
- BOLIN, BOB**
WTYC, Rock Hill, S. C.
- BOLLINGER, JIM**
Classified Column of the Air
WNN, Louisville, Ky.
- BOLLWINKEL, CAL**
WHFB, Benton Harbor, Mich.
- BONDARIN, A.**
KFOR, Lincoln, Nebr.
- BONN, THEODORE, JR.**
WKL, Blackstone, Va.
- BORELLI, RALPH**
WJM, Philadelphia, Pa.
- BOSLEY, LYLE**
WXXW, Albany, N. Y.
- BOSTIC, TOM C.**
KIMA, Yakima, Wash.
- BOTHE, RON**
KFIZ, Fond Du Lac, Wis.
- BOTTORFF, GERRY**
WKLO, Louisville, Ky.
- BOUCHIER, EUGENE P.**
KCOM, Sioux City, Iowa
- BOUCK, LOUIS**
WMT, Vanclève, Ky.
- BOURQUE, WARREN**
WERI, Westerly, R. I.
- BOWER, BOB**
WTIP, Charleston, W. Va.
- BOWERS, CLIFF**
CKRD, Red Deer, Alberta, Can.
- BOWLES, AL**
KYAK, Yakima, Wash.
- BOWMAN, DUKE**
KWFT, Wichita Falls, Texas
- BOWMAN, GUY**
WJBK-TV, Detroit, Mich.
- BOWMAN, JOHN**
WDOV, Dover, Dela.
- BOWMAN, STANLEY**
WCMB, Lemoyne, Pa.
- BOZEMAN, JOHNNY**
WDBL, Springfield, Tenn.
- BRADLEY, DON**
WJOL, Joliet, Ill.
- BRADLEY, HARVEY**
WBTA, Batavia, N. Y.
- BRADLEY, LYLE**
WTRY, Troy, N. Y.
- BRADSHAW, BILL**
WCKY, Cincinnati, Ohio
- BRAHON, DON**
WLDS, Jacksonville, Ill.
- BRAMAH, BILL**
CFOR, Orillia, Ont., Canada
- BRAMHALL, BILL**
WEMP, Milwaukee, Wis.
- BRAND, FRANK**
CKPR, Fort William, Ont.,
Canada
- BRANSON, TODD**
WWCA, Gary, Ind.
- BREAULT, ROBERT**
WMNB, North Adams, Mass.
- BRECHT, LESTER**
KBOR, Brownsville, Texas
- BREEN, JERRY**
WKLA, Ludington, Mich.
- BRENNAN, TOM**
KKLA, Pasadena, Calif.

**BEN
GRAUER**

●
NBC

Radio

TV



Announcers—M-C's

BRETZ, KEITH
KRMG, Tulsa, Okla.

BREVIK, ERNIE
WDAY, Fargo, N. Dak.

BRINKLEY, JACK
WLS, Chicago, Ill.

BROCK, RAY
WBHY, Appleton, Wis.

BRODE, BUDDY
WNAB, Norristown, Pa.

BROKAW, C. W.
KGIW, Alamosa, Colo.

BROOKS, FOSTER
WAVE-TV, Louisville, Ky.

BROWN, ANDY
WGWR, Asheboro, N. C.

BROWN, BILL
WEDO, McKeesport, Pa.

BROWN, BOB
WOC, Davenport, Iowa

BROWN, FRANK R.
KTIP, Porterville, Calif.

BROWN, HARRY
WKIP, Poughkeepsie, N. Y.

BROWN, HONEY
WBCO, Birmingham-Bessemer, Ala.

BROWN, LYAL
CKCK, Regina, Sask., Canada

BROWN, MORGAN
WELM, Elmira, N. Y.

BROWN, PAUL
KVMC, Colorado City, Texas

BROWN, TED
Paul Winchell-Jerry Mahoney Show
NBC-TV

BROWN, WADE
KOLS, Pryor, Okla.

BROWN, WOODBRIDGE B.
WHA1, Greenfield, Mass.

BROWNE, TOM
WMEV, Marion, Va.

BROWNING, DOUGLAS
ABC Late News
Champion Roll Call
ABC

BRUBAKER, TOM
KSST, Sulphur Springs, Tex.

BRUCE, JACK
WNAX, Yankton, S. D.

BRUGGEMAN, VERN
KULA, Honolulu, Hawaii

BRUNNER, LARRY
WCPO, Cincinnati, Ohio

BRUTON, BILL
KBMY, Billings, Montana

BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS-TV

BRYANT, EDWARD
WFBL, Syracuse, N. Y.

BRYANT, TED
KRLC, Lewiston, Idaho

BUCKLEY, BILL
WCHS, Charleston, W. Va.

BUCKLEY, NIEL
WFFB, Middletown, Ohio

BUDD, MILTON
WMBD, Peoria, Ill.

BULLER, RICHARD
WKMH, Dearborn, Mich.

BULLINGTON, BILL
KREI, Farmington, Mo.

BURDICK, GORDON
KCLX, Colfax, Wash.

BURGESS, DAN
WMSA, Massena, N. Y.

BURGESS, TOM
Top Your Neighbor
WMSC, Columbia, S. C.

BURKA, BUD
WTIP, Charleston, W. Va.

BURKE, GORDON
KULA, Honolulu, Hawaii

BURKHARDT, KENNETH
KSIM, Sikeston, Mo.

BURLEY, DON
WBBZ, Ponca City, Okla.

BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, STAN
Club 93, WPAT; Protam Quiz, Glad Tidings, South Africa—Land of Contrasts, This Is Australia, Club Car in the Clouds, etc.

BURT, JIM
KELO, Sioux Falls, South Dakota

BURWELL, TED
WCKB, Dunn, N. C.

BUSLEE, HENRY
WISC, Madison, Wis.

BUTHERUS, ED
KGW, Portland, Oregon

BUTLER, WARDE
WHIZ, Zanesville, Ohio

BYRNE, PAT
CFJR, Brockville, Ont., Can.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

ANNOUNCER
"BIG STORY"

NARRATOR
"CAVALCADE
OF
AMERICA"



CY HARRICE

HOST
ON
"HOLLYWOOD
PLAYHOUSE"

**"SATURDAY
NIGHT
THEATRE"**
AND
**"SUNDAY
NIGHT
THEATRE"**

NBC-TV

Announcers—M-C's

- CALCOATE, GORDON**
KIOX, Bay City, Texas
- CALDWELL, SAM**
Garden Gate
CBS
- CALHOUN, JOHN**
WFLO, Farmville, Va.
- CALTON, JOHN**
WERC, Erie, Pa.
- CALVERT, BOB**
WDYK, Cumberland, Md.
- CAMPBELL, HOWARD**
KSMN, Mason City, Iowa
- CAMPOFREDA, NICK**
WAAM, Baltimore, Md.
- CANNON, JOHN**
City Hospital
CBS
- CANNON, STEVE**
KBUN, Bemidji, Minn.
- CAPLETTE, DOUGLAS**
KKO, El Centro, Calif.
- CAPPS, BOB**
KDMO, Carthage, Mo.
- CAREY, RON**
KTLN, Denver, Colo.
- CARL, LEONARD**
KMA, Shenandoah, Iowa
- CARLE, BENNY**
WAFM-TV, Birmingham, Ala.
- CARLE, LARRY**
WOND, Pleasantville, N. J.
- CARLISLE, BOB**
WCMB, Lemoyne, Pa.
- CARLSON, BOB**
KLRX, Kirksville, Mo.
- CARLSON, RUFUS**
KVI, Seattle, Wash.
- CARNAHAN, HERB**
KTJS, Hobart, Okla.
- CARNEY, JACK**
KPLT, Paris, Texas
- CARPENTER, ROBERT E.**
WKBB, Dubuque, Iowa
- CARPENTER, KEN**
Bing Crosby Show
CBS
- CARR, ROY**
WLQL, Minneapolis, Minn.
- CARROLL, TOMMY**
WMBR-TV, Jacksonville, Fla.
- CARSON, JAMES C.**
KWEM, Williston, N. Dak.
- CARTER, FRANK**
WPEN, Philadelphia, Pa.
- CARTER, JERRY**
WKIP, Poughkeepsie, N. Y.
- CARTER, LeROY**
KXTX, Childress, Texas
- CARTY, BILL**
WIP, Philadelphia, Pa.
- CASE, NELSON**
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Ken Murray, CBS-TV; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Mel Torme - Peggy Lee, CBS-TV; Amahl and the Night Visitors, NBC-TV.
- CASHIN, MICHAEL**
CKEY, Toronto, Ont., Canada
- CASSELMAN, CHET**
KERN, Bakersfield, Calif.
- CATUDAL, JACQUES**
CKAC, Montreal, Canada
- CAUDILL, CARL B., JR.**
WFTC, Kinston, N. C.
- CAVANAUGH, JOE**
WARD, Johnstown, Pa.
- CHAMBERLAIN, GUS**
WDEF, Chattanooga, Tenn.
- CHAMBERS, STAN**
KTLA, Los Angeles, Calif.
- CHAMPLIN, GLEN**
KEYD, Minneapolis, Minn.
- CHAPMAN, DICK**
KFRU, Columbia, Mo.
- CHAPMAN, ED**
WKRK, Mobile, Ala.
- CHASE, BUD**
WKRK-TV, Cincinnati, Ohio
- CHASE, BUD**
WKRK-TV, Cincinnati, Ohio
- CHASE, EDDIE**
WOOD, Grand Rapids, Mich.
- CHASE, GENE**
WLL, St. Louis, Mo.
- CHASE, TOM**
WOW, Omaha, Nebr.
- CHASE, WARD**
WBAY, Green Bay, Wis.
- CHERNAULT, GEORGE**
WSLS, Roanoke, Va.
- CHESNEY, JOE**
CKNW, New Westminster, B. C., Canada
- CHESSER, ALEC**
KITE, San Antonio, Texas
- CHESTER, LLOYD**
CKCW, Moncton, N. B., Can.
- CHILDERS, PERRY CLINTON**
WEAB, Greer, S. C.
- CHILES, LOUIS**
WROL, Knoxville, Tenn.
- CHOATE, HANFORD**
KWNW, Wenatchee, Wash.

RAY MORGAN

ANNOUNCER

M. C.

AMERICAN INVENTORY — *NBC-TV*

AMERICA'S TOWN MEETING — *ABC-TV*

CRUSADE IN THE PACIFIC — *ABC-TV*

Announcers—M-C's

- CHRISTENSEN, DON**
WBHL, Sheboygan, Wis.
- CHRISTENSEN, WALT**
KVOX, Moorhead, Minn.
- CHRISTENSON, ELMER**
Happy Music
WSHB, Stillwater, Minn.
- CHRYSLER, AL**
CKCR, Kitchener, Ont., Can.
- CLARK, BILL**
WJCD, Seymour, Ind.
- CLARK, BUD**
KOOK, Billings, Montana
- CLARK, DAN**
KVGB, Great Bend, Kansas
- CLARK, GORDON**
KRIC, Beaumont, Texas
- CLARK, JAMES**
WWGP, Sanford, N. C.
- CLARKE, BARRIE**
Club 1430
CHEX, Peterborough, Ont.,
Canada
- CLAUSEN, BOB**
KGLO, Mason City, Iowa
- CLAYTON, JOHN**
KWNO, Winona, Minn.
- CLAYTON, TOM**
WLLH, Lowell-Lawrence,
Mass.
- CLEARWATER, WINFIELD**
WFMY-TV, Greensboro, N. C.
- CLEAVER, JIM**
WBOC, Battle Creek, Mich.
- CLEAVER, MARSHALL S.**
WKAP, Allentown, Pa.
- CLEFTON, ROD**
KHQ, Spokane, Wash.
- CLINE, CLAY, JR.**
WJZM, Clarksville, Tenn.
- COCHRAN, BILL**
Buck Rogers
ABC-TV
- COLE, BRAD**
KOOS, Coos Bay, Oregon
- COLE, GRADY**
WBT, Charlotte, N. C.
- COLE, PETER**
WTVJ, Miami, Fla.
- COLEMAN, CHARLES**
WGKV, Charleston, W. Va.
- COLEMAN, LES**
WFAI, Fayetteville, N. C.
- COLEMAN, PAUL**
WINR, Binghamton, N. Y.
- COLLIER, RALPH**
WHAM, Rochester, N. Y.
- COLLING, BOB**
CHLO, St. Thomas, Ont.,
Canada
- COLLINS, DAVE**
WSCR, Scranton, Pa.
- COLLYER, BUD**
Break The Bank
ABC, NBC
Beat The Clock
CBS-TV
- COLTRANE, DANIEL W.**
KOFO, Ottawa, Kansas
- COMBES, RALPH**
KFEQ, St. Joseph, Mo.
- COMEAU, DENNY**
CJLS, Yarmouth, N. S., Can.
- COMO, HUNTER**
KDAL, Duluth, Minn.
- COMPTON, AL**
WCKB, Dunn, N. C.
- CONDIT, ED**
Magic Cottage
Du Mont
Early Morning News
WABD
- CONDON, STUART**
KGNC, Amarillo, Texas
- CONNERS, BOB**
WKBI, St. Marys, Pa.
- CONRADE, STEVE**
WDOD, Chattanooga, Tenn.
- COOK, BOB**
WAKR, Akron, Ohio
- COOK, RUSS**
WHBY, Appleton, Wis.
- COOK, WARREN**
WANE, Ft. Wayne, Ind.
- COOK, WES**
KRES, St. Joseph, Mo.
- COOK, WILLIAM A.**
KWRO, Coquille, Oregon
- COOKE, ART**
CHLO, St. Thomas, Ont., Can.
- COOKE, DWIGHT**
People's Platform
You And The World
CBS
- COOLEY, SPADE**
(See Radio-TV Artists)
- COOPER, CLEM**
WMFD, Wilmington, N. C.
- COOPER, JOE**
WQUA, Moline, Ill.

KEVIN KENNEDY

YOUR ESSO REPORTER — 7:00-7:15 P.M.

MON. THRU SAT.

TV

COMMENTATOR

N. Y. KEFAUVER
HEARING
IT HAPPENED
THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF
HUMAN EVENTS
TELEVISIONS OF THE
NEWS
SIX GUN PLAYHOUSE
LEAVE IT TO PAPA
SPORTS PAGE

RADIO

SPORTS HEADLINES
ATLANTIC
REFINING CO.
WALNUT TOBACCO CO.
PRINCETON FOOTBALL

WPIX



MURRAY HILL 2-1234

TV

SALESMAN

NASH-KELVINATOR
KRUEGER BEER
B. F. GOODRICH
TORINO
PALMOLIVE
STRAUSS STORES
PAUL WHITEMAN SHOW
COAST TO COAST
LARAIN DAY SHOW
COLGATE
COMEDY HOUR
CURTISS-WRIGHT
AERONAUTICS
RICE-CHEX
RYBUTOL
BEECHNUT GUM

Announcers—M-C's

- CORBETT, JOHN**
Breakfast At The Lenox
WBEN, Buffalo, N. Y.
- CORBETT, KEN**
KLWT, Lebanon, Mo.
- CORBEN, LOU**
WFBR, Baltimore, Md.
- CORDIC, REGE**
WWSW, Pittsburgh, Pa.
- CORRIGALL, NED**
CKRD, Red Deer, Alberta, Can.
- CORRIGAN, JOHN**
CKOY, Ottawa, Ont., Canada
- CORTEZ, CARLOS**
KDLA, Auburn, Calif.
- COSLETT, FRANKLIN D.**
WBRE, Wilkes-Barre, Pa.
- COSTA, JOE**
WKBB, Dubuque, Iowa
- COSTLEY, JAN**
WINR, Binghamton, N. Y.
- COVINGTON, DICK**
WHBQ, Memphis, Tenn.
- COWELL, ED**
WJHL, Johnson City, Tenn.
- COWNDEN, MAURICE**
CJAV, Port Alberni, B. C.,
Canada
- COX, JIM**
CKNW, New Westminster,
B. C., Canada
- COX, R. WAYNE**
KCHI, Chillicothe, Mo.
- CRABB, BOB**
CKOC, Hamilton, Canada
- CRAFT, STAN**
KXRO, Aberdeen, Wash.
- CRAIG, CHARLES**
WHBC, Canton, Ohio
- CRAIG, NANCY**
Nancy Craig Show
WJZ-TV
- CRAIG, WILLIAM**
WATA, Boone, N. C.
- CRAIN, MARVIN**
KNET, Palestine, Texas
- CRANE, STEVE**
WZIP, Covington, Ky.
- CRAWFORD, BOB**
KALL, Salt Lake City, Utah
- CRAWFORD, GENE**
WGBF, Evansville, Ind.
- CRAWFORD, V.**
WJNO, W. Palm Beach, Fla.
- CRESWELL, DICK**
KIOA, Des Moines, Iowa
- CRISSY, DONALD E.**
WFCB, Dunkirk, N. Y.
- CRISWELL, WILLIAM**
WCUM, Cumberland, Md.
- CROCKER, BETTY**
Betty Crocker Magazine Of
The Air
ABC
Betty Crocker Star Matinee
WJZ-TV
- CROSS, MILTON**
Metropolitan Opera
Piano Playhouse
Met Opera Auditions
ABC
- CRUTCHFIELD, DOUG**
WLOH, Princeton, W. Va.
- CUBBERLY, DAN**
The Line-Up
CBS
- CULBER, CAL**
KFYR, Bismarck, N. D.
- CULLEN, BILL**
This Is Nora Drake, CBS.
- CUMMINGS, PATTI**
The Continental
CBS-TV
- CURRAN, BERNARD**
CJCH, Halifax, N. S., Canada
- CURRY, BILL**
WTFY, Rock Hill, S. C.
- CURRY, DON**
KHUZ, Borger, Texas
- CURTIS, ALAN**
Coffee With Curtis
WFGM, Fitchburg, Mass.
- CURTIS, MARK**
KWRN, Reno, Nevada

— D —

- DAHL, DON**
KDAL, Duluth, Minn.
- DAHLSTROM, CARL**
KTUR, Turlock, Calif.
- DAIL, AMBERT**
WGH, Newport, News, Va.
- DAILEY, TOM**
Recall It & Win
KWK, St. Louis, Mo.



BUD COLLYER



WALTER HERLIHY

M.C.

The Dione Lucas Show — WJZ-TV

Fun With Food — WJZ-TV

Announcers—M-C's

- DANA, LES**
Town Topics
WSPD, Toledo, Ohio
- DANIELS, PAUL**
WWNH, Rochester, N. H.
- DARGAN, TOM**
KING-TV, Seattle, Wash.
- DAUGHERTY, JIM**
WGPA, Bethlehem, Pa.
- DAUM, KENNETH**
WBKV, West Bend, Wis.
- DAVIDSON, WILLIAM J.**
KECA-TV, Hollywood, Calif.
- DAVIS, ARCHIE**
WFHR, Wisconsin Rapids,
Wis.
- DAVIS, BILLY**
WDSG, Dyersburg, Tenn.
- DAVIS, CHARLES**
WERL, Westerly, R. I.
- DAVIS, DAN**
WCKY, Cincinnati, Ohio
- DAVIS, DON**
KFRG, San Francisco, Calif.
- DAVIS, DON**
WLW-T, Cincinnati, Ohio
- DAVIS, EDDIE**
KFAB, Omaha, Nebr.
- DAVIS, GEOFF**
(see Sports Commentators).
- DAVIS, GEORGE**
WRBL, Columbus, Ga.
- DAVIS, HY**
WJXN, Jackson, Miss.
- DAVIS, JOHNNY**
KICA, Clovis, N. M.
- DAVIS, JOHNNY**
WUSJ, Lockport, N. Y.
- DAVIS, L. WAYNE**
WAKE, Greenville, S. C.
- DAVIS, NORM**
WRUF, Gainesville, Fla.
- DAVY, FRED**
WJAS, Pittsburgh, Pa.
- DAWES, HARVEY**
CKCK, Regina, Sask., Canada
- DAWSON, BILL**
WNXT, Portsmouth, Ohio
- DAWSON, JACK**
CFRB, Toronto, Ont., Canada
- DAY, GENE**
WABG, Greenwood, Miss.
- DAY, JACK**
WFBR, Baltimore, Md.
- DAY, ROLAND**
WAFB, Baton Rouge, La.
- DEANE, BUDDY**
Swing Class
WITB, Baltimore, Md.
- DEANE, JERRY**
KXEL, Waterloo, Iowa
- DECKER, BEN**
WIRK, W. Palm Beach, Fla.
- DEEGAN, BILL**
CFCF, Montreal, Quebec, Can.
- DEEGAN, JOHNNY**
WHUM, Reading, Pa.
- DE FAY, RICHARD**
WTVB, Coldwater, Michigan
- DeHAVEN, BOB**
Breakfast With Bob
Friendly Time
WCCO, Minneapolis, Minn.
- DeLANEY, ROBERT**
WCVA, Culpeper, Va.
- DELINE, JIM**
WSYR, Syracuse, N. Y.
- DERICK, JIM**
WPLA, Plant City, Fla.
- DeSHANE, MEL**
KAUS, Austin, Minn.
- DICKINSON, ED**
KELK, Elko, Nevada
- DICKSON, JOHNNY**
KBON, Omaha, Nebr.
- DIEBEL, DICK**
KVAL, Brownsville, Texas
- DILLON, GENE**
WCMW, Canton, Ohio
- DILWORTH, SCOTT**
WJOL, Joliet, Ill.
- DINSMORE, ED**
Breakfast At The Lenox
WBEN, Buffalo, N. Y.
- DISIMONE, GENE**
WRYO, Rochester, Pa.
- DISNEY, RUFUS**
WCTT, Corbin, Ky.
- DIXON, BOB**
B. April 8, 1911, Stamford,
Conn.; Sheriff Bob Dixon Show,
DuMont TV; Perry Mason, CBS;
Edward R. Murrow, CBS; Life Can
Be Beautiful, NBC.
- DIXON, DARRELL**
WITZ, Jasper, Ind.
- DIXON, MASON**
KICD, Spencer, Iowa



FRANK GALLOP



NELSON CASE

MANAGEMENT: MCA

Announcers—M-C's

DOAK, BILL
KCOH, Houston, Texas

DOBBS, HARVEY
CHUM, Toronto, Ont., Canada

DOBSON, GEORGE
KALT, Atlanta, Texas

DODD, MIKE
WBAC, Cleveland, Tenn.

DODDS, DARWIN
KDSH, Boise, Idaho

DODSON, WILLIAM
KICK, Springfield, Mo.

DOLAN, TOM
WJZM, Clarksville, Tenn.

DONAHUE, TOM
WIBG, Philadelphia, Pa.

DONLEY, RED
WSTV, Steubenville, Ohio

DONNELLY, JIM
WCOJ, Coatesville, Pa.

DORNHUBER, HENRY
WCVA, Culpepper, Va.

DOSTAR, TOM
WAGA, Atlanta, Ga.

DOUGHERTY, CHUCK
WETH, Williamson, W. Va.

DOUGLAS, HUGH
Hollywood Sound Stage
CBS

DOUGLAS, SCOTT
Fireside Theater; Dinah Shore;
Swift Show; Chevrolet Show,
NBC-TV; Easy Aces, Du Mont.

DOWLING, WILLIAM
WACB, Kittanning, Pa.

DOWNEY, ROB
WSAM, Saginaw, Mich.

DOWNS, HUGH
WNBQ, Chicago, Ill.

DOWNS, LEE
KNET, Palestine, Texas

DOYLE, JIM
Modern Concert Hall
KSL, Silver City, New Mexico

DOYLE, JOHN
KILO, Grand Forks, North
Dakota

DOYLE, VINCE
WJVA, South Bend, Ind.

DRAPER, LARRY
WEIR, Weirton, W. Va.

DREW, CHARLES
WVLK, Versailles & Lexing-
ton, Ky.

DROUBAY, PAUL
KID, Idaho Falls, Idaho

DUANE, BILL
WLS, Chicago, Ill.

DUDLEY, DICK
Rockabye, Dudley
NBC

DUEMKE, KARL
KXGN, Glendive, Montana

DUFOUR, YVON
CKCH, Hull, Que., Canada

DUFRESNE, PIERRE
CKCH, Hull, Que., Canada

DUGAS, PAUL J.
WTWN, St. Johnsbury, Vt.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DULANE, CHUCK
WGAY, Silver Spring, Md.

DULL, JAMES
WBAX, Wilkes-Barre, Pa.

DUMONT, HERMEL
CJEM, Edmundston, N. B.,
Canada

DUNCAN, JIM
WEBQ, Harrisburg, Ill.

DUNFIELD, LEONARD
CKEN, Kentville, N. S., Can

DUNFIELD, LEONARD C.
CFAB, Windsor, N. S., Canada

DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNLAP, DAVID
WAEB, Allentown, Pa.

DUNNICLIFF, JOHN
KTRF, Thief River Falls,
Minn.

DURAND, TOM
WTTM, Trenton, N. J.

DURANT, ROLLAND
WICY, Malone, N. Y.

DURMA, ED
WSCR, Scranton, Pa.

DUVAL, JACQUES
CKCV, Quebec, Canada

DYER, BILL
WKOK, Sunbury, Pa.

DYER, BOB
WKNX, Saginaw, Mich.

— E —

EAKINS, PHIL
KEPO, El Paso

EARLE, BOB
KSO, Des Moines, Iowa

EASON, DICK
KREL, Baytown, Texas



JOHNNY OLSEN

RUMPUS ROOM (TV)
KIDS & CO. (TV)
BREAK THE BANK (AM)



REX MARSHALL

Announcers—M-C's

EASTMAN, JIM
WMMT, McMinnville, Tenn.

ECKMAN, RAYMOND
WBGE, Jesup, Ga.

EDELL, BOB
WRQK, Rockford, Ill.

EDGAR, GEORGE
KXRN, Renton, Wash.

EDWARDS, BILL
KGO-TV, San Francisco, Calif.

EDWARDS, DICK
KREW, Sunnyside, Wash.

EDWARDS, TOM
KOSA, Odessa, Texas

EDWARDS, JOHN
WIP, Philadelphia, Pa.

EDWARDS, RALPH
B. June 13, 1913, Merino, Colo.;
Truth Or Consequences, NBC;
This Is Your Life, NBC; Ralph
Edwards TV Show, NBC-TV.

ELBERS, DICK
WFAS, White Plains, N. Y.

ELLINGSON, DON
KGEZ, Kalispell, Montana

ELLIOT, JACK
KTTS, Springfield, Mo.

ELLIOTT, FRANCIS
WREY, Reidsville, N. C.

ELLIOTT, PETER
CJBQ, Belleville, Ont., Canada

ELLISON, PAUL
WBTH, Williamson, W. Va.

ELLISON, WM.
WBFB, Rock Island, Ill.

ELYOT, GENE
KWRN, Reno, Nevada

EMERICK, BOB E.
B. Dec. 9, 1915, Tacoma, Wash.;
Gus Lesnevich vs. Bob Emerick
Show, WOR; Buddy Rogers Show,
WOR; Share the Wealth, NBC;
Bill Goodwin Show, NBC-TV.

EMERY, MERLE
WGGH, Marion, Ill.

EMERY, RALPH
WLA-V, Grand Rapids, Mich.

EMERY, RALPH
WNAH, Nashville, Tenn.

ENGLER, BOB
KOL, Seattle, Wash.

ERICKSON, LEO
KVAN, Vancouver, Wash.

ERTVESS, PAUL
WEXL, Springfield, Mass.

ERWIN, GEORGE
KPFZ, Fort Worth, Texas

ESSIG, VINCENT
WKAN, Kankakee, Ill.

ESSICK, LOU
WGNI, Wilmington, N. C.

EVANS, BOB
WSSB, Durham, N. C.

EVANS, JEFF
WLDY, Ladysmith, Wis.

EVANS, ROBLEY
WEK, Cleveland, Ohio

EVANS, STAN
KSWO, Lawton, Okla.

EVANS, THOMAS
KGMB, Honolulu, Hawaii

EWING, CLIFF
KOOK, Billings, Montana

— F —

GABIEN, LOUIS
WARC, Rochester, N. Y.

FACENDA, FRANK
WVEC, Hampton, Va.

FACENDA, JOHN
WIP, Philadelphia, Pa.

FAGAN, BILL
WEOA, Evansville, Ind.

FAGAN, PAT
WEBR, Buffalo, N. Y.

FAHRINGER, HAROLD
WBTA, Batavia, N. Y.

FAIR, JIM
WJZ-TV, New York, N. Y.

FANCHER, K. L.
KPDN, Pampa, Texas

FAREY, EDWARD C.
CKDA, Victoria, B. C., Canada

FARIS, CLINT
WGTM, Wilson, N. C.

FARRELL, BILL
KMHL, Marshall, Minn.

FARRELL, FRANK
Footlights & Kleiglites
NBC-TV

FARREN, EDDY
KBWD, Brownwood, Texas

FARRINGTON, GLEN
WTAX, Springfield, Ill.

FAUCHER, RALPH
WMRO, Aurora, Ill.

FAULK, LINK
WCKB, Dunn, N. C.

FAUSH, DEACON
WBCO, Birmingham-Bessemer,
Ala.



MORT LAWRENCE

ANNOUNCER — EMCEE — NARRATOR
RADIO — TELEVISION — FILMS

LE. 2-1100



DICK STROUT

HOLLYWOOD
Announcer — Narrator and Co-Owner
RICHARD STROUT PRODUCTIONS
Box 2261, Hollywood 28 CApitol 0767
Also: 507 Fifth Avenue, New York

Announcers—M-C's

FEELEY, FRANK

Frank's Film Funnies
WDAF-TV, Kansas City, Mo.

FEENEY, EUGENE

WHLM, Bloomsburg, Pa.

FELIX, JIM

WFL, Philadelphia, Pa.

FELLERS, CHUCK

KBIZ, Ottumwa, Iowa

FELTHAM, LYALL

CJAV, Port Alberni, B. C.,
Canada

FELTON, BILL

WBZY, Appleton, Wis.

FENDER, HARRY

KXOK, St. Louis, Mo.

FENNEMAN, GEORGE

B. Nov. 10, 1919, Pekin, China;
"You Bet Your Life," NBC, NBC-TV;
"Dragnet," NBC; "The Perfect Husband," ABC.

FIELD, ELLIOT

WKAT, Miami Beach, Fla.

FIELD, ROBERT V.

KVAL, Brownsville, Texas

FIELDS, LEE

KPOW, Powell, Wyo.

FINAN, JOE

WPIC, Sharon, Pa.

FINDLAY, JIM

CFRN, Edmonton, Alberta,
Canada

FINE, MEL

WERC, Erie, Pa.

FINLAYSON, JOHN L., JR.

KCOM, Sioux City, Iowa

FINN, MICHAEL

WEOA, Evansville, Ind.

FISHER, MERLIN

KSDN, Aberdeen, S. Dak.

FISHER, NORM

KGEZ, Kalispell, Montana

FITZGERALD, ED

WOOD, Grand Rapids, Mich.

FITZGERALD, JOHN

WXEL, Cleveland, Ohio

FITZGERALD, MIKE

CHUM, Toronto, Ont., Canada

FITZGERALD, PAT

KNOK, Columbia, S. C.

FITZMAURICE, MICHAEL

B. April 28, 1908; Chicago, Ill.
Sammy Kaye Show, CBS-TV;
Whispering Streets, ABC; Live
Like a Millionaire, NBC, CBS-TV;
All Star Revue, NBC-TV; Flying
Tigers, DuMont.

FLETCHER, TOM

WHK, Cleveland, Ohio

FLETCHER, WARREN

KUTA, Salt Lake City, Utah

FLINT, WALT

WGPC, Albany, Ga.

FLOOD, BILL

Wendy Warren and the News
CBS

FLYNN, ARTHUR

WLAW, Boston & Lawrence,
Mass.

FORD, ART

The Art Ford Show
NBC-TV

FORD, DOUG

WHIS, Bluefield, W. Va.

FORMAN, WIN

WARM, Scranton, Pa.

FORSSELL, RON

KXLE, Ellensburg, Wash.

FORSTER, ROGER

Gangbusters
CBS

FORTIN, JEAN JACQUES

CHRL, Roberval, Que., Can.

FORTNER, VIRG

KBMW, Wahpeton, N. D.

FOSTER, MARK

KIMO, Independence, Mo.

FOSTER, TERRY

WHLB, Sheboygan, Wis.

FOUTS, W. C.

KSFA, Birthday Party
KSFA, Nacogdoches, Texas

FOWLER, BILL

WBAT, Marion, Ind.

FOWLER, JAMES

WGPC, Albany, Ga.

FOX, BILL

KSTA, Coleman, Texas

FOX, JAMES

WCAV, Norfolk, Va.

FOX, VERNON

WEAB, Greer, S. C.

FRADETTE, PAUL

CKBL, Matane, Que., Canada

FRANCIS, JOE

WNHC-TV, New Haven, Conn.

FRANCIS, ROACHARD

WMDN, Midland, Mich.



SCOTT DOUGLAS

ANNOUNCER - ACTOR - M.C.

TELEVISION

Fireside Theatre — NBC-TV
Dinah Shore Show — NBC-TV

RADIO

Hallmark Playhouse — Leads
Stars Over Hollywood — Leads



★ NORMAN ROSS ★ WMAQ CHICAGO

"EARLY NORMAN ROSS" 1 year
"NORTH WESTERN RAILWAY" 15 years
"OSCAR MAYER" 5 years
"HERE'S NORMAN ROSS" 4 years

★ WGN CHICAGO

NORTHERN TRUST CO. 2 years

MC'ing 16 hours
of sponsored programs weekly

Announcers—M-C's

FRANK, DON
WPEW, Philadelphia, Pa.

FRANKLIN, BOB
KGW, Portland, Oregon

FRANKLIN, DON
WBBC, Canton, Ohio

FRASER, GORDON
TV News
WJZ-TV
Gordon Fraser News
ABC

FRAZIER, BOB
WMMN, Fairmont, W. Va.

FREDERICKS, JACK
WKTV, Utica, N. Y.

FREDERICKS, PAT
WMAY, Springfield, Ill.

FREEMAN, HERB
WFIN, Findlay, Ohio

FREEMAN, RALPH
WJR, Detroit, Mich.

FREEMAN, WALTER
WULA, Eufaula, Ala.

FRENCH, DON
KVFD, Fort Dodge, Iowa

FROEMMING, BOB
WRFW, Eau Claire, Wis.

FROGGE, JOHN
WGBB, Freeport, N. Y.

FROH, DAVE
WILS, Lansing, Mich.

FRY, NORMAN
CKNX, Wingham, Ont., Can.

FULLER, LORENZO
WLIB, New York, N. Y.

FULLER, ROBERT
WBET, AM & FM, Brockton,
Mass.

FULMER, BOB
WTTM, Trenton, N. J.

FURNACE, RANDY
WBYS, Canton, Ill.

— G —

GAAL, FRANK
WKMH, Dearborn, Mich.

GAINES, WALT
WIEL, Elizabethtown, Ky.

GALLAGHER, ROGER
WMCA, New York, N. Y.

GALLAGHER, ROY
WMCK, McKeesport, Pa.

GALLAHER, EDDIE
Sun Dial
WITH, Baltimore, Md.

GALLOP, FRANK
Lights Out, Broadway Open
House, NBC-TV

GANBLING, JOHN
WOR, Uew York, N. Y.

GAMLIEL, ELI
WLIB, New York, N. Y.

GAR, GRACE
America's Youngest Negro
Disc-Jockey
WBCO, Birmingham-Bessemer,
Ala.

GARDINER, DON
News
Monday Morning Headlines
ABC

GARNER, JIM
WDEF, Chattanooga, Tenn.

GARRETT, JIM
WJR, Detroit, Mich.

GARRETT, LEN
KVAN, Vancouver, Wash.

GARWOOD, JOHN
WNEZ, Saranac Lake, N. Y.

GASQUE, KENNETH
WJAY, Mullins, S. C.

GASTON, LYLE
KSWO, Lawton, Okla.

GATE, JAMES
WFBG, Altoona, Pa.

GAUGHN, JIM
WJAG, Norfolk, Nebr.

GAYMAN, PARKER
KFRC, San Francisco, Calif.

GEHNICH, ARNOLD
WCOJ, Coatesville, Pa.

GELLOTT, DICK
WVLO, Janesville, Wis.

GENTRY, BUD
WKOY, Bluefield, W. Va.

GEORGE, CAL
CKWX, Vancouver, B. C.,
Canada

GEORGE, LEE
WMBH, Joplin, Mo.

GEORGE, LOYD
KFRU, Columbia, Mo.

GERMAN, LOU
WOTW, Nashua, N. H.

GERMOND, WM. J.
WWYO, Pineville, W. Va.

GIBNEY, HAL
KNBH, Hollywood, Calif.



GEORGE FENNEMAN

Radio and TV

Groucho Marx Show—"YOU BET YOUR LIFE"

Radio:

"DRAGNET" — NBC

Master of Ceremonies

"THE PERFECT HUSBAND"

ABC — Mon. - Fri. -

Coast to Coast

Motion Pictures:

Starring

in the Lansburgh Prod.

"EARTHQUAKE LAKE"

"THE THING" — RKO



PHIL TONKEN

ACTOR - ANNOUNCER - M.C.

PRIVATE FILES OF MATTHEW BELL

MUTUAL NEWSREEEL

ROD & GUN CLUB

"NEMO" WEATHER REPORTER

RADIO

TV

Announcers—M-C's

GIBSON, JIM
CJOB, Winnipeg, Manitoba, Canada

GIBSON, PAT
WHSC, Hartsville, S. C.

GIBSON, JACK
WLou, Louisville, Ky.

GIELOW, VERNE
KVFD, Fort Dodge, Iowa

GIFFORD, SAM
WEAS-TV, Louisville, Ky.

GILBERT, AL V.
WIBA, Madison, Wis.

GILBERT, JACK
WSBT, South Bend, Ind.

GILBERT, JOHN
WRR, Dallas, Texas

GILLIGAN, ROY
Original Amateur Hour
WKRC, Cincinnati, Ohio

GILMORE, ART
Dr. Christian
CBS

GIVENS, BILL
KYW, Philadelphia, Pa.

GLEASON, BOB
KBRO, Bremerton, Wash.

GLEBA, TOM
WBNS-TV, Columbus, Ohio

GLOVER, LARRY
CKCK, Regina, Sask., Canada

GOARD, FRED
WEEF-TV, Rock Island, Ill.

GOODMAN, JOHNNY
KTHT, Houston, Texas

GOODWIN, BILL
Burns & Allen
CBS-TV

GOODWIN, GLENN
KSO, Des Moines, Iowa

GORDON, BILL
WENT, Gloversville, N. Y.

GORDON, BILL
WGTM, Wilson, N. C.

GORDON, DWIGHT
WJCD, Seymour, Ind.

GORDON, JOHN
CKLW, Detroit, Mich.

GORDON, LEE
KPRC-TV, Houston, Texas

GORDON, LLOYD
WESB, Bradford, Pa.

GOSS, FRANK
Hallmark Playhouse
CBS

GOTTLIEB, DICK
KPRC-TV, Houston, Texas

GOUGH, GAINES
WMRA, Myrtle Beach, S. C.

GOULD, JAY
WMCK, McKeesport, Pa.

GOUNDER, JACK
WEEU, Reading, Pa.

GRADY, CHARLES
WIMA, Lima, Ohio

GRAHAM, BILL
WAZL, Hazleton, Pa.

GRAHAM, DICK
WMID, Atlantic City, N. J.

GRAHAME, DICK
WGH, Newport News, Va.

GRAND, DICK
KTKT, Tucson, Arizona

GRANT, BOB
KRNR, Roseburg, Oregon

GRANT, HAL
WDBJ, Roanoke, Va.

GRANT, HAROLD
KBMW, Wahpeton, N. D.

GRANT, HAMILTON
CJAD, Montreal, Quebec, Can.

GRANT, JOE
WADC, Akron, Ohio

GRANT, LEE
KOLS, Pryor, Okla.

GRANT, LLOYD
WNAX, Yankton, S. D.

GRANT, PETER
WLW, WLW-T, Cincinnati, Ohio

GRATTON, BILL
WOC, WOC-TV, Davenport, Iowa

GRAUER, BEN
B. June 2, 1908, New York;
Moderator—It's a Problem, NBC-TV; MC—See For Yourself, NBC-TV; U. S. Royal Showcase, NBC-TV; Eleanor Roosevelt Program, NBC; NBC Symphony-Toscanini, NBC-AM-TV; First Army Program—Headquarters N. Y., NBC-TV.

GRAVES, HAL
WENE, Binghamton-Endicott, N. Y.

GRAVINA, PETER
WNYC, New York, N. Y.

GRAY, GEORGE
WTAW, College Station, Texas

GRAY, HUGH
WDZ, Decatur, Ill.

GRAY, JOHN
WDOD, Chattanooga, Tenn.

GRAY, JOHN
WFBL, Syracuse, N. Y.

GRAYSON, JAY
WBAL-TV, Baltimore, Md.

GRAYSON, NICK
WEIR, Weirton, W. Va.

GREAR, JOSEPH
WHEF-TV, Rock Island, Ill.

GREAVES, ALEC
KTOW, Oklahoma City, Okla.

GREEN, HAL
WHLD, Niagara Falls, N. Y.

GREENE, DON
WSVS, Crewe, Va.

GREENFIELD, WESLEY
WJER, Dover, Ohio

GREENWOOD, DEL
WGBF, Evansville, Ind.

GREER, ROY
KSAM, Huntsville, Texas

GREGORY, BILL
WOND, Pleasantville, N. J.

GREENNAN, ED
WQUA, Moline, Ill.

GREWE, FRED
WCHV, Charlottesville, Va.

GRIFFITH, FRED
WHP, Charleston, W. Va.

GRIFFITH, DALE
WENE, Binghamton-Endicott, N. Y.

GRIFFITH, LES
ABC Late News
Family Circle
ABC

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIGSBY, W. W.
WMBH, Joplin, Mo.

GRIMM, JOSEPH E.
WILE, Cambridge, Ohio

GRISWOLD, JACK
WCSS, Amsterdam, N. Y.

GUIDI, HUGH
Wtop-TV, Washington, D. C.

GUIDI, JOE
WCAV, Norfolk, Va.

GUNDERMANN, GREY
WICY, Malone, N. Y.

GUNN, GEORGE
Opera Interviews
Dr. Gino
ABC

GUSTAFSON, ROGER
WKBW, Buffalo, N. Y.

GUSTAFSON, WARREN
KAAA, Red Wing, Minn.

GUY, PAUL
CHFA, Alberta, B. C., Canada

GWYN, BOB
KLF, Dallas, Texas

GWYN, JACK
KRLD, KRLD-TV, Dallas, Tex.

— H —

HAASER, CHARLES
WMAS, Springfield, Mass.

HADDON, JOHN
WHIM, Bloomsburg, Pa.

HAGEMAN, DICK
WKRC-TV, Cincinnati, Ohio

HAGGART, BUD
WFDF, Flint, Mich.

HAINES, MARLIN
KEPO, El Paso, Texas

HALE, HOT-ROD
WBCO, Birmingham-Bessemer, Ala.

HALEY, PAT
WMCK, McKeesport, Pa.

HALEY, TOM
Haley Daily
WNBK, Cleveland, Ohio

HALL, HORTON
WBOB, Galax, Va.

HALL, JOHN
WESB, Bradford, Pa.

HALLOCK, TED
KPOJ, Portland, Oregon

HALSTEAD, CHARLES E.
KDIA, Auburn, Calif.

HALVERSON, JARED
WLLH, Lowell-Lawrence, Mass.

HAMILTON, GENE
Sammy Kaye Sunday Serenade
Marriage For Two
ABC

HAMILTON, WARD
WVNY, Watertown, N. Y.

HAMBICK, EARL
WKBW, Buffalo, N. Y.

HANCOCK, DON
Love Of Life
CBS-TV

HANLY, JOHN
WOL, Washington, D. C.

HANNA, RICK
WBUT, Butler, Pa.

HANNES, ART
Toast of the Town
CBS-TV

HANSEN, BOB
KTRI, Sioux City, Iowa

HANSEN, MILLARD
WJOL, Joliet, Ill.

HANSON, CURT
WBIZ, Eau Claire, Wis.

HANSON, GLEN
WDAY, Fargo, N. Dak.

HARBAUGH, VIC
KSTA, Coleman, Texas

HARDIN, CHUCK
WTEL, Elizabethtown, Ky.

HARDY, CARROLL
WDOS, Oneonta, N. Y.

HARLEY, BOB
WMOH, Hamilton, Ohio

HARLEY, DICK
WEDC, Chicago, Ill.

HARRICE, CY
B. March 1, 1915, Chicago, Ill.;
The Big Story, Cavalcade of America, NBC; Kings Row, CBS; Hollywood Playhouse, WNBTV; Saturday Night Theater, Sunday Night Theater, WNBTV; First Hundred Years, CBS.

Announcers—M-C's

- HARRILL, NELSON**
WGWR, Asheboro, N. C.
- HARRIS, DEAN**
WAGE, Syracuse, N. Y.
- HARRIS, LEE**
KIOA, Des Moines, Iowa
- HARRIS, RADIE**
Radio Harris Starlines
CBS
- HARRIS, WALT**
KFRC, San Francisco, Calif.
- HARRIS, WES**
WGAY, Silver Spring, Md.
- HARRISON, BOB**
WHNC, Henderson, N. C.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HART, BILL**
WPFB, Middletown, Ohio
- HART, JOHN**
WLLH, Lowell-Lawrence,
Mass.
- HART, WINK**
WHUC, Hudson, N. Y.
- HARTMAN, RUDY**
CHUB, Nanaimo, B. C., Can.
- HARVEY, J. BOYD**
KSMN, Mason City, Iowa
- HARVEY, LEO**
CBT, Grand Falls, Nfld., Can.
- HARVEY, LLOYD**
WIRL, Peoria, Ill.
- HARVEY, NEIL**
WFIL-TV, Philadelphia, Pa.
- HASSETT, EMMETT, JR.**
KROS, Clinton, Iowa
- HASTINGS, JACK**
WPBC, Minneapolis, Minn.
- HASTINGS, LOU**
WOAI, San Antonio, Texas
- HATCH, ED**
WLYN, Lynn, Mass.
- HATFIELD, LANSING**
WSKY, Asheville, N. C.
- HATHAWAY, SKIP**
Skip-A-Long
KUGN, Eugene, Oregon
- HAVEMAN, TOM**
KBRC, Mount Vernon, Wash.
- HAVIG, DEAN**
KMO, Tacoma, Wash.
- HAWKINS, LEM**
KFGO, Fargo, N. D.
- HAYDEN, FRANK**
WTCO, Campbellsville, Ky.
- HAYES, BRUCE**
WRR, Dallas, Texas
- HAYES, EARL**
WJBK-TV, Detroit, Mich.
- HAYES, GEORGE**
Sunday News
Lyrically Speaking
ABC
- HEAD, BYRON**
KOIL, Omaha, Nebr.
- HEALY, DAVID**
KIXL, Dallas, Texas
- HEFNER, A. J.**
WMOB, Auburn, N. Y.
- HELMERS, DALE**
KSEK, Pittsburg, Kansas
- HENDERSON, EUGENE**
WOW-TV, Omaha, Nebr.
- HENDERSON, LARRY**
KNET, Palestine, Texas
- HENDERSON, SKITCH**
Talent Search, NBC-TV; Skitch
Henderson Show, NBC
- HENDRYX, GENE**
KVLP, Alpine, Texas
- HENLEY, HAROLD**
WOPI, Bristol, Tenn.
- HENRY, RALPH**
KGNC, Amarillo, Texas
- HENSON, JERRY**
WMAY, Springfield, Ill.
- HENSON, RUSSELL**
WCTT, Corbin, Ky.
- HERLIHY, ED**
Horn & Hardart Children's Hour
Date In Manhattan
NBC-TV
- HERLIHY, WALTER**
The Dione Lucas Show, Fun
With Food, Holiday Hints, Ladies
Daily, WJZ-TV.
- HERMANSFELD, ART**
KBMW, Wahpeton, N. D.
- HERNDON, AL**
WBAL-TV, Baltimore, Md.
- HERNON, FAT**
WKOW, Madison, Wis.
- HESINGTON, CHUCK**
KWTO, Springfield, Mo.
- HESS, BOB**
KPAN, Hereford, Texas
- HESTEY, JEFF**
WSLI, Jackson, Miss.
- HETRICH, WAYNE**
WLAN, Lancaster, Pa.
- HEWITT, WARREN**
KIRX, Kirksville, Mo.
- HICKLING, LEE**
WDO5, Oneonta, N. Y.
- HICKMAN, HENRY**
WFBR, Baltimore, Md.
- HICKOK, LACEY**
WBAC, Cleveland, Tenn.
- HICKS, FRANK**
WBBF, Rock Island, Ill.
- HICKS, JOHN**
Langford-Ameche Show
WJZ-TV
- HIESTAND, JOHN**
Meet Corliss Archer
CBS
Allan Young Show
CBS-TV
- HIGBEE, ARTHUR**
KSUB, Cedar City, Utah
- HIGDON, MAURIE**
WGMS, Washington, D. C.
- HIGGINS, CLYDE**
WSTV, Steubenville, Ohio
- HIGHAM, LEO**
KID, Idaho Falls, Idaho
- HILDEBRAND, JIM**
KHMO, Hannibal, Mo.
- HILL, BILL**
KSDO, San Diego, Calif.
- HILL, EARL**
Coffee Club
WC DL, Carbondale, Penn.
- HILL, ED**
WMOK, Metropolis, Ill.
- HILL, JOE**
WLW-C, Columbus, Ohio
- HILLE, DALTON**
WMUS, Muskegon, Mich.
- HINKLE, CHUCK**
KWTX, Waco, Texas
- HITE, BOB**
Fred Waring Show
CBS-TV
- HIVES, ARTHUR**
Star Program Of Good Music
CKFH, Toronto, Ont., Canada
- HODGE, ALAN**
CJOR, Vancouver, B. C., Can.
- HOFFMAN, HOWARD**
WXEL, Cleveland, Ohio
- HOGAN, JACK**
WVMC, Mt. Carmel, Ill.
- HOGAN, JAY**
KRLD-TV, Dallas, Texas
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLECKO, ANDY**
WIGA, Ashtabula, Ohio
- HOLIDAY, GORDON**
Take The Break
Du Mont
- HOLLE, EVERETT**
WAFM-TV, Birmingham, Ala.
- HOLLORAN, L. P.**
KWBM, Williston, N. Dak.
- HOLMAN, CLIFF**
WDEV, Waterbury, Vt.
- HOLMES, ROBERT D.**
KAST, Astoria, Oregon
- HOLMES, TED**
WBRK, Pittsfield, Mass.
- HOLT, DAN**
WTCO, Campbellsville, Ky.
- HOLTIN, GEORGE**
WKBI, St. Marys, Pa.
- HOLTZ, THOMSON**
KFAB, Omaha, Nebr.
- HOOD, TAL**
WTAO, Cambridge, Mass.
- HOOKER, ROBERT**
KTRM, Beaumont, Texas
- HOOPER, CHARLES**
WDOK, Cleveland, Ohio
- HOOPER, D. L.**
WKSJ, Pulaski, Tenn.
- HORNER, FLOYD**
WIRJ, Humboldt, Tenn.
- HORST, RICHARD**
WRAC, Williamsport, Pa.
- HORTON, ROBERT**
WKTW, Mayfield, Ky.
- HOUGLUM, ROBERT L.**
KTHR, Hood River, Oregon
- HOUK, DON**
WPTW, Piqua, Ohio
- HOULE, MARCEL**
CKBL, Matane, Que., Canada
- HOULIHAN, WILLIAM**
WEEK, Peoria, Ill.
- HOURLIGAN, HAP**
WILS, Lansing, Mich.
- HOWARD, DON**
KSDO, San Diego, Calif.
- HOWARD, PAUL**
WTRF, Bellaire, Ohio
- HOWARD, PHIL**
WADC, Akron, Ohio
- HOWARD, WED**
WNBQ, Chicago, Ill.
- HOWARD, WILLIAM T., JR.**
KBTM, Danville, Va.
- HOWELL, WAYNE**
Broadway Open House
NBC-TV
Musical Merry-Go-Round
NBC
Stars Review The Hits
NBC
Bringing Up Mother
NBC-TV
- HOWLETT, BILL**
KVN1, Coeur D'Alene, Idaho
- HOY, WALLACE, D.**
WGVM, Greenville, Miss.
- HUARD, GEORGES**
CKCH, Hull, Que., Canada
- HUBBARD, DAVE**
WOAI-TV, San Antonio, Tex.
- HUBBARD, EDDIE**
WIND, Chicago, Ill.
- HUCKABA, DICK**
WDSG, Dyersburg, Tenn.
- HUDSON, HARVEY**
WLEE, Richmond, Va.

Announcers—M-C's

HUFF, OSCAR
WSAM, Saginaw, Mich.

HUGH, IVOR
Big Brother Bill's Kiddie Corner
WCCC, Hartford, Conn.

HUGHES, LEE
KRSN, Los Alamos, N. Mexico

HUGHES, TOM
WLSL, Roanoke, Va.

HULL, WARREN
Strike It Rich
NBC

HUME, ART
WLYN, Lynn, Mass.

HUMPHREYS, DAN
WPFB, Middletown, Ohio

HUNT, IRWIN
WLEC, Sandusky, Ohio

HUNTER, AL
KSDO, San Diego, Calif.

HUNTER, CLARENCE
CKBW, Bridgewater, Nova Scotia, Canada

HUNTER, GEORGE
WXYZ-TV, Detroit, Mich.

HURST, MICHAEL
WTBO, Cumberland, Md.

HUTCHINSON, HARDY
KGMB, Honolulu, Hawaii

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.

IRELAND, MILLARD
KOMO, Seattle, Wash.

IRVINE, JACK
KOOS, Coos Bay, Oregon

IRVING, BOB
WMAY, Springfield, Ill.

IRVING, PAUL
WEDC, Chicago, Ill.

IRWIN, TOM
KNEM, Nevada, Mo.

ISSACS, JIMMIE
KRBC, Abilene, Texas

IVES, ROBERT
WFBL, Syracuse, N. Y.

— J —

JACKSON, BILL
KVIC, Victoria, Texas

JACKSON, BOB
KHUZ, Borger, Texas

JACKSON, JAY
Lux Video Theater
CBS-TV

JACKSON, JESSE
KCRS, Midland, Texas

JACOBS, JOHN
Stars In The Air
CBS

JACOBS, JOHN
WDUN, Gainesville, Ga.

JAEGER, WILFRED H.
WHHH, Warren, Ohio

JAFFE, SYD
WNHC-TV, New Haven, Conn.

JAMES, ALLAN
WREF, Worthington, Ohio

JAMES, ART
WKMH, Dearborn, Mich.

JAMES, BRIEN
KCRG, Cedar Rapids, Iowa

JAMES, DENNIS
Old Gold Original Amateur Hour
NBC-TV

JAMES, DICK
KCMC, Texarkana, Texas-Ark.

JAMES, STEVE
WHEE, Boston, Mass.

JANAVER, RICHARD
Cafe Istanbul
ABC

JANSEN, EDWARD
KRAM, Las Vegas, Nevada

JARVIS, AL
KLAC, Los Angeles, Calif.

JAY, ALLAN
WKVA, Lewistown, Pa.

JEFFERS, GEORGE
WTPP, Charleston, W. Va.

JEFFERIES, MORGAN
KRIS, Corpus Christi, Texas

JEFFREY, LEWIS
KMPV, Omaha, Nebr.

JENKINS, WAYNE
WBOW, Terre Haute, Indiana

JENSEN, BOB
KOVG, Valley City, N. Dak.

JENSEN, ERVING
KCOW, Alliance, Nebr.

JENSEN, FRED
KXRN, Renton, Wash.

JENSEN, PAUL
KOLN, Lincoln, Nebr.

JENSEN, RAN
WOC, WOC-TV, Davenport, Iowa

JENSEN, WALT
KSJB, Jamestown, N. Dak.

JESSEN, DICK
WCVI, Connellsville, Pa.

JOBS, HERBERT M.
KOFO, Ottawa, Kansas

JOHNSON, ARV
KCJB, Minot, N. Dak.

JOHNSON, BILL
KSUM, Fairmont, Minn.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
WAJR, Morgantown, W. Va.

JOHNSON, CONRAD
KCUL, Fort Worth, Texas

JOHNSON, DANA
WVMC, Mt. Carmel, Ill.

JOHNSON, DEAN
St. Croix Jamboree
WSHB, Stillwater, Minn.

JOHNSON, DICK
WHLB, Virginia, Minn.

JOHNSON, ED
WHA.V, Haverhill, Mass.

JOHNSON, FRANK
KOH, Reno, Nevada

JOHNSON, HERB
KSTM, Salem, Oregon

JOHNSON, JOE
WPAQ, Mt. Airy, N. C.

JOHNSON, KARLETON
KDIX, Dickinson, No. Dak.

JOHNSON, LEN
WIKB, Iron River, Mich.

JOHNSON, ROYCE
KDDD, Dumas, Texas

JOHNSON, VERNON
KRSN, Los Alamos, N. Mexico

JOHNSTON, ALLEN
KTSM, El Paso, Texas

JOHNSTON, DANE
CKCR, Kitchener, Ont., Can.

JOHNSTON, JAMES
WLS, Chicago, Ill.

JOHNSTONE, FRANK
KFRG, San Francisco, Calif.

JOLLS, TOMMY
WUSJ, Lockport, N. Y.

JONES, ART
Iseman Talent Revue
KOTA, Rapid City, S. Dakota

JONES, BOB
WBAL-TV, Baltimore, Md.

JONES, DEL
KHQ, Spokane, Wash.

JONES, DON
The Record Room
WLEA, Hornell, N. Y.

JONES, GENE
KJSK, Columbus, Nebr.

JONES, JOHN PAUL
United Or Not
WJZ-TV

JONES, ROD
WJNC, Jacksonville, N. C.

JONES, TED
Night Beat
KNUZ, Houston, Texas

JORDAN, MARK
KBCA-TV, Hollywood, Calif.

JORDAN, TONY
KELK, Elko, Nevada

JORGENSEN, FRED
KGO-TV, San Francisco, Calif.

JOSEPH, EDDY
WHL.D, Niagara Falls, N. Y.

JOURARD, LEE
CJBQ, Belleville, Ont., Canada

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JUSTICE, CHARLES
WEAM, Arlington, Va.

— K —

KAHLER, BILL
WAZL, Hazleton, Pa.

KALNEUS, HARRY
WMBR-TV, Jacksonville, Fla.

KANE, RICHARD
WUSN, Charleston, S. C.

KAUFMANN, GEORGE F.
KBMW, Wahpeton, N. D.

KAY, BARRY
CKNX, Wingham, Ont., Canada

KAY, BOB
WAVE, WAVE-TV, Louisville, Ky.

KAY, LARRY
-WHAP, Hopewell, Va.

KAYE, DEAN
CFCF, Montreal, Que., Canada

KEECH, KELVIN
Brunch Time
Kelvin Keech Show
ABC

KEELER, DAN
KSL-TV, Salt Lake City, Utah

KEEP, BARNEY
KEX, Portland, Oregon

KEIGHLEY, WILLIAM
Lux Radio Theater
CBS

KELIER, NORM
WMOH, Hamilton, Ohio

KELLER, ROBERT
WLBK, Lebanon, Pa.

KELLY, DON
WOAI, San Antonio, Texas

KELLY, JOE
Quiz Kids
NBC-TV

KELPE, HENRY
KOIL, Omaha, Nebr.

KENDRICK, JIM
KWTO, Springfield, Mo.

KENNEDY, DON
WBVP, Beaver Falls, Pa.

KENNEDY, HAL
KCJB, Minot, N. Dak.

KENNEDY, JOHN
Lux Radio Theater
CBS

KENNEDY, KEVIN
Your Esso Reporter — 7:00-7:15 p.m.; N. Y. Kefauver Hearing; Matinee Newsreel; It Happened This Week; In The Course Of Human Events; Televiews Of The News, WPIX.

Announcers—M-C's

KENNEDY, TERRY
WBCK, Battle Creek, Mich.

KENNEDY, TOM
WGMS, Washington, D. C.

KENNEDY, WAYNE
WKAI, Macomb, Ill.

KENNEY, STU
CKEY, Toronto, Ont., Canada

KENT, BOB
WMEV, Marion, Va.

KENT, FRANK
WPEN, Philadelphia, Pa.

KERR, BOB
Videosyncracies
WDAF-TV, Kansas City, Mo.

KERWOOD, ORIE
KMMJ, Grand Island, Nebr.

KESSENICH, JOHN R.
WDUZ, Green Bay, Wis.

KESSENICH, RAYMOND
WBKV, West Bend, Wis.

KETTLE, GEORGE
KGIW, Alamosa, Colo.

KIBBY, GORDON
WFUR, Grand Rapids, Mich.

KIDD, GEORGE
CFRN, Edmonton, Alberta, Canada

KIEL, LYMAN
WBCK, Battle Creek, Mich.

KIERAN, JOHN
Treasures of New York
NBC-TV

KIERNAN, WALTER
Family Circle
ABC

KILGORE, BOB
WHOO, Orlando, Fla.

KILIAN, JIM
WAAM, Baltimore, Md.

KILLPACK, LOVELL A., JR.
KOVO, Provo, Utah

KING, CARL (See Artists Section)

KING, CHARLES
WKAL, Rome, N. Y.

KINGSLEY, DON
KSJB, Jamestown, N. Dak.

KING, JEAN PAUL
King's Truth
KLAS, Las Vegas, Nevada

KING, JIM
KDMO, Carthage Mo.

KING, JOHN REED
Chance Of A Lifetime
ABC & ABC-TV
Give & Take
CBS-TV
Ford Festival
NBC-TV

KING, JOHNNY
WWJ-TV, Detroit, Mich.

KING, JOSH
CHUM, Toronto, Ont., Canada

KING KO
King of The Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.

KING, ROY
WHLN, Harlan, Ky.

KINNEY, BOB
WDOD, Chattanooga, Tenn.

KIPPENBROCK, JAMES
Story Hour
KSFA, Nacogdoches, Texas

KIRBY, DURWARD
Garry Moore Show
CBS-TV

KIRKWOOD, JACK
Jack Kirkwood Show
Don Lee
Bob Hope Show
NBC

KIRVEN, ROY
WGCD, Chester, S. C.

KIRWIN, BILL
WREN, Topeka, Kansas

KISER, JOHN
WADE, Wadesboro, N. C.

KITCHEN, CORKY
WKL, Blackstone, Va.

KITTLESON, CURT
KTOE, Mankato, Minn.

KLESTINE, FRED
WWOL, Buffalo, N. Y.

KLIEWER, L. W.
WVEC, Hampton, Va.

KNAUSS, ZANE
Musical Clock
WMGW, Meadville, Pa.

KNELLY, CARL
KCLW, Hamilton, Texas

KNIEVEL, JOHN
KIMA, Yakima, Wash.

KNIGHT, FRANK
WARE, Ware, Mass.

KNIGHT, FRED
WBG, Philadelphia, Pa.

KNIGHT, KEN
WTCO, Campbellsville, Ky.

KOGAN, JACK
KRAM, Las Vegas, Nevada

KRAMER, WILLIAM J.
WILE, Cambridge, Ohio

KREUTZ, JACK
KTUR, Turlock, Calif.

KRIEDEL, JAY
KNET, Palestine, Texas

KRONSBURG, HERBERT
WFNC, Fayetteville, N. C.

KROSCH, BILL
WMCK, McKeesport, Pa.

KROUGH, RAY
WSDR, Sterling, Ill.

KRUSE, RUSS
KSDN, Aberdeen, S. D.

KRUYER, PAUL
WSBT, South Bend, Indiana

KUHNHAUSEN, JAMES
KTBI, Tacoma, Wash.

KULSETH, CLAYT
KBMW, Wahpeton, N. D.

KULT, IRV
WDLB, Marshfield, Wis.

KUNTZMAN, BILL
WSMI, Litchfield, Ill.

KURALT, CHARLES
WBT, Charleston, N. C.

KUREGER, RALPH
WCSS, Amsterdam, N. Y.

— L —

LACONI, JOSEPH
WBUT, Butler, Pa.

LAFLER, ALAN
WNAV, Annapolis, Md.

LAMBERT, KEN
WLDS, Jacksonville, Ill.

LAMBERT, M. DOW
KIMA, Yakima, Wash.

LaMERE, ROY
WFHR, Wisconsin Rapids, Wis.

LAMUTIS, ALEX
WGVA, Geneva, N. Y.

LANAGAN, JAMES
WNBH, New Bedford, Mass.

LAND, ALAN
WHIZ, Zanesville, Ohio

LAND, ZACK
WMAS, Springfield, Mass.

LANDEN, SKIP
KTOW, Oklahoma City, Okla.

LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa

LANE, DICK
KTLA, Los Angeles, Calif.

LANE, J. K., JR.
KHBH, Hillsboro, Texas

LANGFORD, CAMERON
CJOY, Guelph Ont., Canada

LAPP, KEN
CFCN, Calgary, Alberta, Can.

LARSEN, BOB
WEMP, Milwaukee, Wis.

LARSON, BEN
WRFW, Eau Claire, Wis.

LASSITER, CHAD
WIBC, Indianapolis, Ind.

LAUNER, ED
KODY, North Platte, Nebr.

LAUBENCE, ED
CKCK, Regina, Sask., Canada

LAWRENCE, JAMES H.
KOVO, Provo, Utah

LAWRENCE, MORT

B. Dec. 4, 1914, Philadelphia, Pa.; Strike It Rich, CBS; Take A Number, Mutual; The Big Pay-off, NBC-TV; Inside the Doctor's Office, Mutual; Colgate Comedy Hour, NBC-TV; The Lone Ranger, WJZ-TV.

LAWSON, FRANK
WCMI, Ashland, Ky.

LAWSON, JOHN
CFOR, Orrilla, Ont., Canada

LAYMAN, EARLE
WPRC, Lincoln, Ill.

LEA, ROD
WWOD, Lynchburg, Va.

LEA, ROGER
WDVA, Danville, Va.

LEACH, ART
KOLS, Pryor, Okla.

LEACH, BOB
WRUP, Gainesville, Fla.

LEACH, ROBERT E.
WPGW, Portland, Indiana

LeBLANC, DONALD
CJOY, Guelph, Ont., Canada

LEBOEUF, MARCEL
CKCV, Quebec, Canada

LEE, BRUCE
WHIT, New Bern, N. C.

LEE, GARY
WNOK, Columbia, S. C.

LEE, STEVE
KBOR, Brownsville, Texas

LEE, TOM
WMRA, Myrtle Beach, S. C.

LEEPER, JIMMY
WTVN, Columbus, Ohio

LeFEBRE, BILL
WFRB, Baltimore, Md.

LEFRANC, IVAN
WORA, Mayaguez, P. R.

LEGOFF, JACK
WFMJ, Youngstown, Ohio

LEIGHTON, BEN
KSTP, Minneapolis-St. Paul, Minn.

LEIGHTON, ISABEL
How Did They Get That Way
WJZ-TV

LEIGHTON, JERRY
WSAZ, Huntington, W. Va.

LEMON, OL' DOC
WTVN, Columbus, Ohio

LeMOND, BOB
Operation Underground, Our
Miss Brooks, Meet Millie
CBS

LENAY, WILL
WSAI, Cincinnati, Ohio

LENNON, PAUL
WTTV, Bloomington, Ind.

LENNOX, JOHN
KGKB, Tyler, Texas

LENUSON, DICK
KBUN, Bemidji, Minn.

Announcers—M-C's

- LEONARD, BOB**
WBIS, Bristol, Conn.
- LEONARD, JESSE**
KEX, Portland, Oregon
- LEPAGE, JEAN**
WMSA, Massena, N. Y.
- LEPARD, GLENN**
WOOD, Grand Rapids, Mich.
- LESNEVICH, GUS**
Gus Lesnevich vs. Bob Emerick, WOR.
- LEWIS, CARL**
KCOW, Alliance, Nebr.
- LEWIS, DICK**
KVIC, Victoria, Texas
- LEWIS, F.**
WJNO, W. Palm Beach, Fla.
- LEWIS, JOHN**
WCAO, Baltimore, Md.
- LEWIS, RALPH**
WTAD, Quincy, Ill.
- LEWIS, ROBERT Q.**
Robert Q's Waxworks
CBS
The Name's The Same
WJZ-TV
- LIDDLE, BOB**
KHQ, Spokane, Wash.
- LIEBMAN, JERRY**
WPIC, Sharon, Pa.
- LIEGOIS, BILL**
WMAM, Marinette, Wis.
- LIGGITT, PAUL**
WBFB, Rock Island, Ill.
- LILICO, DICK**
CHAB, Moose Jaw, Sask., Can.
- LILLY, DON**
WMAK, Nashville, Tenn.
- LINDER, CEC**
CKTE, St. Catharines, Ont.,
Canada
- LINDLEY, BOB**
KELP, El Paso, Texas
- LINDSAY, BILL FRANK**
KELT, Electra, Texas
- LINDSAY, JAMES**
KRIC, Beaumont, Texas
- LINFOOT, VICTOR**
WEXL, Royal Oak, Mich.
- LING, CLYDE**
WCAM, Camden, N. J.
- LINGLE, DICK**
WFBM, WFBM-TV, Indianapolis, Ind.
- LINKLETTER, ART**
People Are Funny, CBS, NBC;
House Party, CBS' Life With
Linkletter, ABC-TV
- LINKOUS, MEL**
WLSL, Roanoke, Va.
- LINN, CLARE**
WKMH, Dearborn, Mich.
- LINN, SAM**
WSAZ-TV, Huntington, W. Va.
- LIPEZ, HARRIS**
WBPZ, Lock Haven, Pa.
- LITCHFIELD, LITCH**
WKBC, N. Wilkesboro, N. C.
- LITTLE, ED**
WEBR, Buffalo, N. Y.
- LITTLEJOHN, JIM**
KMHL, Marshall, Minn.
- LIVICK, ART**
WJMA, Orange, Va.
- LLOYD, MORTON**
KXEL, Waterloo, Iowa
- LLOYD, RHONE**
WPWA, Chester, Pa.
- LLOYD, TED**
KABC, San Antonio, Texas
- LOCKE, ED**
WIP, Philadelphia, Pa.
- LODRINI, UGO**
WJMJ, Philadelphia, Pa.
- LOEBE, BARNEY**
WNAG, Grenada, Miss.
- LOFLIN, BOB**
WAFM-TV, Birmingham, Ala.
- LOFTESNESS, RAY**
Ray's Revue
KSOO, Sioux Falls, South
Dakota
- LOMAX, KEN**
KUGN Carousel
KUGN, Eugene, Oregon
- LONERGAN, VINCE**
WDGY, Minneapolis, Minn.
- LONGACRE, JAY**
WBAT, Marion, Ind.
- LORIMER, DAVID C.**
WILE, Cambridge, Ohio
- LOUGHNANE, DONALD**
KOWH, Omaha, Nebr.
- LOUIS, JOHN**
WSAZ-TV, Huntington, W. Va.
- LOUTHER, JOHN**
WKAL, Rome, N. Y.
- LOW, JACK**
KGPJ, Hollywood, Calif.
- LOWE, DON**
Thoughts In Passing, ABC;
Life Begins At 80, WJZ-TV
- LOWE, HOLLAND**
WVNH, Rochester, N. H.
- LOWRY, ROBERT A.**
KVMC, Colorado City, Texas
- LUCAS, CLYDE**
WKTV, Utica, New York
- LUCAS, WILLIAM E.**
KOLN, Lincoln, Nebr.
- LUCIAN, BOB**
WBIS, Bristol, Conn.
- LUCK, LUCKY**
KPOA, Honolulu, Hawaii
- LUDDEN, ALLEN**
Mind Your Manners, NBC
- LUGT, JOHN**
KSL-TV, Salt Lake City, Utah
- LUNDBOM, DEL**
KGEM, Boise, Idaho
- LUPTON, JOHN**
WLAN, Lancaster, Pa.
- LUSE, JACK**
WANE, Ft. Wayne, Ind.
- LUTHER, EDDIE**
CFRB, Toronto, Canada
- LYMAN, PETER**
KAAA, Red Wing, Minn.
- LYNCH, BILL**
WRYO, Rochester, Pa.
- LYNCH, FRANK**
WOCE, W. Yarmouth, Mass.
- LYNKER, JOHN**
WPAT, Paterson, N. J.
- LYNN, JACK**
KVER, Albuquerque, N. Mex.
- LYNN, JAMES**
WVCH, Chester, Pa.
- LYNN, RONNY**
WKNX, Saginaw, Mich.
- Mc —
- McADOO, DICK**
WGBG, Greensboro, N. C.
- McALLISTER, ROY**
WHMA, Anniston, Ala.
- McBEE, KEITH**
WBAL-TV, Baltimore, Md.
- McBRIDE, BILL**
WOW, WOW-TV, Omaha,
Nebr.
- McBRIDE, GORDON**
CKFI, Fort Frances, Ontario,
Canada
- McCANN, BOB**
KBMV, Billings, Mont.
- McCARL, BOB**
KRNR, Roseburg, Oregon
- McCARTHY, JIM**
WBRE, Wilkes-Barre, Pa.
- McCARTHY, JOSEPH**
WRDO, Augusta, Maine
- McCAULEY, JOE**
WIP, Philadelphia, Pa.
- McCLAIN, BUB**
WVLR, Versailles & Lexington,
Ky.
- McCLAIN, JIM**
KIXL, Dallas, Texas
- McCLOY, GEORGE**
CJOB, Winnipeg, Manitoba,
Canada
- McCoy, JACK**
Like Like A Millionaire, NBC
- McCURRY, R. A.**
KREW, Sunnyside, Wash.
- McDANIELS, EARL**
KPVD, Los Angeles, Calif.
- McDONNELL, STU**
WMS, Michigan City, Ind.
- McDONALD, LARRY**
WLS, Chicago, Ill.
- McDONOUGH, JIM**
WHUC, Hudson, N. Y.
- McDOUGALL, DON**
CJOC, Lethbridge, Alberta,
Canada
- McEACHERN, LEE**
WBQ, Memphis, Tenn.
- McELWAIN, PHIL**
KXRN, Renton, Washington
- McFARLANE, MONTY**
CJOR, Vancouver, B. C., Can.
- McFARLIN, MAC, JR.**
WDXI, Jackson, Tenn.
- McGINNIS, DALLAS**
KXEL, Waterloo, Iowa
- McHUGH, DAN**
WLBG, Laurens, S. C.
- McINTOSH, DON**
KULP, El Campo, Texas
- McINTOSH, HUGH**
KRLC, Lewiston, Idaho
- McINTURFF, DONN C.**
WNAH, Nashville, Tenn.
- McKASSON, CHUCK**
WGBF, Evansville, Ind.
- McKAY, DEL**
KRXL, Roseburg, Ore.
- McKAY, TED**
WMON, Montgomery, W. Va.
- McKINLEY, AL**
"West's Best"
KNUZ, Houston, Texas
- McKINNEY, JIM**
WMIX, Mt. Vernon, Ill.
- McKINNEY, JOE**
KCMC, Texarkana, Texas-Ark.
- McLEAN, NORRIS**
CROK, Penticton, B. C., Can.
- McLEOD, DON**
WJBK, Detroit, Mich.
- McMASTERS, JAY**
WMEX, Boston, Mass.
- McMILLEN, GENE**
KRAL, Rawlins, Wyo.
- McMILLEN, JIM**
WCKB, Dunn, N. C.
- McMULLEN, DON**
KGVO, Missoula, Mont.
- McMURRY, JOHN**
WHLN, Harlan, Ky.
- McNAMARA, JIM**
WATA, Mobile, Ala.
- McNEIL, DON**
Don McNeil's TV Club, WJZ-TV;
Breakfast Club, ABC
- McNELLY, JOE**
WSFC, Somerset, Ky.
- McNELLIS, MAGGIE**
Say It With Acting; What's
Playing?; WJZ-TV
- McOSKER, DARRELL**
KODY, North Platte, Nebr.

Announcers—M-C's

McVAY, BOB
KFJI, Klamath Falls, Oregon

— M —

MABRY, BOB
WXYZ-TV, Detroit, Michigan

MABRY, HARRY
WAFM-TV, Birmingham, Ala.

MAC, CLARENCE
CFAC, Calgary, Alberta, Can.

MacDOUGALL, JOHN
Vaughn Monroe Show

CBS-TV

MACK, BERNIE
WMUR, Manchester, N. H.

MACK, BILL
WEDC, Chicago, Ill.

MACK, JIMMY
WHPB, Benton Harbor, Mich.

MACK, JOHNNY
KBOA, Kennett, Mo.

MACK, TED
Old Gold Original Amateur

Hour, NBC-TV; Ted Mack Fam-

ily, WJZ-TV.

MACK, WAYNE
WDOK, Cleveland, Ohio

MACKAY, JAMES
Dennis James, WJZ-TV; Sat-

urday Morning News, ABC

MAGUIRE, DICK
KFJI, Klamath Falls, Oregon

MALCOLM, ANITA
WXRAs, Buffalo, N. Y.

MALONE, TED
Between The Bookends

ABC

MALOY, HENRY
WTRY, Troy, N. Y.

MALTZ, MILTON
WKHM, Jackson, Mich.

MANN, DAVE
WAGE, Syracuse, N. Y.

MANN, NORMAND
KRIO, McAllen, Texas

MANN, BILL
WIP, Philadelphia, Pa.

MANNING, DAVE
KGFJ, Hollywood, Calif.

MANUSH, GEORGE
WLA-Y, Muscle Shoals, Ala.

MAPHET, DICK
KTMS, Santa Barbara, Calif.

MARGET, MANNY
KVOX, Moorhead, Minn.

MARKSTROM, STEVE
WLN, Merrill, Wis.

MARR, DALE
WKHM, Dearborn, Mich.

MARSHALL, CURT
WCRAs, Eflingham, Ill.

MARSHALL, GEORGE
WJEJ, Hagerstown, Md.

□

MARSHALL, REX
(See Artists Section)

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MARTIN, BILL
WHYN, Holyoke, Mass.

MARTIN, ED
WBBB, Burlington, N. C.

MARTIN, FRED
WHTC, Holland, Mich.

MARTIN, GEORGE
WKSR, Pulaski, Tenn.

MARTIN, JOE
KCLX, Colfax, Wash.

MARTIN, JOE
KMMJ, Grand Island, Nebr.

MARTIN, JOHN

KLIZ, Brainerd, Minn.

MARTIN, JOHNNY
WLOU, Louisville, Ky.

MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.

MARVIN, TONY
Arthur Godfrey And His

Friends, CBS-TV

MASON, GENE
WKCT, Bowling Green, Ky.

MASON, JOE
WLEE, Richmond, Va.

MASSIE, CHARLES
WINA, Charlottesville, Va.

MASTERSON, JOHN
Live Like A Millionaire, CBS-

TV

MATHEWS, JIM
WKBV, Richmond, Ind.

MATHEWS, PETE
WSAZ, Huntington, W. Va.

MATTHEWS, JIM
People Are Funny, CBS

MATTHEWS, TOM
WKLA, Ludington, Mich.

MATTISON, CARL
WVSC, Glens Falls, N. Y.

MATTISON, HENRY
KRHD, Duncan, Okla.

MAUER, BOB
Rumpus Room, Du Mont

MAUGANS, BILL
WBBZ, Ponca City, Okla.

MAURER, DEL
KDDD, Dumas, Texas

MAUNSELL, DAVID
WSKI, Montpelier, Vt.

MAWSON, RICHARD
KMVI, Wailuku, Maui, T. H.

MAXWELL, ED
WMAM, Marinette, Wis.

MAY, FRED
WARM, Scranton, Pa.

MAYER, BRUCE
WJBK-TV, Detroit, Mich.

MESSER, FRANK
WSKY, Asheville, N. C.

MESSER, NORM
WKXL, Concord, N. H.

METCALF, JAMES
WJAR-TV, Providence, R. I.

METHVEN, JEFF
KPLT, Paris, Texas

METZGER, DON
WMAM, Marinette, Wis.

MEYER, BILL
WVVLN, Olney, Ill.

MEYER, MIKE
KRVN, Lexington, Nebr.

MICHAEL, EDWARD
Una Mae Carlisle; Rogues Gal-

lery, ABC

MICHAEL, GEORGE
WVNH, Rochester, N. H.

MICHAEL, RAY
WNBW, Washington, D. C.

MICHAELS, ALAN
WNAE, Norristown, Pa.

MILLER, ALLEN
KING, Seattle, Wash.

MILLER, BILL
"Let's Make Music"

WTAZ, Springfield, Ill.

MILLER, DON
KNUJ, New Ulm, Minn.

MILLER, ED
WKNA, Charleston, W. Va.

MILLER, IRV
WDLB, Marshfield, Wis.

MILLER, JIM
WNBW, Washington, D. C.

MILLER, MARVIN
Beulah, CBS

MILLER, SKIP
WJSW, Altoona, Pa.

MILLER, VAN C.

WFCB, Dunkirk, N. Y.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLS, FRANK
WBAP, WBAP-TV, Fort

Worth, Texas

MILNE, JAMES T.
WNHC, New Haven, Conn.

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MILTON, RON
WKHM, Jackson, Mich.

MINTON, MARK
KGVL, Greenville, Texas

MITCHELL, WALT
KTBB, Tyler, Texas

MITCHELL, ED
WDOV, Dover, Delaware

MITCHELL, EVERETT
National Farm & Home Hour,

NBC

MONTGOMERY, DEAN
KELO, Sioux Falls, South

Dakota

MONTGOMERY, PAUL
WNAO, Raleigh, N. C.

MOORE, ARLYN
WMTG, Vanceville, Ky.

MOORE, BRIT
KGBC, Galveston, Texas

MOORE, CHUCK
KPDQ, Portland, Oregon

MOORE, JERRY
WKOK, Sunbury, Pa.

MOORE, TOM
Ladies Fair, MBS

MOREY, GEORGE
KDWT, Stamford, Texas

MORELAND, HUGH
CKSF, Cornwall, Ont., Canada

MORGAN, HAL
WLOK, Lima, Ohio

MORGAN, RAY
American Inventory, NBC-TV;

America's Town Meeting, ABC-

TV; Crusade In The Pacific,

ABC-TV.

MORGAN, R. B.
WMBO, Auburn, N. Y.

MORRIS, BAXTER
WKHP, Hendersville, N. C.

MORRIS, LeROY
WEAR, Pensacola, Fla.

MORRIS, ROY
WAGC, Chattanooga, Tenn.

MORRISON, HOWARD
WOFI, Bristol, Tenn.

MORRISON, WILLIAM
WINA, Charlottesville, Va.

MORSE, CHARLES
KPOW, Powell, Wyo.

MOSS, LLOYD
WNYC, New York, N. Y.

MOSTELLER, JERRY G.
WAKE, Greenville, S. C.

MOUZAR, FRANCIS
CKBW, Bridgewater, Nova

Scotia, Canada

MOYER, BILL
CFNB, Frederick, N. B., Can.

MULLIGAN, RAY
WPAM, Pottsville, Pa.

MULLINAX, W. A.
WESC, Greenville, S. C.

MUNDEN, GROVER
WMBL, Morehead City, N. C.

MUNZELL, SPECS
WIS, Columbia, S. C.

MURPHEY, DAN
KTEL, Walla Walla, Wash.

MURPHY, BOB
WJBK-TV, Detroit, Mich.

Announcers—M-C's

MURPHY, ED
 WSYR, Syracuse, N. Y.
MURPHY, G. VINCENT
 WKOP, Binghamton, N. Y.
MURPHY, JOHN
 WPAW, Pawtucket, R. I.
MURPHY, WM. J.
 WISE, Asheville, N. C.

MURRAY, JAN
 Songs For Sale, CBS-TV, AM;
 Milton Berle Show, NBC-TV; Ed
 Sullivan Show, CBS-TV.

MURRAY, TOM
 WIBV, Belleville, Ill.
MUSIC, REX
 KSO, Des Moines, Iowa
MUSSER, WALTER J.
 WBCM, Bay City, Mich.
MYERS, KENT
 KSUB, Cedar City, Utah

— N —

NAKEL, PAUL
 WJMO, Cleveland, Ohio
NASH, R. J.
 KIOA, Des Moines, Iowa
NEAL, JIM
 WSLA, Jackson, Miss.
NEALEY, BOB
 WROY, Carmi, Ill.
NEELY, JOHN
 KCOH, Houston, Texas
NEHRLING, WALLY
 WIRE, Indianapolis, Ind.
NEIBLING, ED
 KTUL, Tulsa, Okla.
NEIDEL, CHUCK
 WTXL, Springfield, Mass.
NEIL, EVERETT
 WEDO, McKeesport, Pa.
NELIN, CECIL
 KNEL, Brady, Texas
NELSON, BOB
 KFIZ, Fond Du Lac, Wis.
NELSON, JOHN
 Live Like A Millionaire, Bride
 and Groom, CBS-TV
NELSON, STAN
 KITE, San Antonio, Texas
NELSON, VERN
 KTRI, Sioux City, Iowa
NESS, DON
 WJAG, Norfolk, Nebr.
NEWBERRY, MACK
 KPAC, Port Arthur, Texas
NEWCOMBE, ED
 WJIM, Lansing, Mich.
NEWELL, JAMES
 CKBW, Bridgewater, Nova
 Scotia, Canada
NEWHOUSE, SHELBY
 WWJ-TV, Detroit, Mich.
NEWMAN, JAMES A.
 KFAL, Fulton, Mo.
NEWTON, GAY RICHARDS
 KELT, Electra, Texas
NICHOLS, JACK
 WJFB, Fairmont, W. Va.
NICHOLSON, AL
 CJRW, Summerside, Prince
 Edward Island, Canada
NICKSON, NICK
 WARC, Rochester, N. Y.
NIDIFFER, RANDOLPH
 WBEJ, Elizabethton, Tenn.
NIELSON, WALTER A.
 WNHC, New Haven, Conn.
NILSON, BILL
 KING-TV, Seattle, Wash.
NOEL, DICK
 The Plainclothes Man, Du
 Mont

NOEL, JACK
 WTTTS, Bloomington, Ind.
NOLAN, JAS. W.
 KIT, Yakima, Wash.
NORMAN, ROBERT
 WHDL, Olean, New York
NORMAND, JACQUES
 CKVL, Verdun, Que., Canada
NORRIS, JOE
 WCRA, Effingham, Ill.
NORRIS, RANDY
 KEYD, Minneapolis, Minn.
NORTHINGTON, JIMMY
 WHKP, Hendersonville, N. C.
NORTON, DUKE
 KFVD, Los Angeles, Calif.
NOVENSON, JOE
 WFIL, Philadelphia, Pa.
NUMMY, JIM
 KTBC, Austin, Texas
NUNN, BILL
 WCHV, Charlottesville, Va.
NUSBAUM, MORT
 WHAM-TV, Rochester, N. Y.

— O —

O'BRIEN, BILL
 WSAE, Fall River, Mass.
O'BRIEN, JOE
 WMCA, New York, N. Y.
O'DONNELL, BOB
 WJMB, Brookhaven, Miss.
O'DONNELL, CHARLES
 WCHA, Chambersburg, Pa.
ODOM, HOMER
 KFDM, Beaumont, Texas
OGILVIE, JACK
 WJTN, Jamestown, N. Y.
OIEN, BERT
 KLIZ, Brainerd, Minn.
OLIVE, GRAY
 WWOOD, Lynchburg, Va.
OLIVER, TELFORD K.
 CKIN, Nelson, B. C., Canada
OLSEN, DELORES
 KCUL, Fort Worth, Texas

OLSEN, JOHNNY

B. Window, Minnesota; Johnny
 Olsen Luncheon Club, ABC;
 Break the Bank, ABC-NBC;
 Johnny Olsen Rumpus Room, Du-
 Mont; Kids and Company, Du-
 Mont.

O'TOOLE, BILL
 Kids And Company, Du Mont;
 Famous Jury Trials, Du Mont;
 Sign-Off News, WABD
OVERTON, DAVE
 WSM-TV, Nashville, Tenn.
OWEN, AL
 WFNC, Fayetteville, N. C.
OWEN, ALAN
 WMID, Atlantic City, N. J.
OWENS, BOB
 KVOX, Moorhead, Minn.
OWNBY, LEN
 WSSB, Durham, N. C.

— P —

PAGE, BOB
 CKTX, Childress, Texas
PAINTER, DICK
 KVGB, Great Bend, Kansas
PAKGER, VICTOR
 WLFB, New York, N. Y.
PALEF, LAWRENCE
 CBO, Ottawa, Ontario, Canada
PALEN, DAN C.
 KXGN, Glendive, Montana
PALMER, CLARK
 WRFD, Worthington, Ohio

PALMER, COY
 KPND, Pampa, Texas
PALMER, JAMES
 KSIM, Sikeston, Mo.
PALO, GEORGE
 KBUN, Bemidji, Minn.
PARKER, BILL
 WNBZ-TV, Binghamton, N. Y.
PARKER, JOHN
 WBTM, Danville, Va.
PARKER, KEN
 WDVA, Danville, Va.
PARKER, PAUL
 WGNI, Wilmington, N. C.
PARKER, ROYAL
 WASA, Havre De Grace, Md.
PARKS, BERT
 Stop The Music, ABC & ABC-
 TV; Break The Bank, CBS-
 TV
PARSONS, ALFRED
 WNAV, Annapolis, Md.
PARTRIDGE, GEORGE
 Homaker Harmonies
 WINN, Louisville, Ky.
PATOFF, REGUS
 WLAV, Grand Rapids, Mich.
PATRICK, JOE
 KGFJ, Hollywood, Calif.
PATRICK, LAWRENCE Q.
 WAIR, Winston-Salem, N. C.
PATTERSON, DUDLEY
 CJOB, Winnipeg, Manitoba,
 Canada
PAUL, NICK
 WOAI, San Antonio, Texas
PAUL, RALPH
 Strike It Rich
 CBS
 Lights Out
 NBC-TV
PAUL, SIDNEY
 TV: Pulitzer Prize Playhouse,
 ABC; Lucky Strike Theater,
 NBC; The Clock, NBC; Martin
 Kane, NBC; Radio: Counterspy,
 NBC; Bobby Benson, MBS; Martin
 Kane, NBC; Under Arrest, MBS;
 Mysterious Traveler, MBS.

PAULSEN, RAY
 WJMS, Ironwood, Mich.
PAXTON, TOM
 WKY-TV, Oklahoma City,
 Okla.
PAYNE BRUCE
 WBCO, Birmingham-Bessemer,
 Ala.
PETERS, ROBERT F.
 WFAS, White Plains, N. Y.
PETERSEN, JIM
 KALL, Salt Lake City, Utah
PETERSON, ARNOLD
 WATW, Ashland, Wis.
PATERSON, ART
 WHRN, Syracuse, N. Y.
PETERSON, GEORGE
 WBSO, Bennettsville, S. C.
PETERSON, WALTER
 KELP, El Paso, Texas
PETRE, ROBERT
 WHBY, Appleton, Wis.
PETTEWAY, S. BRUCE
 WFTC, Kinston, N. C.
PETTI, RALPH
 WJAS, Pittsburgh, Pa.
PFEIFER, LEW
 KFRC, San Francisco, Calif.
PFEIFER, KIETH
 KFJB, Marshalltown, Iowa
PFOUTZ, SANDY
 WHED, Washington, N. C.
PHELPS, KENNETH
 WMFD, Wilmington, N. C.

Announcers—M-C's

PHILIPPE, GENE
WKID, AM & PM, Urbana, Ill.

PHILLIPS, BRAD
WINS, New York, N. Y.

PIERCE, CHARLES
WWNY, Watertown, N. Y.

PIERCE, RUSSELL
KGVJ, Greenville, Texas

PIGG, CALVIN
WTAW, College Station, Texas

PIKE, BILL
CHUB, Nanaimo, B. C., Canada

PINEO, JOHN S.
CFAB, Windsor, N. S., Canada

PINEO, JOHN S.
CKEN, Kentville, N. S., Can.

PIPERT, PAUL
KMA, Shenandoah, Iowa

PITTENGER, DICK
WFBM-TV, Indianapolis, Ind.

PLACAK, MARTIN
WBOW, Terre Haute, Ind.

PLATT, DAVID M.
WKLV, Blackstone, Va.

PROVOST, RICHARD
WWNY, Watertown, N. Y.

PRYCE, DAVID
1230 Club, WCDD, Carbondale, Pa.

PURCELL, CHARLES W.
WCAO, Baltimore, Md.

PURSER, JIM
WMLX, Mt. Vernon, Ill.

PUTMAN, DON
WBBZ, Ponca City, Okla.

PYLANT, RUDY
KBOA, Kennett, Mo.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.

QUINLAN, TOM
KWBG, Boone, Iowa

QUINN, DOMINIC
WFDF, Flint, Mich.

QUINN, RAY
WPIK, Alexandria, Va.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.

RAFFENBERGER, DON
WKVA, Lewiston, Pa.

RAFFERTY, CARL
KJSK, Columbus, Nebr.

RAINS, JACK
KTSM, El Paso, Texas

RAMSELL, DON
KCRG, Cedar Rapids, Iowa.

RAMSEY, LU
KBKW, Aberdeen, Wash.

RANDALL, DALE R.
KWWL, Waterloo, Iowa

RANEY, WALTER
Noontime News; Double C Canteen; Bob Dixon Show; WABD, New York, N. Y.

RATHE, BOB
KOKX, Koekuk, Iowa

RAWSON, RONALD
Young Dr. Malone
CBS

RAYBURN, JOHNNY
WMBD, Peoria, Ill.

REARDON, TOM
WABG, Greenwood, Miss.

REBER, DON
KVNU, Logan, Utah

REYNOLDS, GENE
WBAP, WBAP-TV,
Fort Worth, Texas

RHODES, MIKE
KING, Seattle, Wash.

RHONE, PAUL
WBRE, Wilkes-Barre, Pa.

RICHARDS, BILL
WESA, Charleroi, Pa.

RICHARDS, BILL
WGKV, Charleston, W. Va.

RICHARDS, BOB
WAZL, Hazleton, Pa.

RICHARDS, JOHN
CFNB, Fredericton, N. B., Canada

RICHARDS, MALCOLM
WSAI, Cincinnati, Ohio

RICHARDS, TOMMY
KRHD, Duncan, Okla.

RICHARDSON, RUSS
CKOV, Kelowna, B. C., Can.

RICHARDSON, TED
WMOH, Hamilton, Ohio

RICHMOND, ROBERT
WREN, Topeka, Kansas

RIGO, JOE
WWOL, Buffalo, N. Y.

RILEY, DON
KSTP, Minneapolis-St. Paul, Minn.

RILEY, JAY
WMOK, Metropolis, Ill.

RILEY, L. C.
WJPB, Fairmont, W. Va.

RIPLEY, RONALD
KBWD, Brownwood, Texas

ROACH, JACK
WMUS, Muskegon, Mich.

ROBERTS, CHARLES
WGAR, Cleveland, Ohio

ROBERTS, HOWDY
WMT, Cedar Rapids, Iowa

ROBERTS, KEN
Frank Sinatra Show
CBS

ROBERTS, LARRY
KXRO, Aberdeen, Wash.

ROGEL, WILLIAM
Charlie Wild, Private Detective
CBS

ROGERS, DON
WRIB, Providence, R. I.

ROGERS, RALPH
WOAI, WOAI-TV, San Antonio, Texas

ROGERS, WILLIAM
WFMY-TV, Greensboro, N. C.

ROHN, JIM
KSJB, Jamestown, N. Dak.

ROMAN, JOSEPH
WBAX, Wilkes-Barre, Pa.

ROMANCE, ED
WPPA, Pottsville, Pa.

ROMANO, TOM
WNHC-TV, New Haven, Conn.

ROMERO, FRED
KTXN, Austin, Texas

ROPP, JOHN
Melody Jackpot, WCOS, Columbia, S. C.

ROSALES, MARTIN, JR.
KTXN, Austin, Texas

ROSAMOND, ROBERT
WTBO, Cumberland, Md.

ROSE, DON
WHFB, Benton Harbor, Mich.

ROSS, AL
WBAL, Baltimore, Md.

ROSS, ART
WCUE, Akron, Ohio

ROSS, DON JOHN
WJTN, Jamestown, N. Y.

ROSS, DUNDEE
KRMG, Tulsa, Okla.

ROSS, IRVINE
CFCN, Calgary, Alberta, Can.

ROSS, NORMAN

Northwestern Hour; Music That Sings; Here's Norman Ross; Early Norman Ross, WMAQ, Chicago, Ill.; The Northerners, WGN.

ROSS, NORMAN
WNBQ, Chicago, Ill.

ROSS, PAUL
KRLD, Dallas, Texas

ROSSINI, GIANCARLO
WVOV, New York, N. Y.

ROTH, BEVIN
KONP, Port Angeles, Wash.

ROTHMAN, LEE
WWXL, Peoria, Ill.

ROWCLIFFE, LEN
"Anything Goes"
CKFH, Toronto, Ont., Canada

RUBY, JACK
KIMO, Independence, Mo.

RUDOLPH WESLEY
WKCT, Bowling Green, Ky.

RUNTZ, NORMAN
CJGX, Yorkton, Sask., Can.

RUSK, CLAY
WHO, Des Moines, Iowa

RUSSELL, BOB

Big Top, CBS-TV; Toast of the Town, CBS-TV; Rottie-Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of "Live Like A Millionaire," NBC, CBS-TV; Creator of "Open Sesame"; Producer-Director-MC of "Miss Universe Pageant"; 1952 Long Beach, Calif.

RUSSELL, DON

B. March 10, 1921, Stamford, Conn.; Take the Break; Cavalcade of Stars; Cavalcade of Bands; Cosmopolitan Theatre; DuMont; WABD, New York, N. Y.

RUSSELL, LAVERNE
KUJ, Walla Walla, Wash.

RUSSELL, TODD
Finders Keepers; Rottie Kazootie Club, NBC-TV

RUTA, JOHN
WHLI, Niagara Falls, N. Y.

RUYLE, DON
WBYS, Canton, Ill.

RYAN, JIM
KWPC, Muscatine, Iowa

RYAN, MIKE
Alarm Clock Club
WLEA, Hornell, N. Y.

RYAN, RAY
WFLO, Farmville, Va.

RYAN, TOM
WROW, Albany, N. Y.

— S —

ST. GEORGE, DORIAN
11:00 PM TV News, WJZ-TV

SCOTT, FRED
Captain Video
Hands Of Destiny
Du Mont

SCOTT, JOHN
KGMB, Honolulu, Hawaii

SCOTT, P.
CKY, Winnipeg, Manitoba, Canada

SCOTT, WILLARD
KMOX, St. Louis, Mo.

SEARLS, HAL
WDGY, Minneapolis, Minn.

SECORD, DON
KXXX, Colby, Kansas

Announcers—M-C's

- SEGUIN, CLAUDE**
CKVL, Verdun, Que., Canada
- SEIFERD, CHARLES**
KTTS, Springfield, Mo.
- SELF, JIMMY**
KICA, Clovis N. M.
- SELLERS, WM.**
WHIN, Gallatin, Tenn.
- SELLEY, ART**
WBEJ, Elizabethton, Tenn.
- SETTERBERG, DOUG**
KOMO, Seattle, Wash.
- SEVERSEN, LEN**
KONP, Port Angeles Wash.
- DEWELL DOUGLAS**
KVOP Plainview Texas
- SEYMOUR, DAN**
We The People
NBC-TV
- SHABOD, LOU**
WCBC, Rocky Mount, N. C.
- SHADDOX LEON**
KHOZ, Harrison Ark.
- SHANAHAN, TOM**
WEMP, Milwaukee, Wis.
- SHANK, LEW**
KWYO, Sheridan, Wyo.
- SHANLEY, GIB**
WTRF, Bellaire, Ohio
- SHARPLESS, CHARLIE**
WJVA, South Bend, Indiana
- SHAW, CHARLES**
WOLF, Syracuse N. Y.
- SHAWN, STAN**
Uncle Stan's Kiddieland
WORL, Boston, Mass.
- SHEA, FRAN**
WREB, Holyoke, Mass.
- SHEEHAN, BOB**
KSTL, St. Louis, Mo.
- SHEELLEY, GEORGE E.**
WMDN, Midland, Mich.
- SHELDON, HERB**
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WJZ-AM.
- SHELL, BILL**
WJHL, Johnson City, Tenn.
- SHELL, TED**
WBNS, Columbus, Ohio
- SHELLY, BOB**
WMRC, Greenville, S. C.
- SHELTON, BANNER**
WGCD, Chester, S. C.
- SHELTON, JIM**
WIBC, Indianapolis Ind.
- SHEPPARD, STAN**
WMBO, Auburn, N. Y.
- SHERER, EDDIE**
WATG, Ashland, Ohio
- SHERMAN, JACK**
WLLH, Lowell-Lawrence, Mass.
- SHERMAN, PAUL**
WINS, New York, N. Y.
- SHERWIN, DOUG**
KGLO, Mason City, Iowa
- SHIELDS, DANNY**
Dancing With You
WWIN, Baltimore, Md.
- SHIREK, JIM**
KFGO, Fargo, N. D.
- SHOMETTE, BILL**
WOAI-TV, San Antonio, Tex.
- SHOWERS, HAL**
WQUA, Moline, Ill.
- SHRIVER, HARRY**
WHEB, Washington, N. C.
- SHUMWAY, ED**
WCSI, Columbus, Ind.
- SHUMWAY, JIM**
WPLA, Plant City, Fla.
- SIEMER, JOHN**
WIOU, Kokomo, Ind.
- SILK, HIRAM**
CBT, Grand Falls, Nfld., Can.
- SIMMONS, S. E.**
KTUR, Turlock, Calif.
- SIMON, ERNIE**
WBKB, Chicago, Ill.
- SIMS, FRANK**
WKME, Dearborn, Mich.
- SINDIK, GEORGE**
WKRQ, Mobile, Ala.
- SLATER, BILL**
Twenty Questions
MBS
- SLATER, NORVELL**
WFAA, Dallas, Texas
- SLATTERY, JACK**
House Party
CBS
- SLAYTON, GLENN**
WEKR, Fayetteville, Tenn.
- SLOANE, ROBERT**
The Big Story
NBC, NBC-TV
- SLOUT, WILLIAM**
WKEM, Jackson, Mich.
- SMITH, ART**
WNEB, Worcester, Mass.
- SMITH, CLARENCE**
WAUX, Waukesha, Wis.
- SMITH, DALE**
KFJB, Marshalltown, Iowa
- SMITH, J. H.**
CKLW, Hamilton, Texas
- SMITH, JIM**
WEAR, Pensacola, Fla.
- SMITH, JOHN**
CFRN, Edmonton Alberta, Canada
- SMITH, LEE**
WLOU Louisville Kv.
- SMITH, MILDRED**
WTCO, Campbellsville, Ky.
- SMITH, MILLARD**
WMRY, New Orleans, La.
- SMITH, P. B.**
WGY, Schenectady, N. Y.
- SMITH, RALF**
WKIB, Iron River, Mich.
- SMITH, RAY**
WSON, Henderson, Ky.
- SMITH, RONNY**
WBEJ, Elizabethton, Tenn.
- SNYDER, JACK**
WFBG, Altoona, Pa.
- SOMMERVILLE, DICK**
WPTH, Port Huron, Mich.
- SOUTHWICK, F. TOREY**
WBCM, Bay City, Mich.
- SPARKMAN, ERNEST**
WKIC, Hazard, Ky.
- SPENCER, STEWART**
Buffet Time
WGOS, Columbia, S. C.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPINA, JOSEPH**
WCPO, Cincinnati, Ohio
- SPRY, DON**
KFJB, Marshalltown, Iowa
- SPRY, GENE**
WKAI, Macomb, Ill.
- STABECK, THURSTON**
WCFV, Clifton Forge, Va.
- STAMBAUGH, HENRY**
WWJ-TV, Detroit, Mich.
- STANFORD, RAYMOND**
WJPB, Fairmont, W. Va.
- STANTON, BOB**
Broadway Open House
Mohawk Showroom
NBC-TV
- STAPLETON, JIM**
WLVA, Lynchburg, Va.
- STARBUCK, MARK**
CKOY, Ottawa, Ont., Canada
- STARK, RICHARD**
Danger, CBS-TV; The Perry Como Show, CBS; Gangbusters, CBS; Pepper Young's Family, NBC; Walter Winchell, ABC.
- STARKEY, DALE**
KOH, Reno Nevada
- STARR, LONNY**
Wrestling
WOR-TV, New York, N. Y.
Ace Drummond
WNBT, New York, N. Y.
- STARR, RAYMOND C.**
KWWL Waterloo Iowa
- STASHER, DAVID**
WJMO, Cleveland, Ohio
- STEFFES, ART**
KWNO, Winona, Minn.
- STEIN, IRV**
CJOB, Winnipeg, Manitoba, Canada
- STEPHENS, MIKE**
CKCW, Moncton N. B., Canada
- STEPHENS, TEX**
WMRY, New Orleans, La.
- STERLING, LUD**
WLEE, Richmond, Va.
- STEVENS, BOB**
Pursuit
CBS
- STEVENS, JESS**
WEOL, Elyria-Lorain, Ohio
- STEVENS, JIM**
WLLH, Lowell-Lawrence, Mass.
- STEVENS, LARRY**
KGMB, Honolulu, Hawaii
- STEWART, AL**
KBRO, Bremerton, Wash.
- STEWART, BILL**
WPBC, Minneapolis, Minn.
- STEWART, FRED**
WGCD, Chester, S. C.
- STEWART, JOE**
WDAF, Kansas City, Mo.
- STEWART, LEE**
KFRM, Kansas City, Mo.
- STEWART, LEE**
KMBC, Kansas City, Mo.
- STICHT, BOB**
WHEM, Memphis, Tenn.
- STONER, JAY**
KBUN, Benidji, Minn.
- STRATTON, DICK**
WMBR-TV, Jacksonville, Fla.
- STRIBLING, BILL**
WBCU, Union, South Carolina
- STRICKLAND, JIM**
KWIN, Ashland, Oregon
- STRONG, JACK C.**
WESC, Greenville, S. C.
- STROTHMAN, BILL**
KXLL, Missoula, Montana
- STROUT, RICHARD A.**
B. July 28, 1930, Springfield, Mass.; Newscaster Armed Forces Radio Service, Hollywood All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs, (ET); Thomton Burgess Nature Stories, (ET); Songs of Love, (ET); Dick Strout in Hollywood, (ET).
- STUART, JEAN**
CKCH, Hull, Que., Canada.

Announcers—M-C's

STUTES, MARION
WJLM, Lansing Mich.

SUGAR, DADDY
WBCO, Birmingham-Bessemer, Ala.

SULLIVAN, TIM
KSWI, Council Bluffs, Iowa

SUMMERS, CHUCK
WLIN, Merrill, Wis.

SWANSON, BOB
WISC, Madison, Wis.

SWANSON, BOYD
KOL, Seattle, Wash.

SWANSON, ROBERT
WCAM, Camden, N. J.

SWARTZ, BOB
KHQ, Spokane, Wash.

SWASEY, BILL
WGVA, Geneva, N. Y.

SWITZER, BOB
CIAV, Port Alberni, B. C., Canada

SYMONDS, JOHN
CFRN, Edmonton, Alberta, Canada

— T —

TABER, WILLIAM
KONP, Port Angeles, Wash.

TAGGART, BYRON
Visit With Tag
WKRC, Cincinnati, Ohio

TALBOT, BEN
WKBC, N. Wilkesboro, N. C.

TALBOT, BILL
KOL, Omaha, Nebr.

TALL, MARTIN
WCRB, Waltham, Mass.

TANIS, PETE
WWCA, Gary, Ind.

TATUM, EDDIE
WPAQ, Mt. Airy, N. C.

TAYLOR, BILL
KGEM, Boise, Idaho

TAYLOR, DEAN
WDOS, Oneonta, New York

TAYLOR, HENRY
WPAQ, Mt. Airy, N. C.

TAYLOR, LEE
WMIE, Miami, Fla.

TEAR, SIDNEY
WYVE, Wytheville, Va.

TEMPLE, ROBERT
WOCB, W. Yarmouth Mass.

TERFLER, DICK
WTMA, Charleston S. C.

TERRY, BOB
KSTL, St. Louis, Mo.

TETREAULT, ERNIE
WRGB, Schenectady, N. Y.

THAXTON, LLOYD
Leave It To Lloyd
WSPD-TV, Toledo, Ohio

THERIAN, LARRY
WREB, Holyoke, Mass.

THOMAS CHARLIE
WNAO, Raleigh N. C.

THOMAS, DAVID
WDAF, Kansas City, Mo.

THOMAS, DON
CKRD, Red Deer, Alberta, Can.

THOMAS, FRANK
WABG, Greenwood Miss.

THOMPSON DICK
WMOU, Berlin, N. H.

THOMPSON, FRANK
WBLK, Clarksburg, W. Va.

THOMPSON, JIM
KQV, Pittsburgh, Pa.

THOMPSON, JIM
WPPA, Pottsville, Pa.

THORNTON, HARRY
WAGC, Chattanooga, Tenn.

THURSTON, FRANK
KICK, Springfield, Mo.

TIBBETTS, DONN
WKXL, Concord, N. H.

TIDMORE, WM. P.
WPPA, Pottsville, Pa.

TIFFANY, AL
WLS, Chicago, Ill.

TILLEY, ERVIN
KMTV, Omaha, Nebr.

TONKEN, PHILIP
Mutual Newsreel, MBS-WOR;
"Nemo" Weather Reporter;
WOR; Rod and Gun Club Of The
Air, MBS.

— W —

WEIST, DWIGHT
Grand Slam
CBS
Sunday News Special
CBS-TV

WILCOX, JOHNNY
WIP, Philadelphia, Pa.

WILFONG, CHARLES E.
WATA, Boone, N. C.

WILKINS, PAT
KOOS, Coos Bay, Oregon

WILL, WAYNE
KTQE, Mankato Minn.

WILLET, SLIM
KRBC, Abilene, Texas

WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.

WILLIAMS, BILL
WMFD, Wilmington, N. C.

WILLIAMS, BOB
WHO, Des Moines, Iowa

WILLIAMS, BY
WAJR, Morgantown, W. Va.

WILLIAMS, DANNY
WKY-TV, Oklahoma City, Okla.

WILLIAMS, JACK
WMIE, Miami, Fla.

WILLIAMS, JIM
WHOW, Clinton, Ill.

WILLIAMS, MARC
WTTTS, Bloomington, Indiana

WILLIAMS, STAN
Top O' The Morning
CHEX, Peterborough, Ont.,
Canada

WILLIS, AL
WSPA, Spartansburg, S. C.

WILLMAN, JACK
WMRY, New Orleans, La.

WILLIAMS, JOHN
CJGX, Yorkton, Sask., Canada

WILLS, PAUL
KMOX, St. Louis Mo.

WILSON, DON
Jack Benny Show
CBS-TV

WILSON, DOUG
WSLS, Roanoke, Va.

WILSON, EARL
WLBH, Mattoon, Ill.

WILSON, GLEN
WPAR, Parkersburg, W. Va.

WINTERS, JOHNNY
WBNS-TV, Columbus, Ohio

WIRICK, AL
KGYW, Vallejo, Calif.

WISE, EDDIE
WEBQ, Harrisburg, Ill.

WISEMAN, CLYDE
Party Line
WOKZ, Alton, Ill.

WISEMAN, HARRY
WSLS, Roanoke, Va.

WITTE, BUD
WDUZ, Green Bay Wis.

WITTY, DICK
WLW, WLW-T, Cincinnati, Ohio

WOLF, LOUIS F.
WLOX, Biloxi, Miss.

WOLFE, AL
WHBG, Harrisburg, Pa.

WOLOSON, MIKE
WSCR, Scranton, Pa.

WOOD, DAN
CFAC, Calgary, Alberta, Can.

WOOD, JACK
WDZ, Decatur, Ill.

WOOD, JIM
WGOV, Valdosta, Ga.

WOOD, MIKE
CKCW, Moncton, N. B., Can.

WOODS, CHARLES
Dream Harbor
Henry J. Taylor
ABC

WOODWARD, ROSS
KSDH, Boise, Idaho

WOODY, JIM
KSO, Des Moines, Iowa

WOOTEN, DON
KWPC, Muscatine, Iowa

WOOTEN, BILL
WIRC, Hickory, N. C.

WEAY, W. HALL
WHMA, Anniston, Alabama

WRIGHT, BOB
KVI, Seattle, Wash.

WRIGHT, JOE
WKHM, Jackson, Mich.

WRIGHT, JOHNNY W.
WMRC, Greenville, S. C.

WRIGHT, KEN
KPKW, Pasco, Wash

WRIGHT, NAT
WDOV, Dover, Del.

WULCHIN, STEVE
WHAP, Hopewell, Va.

WYATT, ARCHIE
WCTT, Corbin, Ky.

WYMER, JACK
WING, Dayton, Ohio

— Y —

YALOWEY, NICK
WITZ, Jasper, Ind.

YORKE, JOE
WPAM, Pottsville, Pa.

YOST, BOB
WBRK, Pittsfield, Mass.

YOUNG, GARY
WVYO, Pineville, W. Va.

YOUNG, JIMMY
KTHT, Houston, Texas

YOUNG, PAUL
KIOX, Bay City, Texas

YOUNGBLOOD, IVES
KSEL, Lubbock, Texas

YOUNGMAN, JIM
WESA, Charleroi, Pa.

YOUNT, CHUCK
WKBV, Richmond, Ind.

— Z —

ZELlich, MARK
WATW, Ashland, Wis.

ZIMMERMAN, DAVE
WWJ-TV, Detroit, Mich.

ZIMMER, MORRIS
WSMI, Litchfield, Ill.

**LYN
MURRAY**

Paramount
Pictures .

Management
WM. MORRIS

**VICTOR
YOUNG**

ARCHIE BLEYER



ORCHESTRA LEADERS MUSICAL CONDUCTORS

and

ORGANISTS

RADIO AND TELEVISION

—their work during 1951



— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa

ADLAM, BUZZ
KECA, KECA-TV, Los Angeles, Calif.

AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio

ALBERT, CHARLES-EUGENE
CJFP, Riviere-DU-Loup, Que., Canada

ALCOTT, HENRY
KYUM, Yuma, Ariz.

ALFORD, KITTY
WRGA, Rome, Ga.

ALLEN, JAMES
KEYD, Minneapolis, Minn.

ALLEN, JAMES
WJJS, Jackson, Tenn.

ANDERSON, ERNIE
WHIM, Providence, R. I.

ANDREWS, GENE
WVEC, Hampton, Va.

ANNO, MARY JEAN
WATW, Ashland, Wis.

ANTONINI, ALFREDO
Musicland, U. S. A. CBS

ARMBRUSTER, ROBERT
Music From Hollywood NBC

AYERS, MITCHELL
Perry Como Show CBS-TV

AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAEKEY, W. E., JR.
WASA, Havre De Grace, Md.

BAGIO, FERDY
CKNW, New Westminster, B. C., Canada

BAKER, BETTY
KOIL, Omaha, Nebr.

BALCH, FRANK
WJOY, Burlington, Vt.

BALZER, FRITZ
WRC, Washington, D. C.

BANCROFT, PIERSON
KTAR, Phoenix, Ariz.

BARBERA, PAT
KCMJ, Palm Springs, Calif.

BARCLAY, ALAN
WAMS, Wilmington, Del.

BARDO, LYLE
KFRC, San Francisco, Calif.

BARLOW, HOWARD
Voice of Firestone NBC, NBC-TV

BARLOW, JERRY
KLOU, Lake Charles, La.

BARRON, JOHN
CFGP, Grand Prairie, British Columbia, Canada

BARTON, JOHN
WHOW, Clinton, Ill.

BASH, OTTO
WHOP, Hopkinsville, Ky.

BATE, CECIL
WWPB, Miami, Fla.

BATEMAN, JUNE
WLIO, East Liverpool, Ohio

BAUGH, GENE
WBAP, WBAP-TV, Fort Worth, Texas

BAXTER, EDWARD
Chef Milani Show The Continental KNBH, Hollywood, Calif.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BEALS, RAY H.
KVGB, Great Bend, Kans.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BENNETT, WILLIAM
Song Premier Date At Six WNHC-TV, New Haven, Conn.

BEQUE, JOHN
WTAX, Springfield, Ill.

BERCOVITZ, ABE
KGW, Portland, Oregon

BERGNER, CARL
WLAV, Grand Rapids, Mich.

BEUKEMA, BOB
WFUR, Grand Rapids, Mich.

BIGGS, E. POWER
CBS

BILSKE, ROBERT F.
WNEB, Worcester, Mass.

BLACK, FRANK
Ford Festival NBC-TV

BLEYER, ARCHIE
Arthur Godfrey Morning Show Arthur Godfrey And His Friends CBS-TV

BLOCH, RAY
Songs For Sale Toast Of The Town The Show Goes On CBS-TV Big Time, CBS

BOISJOLI, JACQUES
CKAC, Montreal, Que., Canada

BOISVERT, LOUIS
WBRY, Waterbury, Del.

BOLENDER, RICHARD
WBRK, Pittsfield, Mass.

BOSTWICK, FRANK
WCLO, Janesville, Wis.

BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.

BOVERO, PHIL
KGO, San Francisco, Calif.

BOYUM, JERRY
KROC, Rochester, Minn.

BRADLEY, CURT
WCNT, Centralia, Idaho

BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.

BRADLEY, OSCAR
We The People NBC-TV

BRADLEY, OWEN
WSM-TV, Nashville, Tenn.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRESTOFF, PHIL
Starlit Stairway WXYZ-AM-TV, Detroit, Mich.

BROEKMAN, DAVID
Ford Festival NBC-TV Ken Murray Show CBS-TV

BROWN, LES
The Bob Hope Show NBC

BROWN, MAURICE
Let's Pretend CBS

BURCH, BOB
KGHF, Pueblo, Calif.

BURKE, JOE
WSCR, Scranton, Pa.

BURKETT, MRS. KATHLEEN
KLPB, Oklahoma City, Okla.

BURTZLOFF, MARY
WAGA, Atlanta, Ga.

BUTLER, FRANKLIN
WRFC, Athens, Ga.

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

— C —

CANDY, ERIC
CFRN, Edmonton, Alberta,
Canada

CANTELLI, GUIDO
NBC Symphony
NBC

CAPEL, DWIGHT
WWSW, Pittsburgh, Pa.

CARLE, LARRY
WOND, Pleasantville, N. J.

CARN, DERWOOD
WJIM, Lansing, Mich.

CARPENTER, ETHEL M.
WDBQ, Dubuque, Iowa

CARPENTER, JAMES
KFBI, Wichita, Kan.

CARTER, LOUISE
WFTM, Maysville, Ky.

CASE, RUSS
Peggy Lee Show
CBS

CASEY, JEWELL
WSAV, Savannah, Ga.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHESKIN, DAVID
WGR, Buffalo, N. Y.

CHRISTIAN, CHARLES
KTOP, Topeka, Kan.

CLARE, BOB
KYNO, Fresno, Calif.

CLARK, ALLAN
WKY, WKY-TV, Oklahoma
City, Okla.

CLIFF, CHARLES
WNBW, Washington, D. C.

CLITES, MINOR
KRES, St. Joseph, Mo.

CLOUTIER, NORMAN
Summertime Serenade
NBC

COGGESHALL, A. O.
WGY, Sreenectady, N. Y.

COLEMAN, CHARLES
WGKV, Charleston, W. Va.

COLLINS, ART
CHUM, Toronto, Ont., Canada

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLLINS, PAUL
KFRD, Rosenberg, Texas

COLLINS, SHIRLEY
WJIV, Savannah, Ga.

COLTER, BERTRAM
WMUR, Manchester, N. H.

COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas

CONRAD, CHRIS
WAGC, Chattanooga, Tenn.

CONTI, ANTHONY
WLEU, Erie, Pa.

COOK, JOE
KGGF, Coffeyville, Kan.

COOLEY, JOHN
WEAM, Arlington, Va.

COOPER, LOIS
WKYB, Paducah, Ky.

CORNWALL, J. SPENCER
The Salt Lake Tabernacle
Choir
CBS

COTE, BERT
WLAM, Lewiston, Me.

COURAGE, ALEXANDER
Stars In The Air
Hollywood Sound Stage
Broadway's My Beat
CBS

COVINGTON, J. R., JR.
KNUZ, Houston, Texas

CRAVEN, HAROLD
WHPE, High Point, N. C.

CROOK, GEORGE
Organ Recital
NBC

— D —

D'ANA, VICTOR
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIDSON, JERRY
WKBW, Buffalo, N. Y.

DAY, ROLAND
WAFB, Baton Rouge, La.

DeCARO, AL
WKNB, New Britain

DeLUIG, MILTON
Broadway Open House
All Star Revue
NBC-TV

DEMJEN, MARY
WCHS, Charleston, W. Va.

Jack Miller

MUSICAL CONDUCTOR
OF
KATE SMITH SHOW
KATE SMITH EVENING HOUR
NBC-TV

FOR
MUSICAL
KNOW
HOW



HENRY SYLVERN

"HANK" to you ...

••• **Orchestra Leaders** •••

DENNY, FRANCES
WAIR, Winston-Salem, North
Dakota

DeREMER, LIONEL H.
WBCM, Bay City, Mich.

DeVOL, FRANK
B. Sept. 20, 1911, Moundsville,
W. Va.; Frank De Vol's TV Show,
KTTV; Conductor - Arranger 4th
Year; Procter & Gamble Tide
Show, CBS; Capitol Recordings.

DeVON, D. L.
KWNW, Wenatchee, Wash.

DIA, DIOK
WOV, New York, N. Y.

DI FANT, MARY
KMOD, Modesto, Calif.

DILLARD, WALT
WCOR, Lebanon, Tenn.

DITMARS, IVAN
The Continental
Live Like A Millionaire
CBS-TV

DONALDSON, EARL
KALL, Salt Lake City, Utah

DOOLEY, TED
KVCV, Redding, Calif.

DOOP, BETTY, JEAN
KITO, San Bernardino, Calif.

DOWNNEY, JACK
WONS, Hartford, Conn.

DRAGON, CARMEN
Railroad Hour
NBC

DRAKE, JOHN
WHNC, New Haven, Conn.

DRAPER, NOEL
WKLX, Blackstone, Va.

DRUM, MEL
Quizeroo
WTVN, Columbus, Ohio

DUGAS, JERRY
KFEE, Jennings, La.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DUKE, JERRY
KDDD, Dumas, Texas

DUNAWAY, GEORGE
WDMG, Douglas, Ga.

DUNNING, OWEN
KOIN, Portland, Oregon

DUNSTEDTER, EDDIE
Pursuit
Line-Up
CBS

DUTCHER, BILL
KWDM, Des Moines, Iowa

— E —

EDGES, CLARENCE
WBAY, Green Bay, Wis.

ELDERS, FRANK E.
WJPF, Herrin, Ill.

ELLIOTT, BARON
WCAB, Pittsburgh, Pa.

ELLIOTT, BILL
KAFY, Bakersfield, Calif.

ELLIOTT, DEAN
KHUM, Eureka, Calif.

EMMEL, JOHN
KWJJ, Portland, Oregon

ENGLISH, RANDOLPH
WTRY, Troy, N. Y.

ETTERS, CLARENCE
WBT, Charlotte, N. C.
Tap The Barrel
WBT, Charlotte, N. C.

AL RICKEY

CONDUCTOR - COMPOSER

MR. KEEN — 8 Years

KIDDIE LAND RECORDS

DECCA RECORDS

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WALTZ TIME

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Jackson Heights, N. Y.
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... Orchestra Leaders-Conductors-Organists—Radio-TV ...

EVANS, BARBARA
KTJS, Hobart, Okla.
EVANS, WM.
KICA, Clovis, N. M.
EXUM, LORETTA
WDAK, Columbus, Ga.

— F —


FAIRCHILD, COOKIE
\$64 Question
NBC
FARRINGTON, GLADYS
WJOL, Joliet, Ill.
FASZER, MARLENE
KCVR, Lodi, Calif.
FESSLER, JEAN
WTFD, Quincy, Ill.
FIEDLER, ARTHUR
Boston Pops Orchestra
NBC
FIELDING, JERRY
You Bet Your Life
NBC, NBC-TV
FIRENZE, PAUL
WFBL, Syracuse, N. Y.
FLATH, P. HANS
KFRM, Kansas City, Mo.
FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.
FORD, JEAN
KABC, San Antonio, Texas
FRANKLIN, JEAN
KATL, Houston, Texas
FREEMAN, TONY
KNBC, San Francisco, Calif.

FRAUL, CLAUDE
WINN, Louisville, Ky.
FRY, BETTY
WGPA, Bethlehem, Pa.
FRY, RICHARD L.
CHNS, Halifax, Nova Scotia,
Canada
FRYDENLUND, MERA BALLIS
KDHL, Faribault, Minn.
FRYE, J. ALLEN
KBKI, Alice, Texas

— G —

GAINES, ROY E.
WLET, Toccoa, Ga.
GALE, JACK
WTBO, Cumberland, Md.
GALICCHIO, JOSEPH
WNBQ, Chicago, Ill.
Big City Serenade
NBC
GARRETT, MERLE
WGBA, Columbus, Ga.
GARRETT, ROGER
WBNS-TV, Columbus, Ohio
GART, JOHN
B. June 6, 1906, Poland; Paul
Winchell - Jerry Mahoney Show,
WNBT.
GASQUE, KENNETH
WJAY, Mullins, S. C.
GEYER, BILLY
WFDF, Flint, Mich.

GIERSDORF, H. W.
Johnny On The Spot
KRLD-TV, Dallas, Texas
KRLD, Dallas, Texas
GILES, BUDDY
KPAN, Hereford, Texas
GILRONAN, ANN
KVAN, Vancouver, Wash.
GIRARD, RAE
Tee Vee Waamboree
WAAM, Baltimore, Md.
GITZ, JEAN
KRDO, Colorado Springs, Colo.
GLASSO, FRANK
WKAL, Rome, N. Y.
GLUSKIN, LUD
Suspense
CBS
KNX, Los Angeles, Calif.
GOLDBERG, LOUIS
WCOP, Boston, Mass.
GOLDMAN, ABE
Grand Slam
CBS
GOODMAN, AL
Al Goodman's Musical Album
NBC
Colgate Comedy Hour
NBC-TV
GOTCH, ROBERT
KXOK, St. Louis, Mo.
GOW, ARTHUR
KLZ, Denver, Colo.
GRANT, MARJORIE
WWXL, Peoria, Ill.
GRASSO, FRANK
WFLA, Tampa, Fla.



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HOT-LIPS
LEVINE**
("Chamber Music Society of
Lower Basin Street")

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SHELDON**
CONDUCTOR — ARRANGER
**MUZAK
ASSOCIATED TRANSCRIPTIONS**
Now Directing:
ILKA CHASE "FASHION MAGIC"
TV SHOW — C.B.S.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

GRAY, JERRY

Club 15
CBS

GREEN, BERNARD

Fat Man
ABC
Don Ameche's Holiday Hotel
WJZ-TV

GRINER, AL

Rumpus Room
Du Mont

GROSS, ALBERT

WKMH, Dearborn, Mass.

GROULX, AURELE

CKCH, Hull, Que., Canada

GROVE, BESS

WWNC, Asheville, N. C.

GRUBBS, L. R.

KWTX, Waco, Texas

GUERIN, LENABELLE

WSRS, Cleveland, Ohio

— H —

HAINNEY, CLAUDE

KJBC, Midland, Texas

HAMILTON, EILEEN

KXRX, San Jose, Calif.

HAMMAN, CLARANCE

WJMR, New Orleans, La.

HANNOCK, LOWELL

WWDC, Washington, D. C.

HANSON, EARL BARR

WIOD, Miami, Fla.

HARDMAN, GLENN

KTUL, Tulsa, Okla.

HARLING, HUGH

KVBC, San Luis Obispo, Calif.

HARRILL, NELSON J.

WGWR, Asheboro, N. C.

HARRIS, THOMAS W.

WHUB, Cookeville, Tenn.

HARRISON, HERBERT

KFBK, Sacramento, Calif.

HART, JOAN

WICA, Ashtabula, Ohio

HARTLEY, JAMES A.

WGGA, Gainesville, Ga.

HARVEY, MARY

WGEM, Quincy, Ill.

HATCH, WILBUR

I Love Lucy

CBS-TV

Our Miss Brooks

CBS

HAVENSTEIN, JEAN

WC DL, Carbondale, Pa.

HAVERKAMP, DONALD

WMOK, Metropolis, Ill.

HAYS, REX

WNAX, Yankton, S. D.

HELGESON, BOB

KSOO, Sioux Falls, S. D.

HENDERSON, MAX

WTAC, Flint, Mich.

HENDERSON, SKITCH

Skitch's Scrapbook, Switch To
Skitch, WNBC.

HENNABERRY, ROBERT

WBEC, Pittsfield, Mass.

HENNINGER, GEORGE

Mark Trail
When A Girl Marries
ABC

HERRON, JOEL

WMGM, New York, N. Y.

HESTERMAN, BILL

KMUR, Murray, Utah

HIGGINS, WAYNE

WHEB, Portsmouth, N. H.

HILL, J.

KLIX, Twin Falls, Idaho

HILLMAN, ROC

KLAC, KLAC-TV, Hollywood,
Calif.

HOFF, CARL

Star Of The Family
CBS-TV

HOGAN, HARLAN

WSBT, South Bend, Ind.

HOWELL, JEAN M.

WJNC, Jacksonville, N. C.

HUBER, FRANK

WSNY, Schenectady, N. Y.

HUBER, PAUL

WTVL, Waterville, Me.

HUESTIS, LOWELL

CJRW, Summerside, Que., Can.

HUGH, IVOR

WCC, Hartford, Conn.

HUGHES, BETTY

KWSH, Wewaka, Okla.

HUGHES, JAMES L.

KSKY, Dallas, Texas

HUMPHREY, HARVEY

WPAT, Paterson, N. J.

HURST, WILSON

KTHS, Hot Springs, Ark.



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MUSICAL DIRECTOR

BOB AND RAY

TRUE DETECTIVE

PERRY MASON

BENJ. MOORE PAINT SHOW

PENTHOUSE SERENADE

RCA VICTOR RECORDING ARTIST

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4th YEAR

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CAPITOL RECORDS

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THE FRANK DeVOL SHOW

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Agency

MCA

Publicity

BOB WEISS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

HUTTON, INA RAY
Ina Ray Hutton Show
KTLA, Los Angeles, Calif.
HYDE, WILLIAM, JR.
WLAG, La Grange, Ga.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKSON, BOB
KHUZ, Borger, Texas
JACOBSON, GENE D.
KFGR, Forest Grove, Oregon
JAKLE, KEN
WLBH, Mattoon, Ill.
JENKINS, EARL
WZPF, Covington, Ky.
JENSEN, F. J.
KXRN, Renton, Wash.
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JOHNSTON, EDDIE
WTRF, Bellaire, Ohio
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JONES, R. S.
KCMO, Kansas City, Mo.
JONES, RUTH LEE
WMIE, Miami, Fla.
JORDAN, ED
WNOK, Columbia, S. C.

— K —

KAISER, ELMER
KSEM, Moses Lake, Wash.
KALER, RANDALL
WFAS, White Plains, N. Y.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV
KEITH, JANE
KALB, Alexandria, La.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KENNEDY, MARY L.
KSIX, Corpus Christi, Texas
KERN, GENETA
WKBV, Richmond, Ind.
KERR, ANITA
WMAK, Nashville, Tenn.
KEYSER, WARREN
WILM, Wilmington, Del.
KIBBEE, GORDON
Beulah
CBS
KILEY, JOHN
WMEX, Boston, Mass.
KINGSBURY, CHET
Hilltop House
CBS
Search For Tomorrow
CBS-TV
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOURY, REX
Stars Over Hollywood
CBS

KREBS, ELMER
WISN, Milwaukee, Wis.

— L —

LA BRUNERIE, CATHERINE
KFEQ, St. Joseph, Mo.
LACHANCE, ROGER
CKCV, Quebec City, Que., Can.
LAIRD, JERE
KOLO, Reno, Nevada
LAMBERT, NORMAN
WLBZ, Bangor, Me.
LANDEMANN, PETE
WDSU, New Orleans, La.
LAUDEMANN, PETE
WDSU-TV, New Orleans, La.
LAVALLE, PAUL
Cities Service Band Of
America
NBC
LAVERY, DON
WJJD, Chicago, Ill.
LAVOIE, PAUL
LEVEY, HAROLD
Theater Guild On The Air
NBC
Theater Of Today
CBS
LEVIN, SYLVAN
WOR, WOR-TV, New York,
N. Y.
LEVIN, "DR." HENRY
(HOT LIPS)
Basin St., NBC.
LEWIS, ANDRIENE
KMO, Tacoma, Wash.



CHARLES PAUL

Conductor - Composer

MURRAY ROSS

MUSICAL DIRECTOR - ORGANIST

COSMOPOLITAN THEATRE

NEWSSTAND THEATRE

EVELYN WINTERS

DREAM HARBOR

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

LEWIS, JEAN
KLF, Dallas, Texas

LIEBERT, DICK
Aunt Jenny
Second Mrs. Burton
CBS
NBC

LOMBARDO, GUY
Your Hit Parade, NBC; Hotel
Roosevelt Grill, New York; F. W.
Ziv Co. Transcriptions; Decca
Records; Concerts.

LOPEZ, VINCENT
Luncheon With Lopez
NBC

LORD, EDWARD J.
WDBO, Orlando, Fla.

LOWELL, EUGENE
The Choraliers
CBS

LUBOFF, NORMAN
Railroad Hour
Norman Luboff Choir
NBC

LUCAS, FRANK
WIL, St. Louis, Mo.

— M —

MACKAY, J. WRIGHT
WRAK, Williamsport, Pa.

MADDEN, SAMMY
WFOK, Milwaukee, Wis.

MALDEN, KEN
WHEE, Boston, Mass.

MAPES, MARLON
WRR, Dallas, Texas

MARCELLINO, MUZZY
House Party
CBS

MARCOTTE, DON
WMAQ, WNBQ, Chicago, Ill.

MARSHMAN, MARY
MARGARET
KSFA, Nacogdoches, Texas

MARTIN, FRANK
WITZ, Jasper, Ind.

MARTIN, FREDDY
The Freddy Martin Show
NBC-TV

MENDELSON, FRED
WBNX, New York, N. Y.

MERRICK, MAHLON
Jack Benny Show
CBS-TV

MILLER, IRVING
Meet Millie
CBS

MILLER, JACK
Kate Smith Show, Kate Smith
Evening Hour, NBC-TV.

MILLER, PATSY
WJEJ, Hagerstown, Md.

MILLS, FELIX
Meet Corliss Archer
CBS, CBS-TV

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MITROPOULOS, DIMITRI
N. Y. Philharmonic Symphony
CBS

MOREL, JEAN
NBC Symphony
NBC

MORGAN, WAYNE
WMPR, High Point, N. C.

MORRIS, FRANK
WJAX, Jacksonville, Fla.

MORRIS, STEVE
WSIC, Statesville, N. C.

MORROW, ROBERT
KOEI, Oelwein, Iowa

MOYLE, WILL
WWPA, Williamsport, Pa.

MUNCH, CHARLES
Boston Symphony Orchestra
NBC

MURRAY, LYN
B. Dec. 6, 1909, London, England.
Composer and Conductor; Hall-
mark Playhouse, CBS; Paramount
Pictures.

— N —

NALLE, BILLY
Mama
CBS-TV

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, PAUL
WBNS, Columbus, Ohio

NEWMAN, BERNARD
WENE, Binghamton-Endicott,
N. Y.

NORMAN, RALPH
Quick As A Flash
Family Circle
ABC

NORRIS, JULIA
WNMP, Evanston, Ill.

NOVELLI, SYL
WHAM-TV, Rochester, N. Y.

— O —

O'HARA, JANE
WQAN, Scranton, Pa.

OLSON, DANNY
KSUM, Fairmont, Minn.

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVOO, Tulsa, Okla.

OPPEL, JERRY
KOGT, Orange, Texas

OPPEL, JERRY
KOLE, Port Arthur, Texas

ORR, BILL
KXKO, Grand Junction, Colo.

ORTON, ERWIN
Double Or Nothing
NBC

OSBORN, ORLEN
WORZ, Orlando, Fla.

OSBORNE, KARL
WADC, Akron, Ohio

OSBORNE, OZZIE
WMBD, Peoria, Ill.

OVERSTREET, MAVIS
WLSL, Roanoke, Va.

OWENS, HARRY
Harry Owens Royal Hawaiians
KTLA, Los Angeles, Calif.

OWENS, LARRY
WTOD, Toledo, Ohio

— P —

PAGE, BETTY
WIVY, Jacksonville, Fla.

PAGE, DOROTHY E.
WPA-Y, Portsmouth, Ohio

PALMER, GEORGE
Fashions In Music
WNHC-TV, New Haven, Conn.

PARKE, TOM
KWTC, Barstow, Calif.

PARKER, LENORE
KTFI, Twin Falls, Idaho

PARKER, ROBERT
KLRA, Little Rock, Ark.

PAUL, CHARLES
Martin Kane Private Eye, NBC
and NBC-TV; Mr. and Mrs.
North, CBS; Mr. District Attor-
ney, ABC and ABC-TV.

PELLEGRIMI, AL
Mel Torme Show
CBS-TV

PIASTRO, MISHEL
The Symphonette
CBS

— R —

RAFFERTY, CARL
KJSK, Columbus, Nebr.

RALPH, KINNEY
KLX, Oakland, Calif.

RAMEY, A. MAX
CKBW, Bridgewater, Nova
Scotia, Canada

RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.

RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa

RICKEY, AL
Mr. Keen—8 Years; Kiddie Land
Records; Decca Records.

RIO, ROSA
My True Story
Marriage For Two
ABC

ROBERTS, LAWRENCE P.
KXRO, Aberdeen, Wash.

ROBBINS, JOANNE
WAVZ, New Haven, Conn.

ROBINSON, PAUL
KFRU, Columbia, Mo.

ROGERS, DAVID
WHSC, Hartsville, S. C.

ROGERS, EDDIE
Petite Concert
NBC

ROSCO, MICHAEL
WHOM, New York, N. Y.

ROSS, MURRAY
The Strange Romance Of Evelyn
Winters
Dream Harbor
ABC

ROSS, ROY
WNEW, New York, N. Y.

— S —

ST. GORGES, FERNANDO
CHRC, Quebec City, Que.,
Canada

SALB, JOHN
WTOP-TV, Washington, D. C.

SALTER, BOB
KDSH, Boise, Idaho

SALTER, HARRY
B. Sept. 14, 1900; Stop the
Music, WJZ and WJZ-TV.

SANFORD, CHARLES
Your Show of Shows, WNBT; Bob
Hope Show, WNBT; Bea Lillie
Show, WNBT; Jackie Gleason
Show, WNBT.

SARGANT, MICHAEL
WBIW, Bedford, Ind.

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHARF, WALTER
The Phil Harris-Alice Faye Show
NBC

SCHMIDT, PAUL
KPRC, Houston, Texas

SCHMITT, PAUL
KPRC-TV, Houston, Texas

SCOTT, RAYMOND
Your Hit Parade
NBC, NBC-TV

SCOTT, WALTER
KMTV, Omaha, Nebr.

SCOTT, WAYNE
WBEL, Lexington, Va.

SCHRAGER, RUDY
Lux Radio Theater
CBS

SHELDON, EARL
Musak Associated Transcriptions;
Fashion Magic, CBS-TV.

SHERWOOD, BOBBY
The Bert Parks Show
NBC-TV, CBS-TV

SHIELDS, DARLENE
WKAI, Macomb, Ill.

SHOOF, DAVID
WHP, Harrisburg, Pa.

SILFER, CARL
WAGE, Syracuse, N. Y.

SLATTERY, JACK
WELM, Elmira, N. Y.

SMITH, BEASLEY
Carousel
WSM-TV, Nashville, Tenn.

SMITH, FRANCES
KOL, Seattle, Wash.

SMITH, OTIS
KTAN, Sherman, Texas

SNOWDEN, ELVA
WBHB, Fitzgerald, Ga.

SOMERS, EDNA C.
WNLK, Norwalk, Conn.

SONTAG, GEORGE
WOC-TV, Davenport, Iowa

SOSNIK, HARRY
The Jack Carter Show
NBC-TV

SPAGNOLO, JUSTINA
WTUX, Wilmington, Del.

SPEAR, SAMMY
Cavalcade of Stars
Du Mont, WABD, N. Y.

STABILE, DICK
Colgate Comedy Hour
NBC-TV

STARBUCK, JAMES
Director Of Dances And Musical Numbers For "Your Show Of Shows," NBC-TV.

STEGMEYER, WILLIAM
Langford-Ameche Show
WJZ-TV

STORDHAL, AXEL
Frank Sinatra Show
CBS-TV

STUART, ROBERT
WNOP, Newport, Ky.

STUMPO, LOU
KDB, Santa Barbara, Calif.

SUMMERS, BILL
WLBC, Muncie, Ind.

SUTER, ANNA RAY
WITH, Baltimore, Md.

SVELHA, WALT
WQAM, Miami, Fla.

SYBILRUD, JEROME
KMPC, Los Angeles, Calif.

SYLVERN, HENRY
Sam Levenson Show
This Is Show Business
CBS-TV

— T —

TAMBLYN, BOB
WCSC, Charleston, S. C.

TANAKA, BERNICE
KULA, Honolulu, Hawaii

TAUBMAN, PAUL
Bob and Ray, NBC; True Detective, Mutual; Benjamin Moore Paint Show, Mutual; Perry Mason, CBS; Penthouse Serenade, NBC, Mutual.

THUROW, DEAN
KLPM, Minot, Ohio

TIETJEN, ANDREW
The Trinity Choir Of St. Paul's Chapel
CBS

TIMM, CHARLES
WSIV, Pekin, Ill.

TINGLEY, IRVING
WBEL, Beloit, Wis.

TOSCANINI, ARTURO
NBC Symphony
NBC

TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

— U —

UNDERWOOD, C. H.
WMBS, Uniontown, Pa.

UNDERWOOD, KAY
KMAC, San Antonio, Texas

— V —

VAN DRIEL, ROBERT
KGGM, Albuquerque, New Mexico

VAN STEEDEN, PETER
Mr. District Attorney
NBC

VIALI, ART
KOCs, Ontario, Calif.

VOLGER, THELMA
KWPC, Muscatine, Iowa

VOORHEES, DONALD
The Telephone Hour
NBC
RCA Victor Show
NBC-TV

— W —

WACKS, LOU
WMCA, New York, N. Y.

WALTER, BRUNO
NBC Symphony
NBC

WARD, JACK
Rocky King, Detective
Du Mont
Kraft Theater
WNBT, New York

WARING, FRED
Fred Waring Show
CBS-TV

WATTS, SAM
KWBB, Oakland, Calif.

WAYNE, ROGER
WHLI, Hempstead, N. Y.

WASHBURN, COUNTRY
Curt Massey Time
CBS

WEED, BUDDY
Family Circle
ABC
Buddy Weed Trio
ABC
Penthouse Party
WJZ-TV

WESTON, PAUL
Paul Weston Show
CBS

WHIPPLE, DOC
Ma Perkins
CBS

WHITE, BEVERLY
WISC, Madison, Wis.

WHITE, FRANK
KMYR, Denver, Colo.

WHITE, LEW
Hands of Destiny
Du Mont, WABD, N. Y.

WHITE, VIRGINIA
KMA, Shenandoah, Iowa

WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.

WHITELY, BOB
WLBE, Leesburg-Eustis, Fla.

WHITEMAN, PAUL
Paul Whiteman Goodyear Revue
WJZ-TV
Paul Whiteman TV Teen Club
WJZ-TV
Paul Whiteman Teen Club
ABC

WILLSON, MEREDITH
The Big Show
Meredith Willson's Music Room
NBC

WIRGIS, WILLIAM
Small Fry Club
Du Mont

WISEMAN, ROLAND
KCKY, Coolidge, Arizona

WOOD, DELBERT
KFKA, Greeley, Colo.

— Y —

YANDON, DEL
KXLY, Spokane, Wash.

YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.;
Wrote Musical Score for Stage Play "A La Carte"; Musical Director for Motion Pictures; Musical Director "Carnation Contented Hour," NBC.

— Z —

ZACHER, GENE
WHAM-TV, Rochester, N. Y.

ZIEGENBEIN, FLEDA
KFOR, Lincoln, Nebr.

ZIMMERMAN, HARRY
KHJ, Los Angeles, Calif.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance



— A —

AARON, JOHN
Edward R. Murrow News
Program
CBS
ACE, GOODMAN
The Big Show
NBC
ADAMS, TED
Star Of The Family
CBS-TV
ADELMAN, JERRY
Meet Corliss Archer
CBS
ALSBERG, ARTHUR
Our Miss Brooks
CBS
AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BAER, NORMAN
Date On Broadway
WABD, New York, N. Y.
BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester,
Mass.; Life Can Be Beautiful,
NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BOCH, JERRY
Mel Torme Show
CBS-TV

BOOTHE, BARBARA
Stage Entrance
Du Mont

BROCKHAUSEN, MAURICE C.
Flying Tigers
Du Mont

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
Burns & Allen
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

CALDWELL, SAM
Garden Gate
CBS

CARROLL, CARROLL
Club 15
CBS

CARRINGTON, ELAINE
Rosemary
CBS

COOPER, HAL
Magic Cottage
DuMont

TV Baby Sitter
WABD

CURRAN, CHARLES
Assoc. with Seaboard Studios

— D —

DEMLING, BILL
Garry Moore Show
CBS-TV

DORFMAN, SID
Burns & Allen
CBS-TV

**CARL
BIXBY**

Life Can Be Beautiful

•
Television
•

Sturges Highway
Southport, Conn.
Fairfield 9-3275

martin kane

private eye —

ted hedigar

Writer-Director . . .

Radio of Course

CARLTON E. MORSE

WRITER-PRODUCER

ONE
MAN'S
FAMILY
(Radio)

ONE
MAN'S
FAMILY
(TV)

I
LOVE
A
MYSTERY
(Radio)

THE
WOMAN
IN
MY
HOUSE
(Radio)

Radio-Television Writers

DOUD, GIL
Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNIE
Newsstand Theater
Mr. President
ABC

DUDDY, LYN
Vaughn Monroe Show
CBS-TV

DUDDLEY, PAUL
Meet Frank Sinatra; Yours
Truly, Johnny Dollar
CBS

— E —

EDWARDS, BLAKE
The Line-Up
CBS

ELLIS, ANTONY
Pursuit
CBS

ETTINGER, ED
Sammy Kaye Sunday Serenade
Dream Harbor
ABC

— F —

FINE, MORTON
Broadway's My Beat
CBS

FINN, HERB
Beulah
CBS

FINN MICKEY
Carnation Family Party
CBS

FOSTER, ROSEMARY
Mr. I, Magination
CBS-TV

FOSTER, ROYAL
Ken Murray Show
CBS-TV

FRAMER, WALT
Break the Bank, NBC; Glam-
our Manor, MBS, ABC; The
Bleak Hood, MBS

FRANCK, ESTELLE
Famous Jury Trials, DuMont;
Plainclothesman, DuMont

FREED, FRED
This Is New York
The New York Story
WCBS

FRIEDKIN, DAVID
Broadway's My Beat
CBS

FUNT, JULIAN
Big Sister
City Hospital
Young Dr. Malone
CBS

— G —

GABRIELSON, FRANK
Mama
CBS-TV

GALANOY, TERRY
Plainclothesman,
WABD-Dumont

GALEN, FRANK
My Friend Irma
CBS-TV

GERSHON, ALICE
Margaret Arlen Program
WCBS

GIBSON, DOUGLAS WOOD
The Clock, NBC-TV; Lights
Out, NBC-TV; Actors Studio,
ABC-TV; Originals for Lever
Bros., Dumont

GLICKMAN, WILLIAM
Camel Caravan
CBS

GOODWIN, NANCY
ABC-TV Staff Writer

Radio-Television Writers

GOULD, BERNI
Bert Parks Show
CBS-TV

GREEN, JOHN
People Are Funny
CBS

GUEDEL, JOHN
People Are Funny
CBS

— H —

HARRISON, PAUL
Bert Parks Show
CBS-TV

HEDIGER, TED
Martin Kane, MBS-NBC

HELM, HARVEY
Burns & Allen
CBS-TV

HENLEY, ARTHUR
Bob and Ray
NBC
Langford-Ameche Show
ABC-TV

HESS, JOHN D.
Love Of Life
CBS-TV

HENNING, PAUL
George Burns & Gracie Allen
Show
CBS-TV

HEYWARD, LOUIS M.
Faye Emerson's Wonderful
Town, CBS-TV; Gary Moore
Show, CBS-TV

HILL, DAVID
Talent Shop
WABD, New York, N. Y.

HOLOFCENER, LARRY
Mel Torme Show
CBS

HOWARD, CY
My Friend Irma
CBS-TV

— J —

JACOBS, SEAMAN
Ken Murray Show
CBS-TV

JACOBY, LOIS
The Ford Theater
CBS-TV

JEWELL, JAMES E.
Armstrong of The S. B. I.; The
Silver Eagle, ABC

— K —

KANE, JOEL
Meet Millie
CBS

KAUFMAN, JERRY
House I Live In Series, Radio
Guild Workshop; WNYC

KEATING, BARBARA
Margaret Arlen Program
WCBS

KEAN, EDWARD G.
Howdy Doody
NBC-AM-TV

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LAYNE, ROBERT
Olson & Johnson Show
TV & Ind. Motion Pictures

LEWIS, AL
Our Miss Brooks
CBS

LILES, MARCIA DURANT
Mike And Buff
CBS-TV

LOWTHER, GEORGE
Captain Video
Du Mont

— M —

MACK, NILA
Let's Pretend
CBS

MARCUS, ELLIS
Nash Airflyte Theater
CBS-TV

MARION, IRA
Hannibal Cobb, Metropolitan
Opera Auditions of the Air,
Milton Cross' Opera Album,
Detour
ABC

McGIFFORD, JOHN
This Is New York
The New York Story
WCBS

McLEOD, VICTOR IAN
(See Producers)

MONROE, CHARLES
Peggy Lee Show
CBS

MORGAN, AL
This Is New York
The New York Story
WCBS

MORROW, BILL
Bing Crosby Show
CBS

MORSE, CARLTON E.
I Love a Mystery, MBS: One
Man's Family, NBC, NBC-TV

— N —

NEWMAN, ROBERT
City Hospital
CBS

NISS, STANLEY
Gangbusters
CBS

— O —

O'FLAHERTY, MAGGIE
Curt Massey Time
CBS

OLDHAM, VERA
Modern Romances
Newsstand Theater
ABC

— P —

PERRIN, SAM
Jack Benny Program
CBS-TV

PEYSER, LOIS GREEN
Mike And Buff
CBS-TV

PHILLIPS, IRNA
Guiding Light
Brighter Day
CBS

PIGARD, JOHN
Wendy Warren And The News
CBS

PRINDLE, DON
James Melton, NBC-TV

PROVO, FRANK
Wendy Warren And The News
CBS

— Q —

QUIGLEY, ROBERT

B. March 13; Producer, Jack
Haley Show, NBC-TV; Head
Writer, Victor Borge Show, NBC-
TV; Stages & Writes General
Electric, Bill Goodwin Show,
NBC; Head Writer, Star Of The
Family, NBC-TV; College Of
Musical Knowledge, NBC-TV

— R —

RAPP, PHIL
Star Time
Du Mont

RIGHTON, ADDY
Hilltop House
CBS

ROBINSON, CHARLES
The Big Town
CBS-TV

ROHAN, JACK
Headline Clues From Broad-
way To Hollywood
Du Mont

ROSS, DON
Live Like A Millionaire, NBC,
CBS-TV; Bride & Groom, CBS-
TV

ROTH, ROXY
Beulah
CBS

— S —

SAKS, SOL
Beulah
CBS

SAVAGE, FRANK
Headline Clues From Broad-
way To Hollywood
Du Mont

SCHWARTZ, DAVID R.
Alan Young Show
CBS-TV

SKLAR, MIKE
Modern Romances
Newsstand Theater
ABC

SOLOMON, LEO
Alan Young Show
CBS-TV

SPIES, ADRIAN
Star Of The Family
CBS-TV

STANLEY, JACKSON
People Are Funny
CBS

STONE, LYNN
Hilltop House
CBS

— T —

THOMSON, WALLACE
Mike And Buff
CBS-TV

TURNER, LLOYD
Time For Beany
CBS-TV

— W —

WALLACH, GEORGE

U. N. Stamp Club, WNBT

WHITTY, DON
Modern Romances
Newsstand Theater
ABC

— Y —

YOUNG, ALAN
Alan Young Show, CBS-TV

— Z —

ZOUSMER, JESSE
Edward R. Murrow, News Pro-
gram
CBS

VOICE OF AMERICA—1951

By FOY D. KOHLER, Director of Office of International Broadcasting

DURING 1951 the Voice of America made significant progress toward the goals of the Campaign of Truth. This progress was reflected by increasing evidence of the impact of the broadcasts on listeners both behind the iron curtain and in the free world. During the past 12 months the Voice of America:

1. Added twenty new language services increasing its total from twenty-six to forty-six.
2. Increased daily programming time by about twenty hours, from thirty to fifty hours daily.
3. Expanded services to USIS radio operations overseas.
4. Improved transmitter coverage and heightened penetration of Soviet jamming.
5. Increased the effectiveness and improved the quality of its output.

The new broadcasts initiated by the Voice of America were beamed to areas not previously covered by the programs. Where previous programs to the USSR had been only in Russian and Ukrainian, other daily broadcasts were added in Georgian, American, Azerbaijani, Tatar, Turkestani, Lithuanian, Latvian and Estonian. Other programs were inaugurated to Albania, Finland, Israel and Portugal in their respective languages; to China in two additional dialects—Swatow and Amoy; to Japan and to South and South East Asia in Hindi, Urdu, Thai, Burmese and Malayan.

The Voice of America refined its program formats, made greater use of dramatic and documentary techniques and became markedly more outspoken and hard hitting. One of the principal themes was the success of the United Nations effort to repel the Chinese and North Koreans aggression in Korea.

The strengthening of the free world's defense was continually stressed both in news and commentary and major attention was given to exposing the fraudulent Soviet "peace" drive.

In addition to direct broadcasts, Voice



Kohler

of America expanded the development and distribution of transcribed platter programs tailored for local radio use overseas. Transcribed features were distributed regularly to some seventy posts. The monthly shipment of discs ranged from 12,000 to 16,000 to more than 400 destinations; from 2,000 to 4,000 scripts also were distributed overseas each month.

In the field of facilities the Voice of America network began to assume the proportions of a world-wide radio system as new facilities were put into operation and additional progress was made on other facilities at home and abroad. On the domestic scene the construction of certain antennae progressed at six transmitter locations and ten additional studios were constructed and put into use. Overseas, Voice of America programs were carried by expanded relay facilities in Germany, Tangier, Greece, Hawaii and the Philippines. Additional British, Ceylon and Japanese relay facilities were used under lease or agreement. Other facilities and bases were in various stages of engineering completion, construction engineering development and site acquisition and negotiation. Work was advanced on that portion of the "Ring Plan" already approved by Congress. Under the "Ring Plan," which calls for a network of powerful relay bases girdling the globe, sites were selected for two projects and were in an advanced stage of negotiations for five others. Main Diesel equipment and transmitters for all plants were on order and contracts were awarded for two of the projects and tests completed of the first high-power transmitters at those installations. Additional overseas sites were negotiated on a preliminary basis in anticipation of funds requested from Congress for completion of the "Ring Plan." Project Vagabond, which involves the construction of a ship-borne radio relay system, was nearing completion at the year's end.

Penetration of Soviet jamming ranged as high as 75 per cent to 85 per cent in most areas of the USSR and averaged around 26 per cent in Moscow, where jamming was the heaviest. Progress was made in the development and installation of anti-jamming equipment designed to increase the penetration even further.

RADIO-TV DIRECTORS

—and their work during 1951



— A —

ABEL, RAY
Kitchen Kapers
Dione Lucas
WJZ-TV, New York

ANDREWS, CLARK
Rogues Gallery
Strange Romance of Evelyn
Winters
ABC

ANDREWS, MARTIN
My True Story
Newsstand Theater
ABC

ASHLEY, IRA
Grand Central Station
CBS

ATKINS, IRV
People Are Funny
CBS

AUERBACK, LARRY
Love Of Life
CBS-TV

— B —

BAIRDS, THE
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BASS, LEONARD L.
Gangbusters
CBS

BEAL, WILLIAM
Hollywood Screen Test
Faith For Today
ABC-TV

BISHOP, CHARLES D.
Chance Of A Lifetime, Paul
Whiteman TV Teen Club, Lang-
ford-Ameche Show, ABC-TV

BLEYER, BOB
Songs For Sale
CBS-TV

BROEMAN, STUART
Piano Playhouse

Opera Album
ABC

BROWN, WILLIAM H.
Schlitz Playhouse
CBS-TV

BRYAN, WARREN
Space Cadet
Mark Trall
ABC

BUNETTA, FRANK
Cavalcade of Stars
Cavalcade of Bands
Saturday Night At Meadow-
brook
Du Mont

BURGGRAF, PAUL
Ted Mack Family Hour
Crime With Father
ABC-TV

BURKE, MELVIN
Man Against Crime
CBS-TV

GREY LOCKWOOD

NBC - TV

CLAY YURDIN



CHUCK HOLDEN

ABC-TV

EXECUTIVE PRODUCER



MARSHALL A. DISKIN

ABC-TV
DIRECTOR
STOP THE MUSIC
REMOTES & SPECIAL EVENTS
SUNDAY AT THE ZOO



JEROME FRANKS

DIRECTOR
ON TRIAL
CLAIRE MANN GLAMOUR SHOW
MYSTERIES OF CHINATOWN
ABC-TV



Lawrence Carra

ABC-TV
PRODUCER
PULITZER PRIZE PLAY HOUSE



FREDRIC A. CARR

DIRECTOR
HOLLYWOOD SCREEN TEST
BETTER HOMES SHOW
CLUB SEVEN
ABC-TV



Cort Steen

ABC-TV
DIRECTOR

CITY HOSPITAL
TWO GIRLS NAMED SMITH
BUCK ROGERS

CHARLES S. DUBIN

Director

"Pulitzer Prize Playhouse"

ABC—TV

EDWARD J. NUGENT

Producer

Director

ABC-TV



Leslie Gorall

ABC-TV
DIRECTOR

LANGFORD-AMECHE SHOW
ARTHUR MURRAY
CRIME WITH FATHER



Frederick Heider

ABC-TV
PRODUCER - WRITER

Paul Whiteman Goodyear Revue
Earl Wrightson "At Home" Show
Ted Mack Family Hour



Robert S. Massell

ABC-TV
DIRECTOR

Life Begins At Eighty
The Gayelord Hauser Program
Langford-Ameche Show



HERMAN LIVERIGHT

ABC-TV
DIRECTOR

METROPOLITAN OPERA AUDITIONS
FAITH FOR TODAY
CHANCE OF A LIFETIME



CHUCK BISHOP

Director

LANGFORD-AMECHE SHOW
CHANCE OF A LIFETIME
ABC-TV

Radio-Television Directors

— C —

CARNEY, JACK

Arthur Godfrey's Talent Scouts
CBS-TV

CARR, FREDRIC A.

B. Nov. 1, 1918, Providence, R. I.; Blind Date, Hollywood Screen Test, Better Homes Show, Club Seven, Saturday At The Zoo, Orchid Room, Peter Donald & Co., Chance Of A Lifetime, ABC-TV

CHARLES, DICK

B. Feb. 24, 1919, Newark, N. J.; Sammy Kaye Sunday Serenade, ABC; Dream Harbor, ABC; Paul Whiteman Radio Teen Club, ABC; Your Dancing Party, ABC; The Three Suns Show, ABC

CLAAR, JOHN

Meet Corliss Archer
CBS-TV

CLAMPETT, BOB

Time for Beany, CBS-TV

CONRIED, HANS

Stars Over Hollywood
CBS

COOK, FIELDER

Lux Video Theater
CBS-TV

COYLE, HARRY

Most Important People
Rumpus Room
Saturday Night At The Garden
Twenty Questions
Du Mont

CURRAN, CHARLES W.

Assoc. With Times Square Productions, Inc.

— D —

DANIELS, MARC

I Love Lucy
CBS-TV

DEL VALLE, JAIME

The Line-Up
CBS

DEMAREST, BILL

Meet Me At Howie's
ABC

DEPEW, RICHARD

Laraine Day Show
Hollywood Screen Test
ABC-TV

DICK, HENRY

Jack Berch
Dulany Daily Double
ABC

DINEHART, ALAN

Celebrity Time
CBS-TV

DISKIN, MARSHAL A.

B. August 9, 1913; Stop The Music, Can You Top This, Sunday At The Zoo, College Bowl, N. Y. Giants Football Huddle, Sports—Special Events, ABC-TV

DODSON, WILLIAM

Langford-Ameche Show
ABC-TV

DOYLE, ROBERT

News & Special Events, Stop The Music, ABC-TV

DUBIN, CHARLES S.

B. Feb. 1, 1919, Brooklyn, N. Y.; Pulitzer Prize Playhouse, Tales of Tomorrow, Crime With Father, Two Girls Named Smith, Blind Date, Club Seven, ABC-TV

DUERK, FRED

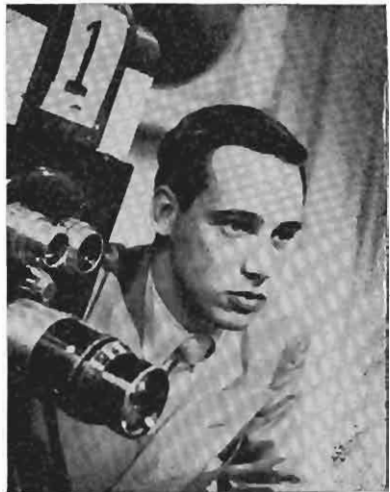
Mary Margaret McBride
Thy Neighbor's Voice
ABC

ROBERT DOYLE

Director

News and Special Events

ABC-TV



EDWARD NATHANSON

DIRECTOR
ACTORS HOTEL
MACY'S PARADE
HORIZONS
ABC-TV

Radio-Television Directors

— E —

ELLIOTT, DAPHNE

B. April 5, 1924; Nash Air-Flyte Theater Of The Air, CBS; Treasury Men In Action, NBC-TV; The Big Story, NBC-TV

— F —

FARNWORTH, SCOTT

Marriage For Two
American Sports Page
ABC

FAY, PAT

Headline Clues From Broadway To Hollywood
Hands Of Destiny
Kids And Company
Du Mont

FISHBURN, ALAN M.

B. July 23, 1913, Montclair, N. J.; Sky King, MBS; Challenge, WGN-TV

FRAILEY, PAUL M.

Ranger Joe
CBS-TV

FRANKS, JEROME

Jack Wirtsen's Songtime, On Trial, Billy Graham-Hour Of De-

cision, John Reed King-Tootsie Hippodrome, Claire Mann Glamour Show, Your Witness, Let There Be Stars, Marshal of Gun-sight Pass, The Johnny Grant Show, Mysteries of Chinatown, Produced Cerebral Palsy Telethron, ABC-TV

— G —

GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; A G V A with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special Show), NBC-TV; Phil Silvers (1 special Show), NBC-TV

GOOD, DICK

Lux Video Theater
CBS-TV

GOODMAN, MARTY

It Happens Every Day
CBS

GORALL, LESLIE

Langford-Ameche Show, Arthur Murray, Crime With Father, Tales of Tomorrow, Earl Wright-

son Show, Penthouse Party, ABC-TV

GOULD, BERNI

Bert Parks Show
CBS-TV

GOULD, GEORGE

B. March 19, 1915, New York; Tom Corbett, Space Cadet, ABC; Tom Corbett, Space Cadet, NBC (Summer)

GRAHAM, JOE

B. Sept. 15, 1916, Portsmouth, Ohio; Top Guy, It's Your Business, Whispering Streets, Modern Romances, ABC

GREINER, BOB

When A Girl Marries
Mr. District Attorney
ABC

GROSS, LLOYD

Mel Torme Show
Man Of The Week
CBS-TV

— H —

HAMILTON, BILL

Lone Journey
ABC



DICK CHARLES

Author-Composer

Producer-Director
A. S. C. A. P.

EL. 5-6923

On Television:

GENERAL ELECTRIC
GENERAL FOODS
GULF OIL
LUCKY STRIKE
NASH KELVINATOR

FILM COMMERCIALS

directed by

Leftwich

Personal Representatives For

Alex Leftwich

AFFILIATED ARTISTS REPRESENTIVES

20 East 53rd Street,
New York, New York
PLaza 3-1862



CHARLES POLACHECK

NBC-TV PRODUCER
"VOICE OF FIRESTONE"
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"



ALAN NEUMAN

NBC-TV
DIRECTOR

DICK SCHNEIDER

NBC-TV
DIRECTOR

of

KATE SMITH DAYTIME SHOW



DON HILLMAN

NBC-TV
DIRECTOR

Radio-Television Directors

HARLAN, BOB
Family Circle
Club Can Do
ABC

HARRISON, JEANNE
Director, Ziv and World

HARRISON, PAUL
Bert Parks Show
CBS-TV

HAYES, JIM
City Hospital
CBS

HELLER, FRANKLIN
The Web
What's My Line
CBS-TV

HENRY, BABETTE
Circuit Rider
On Trial
ABC-TV

HILL, MARTY
House Party
CBS

**HILLMAN, DONALD
STUART**
B. April 3, 1925, New York;
Broadway Open House, Remem-
ber This Date; New York Phil-

harmonic Concerts, Lewisohn
Stadium, United Nations Tele-
casts, Lake Success, N. Y., Mil-
ton Berle Telethon, Around The
Town, NBC-TV; Commercial Dir.
For Show of Shows, Here's To
Your Health, RCA's Background
For Trouble (Submitted by NBC
For the Peabody Award)

HILLMAN, JACK
Lives Of Harry Lime
Chance Of A Lifetime
ABC

HOBIN, CHARLES W.
B. November 12, 1923, Evanston,
Ill.; Show of Shows, NBC-TV;
Garroway At Large, NBC; Wayne
King Show, NBC

HUNT, LEE
The M & M Candy Carnival
CBS-TV

— K —

KENNEY, H. WESLEY
Universal Homemaking
Rocky King, Detective
Magic Cottage
Du Mont

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LANGAN, DONALD
Assoc. With Times Square Pro-
ductions, Inc.

LEFTWICH, ALEX
B. Feb. 13, 1910, Philadelphia,
Penna. Faye Emerson Show, CBS;
Ilka Chase Show, CBS; Kyle Mc-
Donnell Show, DuMont; Film
Commercials; General Electric,
Lucky Strike, Gulf Oil, Super-
visor of Production

LEFTWICH, ED
Live Like A Millionaire
CBS-TV

LEVY, RALPH
Burns & Allen
CBS-TV

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, ELLIOT
Broadway's My Beat
Suspense
Pursuit
CBS

LINKROU, DICK
Alan Young Show
CBS-TV

Daphne Elliott

DIRECTOR

"The Big Story"

NBC-TV

ALAN M. FISHBURN

Writer - Director - Producer

CURRENT

"SKY KING"—America's top-ranking
juvenile AM program
— (MBS) — (DERBY
FOODS)

"CHALLENGE"—Chicago's top-ranking
musical-dramatic TV
program — (WGN-TV)
(DREWRY LTD.)

1413 N. DEARBORN PARKWAY

CHICAGO 10, ILLINOIS

DElaware 7-4867

STate 2-1100

Radio-Television Directors

LIVERIGHT, HERMAN

Metropolitan Opera Auditions,
Faith For Today, Success Story,
Chance Of A Lifetime, ABC-TV

LOCKWOOD, GREY

NBC-TV

LOWE, DAVID

Famous Jury Trials
Court Of Current Issues
What's The Story
DuMont
Talent Shop
Recipe For Happiness
WABD

LYONS, DICK

Lyrical Speaking
Kelvin Keech
WJZ, New York

— M —

MacCULLUM, BILL

Against The Storm
Original Amateur Hour
ABC

MACK, HELEN

Meet Corliss Archer
CBS

MAGNER, MARTIN

Lamp Unto My Feet
CBS-TV

MANDEVILLE, BETTY

B. June 18, 1910, Mora, Minn.;
The F.B.I. In Peace and War,
CBS

MANKOFF, BILL

Meet Millie
CBS

MARCEAU, BILL

The Plainclothes Man
DuMont
Starring The Editors
WABD

MARSHALL, BILL

Metropolitan Opera
Valiant Lady
ABC

MASSELL, ROBERT S.

B. Sept. 7, 1916, New York,
N. Y.; Life Begins At Eighty,
The Gaylord Hauser Program,
Langford-Ameche Show, ABC-TV

McCONNELL, JIM

Mystery Theater
Walter Winchell
ABC

McKNIGHT, TOM

Beulah
CBS

McLEOD, VICTOR IAN

(See Producers)

MOORE, KINGMAN T.

B. Sept. 13, 1919, Macon, Ga.;
Colgate Comedy Hour, Starring
Martin-Lewis; Abbott & Costello;
Donald O'Connor; Chesterfield
Sound Off Time Starring Bob
Hope, NBC-TV

— N —

NATHANSON, EDWARD

Actors Hotel, Macy's Parade,
Horizons, ABC-TV Market Melod-
ies, The Fitzgeralds, WJZ-TV

NEUMAN, ALAN

NBC Opera, Kate Smith Hour,
Broadway Open House, Here's To
Your Health, Van Camp Little
Show, City At Midnight, Dag-
mar's Canteen, NBC-TV

NOBLE, BOB

Great Adventure
Gillette Fights
ABC

NOCKS, ARNOLD

Small Fry Club
Shadow Of The Cloak
DuMont



BARRY SHEAR

DUMONT - TV

DIRECTOR OF

"NOT FOR PUBLICATION"

Starring Jerome Cowan

"QUICK ON THE DRAW"



JOE GRAHAM

WRITER-DIRECTOR

Currently Directing:

"WHISPERING STREETS"

"TOP GUY"

"IT'S YOUR BUSINESS"

Radio-Television Directors

Ethel Thorsen Show
WABD
Eloise Salutes The Stars
WABD

NUGENT, EDWARD JAMES

B. Feb. 7, 1904, N. Y. C., N. Y.;
Chico Marx College Bowl, Pulitzer Prize Playhouse, Theater Of Romance, Life Begins At Eighty, ABC-TV

— P —

PAUL, BYRON

This Is Show Business
Sam Levenson Show
CBS-TV

PEYSER, JOHN

Stork Club
CBS-TV

PIONA, TONY

Dancing Party
Vince Williams
WJZ, New York

POLK, LEE

Morning Chapel
WABD, New York, N. Y.

POTTASCH, ALAN

Charlie Wild, Private Detective
Tom Corbet, Space Cadet
ABC-TV

POWERS, CHARLES

Author Meets The Critics
On Trial
ABC-TV

PRESSMAN, DAVID

Chrysler-T-Men In Action
ABC-TV
Borden's-T-Men In Action
NBC-TV
Nash-Airflyte
Westinghouse-Summer Playhouse
CBS-TV

— R —

RITTER, DICK

Stop The Music
America's Town Meeting Of The Air
ABC

ROBBIE, SEYMOUR

Half Pint Party
ABC-TV
Eva Gabor Show
WJZ-TV

ROBSON, WILLIAM N.

Operation Underground
CBS

— S —

SAUNDERS, N. JAMES

Woman's Club
Wrestling With Dennis James
DuMont
Kitchen Fare
WABD

SCANLAN, WALTER

Headline Edition
News Of Tomorrow
ABC

SCHNEIDER, DICK

Kate Smith Daytime Show
NBC-TV

SCHWAB, JR., LAURENCE

B. March 31, 1922, New York;
Lights Out, NBC-TV; Prod.-Dir.
The Amazing Mr. Malone, ABC

SCIBERT, JOSEPH

Schlitz Playhouse
CBS-TV

SEAMAN, WILLIAM

Stage Entrance
DuMont
Take The Break
DuMont
Double C Canteen
WABD



KINGMAN T. MOORE

NBC
TV Director
for

MARTIN and LEWIS
ABBOTT and COSTELLO
BOB HOPE



LAURENCE SCHWAB, JR.

Producer — Director
TV

Radio-Television Directors

SEGAL, ALEX

Pulitzer Prize Playhouse
Hollywood Screen Test
ABC-TV

SHEAR, BARRY

Not For Publication, Starring Jerome Cowan; Quick On The Draw, The Hazel Scott Show, Newsweek Views The News, Du-Mont; Seven Years Du Mont TV Head Cameraman And Technical Director

SHOPE, ROGER

Celebrity Parade For Cerebral Palsy
The Fitzgeralds
WJZ-TV, New York

STEDMAN, BILL

Herb Sheldon
Betty Crocker Magazine Of The Air
ABC

STEEN, CORT

B. July 14, 1918, Pittsburgh, Pa.; City Hospital, Two Girls Named Smith, Buck Rogers, Blind Date, Hollywood Screen Test, ABC-TV

STERLING, BILL

Al Pearce Show
CBS-TV

STEVENS, ROBERT

Suspense
CBS-TV

SUSSAN, HERBERT

Ken Murray Show
CBS-TV

— T —

TELFORD, FRANK

Schlitz Playhouse
CBS-TV

THOMAS, KEITH

Kathi Norris Show
WABD, New York, N. Y.

TINNEY, JOSEPH L.

The Big Top
CBS-TV

TORMEY, BOB

Greatest Story Ever Told
Tea And Crumpets
ABC

— V —

VINCENT, CHICK

B. August 29, 1912, Bronx, N. Y.; Pepper Young's Family, NBC; Magazine Theater, MBS

— W —

WALLACH, GEORGE

Director Of News And Special

Events, WNBC-WNBT; Date In Manhattan, WNBT; Inside Photography With Wendy Barrie, WABD

WARBURTON, CHARLES

My True Story
ABC

WARSHAW, EMANUEL

Dennis James Show
Solo Drama
WJZ-TV

WEIST, GEORGE

Family Circle
ABC

WHITING, JUDD

Mike And Buff
CBS-TV

WHORF, RICHARD

My Friend Irma
CBS-TV

— Y —

YURDIN, CLAY

NBC-TV

— Z —

ZIRATO, BRUNO, JR.

Peggy Lee Show
CBS

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BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

jeanne harrison

RADIO-TV PRODUCERS

Network & Independent



— A —

ALDERMAN, GORDON J.
WHRN, Syracuse, N. Y.

ALLYN, BILL
Margaret Arlen
CBS-TV

ANDORN, SIDNEY
Audition Ambition
WXEL, Cleveland, Ohio

ARNELL, PETER
The Name's The Same, ABC-TV;
Rate Your Mate, CBS; By Popular
Demand, CBS-TV. Produced
in association with Goodson-
Todman Productions

AYERS, TED
Battle Report
WNBW, Washington, D. C.

— B —

BACH, BOB
Mel Torme Show
CBS-TV

THE BAIRDS
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARTON, CHARLES
Amos 'N' Andy
CBS-TV

BERNS, LARRY
Our Miss Brooks
CBS

BILLS, DICK
Hoffman Hayride
KOB-TV, Albuquerque,
New Mexico

BLACK, HARRY
Sunday Matinee
WXEL, Cleveland, Ohio

BODWELL, PHILLIP
Fun At The Philharmonic
WDAF-TV, Kansas City, Mo.

BOOKER, BOB
WMBR-TV, Jacksonville, Fla.

BOOTH, PHILIP
KECA-TV, Hollywood, Calif.

BORDENKIRCHER, TOM
Sports Almanac
Western Jamboree
WSAZ-TV, Huntington, W. Va.

BORGE, PAUL
KMTV, Omaha, Nebr.

BRINLEY, ED
WOAI-TV, San Antonio, Texas

BROWN, JOSEPH
American Forum
WNBW, Washington, D. C.

BURKE, CAROLINE
Masterpiece Playhouse; Red
Feather Revue; Heralds Of Good
Will; Around The Town; Vac-
ation Wonderland; Watch The
World; Operation Frontal Lobes,
NBC-TV

— C —

CADY, CHARLES
WBNS-TV, Columbus, Ohio

ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

WJZ-TV

Producers—Network-Independent

CARRA, LAWRENCE

Pulitzer Prize Playhouse, ABC-TV

CARTOON, ALLAN

The Choraliers
The Symphonette
CBS

CLAMPETT, BOB

B. May 8, 1913, San Diego, Calif.; Time For Beany, KTLA; Paramount Tele. Prod, Inc., CBS-TV

COHAN, ARNOLD

Star Time, WNBT; Rootie Kazootie, WNBT, NBC-TV

COOLEY, LEE

B. San Francisco, Calif.; Perry Como Show, CBS-TV; Peggy Lee, CBS-TV; Mel Tormé, CBS-TV

CORBETT, JOHN

Ray's Roundup
WOOD, Grand Rapids, Mich.

COWAN, LOUIS G.

Quiz Kids, CBS-TV

CROSBY, JOHN

WHAM-TV, Rochester, N. Y.

CROTHERS, GEORGE

Church Of The Air
Invitation To Learning
CBS

CURRAN, CHARLES W.

Assoc. With Times Square Productions, Inc.

— D —

DANIEL, OLIVER

Musieland U. S. A.
CBS

DEGAN, CARL

Meet The Press
Safety Circus
WNBW, Washington, D. C.

DIERKES, SHIELDS

Jim De Land Show
Animal Fair
WWJ-TV, Detroit, Mich.

DEL VALLE, JAIME

The Line-Up
CBS

DEVRIES, VAN BEUREN

WMAL-TV, Washington, D. C.

— F —

FASSETT, JAMES

N. Y. Philharmonic Symphony
CBS

FATES, GIL

What's My Line
CBS-TV

FINKEL, ROBERT S.

KECA-TV, Hollywood, Calif.

FOLEY, JR., GEO. F.

Chrysler Bandstand, Tales of Tomorrow, Dining Out, ABC-TV; Coastguard on Parade, NBC

FONDA, JAMES

Amos 'N' Andy
CBS-TV

FORD, MONTGOMERY

PATERSON

Sure As Fate, Westinghouse Summer Theater, The Egg And I, CBS-TV

FORREST, ROBERT A.

What In The World
CBS-TV

FRAMER, WALT

Strike It Rich
CBS-TV

FRANK, NORMAN

Star Of The Family
CBS-TV

FRIENDLY, FRED

See It Now
CBS-TV

FROMMERT, PETER J.

WJBK-TV, Detroit, Mich.

— G —

GALEN, FRANK

Meet Millie
CBS

GERRY, ROGER

Rocky King, Detective
WABD, New York, N. Y.



THE

ARNOLD COHAN CORPORATION

101 WEST 55 STREET NEW YORK 19 N. Y.

ADVERTISING

TELEVISION

RADIO



Producers—Network-Independent

GLUCKSMAN, ERNEST D.

B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; AGVA with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show) NBC-TV; Phil Silvers (1 special show), NBC-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GOODSON, MARK
Beat The Clock, CBS-TV

GOTLIEB, LESTER
The Show Goes On
CBS-TV

GRAMMER, BOB
WBAP-TV, Fort Worth, Tex.

GREER, BEN
Let's Visit
Variety Revue
WFMY-TV, Greensboro, N. C.

— H —

HALDI, JOHN
WBNS-TV, Columbus, Ohio

HALIMAN, DONALD G.
All Local Wrestling
WWJ-TV, Detroit, Mich.

HAMMERSTEIN, TED
Headline Clues
WABD, New York, N. Y.

HARRELL, MARTIN
Grand Central Station
CBS

HARRINGTON, PAUL
WOW-TV, Omaha, Nebr.

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARVILLE, CHARLES
Shopper's Guide
TV Song Shop
WFMY-TV, Greensboro, N. C.

HATOS, STEFAN
Al Pearcee Show
CBS-TV

HEIDER, FREDERICK
B. April 9, 1920, Milwaukee, Wis.; Paul Whiteman Goodyear Revue; Earl Wrightson "At Home" Show; Ted Mack Family Hour; Club Seven-Eadie And Rack; Arthur Murray Show,
ABC-TV

HELLER, FRANKLIN
The Web
CBS-TV

HERP, ED
Kid Bits
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLDEN, CHUCK
Production Manager, CBS-TV, ABC-TV; Executive Producer, ABC-TV; 11 Years of Television
—7,500 Shows

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLOWCHAK, Eugene
George Scotti Show
WWJ-TV, Detroit, Mich.

HOLTON, LEONARD
Herb Shriner Time
Gayelord Hauser
ABC-TV

HORNBACK, LEE
Paul Dixon Show
WCPO-TV, Cincinnati, Ohio

HOUGHTON, NORRIS
CBS Television Workshop
CBS-TV

HUBBARD, DAVE
WOAI-TV, San Antonio, Texas

HUBBARD WILLIAM
Tennessee Jamboree
WSM-TV, Nashville, Tenn.

HUBER, BOB
The Storm
WKRC-TV, Cincinnati, Ohio

HUFFMAN, WILLIAM
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

HUMMERT, FRANK AND ANNE
Mr. Chameleon
Hearthstone Of The Death Squad
CBS

GEORGE WALLACH*

PRODUCER-DIRECTOR

RADIO-TV

Director of News and

Special Events

WNBC-WNBT

*(and friend)



Producers—Network-Independent

— I —

IRVING, CHARLES

Producer-Director: Search For Tomorrow, CBS-TV; Films: Bloodhound Mysteries, Three Little Words

IRWIN, CAROL

Mama
CBS-TV

IVES, JOHN

Gangbusters
CBS

— J —

JACKSON, FELIX

Schlitz Playhouse
CBS-TV

JACOBS, WALTER

Meetin' Time At Moore's
WLW-C, Columbus, Ohio

JACOBSON, ARTHUR

KMTV, Omaha, Nebr.

JANIS, HAL

Saturday Night Review, Your Show of Shows, Jack Carter Show, Frigidaire Series, Bob Hope Show, Jackie Gleason Show, NBC-TV

JEWELL, JAMES E.

Armstrong of the S.B.I., The Silver Eagle, ABC

JOHNS, BOB

WMBR-TV, Jacksonville, Fla.

JONES, ROBERT

WTOP-TV, Washington, D. C.

— K —

KANE, PAUL

Johns Hopkins Science Review
WAAM, Baltimore, Md.

KAUFMAN, HAL

WOOD, Grand Rapids, Mich.

KIMMEL, JESS

Mike And Buff
CBS-TV

KLEISACKER, FRED R.

Carousel
WSM-TV, Nashville, Tenn.

KRONMAN, HARRY

Stars In the Air
Hollywood Sound Stage
CBS

KUHL, CAL

Lux Video Theater
CBS-TV

— L —

LADESICH, WILLIAM

Videosyncraces
WDAF-TV, Kansas City, Mo.

LANDSBERG, KLAUS

Frosty Frolics
KTLA, Los Angeles, Calif.

LANGAN, DONALD

Assoc. With Times Square Productions, Inc.

LAWLER, NORMAN

WTVN, Columbus, Ohio

LEFTWICH, ALEX

Toast Of The Town, CBS-TV

LEIGHTON, DERRICK

News Of The Night
CBS-TV

LESCH, GOMER

Videoquiz
Secrets of Eve
WFMY-TV, Greensboro, N. C.

LEVY, RALPH

Jack Benny Show
Burns & Allen
CBS-TV

LEWIS, ELLIOT

Broadway's My Beat
Suspense
CBS

LEWIS, GENE

Fashions In Motion
KPRC-TV, Houston, Texas

LEWIS, MARLO

Steve Allen Show
CBS-TV

LIEBMAN, MAX

Producer-Director Your Shows of Shows, NBC-TV

GEORGE F. FOLEY, JR.

PRODUCTION OFFICE:

Hotel Sherman Square
70th Street and Broadway
New York, N. Y.
SUsquarehanna 7-5377

MAIN OFFICE:

9 East 45th Street
New York 17, N. Y.
MUrray Hill 7-5354

Producers—Network-Independent

LINKROOM, DICK
Alan Young Show
CBS-TV

LOEWI, BOB
Once Upon A Tune; Time For
Reflection; Kitchen Fare. Du-
Mont

LUCAS, LYN
The Alec Gibson Show
WTVJ, Miami, Fla.

LUND, WM.
KMTV, Omaha, Nebr.

— **M** —

MACK, HELEN
Meet Corliss Archer
CBS, CBS-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.;
The F.B.I. In Peace And War,
CBS

MANSFIELD, IRVING
Sam Levenson Show
CBS-TV

MARKS, SHERMAN
Bert Parks Show
CBS-TV

MARLOWE, ANN
B. July 6; Somerset Maugham,

NBC-TV & Radio; Maisie With
Ann Sothorn, CBS; The Fat Man,
NBC; Theater Of The Mind,
NBC-TV; The Judith Anderson
Show; The F. Scott Fitzgerald
Series

MAZZIE, JACK
WOW-TV, Omaha, Nebr.

**McGARRETT,
GEORGE**

Your Show Of Shows, Lights Out,
The Robe, Jackie Gleason Show,
Bob Hope Show, Frigidaire Series,
NBC-TV

McKNIGHT, TOM
Beulah
CBS

McLEOD, VICTOR IAN

B. Aug. 2, 1906, Nampa, Idaho;
Arthur Murray Show, ABC-TV;
James Melton Ford Festival,
NBC-TV

MEIER, DON
WNBQ, Chicago, Ill.

MELAMED, LOUIS
Peggy Lee Show
Big Time
CBS

MELLOTTE, BOB
Channel Threesters
WBTV, Charlotte, N. C.

MODELL, ARTHUR B.
Dione Lucas Hour, Domestically
Yours, Holiday Hints, ABC-TV

MONTAGNE, ED. J.
Man Against Crime
CBS-TV

MORGAN, CAROLYN
WTOP-TV, Washington, D. C.

MORSE, CARLTON E.
B. June 4, 1901, Jennings, La.;
One Man's Family, NBC, KNBH;
I Love A Mystery, Mutual Don
Lee; The Woman In My House,
NBC

MULLER, KEN
New Orleans Cookbook
WDSU-TV, New Orleans, La.

MULVEY, BILL
TV Showcase
WRGB, Schenectady, N. Y.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURROW, EDWARD R.
See It Now
CBS-TV



CAROLINE BURKE

NBC-TV Producer Director



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LAMP UNTO MY FEET

WCBS-TV NETWORK

(2)

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ISABEL REDMAN

Producer

Special Award 1949

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and Federated Theological Faculty Univ. of Chicago
Mighty Monarch of the Air TV AWARD — 1951

Producers—Network-Independent

— N —

NATHANSON, STUART M.

Nov. 17, 1927, Detroit, Mich.;
Adventures In Imagination,
KTTV; Mickey O'Day Show,
KECA-TV; Saturday Surprises,
KHJ-TV

NELSON, JOHN

Live Like A Millionaire
CBS-TV

NELSON, RALPH

Mama
CBS-TV

NIELSON, WALTER A.

Conn. Spotlight
WNHC-TV, New Haven, Conn.

NUGENT, EDWARD JAMES

B. Feb. 7, 1904, N. Y. C., N. Y.;
Paul Whiteman "Goodyear Re-
view," Langford-Ameche Show,
Ted Mack Family Hour, ABC-TV

— O —

OPENSHAW, BYRON

KSL-TV, Salt Lake City, Utah

OPPENHEIMER, JESS

I Love Lucy
CBS-TV

OSBORN, GENE

Darts For Dough
KPRC, Houston, Texas

— P —

PARK, WARREN

WJAR-TV, Providence, R. I.

PEYSER, JOHN

Steve Allen Show
CBS-TV

PIKE, LANNY

WJBK-TV, Detroit, Mich.

PINCUS, IRVING

Mr. I. Magination, CBS-TV

PINCUS, NORMAN

Mr. I. Magination, CBS-TV

POLACHECK, CHAS.

Voice of Firestone, Recital Hall,
NBC-TV, Assoc. Producer, NBC
Opera Theater

PREVATTE, NORMAN

Tap The Barrel
Junior Rancho
WBTV, Charlotte, N. C.

PUCK, LARRY

Arthur Godfrey And His
Friends
Arthur Godfrey's Talent
Scouts
CBS-TV

— Q —

QUINLAN, S. C.

WBKB, Chicago, Ill.

— R —

REAULEAUX, WALTER

Thru The Kitchen Window
WPBM-TV, Indianapolis, Ind.

REDMAN, ISABEL

Lamp Unto My Feet, CBS-TV

REINEMUND, JOHN

KMTV, Omaha, Nebr.

RICHARDS, ALDEN

KSL-TV, Salt Lake City, Utah

ROACH, HAL, JR.

Racket Squad
CBS-TV

ROBINSON, CHARLES

The Big Town
CBS-TV

ROBSON, WILLIAM N.

Operation Underground
CBS

ROESE, "UNCLE RAY"

Jamboree
WBNS-TV, Columbus, Ohio

ROGSTAD, TOM

Clipper Cappers
KINK-TV, Seattle, Wash.

RUBIN, JACK

Break The Bank
CBS-TV

ERNEST D. GLUCKSMAN

Producer-Director

"COLGATE COMEDY HOUR"

NBC-Hollywood

Martin and Lewis
Donald O'Connor

Spike Jones
A G V A



VICTOR McLEOD
TV

Writer - Producer - Director

CURRENTLY
James Melton's Ford Festival Show

Producers—Network-Independent

RUHFEL, AL
WSPD-TV, Toledo, Ohio

— S —

SARROW, ED
Shopping For You
WAAM, Baltimore, Md.

SCALA, EDWARD
Do You Think
TV Ranch Club
WNBK-TV, Binghamton, N. Y.

SCHAEFER, ARMAND
Gene Autry
CBS-TV

SCHECK, GEORGE
Star Time, WNBT

SCHENCK, CHARLES
Love Of Life
CBS-TV

SCHULMAN, LEE
March On
KING-TV, Seattle, Wash.

**SCHWAB, JR.,
LAURENCE**
(See Directors Section)

SEGAL, ALEX
Celanese Theater
ABC-TV

SHARP, JAMES
WMBR-TV, Jacksonville, Fla.

SPAN, AL
Songs For Sale
CBS-TV

SPERY, JOE
WNBQ, Chicago, Ill.

**STANTON,
RONALD L.**

B. Sept. 13, 1924; Adventures in
Imagination, KTTV; Mickey O'-
Day Show, KECA-TV; Saturday
Surprises, KHJ-TV

STERNFIELD, TOMMY
Juvenile Jamboree
WRGB, Schenectady, N. Y.

STOBER, J. ARTHUR
Paul Whiteman TV Teen Club
WFIL-TV, Philadelphia, Pa.

STOHL, HANK
Hollywood Spotlight Revue
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

— T —

TESSER, MANNING
WJAR-TV, Providence, R. I.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Texas

TODMAN, BILL
Beat The Clock, CBS-TV

TRAYHERN, JIM
WHAM-TV, Rochester, N. Y.

— V —

VANDA, CHARLES
The M & M Candy Carnival
The Big Top
CBS-TV

— W —

WAGNEHURST, WALTER
Pony Express
WFIL-TV, Philadelphia, Pa.

WALLACH, GEORGE
Today In New York, WNBT;
Date In Manhattan, WNBT;
U. N. Stamp Club, WNBT; In-
side Photoplay with Wendy Bar-
rie, WABD; Star Night At The
Astor, WNBT

WEIL, MYRON
Teedy Story Club
WTVJ, Miami, Fla.

WEISS, HUBIE
Tulane Close-Up
WDSU-TV, New Orleans, La.

WILLIAMS, BOB
Meet The Ladies
WCPO-TV, Cincinnati, Ohio

WILSON, DAVE
WTVN, Columbus, Ohio

WORKMAN, WM. R.
Man Of The Week
CBS-TV

WRIGHT, WYNN
Official Detective, Under Ar-
rest, Crime Fighters, Mr.
Mystery, MBS



BETTY MANDEVILLE

PRODUCER-DIRECTOR

"THE F.B.I. IN PEACE AND WAR"

★ ★ ★

STAR TIME

LENNY DALE—KENNY SHARPE

"ANGEL"

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Produced By George Scheck

ASSOCIATE MICKEY FREEMAN

SPONSOR—BRUNO—N. Y.

ARNOLD COHAN AGENCY

★ ★ ★

WOMEN COMMENTATORS

HOME ECONOMISTS of U. S. TV and Radio Stations



Alabama

Armand, Dorothy.....WCOV, Montgomery
 Bailey, Yancey.....WHMA, Anniston
 Barber, Boots.....WJBB, Haleyville
 Brock, Grace.....WABB, Mobile
 Brown, Honey.....WBCO, Birmingham-Bessemer
 Dennis, Mimi.....WPAI, Birmingham
 Elliot, Pat.....DAGF, Dothan
 Gordon, Sally.....WJLD, Bessemer
 Grund, Lynn.....WAUD, Auburn
 Henderson, Margaret.....WGSV, Guntersville
 Hollingsworth, Marie.....WLAY, Muscle Shoals
 Mayfield, Alice.....WSFA, Montgomery
 Mitchell, Betty.....WABB, Mobile
 Moore, Mary.....WEBJ, Brewton
 Niles, Helen.....WAPX, Montgomery
 Parrish, Helen.....WKLF, Clanton
 Plunkett A. Olive.....WZOB, Fort Payne
 Ramsey, Margaret.....WJHO, Opelika
 Spittler, Mimi.....WAFM-TV, Birmingham
 Mrs. Mimi Spittler.....WPAI, Birmingham
 Taylor, Teena.....WHMA, Anniston
 Vaughn, Grace.....WLAY, Muscle Shoals
 Whately, Gail.....WJHO, Opelika

Arizona

Botkin, Freda.....KNCA, Tucson
 Cooke, Effie.....KTAR, Phoenix
 Curtis, Marg.....KTYL, Mesa
 Gibson, Evelyn.....KTKT, Tucson
 Harrison, M. Lois.....KGLU, Safford
 Kay, Kathryn.....KVOA, Tucson
 Lopez, Laurie.....KIFN, Phoenix
 McBride, Bonita.....KGLU, Safford
 Millwee, Daphne.....KCKY, Coolidge
 Mittendorf, Virginia.....KOPO, Tucson
 Phillippi, Jane Mary.....KGFH, Flagstaff
 Saunders, B. C.....KCLS, Flagstaff
 Whiting, Fran.....KVOA, Tucson

Arkansas

Cobb, Muriel.....KCON, Conway
 Edrington, M. Ann.....KOSE, Osceola
 Ingalls, Mary.....KGRH, Fayetteville
 Whellis, Wilma.....KDRS, Paragould
 Wimberly, Dorothy.....KVIC, Little Rock
 Winner, Jerry.....KSFA, Fort Smith

California

Alex, Susan.....KSAN, San Francisco
 Anthony, Ida May.....KHUM, Eureka
 Atkinson, Marion.....KXLA, Pasadena
 Bacher, Jeanne.....KGST, Fresno
 Barnes, Harriet.....KSRO, Santa Rosa
 Mrs. Blanche Beitz.....KIBE, Palo Alto
 Bowen, Jerry.....KXOC, Chico
 Bruce, Frances.....KVCV, Redding
 Carroll, Mary.....KCRS, Sacramento
 Curtis, Evelyn.....KSYC, Yreka
 DeVivier, Jeanne.....KFBK, Sacramento
 Devlin, Marion.....KVON, Napa
 Drew, Sally.....KHUM, Eureka
 Fant di, Mrs.....KMJD, Modesto
 Faszler, Marlene.....KCVR, Lodi
 Fowles, Olive.....KGYW, Vallejo
 Francisco, Mary.....KXO, El Centro
 Gamble, Lou Bonnie.....KCMJ, Palm Springs

Gardiner, Dorothy.....KTLA, Los Angeles
 Gregg, Mary.....KAFY, Bakersfield
 Guy, Corris.....KTLA, Los Angeles
 Halstead, Chas. (Mrs.).....KDLA, Auburn
 Hansen, Flo.....KREB, Fresno
 Mrs. Heffernan.....KREO, Indio
 Hendrick, Peg.....KBUC, Corona
 Higbee, Hilda.....KTRB, Modesto
 "Lee Hogan Presents"
 KNBH, Hollywood
 Holden, Ann.....KGO, San Francisco
 Holmes, Margaret.....KYNO, Fresno
 Hoyt, Betty "Foods For Thought"
 KNBH, Hollywood
 Hughes, Claire.....KWKX, Pasadena
 Hummell, Mildred.....KKIN, Visalia
 Jackson, Louis (Mrs.).....KYOS, Merced
 James, Frances.....KIEM, Eureka
 Jarvis, Jan.....KSJO, San Jose
 Jason, Louise (Mrs.).....KYOS, Merced
 Jewel, Izzeta.....KCBQ, San Diego
 Johnson, Gene.....KEEN, San Jose
 Kadel, Georgette.....KWSO, Wasco
 Keller, Eloise, Miss.....KDAC, Fort Bragg
 King, Marjorie.....KGO-TV, San Francisco
 King, Mary Burke.....KXLA, Pasadena
 Lawson, Grace.....KECA-TV, Hollywood



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 NBC-TV

. . . Woman Commentators-Home Economists—Radio-TV . . .

Lee, Jane—"Magazine of the Air"

Lewis, Wilma KNBC, San Francisco
 Linder, Dottie KAVL, Lancaster
 Martin, Jean KAFP, Petaluma
 Martin, Josephine KEEN, San Jose
 Martin, Monica. "Matinee With Monica"
 KTFP, Porterville
 McAdoo, Mary KECA-TV, Hollywood
 Mitchell, Evelyn KVEC, San Luis Obispo
 Montgomery Lynn, Carol KXOB, Stockton
 Paige, Frances KCRA, Sacramento
 Potter, Penny KCOK, Tulare
 Putnam, Helen KSRO, Santa Rosa
 Read, Nancy KCBQ, San Diego
 Rogers, Marjorie KOCS, Ontario
 Ryan, Ric KUBA, Yuba City
 Schramm, Violet KFYD, Los Angeles
 Sharpe, Marjorie KITC, San Bernardino
 Stewart, Dru KUKI, Ukiah
 Stuart, Mary Lou KISM, Eureka
 Truax, Ann KXLX, Oakland
 Walker, Martha KVON, Napa
 Walker, Peggy KDB, Santa Barbara
 Waltz, W. Gwen KSUE, Susanville
 Wiley, Elizabeth KSRO, Santa Rosa
 Young, Norma KSJ, Los Angeles

Colorado

Brookshire, Gloria KRDO, Colorado Springs
 Collierr, Laura KUBC, Montrose
 Elkins, Mildred KGHF, Pueblo
 Ellen, Kaytee KTLN, Denver
 Hammer, Muriel KEXO, Grand Junction
 Kretschman, Lorraine KUBC, Montrose
 Lee, June KFPXJ, Grand Junction
 Martin, Kay KFKA, Denver
 Mosier, Sue KFKA, Greeley
 McCluney, Isabelle KVOR, Colorado Springs
 McGavern, Marge KBOL, Boulder
 Shepherd, H. D. KBNZ, La Junta
 Thomas, Peg KFPXJ, Grand Junction

Connecticut

Berry, Diane WLAD, Danbury
 Colbert, Jean WTTIC, Hartford
 Easton, Sally WBIS, Bristol
 Harding, Joan WNLK, Norwalk
 Hayes, May Bradshaw WICC, Bridgeport
 Hurlburt, Miriam C. WAFR, Waterbury
 Kimball, Elizabeth WHAY, New Britain
 King, Una WTEF, Hartford
 Komole, Elenor WLAD, Danbury
 Ludlam, Lillian WLCR, Torrington
 Malgren, Loyo WNHC-TV, New Haven
 Morris, Helen WONS, Hartford
 Pattee, Betty WKNB, New Britain
 Porter, Jeanne WELI, New Haven
 Purrington, Anna K. WICH, Norwich
 Robbins, Joanne WAVZ, New Haven
 Rothwell, Alice WDRC, Hartford
 Stephenson, Roz WNHC-TV, New Haven
 Talcott, Priscilla WBRY, Waterbury
 Young, Ruth WENB, New Britain

Delaware

Ames, Toni WTUX, Wilmington
 Carroll, Mildred WDOV, Dover
 Price, Marjorie WILM, Wilmington
 Sideroff, Joan WAMS, Wilmington

Dist. of Col.

Banks, Dolly WINX, Washington
 Blair, Anne WGMS, Washington
 Chisholm, Frances WGMS, Washington
 Crane, Ruth WMAL-TV, Washington
 Lee, Elinor WTOP, WTOP-TV, Washington
 Osgood, Nancy WRC, Washington
 Osgood, Nancy WNBW, Washington
 Rundvold, Inga WNBW, Washington

Florida

Bancroft, Barbara WMMB, Melbourne
 Binns, Barbara WVCG, Coral Gables
 Butler, Jane WGBS, Miami
 Byron, Eva WALT, Tampa
 Carlson, Aino WEAT, Lake Worth
 Daly, Anne WPPQ, Jacksonville
 Davis, Jean WNDB, Daytona Beach
 Harrod, Deen WRHC, Jacksonville
 Hoskins, Phyllis WMMB, Melbourne
 King, Joanne WSPB, Sarasota
 Lawbaugh, Vera (Mrs.) WEAR, Pensacola
 Mason, Mary WJVB, Jacksonville Beach
 McNeely, Beth WTSP, St. Petersburg
 Mead, Dottie WSPB, Sarasota
 Moody, Emily Winston WFLA, Tampa
 O'Day, Billie WIOD, Miami
 Pace, Betty WIUY, Jacksonville
 Porter, Clarine WCOA, Pensacola
 Protsman, Faith M. WNER, Live Oak
 Roen, Marcia WORZ, Orlando
 Ruth, Helen "Holiday House" WTVJ, Miami
 Silver, Marjorie B. WIRA, Ft. Pierce
 Smith, Nell WMBR-TV, Jacksonville
 Sith, Ruth WHOO, Orlando
 Smith, Wennie WCOA, Pensacola
 Tison, June WALT, Tampa
 Webster, Bernadine WIRK, W. Palm Beach
 Withee, Alice WJHP, Jacksonville

Georgia

Alfred, Kitty WRGA, Rome
 Candler, Barbara WQXI, Atlanta
 Daniel, Nell WGBR, Jessup
 Daugherty, Vivian WGBA, Columbus
 Davis, Etheldra WLET, Toccoa
 Davis, Mary Wilder WTCC, Savannah
 Dickens, Dean WGST, Atlanta
 Farmer, Helen WRBL, Columbus
 Fields, Geraldine WAYX, Waycross
 Flournoy, Rose WRBL, Columbus
 Handley, Gertrude WDAK, Columbus
 Harris, Dottie WSAV, Savannah
 Harris, Ruth WATL, Atlanta
 Harvey, Helen WCOL, Columbus
 Hatcher, Betty WLET, Toccoa
 Hayward, Joyce WTWA, Thomson
 Kent, Ruth WSB-TV, Atlanta
 Krable, Shirley WQXI, Atlanta
 Lewis, Kay WBBB, Fitzgerald
 Martin, Kitty WAYX, Waycross
 Martin, Mary Anne WRFC, Athens
 Marshall, Sue WDEC, Americus
 Rose, Julia WATL, Atlanta
 Towles, Nadawah WWGS, Tifton
 Wood, Ellaine WBML, Macon

Idaho

Adamson, Norma KWIK, Pocatello
 Asper, Myrtle KID, Idaho Falls
 Bauer, Ione KSPT, Sandpoint
 Bean, Mildred KLIK, Twin Falls
 Cantrell, Jane KWAL, Wallace
 Grayson, June KVNI, Coeur d'Alene
 Haselmire, Carma KLIK, Twin Falls
 Kimball, Ann KDSE, Boise
 Lowry, Betty Jean KGEW, Boise
 MacBride, Doris KSEI, Pocatello
 McAllister, Ruth KRPL, Moscow
 Rossmiller, Marie KSPT, Sandpoint
 Tussing, Ann KRCL, Lewiston

Illinois

Anderson, Carol WBYS, Canton
 Atterbury, Barbara WBOY, Carmi
 Best, La Verne WTAX, Springfield
 Bruemmer, Mary WCVS, Springfield
 Colwell, Virginia WLDL, Jacksonville
CONNERS, DORSEY WNBQ, Chicago
 Crane, Martha WLS, Chicago
 Davis, Zona B. WCRA, Effingham

. . . Woman Commentators-Home Economists—Radio-TV . . .

Dean, Martha WJJD, Chicago
 Dilley, Mary WCVS, Springfield
 Engle, Lura WLPO, La Salle
 Gale, Virginia WGN, Chicago
 Gayle, Pat. WWXL, Peoria
 Gordon, Mimi WPRC, Lincoln
 Hanley, Lorraine WRCK, Rockford
 Hansen, Edith WMA Y, Springfield
 Harper, Mary E. WEBQ, Harrisburg
 Harvey, Mary WGEM, Quincy
 Hart, Elizabeth WMAQ, Chicago
 Herrick, Lee WSIV, Pekin
 Karney, Beulah WENR, WENR-TV, Chicago
 Knight, Phyllis WHOW, Clinton
 Knight, Phyllis WLWB, Mattoon
 Lamb, Lois WSDR, Sterling
 Luedeke, Florence WMBD, Peoria
 Maddox, Mari-Lou WROY, Carmi
 Merryfield, Mary WMAQ, Chicago
 Merryfield, Mary WNBQ, Chicago
 Middleton, Kay; Chicago Cooks With
 Kay Middleton WGN-TV, Chicago
 Moro, Barbara WENR-TV, Chicago
 Murphy, Louise WQUA, Moline
 Norman, Nancy WDZ, Decatur
 Oberto, Betty WLPO, La Salle
 Pope, Francis WBBK, Chicago
 Rushing, Val. WMOK, Metropolis
 Sams, Effie L. WIRL, Peoria
 Schuch, Marjorie WCRA, Effingham
 Scott, Pat. WHBF, WHBF-TV, Rock Island
 Sexton, Marion WTPAD, Quincy
 Smith, Evelyn WSMI, Litchfield
 Stewart, Virginia WOKZ, Alton
 Talley, Elba WVMC, Mt. Carmel
 Wetzler, Josephine WLS, Chicago
 Zarley, Lois WJOL, Joliet
 Zimmerman, Kathleen WOKZ, Alton

Indiana

Bartlett, Susan WTTV, Bloomington
 Beckman, Joan WWC A, Gary
 Bleck, Ruth WIMS, Michigan City
 Boles, Martha Jane WTRC, Elkhart
 Buchanan, Frances WIMS, Michigan City
 Campbell, Wanda WBOW, Terre Haute
 Carr, Paula WIRE, Indianapolis
 Daniels, Catherine WISH, Indianapolis
 Eward, Fran WKBV, Richmond
 Finn, Michael WEOA, Evansville
 Fuller, Lenore WBAT, Marion
 Ginn, Ann WSAL, Logansport
 Glancy, Shirley WIMS, Michigan City
 Gohmann, Margaret WLRP, New Albany
 Griffin, Catherine WJVA, South Bend
 Heitger, Abbie WBIW, Bedford
 Kelley, Grace WBAT, Marion
 Kern, Geneta WKBV, Richmond
 Maves, Dorothy WCSI, Columbus
 Miller, Mary Liz WKBV, Richmond
 Minnick, Frances WBIW, Bedford
 Moore, Eleanor WSBT, South Bend
 Ottersen, Louise WJVA, South Bend
 Riley, Sue WHOT, South Bend
 Shaw, Julie WGBF, Evansville
 Wagner, Ann WFBM, Indianapolis
 Weston, Jane WOWO, Ft. Wayne

Iowa

Brady, Betty WHO, Des Moines
 Burns, Roberta KBOE, Oskaloosa
 Carlson, Beverly KVFD, Fort Dodge
 Connell, Kay KCOM, Sioux City
 Cook, Laetitia KXGI, Fort Madison
 Dowd, Barbara KOKX, Keokuk
 DuMond, Irene KXEL, Waterloo
 Fisher, Alice E. KBIZ, Ottumwa
 Frank, Florida WOC-TV, Davenport
 Given, Marge KWWL, Waterloo
 Hansen, Edith KGLD, Mason City
 Hubbard, Betty KWBG, Boone
 Johnson, Owen KROS, Clinton

Leidendeker, Maxine KBIZ, Ottumwa
 Marshall, Mary Louise WOC, Davenport
 McFarland, Dorothy KCHA, Charles City
 Montz, Wanda KWCR, Cedar Rapids
 Murphy, Doris KMA, Shenandoah
 Newkirk, Grace Lee KOEL, Oelwein
 Rankin, Mary KVFD, Fort Dodge
 Reid, Sue KCRG, Cedar Rapids
 Roberts, Helen WMT, Cedar Rapids
 Rochow, Gerri KOKX, Keokuk
 Sr. Mary St. Clara, B.V.M. WKBB, Dubuque
 Shoemaker, Adella KMA, Shenandoah
 Shorten, Martha KDTH, Dubuque
 Shumate, Mae Floyd KSO, Des Moines
 Smith, Iva KSWI, Council Bluffs
 Stamp, Nona KROS, Clinton
 Trowbridge, Betty KJFJ, Webster City
 Volger, Thelma KWPC, Muscatine
 Watts, Jack KAYL, Storm Lake
 Wells, Betty KIOA, Des Moines

Kansas

Brook, Mary KOFO, Ottawa
 Brooks, Julie WREN, Topeka
 Cade, Mrs. Mirium KTSW, Emporia
 Clark, Helen KXXX, Colby
 Elliott, Frances KGNO, Dodge City
 Fillingham, Joan KANS, Wichita
 Friday, Ann KMAN, Manhattan
 Johnston, Frances KALO, Leavenworth
 King, Ethel Jane KFH, Wichita
 MacDonald, Marie KFBI, Wichita
 McNutt, Lona KTSW, Emporia
 Seymour, Marilyn KSEK, Pittsburg

Kentucky

Adcock, Sue WKCT, Bowling Green
 Allen, Betty WCMJ, Ashland
 Barthell, Lois WHELN, Harlan
 Eilerman, Carmen WZBP, Covington
 Ethridge, Mary Snow WHAS-TV, Louisville
 Gifford, Marian WHAS-TV, Louisville
 Green, Halene WMKC, Middleboro
 Haau, Ruth WMTG, Vancelev
 Hubert, Ann WAVE, WAVE-TV, Louisville
 Jackson, Audrey WKCT, Bowling Green
 Kelley, Marian WKLO, Louisville
 Kelley, Marian WGRG, Louisville
 Lowe, Kay WKLO, Louisville
 Marshall, Shirley WAVE-TV, Louisville
 Martin, Rosemary WNOP, Newport
 Maoney, Ruth WCTT, Corbin
 Maxwell, Better WLAP, Lexington
 McCormick, Dorothy WSON, Henderson
 Miller, Elwanda WICO, Campbellsville
 Paxton, Pat. WKYB, Paducah
 Person, Violet WMTG, Vancelev
 Potter, Clifderdean WOMI, Owensboro
 Stahl, Evelyn WPAD, Paducah
 Walker, Donna WKAY, Glasgow
 Weiller, Louise WINN, Louisville
 Wood, Dorothy WFTM, Maysville
 Woods, Carolyn WNGO, Mayfield

Louisiana

Breese, Beth KNOE, Monroe
 Cain, Judy KTBS, Shreveport
 Fischer, Phyllis KALB, Alexandria
 Lane, Laura WMRY, New Orleans
 Lelong, Lise WJMR, New Orleans
 Polizzotto, Flo WAFB, Baton Rouge
 Prados, Mrs. James KSLD, Monroe
 Smith, Joyce WDSU, WDSU-TV, New Orleans
 Theaux, Mrs. R. KVOL, Lafayette
 Todd, Miss Jackie KJFF, Jennings

Maine

Clements, Laurel WLBB, Bangor
 Deane, Beth WGUY, Bangor
 Drivas, Chris WIDE, Biddeford

... Woman Commentators-Home Economists—Radio-TV ...

Faulkner, Mary.....WRDO, Augusta
 Gibbs, Agnes.....WCSH, Portland
 Hanks, Margaret.....WABM, Houlton
 Hanks, Margaret.....WAGM, Presque Isle
 Maine Agricultural Ext. Service...WABI, Bangor
 O'Connell, Nancy.....WLAM, Lewiston
 Rice, Catherine.....WFAU, Augusta
 Staples, Marguerite.....WTVL, Waterville
 Wadman, Dorothy.....WGAN, Portland
 Wiswell, Jeanne.....WABM, Houlton

Maryland

Brooks, Helen.....WFBR, Baltimore
 Chase, Penny.....WAAM, Baltimore
 Davis, Helen C.....WCUM, Cumberland
 Kent, Susan.....WFBR, Baltimore
 Landis, Mary.....WBAL-TV, Baltimore
 Lou, Anita.....WASA, Havre De Grace
 Martin, Mollie.....WBAL, WBAL-TV, Baltimore
 McCall, Bettie.....WCAO, Baltimore
 Rosenbaum, M. Virginia.....WTBO, Cumberland
 White, Frances.....WUST, Bethesda
 Whitecraft, Marie.....WJEJ, Hagerstown

Massachusetts

Bailey, Mildred.....WCOP, Boston
 Barton, Betty.....WNBH, New Bedford
 Brown, Mae.....WMAS, Springfield
 Cartwright, Christine.....WCCM, Lawrence
 Chase, Julie.....WTAG, Worcester
 Connelly, Jeanne.....WNEB, Worcester
 Elwell, Jeva.....WLYN, Lynn
 Evans, Christine.....WHDH, Boston
 Flanders, Lyda.....WTAG, Worcester
 Fuller, Dorothy Harding.WBET, AM-FM, Brockton
 Giza, Wanda M.....WARE, Ware
 Hall, Harriet.....WBSM, New Bedford
 Hetu, Ruth.....WLYN, Lynn
 Higginson, Rebekah.....WMEX, Boston
 Hope, Helen.....WHYN, Holyoke
 Johnson, Joyce.....WOCB, W. Yarmouth
 King, Dorothea.....WSPR, Springfield
 Kneeland, Eileen.....WHAV, Haverhill
 Marsh, Jan.....WCRB, Waltham
 Mason, Ruth.....WREB, Holyoke
 McKittrick, Dorothy.....WEIM, Fitchburg
 Minahan, Anne D.....WLAW, Boston-Lawrence
 Ostberg, Shirley.....WFGM, Fitchburg
 Prestes, Merilyn.....WFGM, Fitchburg
 Regas, Virginia.....WJKO, Springfield
 Robinson, Blanche.....WOCB, W. Yarmouth
 Seymour, Freddie.....WBET, AM-FM, Brockton
 Sherman, Jo.....WARA, Attleboro
 Taylor, Betty.....WARA, Attleboro
 Tinder, Olive Emslen.....WHEE, Boston
 Victor, Evelyn.....WTAO, Cambridge
 Wolfe, Madelaine.....WEIM, Fitchburg

Michigan

Anderson, Beth.....WMDN, Midland
 Beagle, Maude Stewart.....WBBC, Flint
 Carroll, Jo.....WBGM, Bay City
 Clayton, "Aunt Ida".....WSAM, Saginaw
 Dimpel, Gertrude.....WCEN, Mt. Pleasant
 Franke, Dorothy.....WLAV, Grand Rapids
 Gezon, Marie.....WFUR, Grand Rapids
 Heppburn, Helen.....WMUS, Muskegon
 Hill, Jean.....WHTC, Holland
 Holmgren, Lois R.....WJPD, Ishpeming
 Hull, FF.....WKLA, Ludington
 Isaac, Rose.....WJMS, Ironwood
 Kay, Mary.....WGSW, Saginaw
 Keller, Connie.....WCBK, Battle Creek
 Klann, Marie.....WHAK, Rogers City
 Labbitt, Myrtle.....CKLV, Detroit
 Lee, Gretchen.....WOOD, Grand Rapids
 Marshall, Jane.....WTTH, Port Huron
 McComb, Patricia.....WSAM, Saginaw
 McBride, Jean.....WWJ, WWJ-TV, Detroit
 Melrose, Edythe Fern..WXYZ, WXYZ-TV, Detroit

Million, Peg.....WHFB, Benton Harbor
 Mischke, Virginia.....WHFB, Benton Harbor
 Morgan, Mary.....CKLW, Detroit
 Orth, Dolores.....WTVB, Coldwater
 Tuttle, Lee.....WILS, Lansing
 Van Haver, Betty.....WKNK, Muskegon
 Vaughan, Kay.....WCEN, Mt. Pleasant

Minnesota

Aldrich, Darragh.....WCCO, Minneapolis
 Barzen, Katherine.....KTRF, Thief River Falls
 Bayne, Barbara.....WLOL, Minneapolis
 Begich, Celia.....WEVE, Eveleth
 Brown, Liz.....KDAL, Duluth
 Butler, Gwenyth.....KBUN, Bemidji
 Dane, Dudley.....KFAM, St. Cloud
 Frydenlund, Merà Ballis.....KDHL, Faribault
 Keefe, Vera.....KLER, Rochester
 Knudson, Muriel.....KKOC, Rochester
 Krantz, Pat.....KLIZ, Brainerd
 Jo, Peggy.....KGDE, Fergus Falls
 McBride, Alys Mae.....WHLB, Virginia
 McCrady, Marjorie Ellis...KSTP, Minneapolis-St. Paul
 McCrudden, Marilyn.....WSHB, Stillwater
 Miller, Mary.....KROC, Rochester
 Pederson, Maurine.....KTQE, Mankato
 Richie, Rhona.....WAAA, Red Wing
 Stewart, Becky Ann.....WPSC, Minneapolis
 Webb, A.....KSUM, Fairmont
 Windon, Jane.....KNUJ, New Ulm

Mississippi

Allen, Nancy.....WLAU, Laurel
 Boyles, Letitia R.....WGVW, Greenville
 Cumberworth, Elva.....WHSY, Hattiesburg
 Jackson, Judy.....WJXN, Jackson
 Lee, Margery.....WRBC, Jackson
 McCorkle, Toni.....WLOX, Biloxi
 Sugg, Helen.....WROX, Clarksdale

Missouri

Baldwin, Battie.....KMMO, Marshall
 Callahan, Wanda.....KTTR, Rolla
 DeVaney, Maxine.....WMBE, Joplin
 Ellis, Caroline.....KFRM, Kansas City
 Ellis, Caroline.....KMBC, Kansas City
 Faye, Dorothy.....WDAF, Kansas City
 Goode, Nancy.....KFRM, Kansas City
 Goode, Nancy.....KMBC, Kansas City
 Graham, Dorothy.....KFEQ, St. Joseph
 Hayes, Anne.....KCMO, Kansas City
 Henry, Dorothy.....KNEM, Nevada
 Hunt, Jean.....KRES, St. Joseph
 Jacobs, Louise.....KIMO, Carthage
 Jones, Lee.....KIRX, Kirksville
 Lynn, Kathryn.....KFAL, Fulton
 Martin, Lee.....KSDM, Sikeston
 Mason, Shirley.....KFUR, Columbia
 Sands, Fern.....KWRE, Warrenton
 Seller, Faye.....KFBS, Joplin
 Sharpe, Barbara.....KBOA, Kennett
 Spalding, Martha.....WDAF, Kansas City
 Teed, Edna.....KHMO, Hannibal

Montana

Day, Erin.....KGVO, Missoula
 Fitzwater, Jean.....KGEZ, Kalispell
 Graybill, Shirlee.....KMON, Great Falls
 Hines, Kay.....KBMV, Billings
 Halvorson, Fay.....KGCX, Sidney
 Mansur, Charlotte C.....KXGN, Glendive
 McCartney, Maida.....KOJM, Havre
 Miller, Phyl.....KGVO, Missoula
 Ryan, Helen.....KANA, Anaconda
 Saunders, Mary B.....KRJF, Miles City
 Snyder, Gerry.....KBMN, Bozeman
 Thompson, Hazel.....KRJF, Miles City

. . . Woman Commentators-Home Economists—Radio-TV . . .

Nebraska

Allison, Mayme KBOM, Omaha
 Bohlsen, Martha WOW, WOW-TV, Omaha
 Burbank, Vaunie KODY, North Platte
 Clarke, Helen KMMJ, Grand Island
 Crook, Marian KOWH, Omaha
 Jabenis, Elaine WOW, Omaha
 Lambert, Verona KMTV, Omaha
 Mekuda, Lydia KFOR, Lincoln
 Moore, Mary WJAG, Norfolk
 Perry, Jimmy KMMJ, Grand Island
 Sanderson, Elsie Neely KOLN, Lincoln
 Shay, Hester A. KCOW, Alliance
 West, Belle KOIL, Omaha
 Wing, Jerry KODY, North Platte

Nevada

Allen, Judie KLAS, Las Vegas
 Gordon, Anilee KLAS, Las Vegas
 Masini, Tosca KWRN, Reno
 Smith, Roz KOLO, Reno

New Hampshire

Anderson, Myrtle WMOU, Berlin
 Ayer, Esther WMUR, Manchester
 Casseboom, Adeline WFEA, Manchester
 Dumont, Phyllis WHEB, Portsmouth
 Mallory, Martha WWNH, Rochester
 Redington, Ruth WKNE, Keene
 Tovey, Vera WXKL, Concord
 Walker, Lillian WLNH, Laconia

New Jersey

Curtis, Peggy WJLK, Asbury Park
 Freeand, Mildred WMID, Atlantic City
 Hartman, Hazel WFPG, Atlantic City
 Page, Pat WTFM, Trenton
 Powers, Louise WNJR, Newark

New Mexico

Ackroyd, Lorraine KGFL, Roswell
 Bush, Ricci KVER, Albuquerque
 Eager, Barbara KOB-TV, Albuquerque
 Erickson, Jule KVER, Albuquerque
 Goodman, Juanita KICA, Clovis
 McCaleb, Mildred KLMX, Clayton
 Seymour, Catherine KRNS, Los Alamos
 Shaw, Marilyn KALG, Alamogordo

New York

Adams, Susan WABD, WABD-TV, New York
 Anstaett, Anne WHDL, Olean
 Arch, Shirley WHLD, Niagara Falls
 Baldi, Diana WOV, New York
 Bartlett, Edna WELM, Elmira
 Bennett, Iva, Mrs. WNyc, New York
 Bergin, P. WVOs, Liberty
 Brady, Toni WABY, Albany
 Brooks, Martha WGY, Schenectady
 Burbank, Sara WNBf, Binghamton
 Burke, Lucy (Pennywise) WBTA, Batavia
 Caffrey, Julann WABD, New York
 Corson, Carolyn WUSJ, Lockport
 Craig, Nancy, "Woman of Tomorrow"
 Nancy Craig Show ABC, WJZ-TV
 Crocker, Betty, "Betty Crocker Magazine
 of the Air." ABC; Betty Crocker Star
 Matinee WJZ-TV
 Deane, Martha WOR, New York
 DeBoth, Jessie, "Jessie DeBoth TV Notebook"
 WJZ-TV
 Dettinger, Alma WQXR, New York
 Douglas, Harriet WOSC, Fulton
 Dreyer, Ruth-Ann WKIP, Poughkeepsie
 Droze, Elaine WRov, Albany
 Erickson, Catherine L. WJOC, Jamestown
 Frederick, Pauline, "Pauline Frederick Show"
 ABC
 Gale, Marian WWHG, Hornell

Gannon, Frances F., Mrs. WNYC, New York
 Goren, Channah Spector WBVD, New York
 Halpin, Josephine WINS, New York
 Harris, Barbara WNBf-TV, Binghamton
 Harvey, Mary WKTV, Utica
 Mrs. Horne WKIP, Poughkeepsie
 Huffman, Glenda WEA-V, Plattsburg
 Humphreys, Mary Lou WHRN, Syracuse
 Inman, Anne WRUN, Utica
 Jackson, Beatrice WEA-V, Pattsburgh
 James, Ruth Ellington WLIB, New York
 Johnson, Maggie WABD, WABD-TV, New York
 Keane, Helen Faith DuMont
 Kenyon, Adele WLNA, Peekskill
 Kilgallen, Dorothy WOR, New York
 Kirk, Penny WENT, Gloversville
 Kraus, Betty WIRY, Plattsburg
 Lucas, Dionne, "Dionne Lucas Show"

WJZ-TV, New York
 MacGregor, Joan WCSS, Amsterdam
 McBride, Mary Margaret ABC
 McCann, Dora & Alfred, Jr. WOR, New York
 McCarthy, Josephine WNBt, New York
 McConnell, Jessie WHLD, Niagara Falls
 McKeever, Mary WHAZ, Troy
 Meredith, Georgia WRGB, Schenectady
 Morse, Margaret WSNY, Schenectady
 Neville, Helen WKBW, Buffalo
 Norris, Kathi WABD, WNBt, New York
 O'Connor, Ruth E. WFCB, Dunkirk
 Parky, Betty WXKW, Albany
 Parr, Dorothy WWNy, Watertown
 Peepless, Trudy WWOL, Buffalo
 Reichardt, Jeannette WPIX, New York
 Robinson, Dottie Baker WENE, Binghamton

Endicott
 Rogers, Ann WHAM-TV, Rochester
 Roosevelt, Mrs. F. D. WNBC, New York
 Ross, Bonnie WRGB, Schenectady
 Rowe, Ruth WOR-TV, New York
 Samuelson, Connie WJTN, Jamestown
 Schneider, Joan WFAS, White Plains
 Scott, Betty WARC, Rochester
 Scully, Frances, "Frances Scully Show" ABC
 Sellers, Anna WLEA, Hornell
 Shanks, Dorothy WEBB, Buffalo
 Sherwood, Lorraine WOR, New York
 Slader, Jean WHRN, Syracuse
 Smart, Sally WOR-TV, New York
 Starkweather, Joan WHAM, Rochester
 Sternberger, Estelle M. WLIB, New York
 Swanson, Gloria WOR, New York
 Thorsen, Ethel WABD, New York
 Titchener, Dorothy WENE, Binghamton-Endicott
 Wage, Gretchen WAGE, Syracuse
 Walling, Esther WDOs, Oneonta
 Walsh, Ada Woodworth WRGB, Schenectady
 Welles, Barbara WOR, WOR-TV, New York
 Winchell, Eileen WKBT, Cortland
 Work, Sally WBEN, Buffalo

North Carolina

Barclay, Fran WJNC, Jacksonville
 Beamer, Mildred WATA, Boone
 Bouer, Georgia WHIT, New Bern
 Bowers, Floye WISE, Asheville
 Callahan, Ellen WWNC, Asheville
 Campbell, Lanthe WHKY, Hickory
 Carroll, Leslie WSSB, Durham
 Covert, Effie WWGP, Sanford
 Cribfield, Virginia WFMV-TV, Greensboro
 Daye, Sunny WLOS, Asheville
 Faulk, Polly WCKB, Dunn
 Gibson, Avery WTOB, Winston-Salem
 Green, Patty WSOC, Charlotte
 Hartle, Polly WAIR, Winston-Salem
 Hunt, Connie WGAI, Elizabeth City
 Jackson, Lillie WHED, Washington
 Jarman, Frances WDNC, Durham
 Kopriver, Terry WWGP, Sanford
 Lewallen, Dorothy WGWR, Asheboro
 Martin, Ann WKBC, N. Wilkesboro
 McIntyre, Susie, "Carolina Cookery"
 WBTV, Charlotte

. . . Woman Commentators-Home Economists—Radio-TV . . .

Ortell, Doris.....WSSB, Durham
 Parham, Virginia.....WHNC, Henderson
 Patton, Madelyn.....WMNC, Morganton
 Presley, Harriet.....WPTF, Raleigh
 Rickard, Doris.....WBBB, Burlington
 Sabine, Anne.....WHKP, Hendersonville
 Sisk, Sandra.....WCOG, Greensboro
 Smith, Margaret A.....WIRC, Hickory
 Station, Margie.....WCEC, Rocky Mount
 Stoker, Carroll.....WFMV-TV, Greensboro
 Stone, Helen.....WSTP, Salisbury
 Tucker, Bunny.....WCEC, Rocky Mount
 Wooten, Nicky.....WWGP, Sanford

North Dakota

Anderson, Helen.....KDIX, Dickinson
 Graham, Marguerite.....KDIX, Dickinson
 Hadley, Cis.....KCBJ, Minot
 Jenson, Peg.....KILQ, Grand Forks
 Korbel, Winifred.....KBMW, Wahpeton
 Kounovsky, Rosella.....KLPM, Minot
 Mertens, Mary.....KFGO, Fargo

Ohio

Alexander, Marion.....WADC, Akron
 Allen, Audrey.....WKRC, Cincinnati
 Baird, Virginia.....WJER, Dover
 Baker, Barbara.....WTOG, Toledo
 Bateman, June.....WLIO, East Liverpool
 Brown, Gloria.....WNBK, Cleveland
 Butler, Betty.....WKRC-TV, Cincinnati
 Byrne, Maggi.....WNBK, Cleveland
 Carroll, Elaine.....WKBN, Youngstown
 Coates, Vivian.....WATH, Athens
 Coon, Dorothy.....WTOL, Toledo
 Dongs, Cathleen.....WATG, Ashland
 Dunn, Jo.....WTRF, Bellaire
 Erskine, Ernie.....WCUE, Akron
 Fletcher, Marian.....WLOK, Lima
 Foster, Fran.....WHKK, Akron
 Funnell, Mildred.....WNBK, Cleveland
 Gayle, Isleta.....WCKY, Cincinnati
 Graham, Lucile.....WNXT, Portsmouth
 Hanson, Eleanor.....WHK, Cleveland
 Hanzel, Betty.....WBBW, Youngstown
 Hart, Joan.....WICA, Ashtabula
 Hauserman, Elaine.....WMAN, Mansfield
 Horstman, Betty Ann.....WING, Dayton
 Hunter, Sarah Harding.....WDOK, Cleveland
 Hutchins, Minabell Abbot.....WPTW, Piqua
 Lake, Nancy.....WLEC, Sandusky
 Latham, Iris.....WTNS, Coshocton
 Magno, Nina.....WADC, Akron
 Mariner, Marjorie.....WFMJ, Youngstown
 Marshall, Honey.....WAKR, Akron
 Mullin, Esther.....WGAR, Cleveland
 Nelson, Nancy.....WFIN, Findlay
 Pfeiffer, Mary Lou.....WRFD, Worthington
 Phair, Jean.....WBNS-TV, Columbus
 Sharp, Fern.....WBNS, WBNS-TV, Columbus
 Sherrill, Judy.....WDOK, Cleveland
 Sherwood, Peg.....WSAI, Cincinnati
 Soule, Millie.....WMOH, Hamilton
 Stechow, Judy.....WJER, Dover
 Stevens, Jane.....WJW, Cleveland
 Straker, Easter.....WIMA, Lima
 Traatman, Lois.....WCPO-TV, Cincinnati
 Troutvine, Fern.....WPFB, Middletown
 Vernon, Virginia.....WCLT, Newark
 Ward, Pat.....WTVN, Columbus
 Weintraub, Carolyn.....WCMW, Canton
 Weston, Alice.....WXEL, Cleveland
 Wise, Penny.....WEOL, Elyria-Lorain
 Wood, Ginny, "Animal Fair".....WSPD-TV, Toledo
 Wulff, Maggie.....WERE, Cleveland

Oklahoma

Adams, Carol.....WHBC, Canton
 Blauar, Estelle.....KVOO, Tulsa
 Douglas, Anita.....KGFF, Shawnee
 Fields, Barbara.....KTOW, Oklahoma City
 Howard, Nancy.....KMUS, Muskogee

Hughes, Betty.....KWSH, Holdenville
 Johnson, Sybil.....WKY-TV, Oklahoma City
 McCollough, Mary.....KTJS, Hobart
 Oikeman, Elizabeth.....KTUL, Tulsa
 Sims, Esther.....WBBZ, Ponca City
 Steel, Betty.....KRBD, Duncan
 Wheeler, Mary.....KTAT, Frederick
 Woods, Zelma Dean.....KADA, Ada

Oregon

Allen, Margaret.....KSLM, Salem
 Arnold, Gere.....KUGN, Eugene
 Atwater, Anita.....KERG, Eugene
 Bailey, Maude.....KRCO, Prineville
 Barkwell, Patsy.....KWRO, Coquille
 Carlson, Virginia.....KERG, Eugene
 Copenhaver, Carley.....KWIL, Albany
 Cronin, Marion.....KFJI, Klamath Falls
 Daniels, Clara.....KWIN, Ashland
 Frederickson, Roxie.....KPOJ, Portland
 Irvine, Jane.....KOOS, Coos Bay
 Mathews, May.....KRXL, Roseburg
 McHugh, Patricia.....KRUL, Corvallis
 McShane, Lucille.....KSRV, Ontario
 Merritt, Lenore.....KTHR, Hood River
 Nidever, Laura.....KASH, Eugene
 Ristola, Mary.....KAST, Astoria
 Shank, Eleanor.....KOOS, Coos Bay
 West, Kay.....KEX, Portland

Pennsylvania

Abdou, Gloria.....WCAE, Pittsburgh
 Altemus, Ilene.....WKBI, St. Marys
 Armstrong, Betty.....WBPZ, Lock Haven
 Baier, Grace.....WRAC, Williamsport
 Ball, Jane Ellen, "News & Views of Women"
 Balmer, Anne.....WJAS, Pittsburgh
 Bauman, Marjorie.....WESA, Charleroi
 Bendix, Millie.....WNAE, Warren
 Berg, Marilyn.....WEDO, McKeesport
 Biddle, Mary.....WIP, Philadelphia
 Borne, Gladys.....WISB, Butler
 Browning, Lillian.....WESB, Bradford
 Candy, Jane C.....WNOW, York
 Cannon, Dorsey.....WDAD, Indiana
 Carson, Lillian.....WPIT, Pittsburgh
 Carter, Frances.....WAZL, Hazleton
 Chilton, Ruth.....WJMJ, Philadelphia
 Clark, Joan.....WLEU, Erie
 Cooney, Josephine.....WFBG, Altoona
 Corbett, Jean.....WCAU, Philadelphia
 Cramer, Alma.....WARD, Johnstown
 Cramer, Marjorie.....WJSW, Altoona
 Criss, Verna.....WEUU, Reading
 Culkin, Ann.....WSCR, Scranton
 Darby, Ruth.....WILK, Wilkes-Barre
 Edwards, Ruby.....WHAT, Philadelphia
 Forman, Lynn.....WARM, Scranton
 Fry, Betty.....WGPA, Bethlehem
 Gardiner, Evelyn.....KDKA, Pittsburgh
 Gibson, Jane.....KQV, Pittsburgh
 Goddard, Betty.....WISR, Butler
 Griffith, Marge.....WRTA, Altoona
 Haney, Lynn.....WKAP, Allentown
 Hanna, Edna K.....WLAN, Lancaster
 Heckman, Nan.....WEUU, Reading
 Hillard, Ann.....WACB, Kittanning
 Huey, Lois M.....WRYO, Rochester
 Jones, Lucy Lee.....WEDO, McKeesport
 Jones, Mary.....WFIL, Philadelphia
 Kerr, Shirley.....WKST, New Castle
 Kurtz, Mary Ellen.....WLBK, Lebanon
 Lane, Susan.....WFIL-TV, Philadelphia
 Lee, Anne.....KYW, Philadelphia
 Lloyd, Rhona.....WPWA, Chester
 El'son, Sally.....WWPA, Williamsport
 Maxwell, Virginia.....WERC, Erie
 McCoy, Rita.....WRFK, Lewistown
 McGeehan, Mary Lee.....WAZL, Hazleton
 Mickley, Lillian.....WHGB, Harrisburg
 Miller, Diane.....WEDO, McKeesport
 Mollard, Margaret.....WBUT, Butler

. . . Woman Commentators-Home Economists—Radio-TV . . .

Mossman, Sara WLBR, Lebanon
 Mulrooney, Margaret M. WQAN, Scranton
 Nelson, Maurine WGET, Gettysburg
 Nauhas, Bertie WHIM, Bloomsburg
 Parker, Priscilla WHUM, Reading
 Parks, Betty WSCR, Scranton
 Pedlow, Marion WPWA, Chester
 Rednor, Nan WBUD, Morrisville
 Sasso, Kay WWSA, Williamsport
 Scott, Jean WBUT, Butler
 Scureman, Esther WCDL, Carbondale
 Shank, Virginia WCVI, Conneville
 Sheridan, Mildred WMCK, McKeesport
 Shortz, Sally WBAX, Wilkes-Barre
 Slotta, Helen WPIC, Sharon
 Stewart, Ann WNAE, Warren
 Stewart, Creighton WCAU, Philadelphia
 Stuart, Eileen WNNR, Norristown
 Towne, Peggy WFIL-TV, Philadelphia
 Trambley, Mary WKBI, St. Marys
 Trobe, Gertrude B. WBVP, Beaver Falls
 Webster, Gladys WCAU, Philadelphia
 Welles, Ruth KYW, Philadelphia

Rhode Island

Brazeau, Henrietta WPAW, Pawtucket
 Ericson, Bette WJRM, Newport
 Gunning, Betty WJAR, Providence
 Jackson, Alice WJAR-TV, Providence
 Mitchell, Courtney WDEM, Providence
 Sweeney, Marion Lane WJAR-TV, Providence
 Wallace, Carolyn WEAN, Providence

South Carolina

Adams, Julia D. WGCD, Chester
 Allen, Barbara WCOS, Columbia
 Battle, Lisa WTMA, Charleston
 Baxter, Betty WLBG, Laurens
 Bolton, Virginia WUSN, Charleston
 Coggins, Marcia WKDK, Newberry
 Collins, Kay WIS, Columbia
 Dale, Betty WMRA, Myrtle Beach
 Dalton, Jane WSPA, Spartansburg
 Hunt, Audrey WMRC, Greenville
 Kelsey, Maude Q. WGCD, Chester
 Lang, Louise, Miss WIS, Columbia
 Rhett, Alicia WTMA, Charleston
 Wright, Paula J. WANS, Anderson

South Dakota

Baxter, Bee KSOO, Sioux Falls
 Gamble, Gail, "Gail Gamble" KOTA, Rapid City
 Holgate, Helen KSDN, Aberdeen
 Horten, Marie KELO, Sioux Falls
 McCollum, Audrey KWAT, Watertown
 Speece, Wynn WNAX, Yankton

Tennessee

Atterbury, Doris WTJS, Jackson
 Bradley, Junita WOPI, Bristol
 Conrad, Chris WAGC, Chattanooga
 Gowan, Lerlyne V. WDXJ, Jackson
 Gullickson, Flo WDOD, Chattanooga
 Hilliard, Shirley WDSG, Dyersburg
 Lineberry, Betty WKSR, Pulaski
 Manning, Mary WLAC, Nashville
 Parker, Helen WHBQ, Memphis
 Raymon, Pat WHHM, Memphis
 Ritchie, Ruth WBEJ, Elizabethtown
 Smith, Drue WDOD, Chattanooga
 Smithdeal, Patricia WJHL, Johnson City
 Southhall, Imogene WJZZ, Clarksville
 Star, Susan WHHM, Memphis
 Walker, Mary WROL, Knoxville
 Weston, Judy WOPI, Bristol

Texas

Adkins, Denise KMAE, McKinney
 Alden, Ann KFJZ, Fort Worth

Andree, Betty KWKC, Abilene
 Baines, Beverly KPDN, Pampa
 Becker, Alice Rose KMHT, Marshall
 Bell, Peggy KFYO, Lubbock
 Benell, Julie WFAA, Dallas
 Bergeron, Eleanor KREL, Baytown
 Brittain, Zaidee KTRE, Lufkin
 Brown, Josephine KWBU, Corpus Christi
 Bush, Janet KGVL, Greenville
 Callaghan, Judy KWKC, Abilene
 Carter, Charlotte KSEL, Lubbock
 Carter, Joan KEPO, El Paso
 Chessher, Faye KWED, Seguin
 Christopher, Jane KPRC-TV, Houston
 Clifford, Peggy KPRC-TV, Houston
 Crawford, Estelle KSET, El Paso
 Dee, Yolanda KTER, Terrel
 Duke, Jerry KDDD, Dumas
 Enos, Corinne KPAC, Port Arthur
 Fain, Norma KNEL, Brady
 Flynt, Mary Ellen KSAM, Huntsville
 Freedman, Louise WRR, Dallas
 Galle, Lucy KHBB, Hillsboro
 Gilbert, Elnora KSTV, Stephenville
 Graham, Virginia KRIS, Corpus Christi
 Green, La Pawn KRBC, Abilene
 Greene, Connie KBOR, Brownsville
 Gresham, Helen KVMC, Colorado City
 Grubbs, Viola KVMC, Colorado City
 Hale, Emma KRIG, Odessa
 Hammond, Martha KVMC, Colorado City
 Harris, Frances Kay KGBC, Galveston
 Harris, Joanne KSTA, Coleman
 Hawkins, Louise KIUN, Pecos
 Healy, Mrs. Tim KIXL, Dallas
 Heflin, Virginia KOSA, Odessa
 Henderson, Dorothy KBST, Big Spring
 Houston, Katie KTHT, Houston
 Johnson, Gerry KRLD-TV, Dallas
 Krueger, Jackie KVVET, Austin
 Lee, Carol KTAN, Sherman
 Lemma, Joyce KBWD, Brownwood
 Lenox, Bonnie KGKB, Tyler
 Marshman, Mary Margaret KSFA, Nacogdoches
 McDonald, Margaret, WBAP, WBAP-TV, Ft. Worth
 McDonald, Mary Beth KPRC-TV, Houston
 McDonnell, Margaret KOSA, Odessa
 McLendon, Helen WTAW, College Station
 Minnich, Rosamay KWBU, Corpus Christi
 Moon, Virginia KTRM, Beaumont
 Moss, Elizabeth KSEY, Seymour
 Munoz, Margarita KTXN, Austin
 Murphy, C. T. KELT, Electra
 Naden, Eleanor WOAI-TV, San Antonio
 Newman, Eula Mrs. KLPT, Paris
 Patterson, Wanda KBWD, Brownwood
 Payne, Rex KDET, Center
 Pearson, Mary KOCA, Kilgore
 Pulliam, Billie KPDN, Pampa
 Pratt, Clara KSEL, Lubbock
 Rodman, Ernest Dean KTXC, Big Spring
 Royster, Myrtle KTXN, Austin
 Russell, Myrtle KELT, Electra
 Ryder, Virginia Wade KRIC, Beaumont
 Salas, Irma KBKI, Alice
 Schneider, Sie KIOX, Bay City
 Selleck, Marjory KORA, Bryan
 Shaw, Monette KABC, San Antonio
 Smart, Ann O. KRBC, Abilene
 Smith, Jane KLEP, El Paso
 Stanley, Ruby KIMP, Mt. Pleasant
 Taylor, Joan, Mrs. KSFA, Nacogdoches
 Tharp, Asda KVIC, Victoria
 Wells, Melba Dean KULP, El Campo
 Witherspoon, Margaret KPAN, Hereford
 Wright, Gerry KWFT, Wichita Falls

Utah

Chipman, June KOVO, Provo
 Higbee, Mona KSUB, Cedar City
 Masters, Margaret KSL, KSL-TV, Salt Lake City
 Patterson, Mitzi KMUR, Murray
 Shafer, Betty KSL-TV, Salt Lake City
 Stewart, Sylvia K SVC, Richfield

... Woman Commentators-Home Economists—Radio-TV ...

Vermont

Byrne, Betty.....WSKI, Montpelier
 Casey, Wynne.....WJOY, Burlington
 Dodd, Virginia.....WDBV, Waterbury
 Dow, Marjorie.....WTWN, St. Johnsbury
 Neilson, Shirley.....WHWB, Rutland
 Walters, April.....WTWN, St. Johnsbury

Virginia

Alexander, Mildred.....WGH, Newport News
 Basnight, Catherine.....WCAV, Norfolk
 Basil, Athena.....WCAV, Norfolk
 Brown, Barbara.....WINA, Charlottesville
 Butler, Peter C.....WJMA, Orange
 Crouch, Marion.....WFLO, Farmville
 Daffron, Holly.....WRNL, Richmond
 Dean, Doris.....WBTM, Danville
 Esgate, Leslie.....WRAD, Radford
 Friberg, Alice.....WCYB, Bristol
 Glenn, Amy Joe.....WLSL, Roanoke
 Goodrich, Nancy, Mrs.....WCHV, Charlottesville
 Granville, Joan.....WVBC, Hampton
 Guren, Dora.....WHAP, Hopewell
 Huff, George.....WINA, Charlottesville
 Huffman, Helen M.....WAYB, Waynesboro
 Layne, Jerry.....WMBG, Richmond
 Lindamood, Virginia C.....WSVA, Harrisonburg
 Maxey, John, Jr. (Mrs.).....WLVA, Lynchburg
 McPherson, Marie.....WEAM, Arlington
 Nunnally, Katherine M.....WSSV, Petersburg
 Parker, Eleanor.....WBTM, Canville
 Penner, Nancy.....WLOW, Norfolk
 Roberts, Lyn.....WWOD, Lynchburg
 Ross, Martha.....WCVA, Culpeper
 Shawhan, Carol.....WBTM, Danville
 White, Alice Brewer.....WTAR, Norfolk
 Willeford, Milli.....WDVA, Danville

Washington

Ackerman, Gerry.....KCLX, Colfax
 Boling, Edra.....KBRO, Bremerton
 Brown, Beverly.....KIMA, Yakima
 Corman, Frantzel.....KWLK, Longview
 Crosbie, Phil, "Hymn Time—Memory Lane"
 KHQ, Spokane
 Donovan, Bea.....KING-TV, Seattle
 Earl, Jean.....KONP, Port Angeles
 Edgar, June.....KPRW, Pasco
 Hawkins, Nancy.....KXRN, Renton
 Hayes, Fern.....KVAN, Vancouver
 Hines, MaryAlice.....KIMA, Yakima
 Jewel, Adeline.....KGY, Olympia
 Johnson, Lois, "Party Line".....KXRO, Aberdeen
 Kane, Sharon.....KOL, Seattle
 Keaton, Verona.....KBKW, Aberdeen
 Keller, Beverly.....KALE, Richland
 Kendall, Marge.....KXLE, Ellensburg
 Lee, Dorothy.....KPQ, Wenatchee
 May, Katherine.....KIT, Yakima
 McCloy, Ruth.....KOMO, Seattle
 Miller, Norma.....KSEM, Moses Lake
 Poynter, Margaret.....KBRC, Mount Vernon
 Rodrigue, Evelyn.....KBKW, Aberdeen
 Scott, Carol.....KWNW, Wenatchee
 Sehorn, Mildred.....KPQ, Wenatchee
 Smith, Betty.....KYAK, Yakima
 Smith, Margaret.....KHQ, Spokane
 Spence, Helen, "Tick of Time".....KXRO, Aberdeen
 Sterling, Ann.....KJR, Seattle
 Storms, Edna.....KGA, Spokane
 Strange, Marilyn.....KONP, Port Angeles
 Tipton, Jacqui.....KIT, Yakima
 Weeks, Dolores.....KXRN, Renton
 Wilson, Kay.....KGA, Spokane
 Wise, Katherine.....KOMO, Seattle

West Virginia

Birbeck, Joyce.....WEIR, Weirton
 Cattell, Mildred.....WEIR, Weirton
 Crotty, Nancy.....WLOE, Princeton

Edworthy, Judy.....WGKV, Charleston
 Grigal, Helen M.....WCHS, Charleston
 Hickman, Evelyn.....WWYO, Pineville
 Hutchinson, Elaine.....WJPB, Fairmont
 Jackson, Martha, F.....WMMM, Fairmont
 Jone, Lois.....WPAR, Parkersburg
 Kercheval, Elizabeth.....WSAZ, Huntington
 Kesterson, Mercedes.....WCOM, Parkersburg
 Kitchen, Betty.....WMON, Montgomery
 Martin, Millie.....WEIE, Weirton
 McGearry, Ruth.....WPAR, Parkersburg
 Negri, Eleanor.....WPDx, Clarksburg
 Oliverio, Joan.....WBLK, Clarksburg
 Pearson, Rosemary.....WJPB, Fairmont
 Phelps, Emma Sue.....WKOY, Bluefield
 Ringer, Evelyn.....WHIS, Bluefield
 Ruoss, Jane.....WCHS, Charleston
 Schumaker, Maida.....WSAZ-TV, Huntington
 Shein, Alice.....WBTH, Williamson
 Snidow, Betty Jean.....WKNA, Charleston
 Strimbeck, Kady.....WAJR, Morgantown
 Weiler, Margaret.....WHFN, Huntington
 Wolfe, Shirley Spradlin.....WTHP, Charleston
 Young, Leslie.....WEIR, Weirton

Wisconsin

Anne, Mary Jean.....WATW, Ashland
 Casey, Mary.....WKOW, Madison
 Cass, Betty.....WIBA, Madison
 Chamberlain, Mary Ann.....WJPG, Green Bay
 Dugan, Ann.....WBEL, Beloit
 Foster, Agnes.....WLDY, Ladysmith
 Griem, Breta.....WTMJ-TV, Milwaukee
 Hotton, Esther.....WTMJ, Milwaukee
 Lane, Barbara.....WISC, Madison
 Leslie, Ann.....WISN, Milwaukee
 Lue, Clifford.....WLXC, La Crosse
 Mensing, Ruthe.....WMAM, Marinette
 Mortenson, Luella.....WKOW, Madison
 Mower, Margot B.....WFOx, Milwaukee
 Mueller, Bernice M.....WBKV, West Bend
 Nelson, Irene Buri.....WLPP, Kenosha
 Shields, Corinne Kopp.....WLDY, Ladysmith
 Speltz, Bernadine.....WFHR, Wisconsin Rapids
 Thomsen, Christie.....WBEL, Beloit
 Winters, Kay.....WDLB, Marshfield

Wyoming

C luson, Hariet.....KOVE, Lander
 Green, Lorraine.....KOWB, Laramie
 McOnie, Del.....KOVE, Lander
 Moore, Vandi.....KOWB, Laramie
 O'Brien, Margaret.....KFBC, Cheyenne
 Phisterer, Anita.....KRAL, Rawlins

Alaska

Birggs, Ruth Alice.....KENI, Anchorage
 Hargrave, Patricia.....KFRB, Fairbanks
 Henning, Genevieve.....KFQD, Anchorage
 Jacobson, Dorothy.....KTKN, Ketchikan
 Meredith, Muriel.....KIFW, Sitka
 Weeks, Norma.....KINY, Juneau

Hawaii

Bruggeman, Vern.....KULA, Honolulu
 Carson, Maed.....KGMB, Honolulu
 Earl, Christmas.....KPOA, Honolulu
 Justice, Clare.....KHON, Honolulu
 Shellhouse, Carol.....KULA, Honolulu
 Suzanna.....KTOH, Lihue, Kauai, Hawaii

Puerto Rico

Alvarez, Maria M.....WORA, Mayaguez, P. R.
 Clavell, Nellie A.....WPAB, Ponce
 Cortes, Isabel.....WIPR, San Juan
 Gonzales, Hilda.....WPRP, Ponce
 Martinez, Blance L. de.....WORA, Mayaguez



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PRESENTS

THE 1952 TELEVISION YEAR BOOK

Edited by
JACK ALLICAFE

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Television—1952



TELEVISION, the modern miracle which combines sight with sound, dramatically surges forward in this Election Year, 1952.

With more than 100 stations, nearly 15 million sets and a viewing audience of around fifty-five million, television is on the threshold of a spectacular era of development as the Federal Communications Commission lifts the TV freeze and provides for station expansion.

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Jack Alicoate
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OFFICIAL F. C. C. TV ALLOCATIONS

SIXTH REPORT AND ORDER ON TELEVISION



*A Summary of TV
Report and Allocations
in VHF and UHF Bands
released on April 14, 1952*



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TV FREEZE LIFTED

By FCC Report and Order

IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given

Your TV Question Answered

As a service to readers of RADIO-TELEVISION DAILY who are interested in the TV allocations for any specific market, the Service Department of this publication is prepared to furnish you quotations from the FCC Report and Order as it relates to any specified market. Address your inquiry to TV SERVICE EDITOR, RADIO-TELEVISION DAILY, 1501 Broadway, New York, N. Y.

changes of frequency and stations are placed in a single class with three geographic zones.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Henneck concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-

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gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to

start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

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- ... a mature casting group
- ... a truly fine production unit
- ... a top creative editorial staff
- ... ample capital.

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TELEVISION DIVISION



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With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the re-

port on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,



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DICK BOYELL



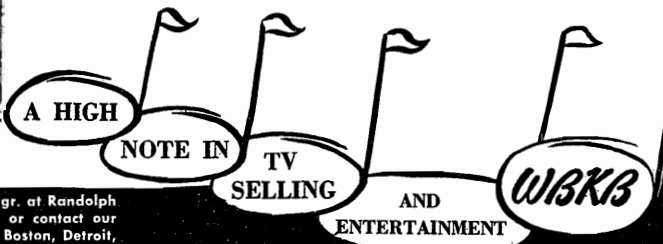
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Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possessions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: "... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . .

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . .

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers

wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . ."

Continuing, Jones said, "Now sound UHF station commercializa-

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is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Denies Local Television

"... The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned... the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

OFFICIAL FCC TV ALLOCATION

ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingsman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22

Harrison	
Helena	
Hope	
Hot Springs	
Jonesboro	
Little Rock	*2, 4, 11, 17, 28
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Loveland	38
Longmont	32
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 53, *59

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26
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FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35

	Channel No.
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Tifton	14
Thomasville	6, 27
Toccoa	35
Valdosta	37
Vidalia	26
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	21, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Oelwein	28

	Channel No.
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Jola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	32
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA

Abbeville	42
Alexandria	5, 62

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26

	Channel No.
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	20
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16

	Channel No.
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Grand Island	11, 21
Fremont	52
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

NEW MEXICO

	Channel No.
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *53
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48

Channel No.

Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	3, 5, 8, 23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steuenville (see Wheeling, W. Va.)	
Tiffin	47

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA

Ada	50
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	61
Pauls Valley	26
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42

	Channel No.
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.		Channel No.
Covington	19	Galveston	11, 35, 41, *47
Dyersburg	46	Gonzales	64
Elizabethton	40	Greenville	62
Fayetteville	27	Harlingen (also see Brownsville- Harlingen-Weslaco)	23
Gallatin	48	Hebronville	58
Harriman	67	Henderson	42
Humboldt	25	Hereford	19
Jackson	9, 16	Hillsboro	63
Johnson City	11, 34	Houston	2, *8, 13, 23, 29, 39
Kingsport	28	Huntsville	15
Knoxville	6, 10, *20, 26	Jacksonville	36
Lawrenceburg	50	Jasper	49
Lebanon	58	Kermit	14
McMinnville	46	Kilgore	59
Maryville	51	Kingsville	40
Memphis	3, 5, *10, 13, 42, 48	Lamesa	28
Morristown	54	Lampasas	40
Murfreesboro	18	Laredo	8, 13, *15
Nashville	*2, 4, 5, 8, 30, 36	Levelland	38
Oak Ridge	32	Littlefield	32
Paris	51	Longview	32, 38
Pulaski	44	Lubbock	5, 11, 13, *20, 26
Shelbyville	62	Lufkin	9, 46
Springfield	42	McAllen	20
Tulahoma	65	McKinney	65
Union City	55	Marfa	19

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville- Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49

Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville- Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearshall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville- Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marien	50
Martinsville	35
Newport News (see Norfolk- Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth- Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick- Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick- Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick- Richland-Pasco)	31

	Channel No.
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	6, 21
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	32
Wheeling (also see Wheeling- Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
Janesville	63
Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhineland	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

	Channel No.
Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Christiansted	8
Charlotte Amalie	10, 12

* Denotes Channel reservation for non-commercial educational use.

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

State	Now in Operation	Channels Assigned	Pending Applications	State	Now in Operation	Channels Assigned	Pending Applications
Alabama	2	45	7	New Hampshire	0	13	1
Arizona	1	30	5	New Jersey	1	15	5
Arkansas	0	38	5	New Mexico	1	38	3
California	11	87	35	New York	13	60	21
Colorado	0	40	9	North Carolina	2	51	16
Connecticut	1	16	7	North Dakota	0	33	2
District of Columbia	4	6	0	Ohio	12	59	22
Delaware	1	4	1	Oklahoma	2	55	12
Florida	2	58	19	Oregon	0	33	5
Georgia	3	54	9	Pennsylvania	7	58	36
Idaho	0	28	4	Rhode Island	1	4	1
Illinois	5	60	16	South Carolina	0	29	9
Indiana	2	48	15	South Dakota	0	30	1
Iowa	2	59	16	Tennessee	2	53	18
Kansas	0	49	7	Texas	6	179	62
Kentucky	2	34	4	Utah	2	22	5
Louisiana	1	42	12	Vermont	0	10	0
Maine	0	29	6	Virginia	2	39	15
Maryland	3	12	3	Washington	1	48	9
Michigan	6	70	10	West Virginia	1	25	10
Massachusetts	2	23	16	Wisconsin	1	51	15
Minnesota	2	48	13	Wyoming	0	27	3
Mississippi	0	39	5	Alaska	0	19	0
Missouri	2	54	17	Hawaii	0	20	0
Montana	0	40	2	Puerto Rico	0	9	0
Nebraska	2	34	4	Virgin Islands	0	3	0
Nevada	0	22	3				
				Totals	108	2,053	521

TV COVERAGE MAPS

— *Present* —

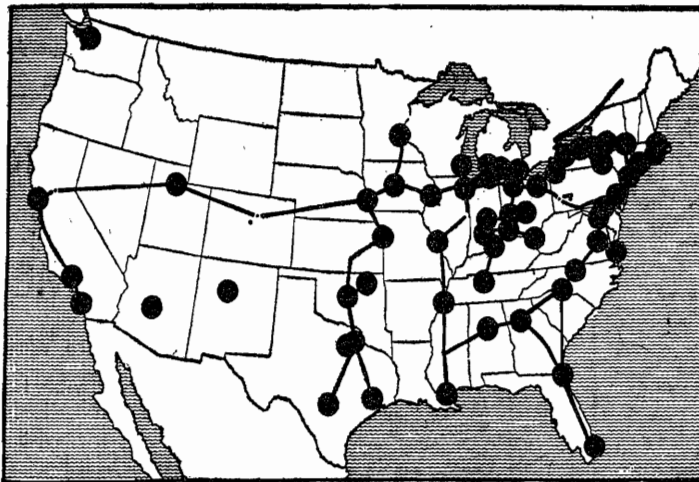
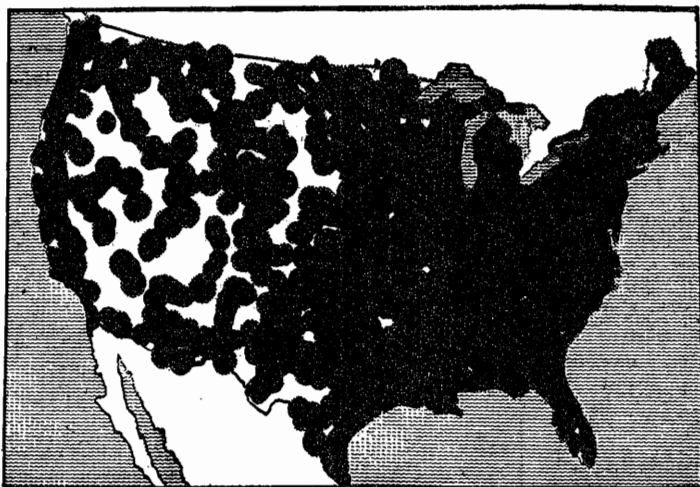


Chart shows extent of current television coverage



— *Future* —



How new stations are expected to affect coverage

TIME TABLE ON FCC TV DECISION

MAY 6, 1948—The proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" designed to amend the Table of Television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

SEPT. 30, 1948—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the "Freeze Order." In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

JULY 11, 1949—Issuance of the "Notice of Further Proposed Rule Making" (FCC 49-948) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission's figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

SEPT. 1, 1949—First color report (FCC 50-1964) issued.

SEPT, 1949—Hearings on color television begin.

OCT. 11, 1949—Second color report (FCC 50-1224) issued.

OCT. 16, 1949—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1949 began. The hearings continued until January 31, 1951, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

MARCH 22, 1951—The "Third Notice of Further Proposed Rule Making" (FCC 51-244) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

JUNE 21, 1951—The Commission issued its third report (FCC 51-640) stating it could not at the time effect a partial lifting of the "freeze."

JULY 12, 1951—A "Fourth Report" and "Order" (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

JULY 25, 1951—A "Fifth Report and Order" (FCC 51-752) was issued amending the "freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

APRIL 14, 1952—The Commission announces the lifting of the "freeze."

CHANGES IN PRESENT ASSIGNMENTS

<i>Licensee or Permittee</i>	<i>City Affected</i>	<i>Present Channel Assignment</i>	<i>New Channel Assignment</i>
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5
Atlanta Newspapers, Inc. (WSB-TV).....	Atlanta, Ga.	8	11
Birmingham Broadcasting Company, Inc. (WBRC-TV)	Birmingham, Ala... ..	4	6
Sarkes Tarzian, Inc. (WTTV).....	Bloomington, Ind... ..	10	4
Balaban & Katz Corporation (WBKB).....	Chicago, Ill.	4	2
Crosley Broadcasting Corporation (WLWT).....	Cincinnati, O.	4	5
Radio Cincinnati, Inc. (WKRC-TV).....	Cincinnati, O.	11	12
Scripps-Howard Radio, Inc. (WCPO-TV).....	Cincinnati, O.	7	9
Empire Coil Company, Inc. (WXEL).....	Cleveland, O.	9	8
National Broadcasting Company, Inc. (WNBK).....	Cleveland, O.	4	3
Crosley Broadcasting Corporation (WLWC).....	Columbus, O.	3	4
Crosley Broadcasting Corporation (WLWD).....	Dayton, O.	5	2
Miami Valley Broadcasting Corporation (WHIO-TV) ..	Dayton, O.	13	7
Central Broadcasting Company (WOC-TV).....	Davenport, Ia.	5	6
Leonard A. Versluis (WLAV-TV).....	Grand Rapids, Mich. ..	7	8
WSAZ, Inc. (WSAZ-TV).....	Huntington, W. Va.. ..	5	3
WJAC, Inc. (WJAC-TV).....	Johnstown, Pa.	13	6
WGAL, Inc. (WGAL-TV).....	Lancaster, Pa.	4	8
WAVE, Inc. (WAVE-TV).....	Louisville, Ky.	5	3
WHAS, Inc. (WHAS-TV).....	Louisville, Ky.	9	11
Memphis Publishing Company (WMCT).....	Memphis, Tenn. ...	4	5
The Journal Company (WTMJ-TV).....	Milwaukee, Wisc... ..	3	4
The Elm City Broadcasting Corp. (WNHC-TV).....	New Haven, Conn.. ..	6	8
WTAR Radio Corporation (WTAR-TV).....	Norfolk, Va.	4	10
Allen B. DuMont Laboratories, Inc. (WDTV).....	Pittsburgh, Pa.	3	2
The Outlet Company (WJAR-TV).....	Providence, R. I... ..	11	10
Stromberg-Carlson Company (WHAM-TV).....	Rochester, N. Y... ..	6	5
General Electric Company (WRGB-TV).....	Schenectady, N. Y.. ..	4	6
Central New York Broadcasting Corporation (WSYR-TV)	Syracuse, N. Y... ..	5	3
WDEL, Inc. (WDEL-TV).....	Wilmington, Del. ...	7	12

TV PRODUCTION FORECAST

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

BARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.



Du Mont

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) No all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes

during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(Continued on Page 1110)

HOLLYWOOD & A.B.C. TELEVISION

By ALEXANDER STRONACH, JR., Vice-President for the ABC-TV Network

TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television's ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their *live* shows where the stars



Stronach, Jr.

are, where sets could be built and remain standing without being "struck" after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on "The Ruggles" show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being dismantled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network's ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs \$150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to \$300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network's purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor's re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several "one shot" live programs—"The Professor," starring Joseph Schildkraut and "One False Step," both of which were produced in Hollywood, and both of which received excellent reviews from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER *President*

At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.



KINTNER

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

ALEXANDER STRONACH, JR. *Vice President for the ABC Television Network*

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a



STRONACH, JR.

stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

JOHN B. LANIGAN *Vice President in Charge of Television Sales*

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams

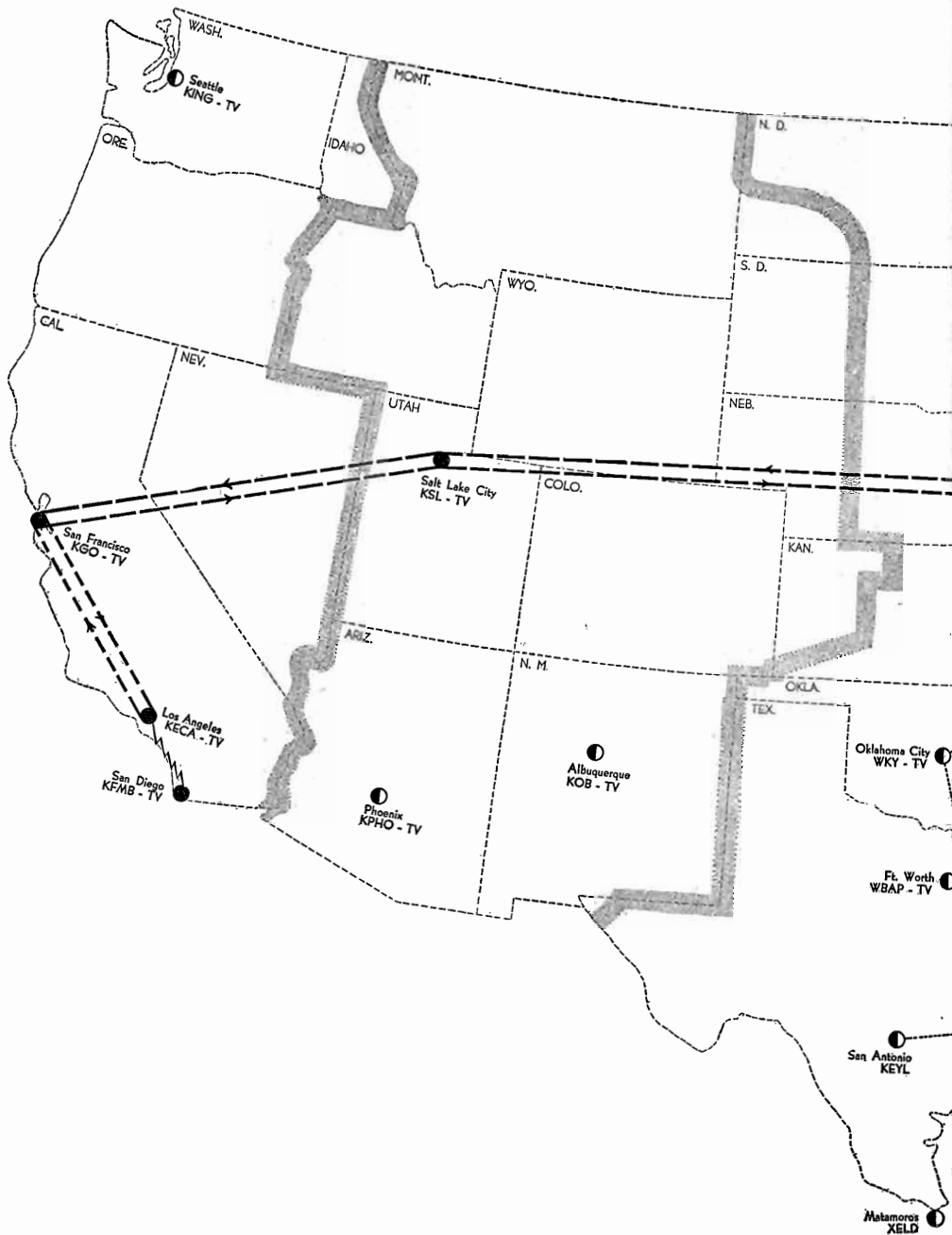


LANIGAN

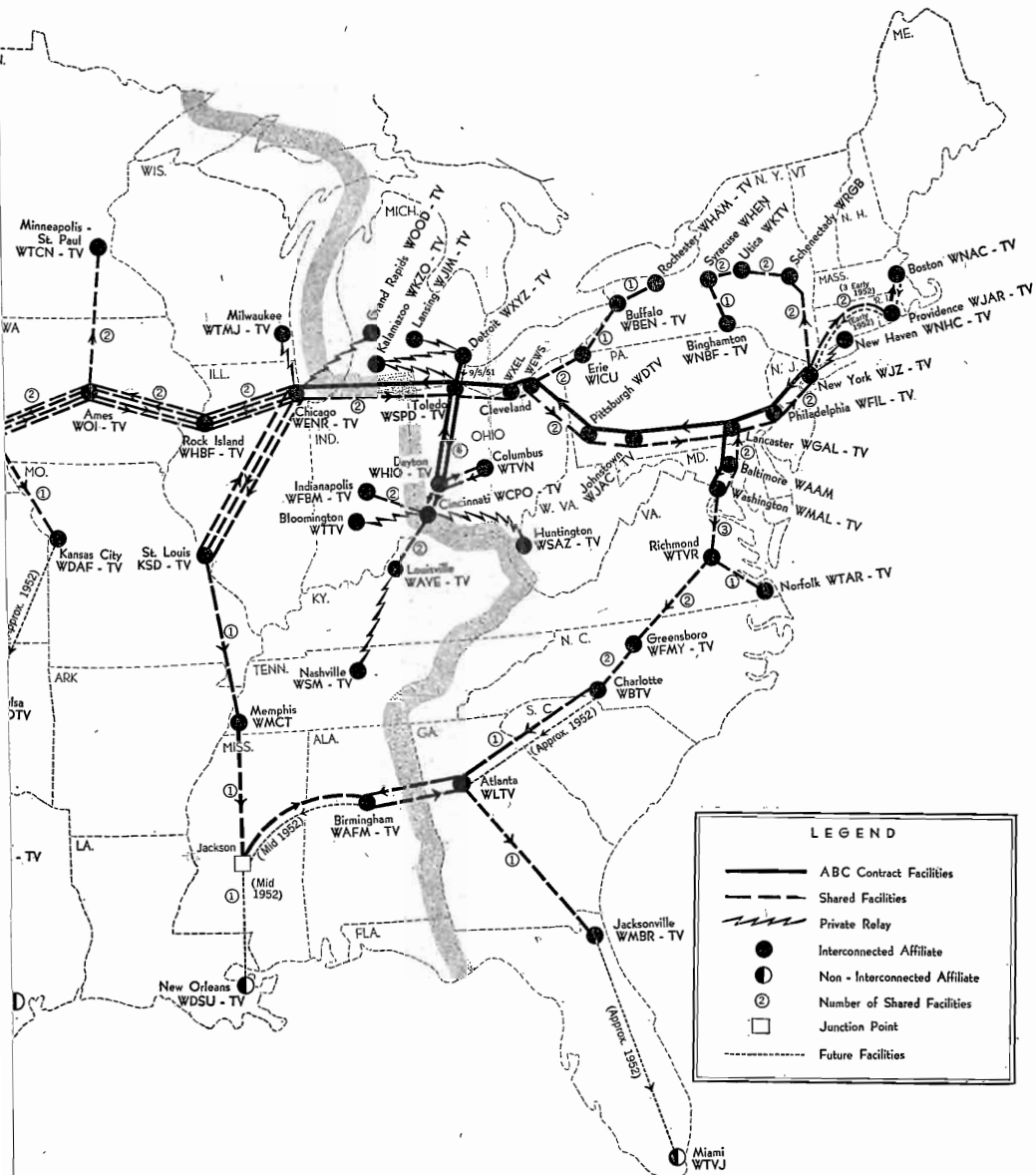
Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

AMERICAN BROAD



CASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: Circle 7-5700)

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Earl E. Anderson	Robert E. Kintner	Franklin S. Wood
Alger B. Chapman	Owen D. Young	

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Harold L. Morgan, Jr..... Vice-President	

TELEVISION

Alexander Stronach, Jr.....
Vice President for the ABC-TV Network

Engineering & General Services

Frank Marx..... Vice President in Charge
Clure Owen..... Administrative Assistant
John Preston..... Director of Engineering Facilities &
General Services
William Trevarthen..... Director of Engineering
Operations
Merle Worster..... Eastern Television Operations
Manager

Special Services

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Alfred Beckman..... Director of Operations for
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Thomas F. Foy..... Purchasing Agent
Malcolm B. Laing..... Manager of Station
Clearance—Television
Aaron Rubin..... Assistant Treasurer
Lawrence A. Ruddell..... Recording Director
Joseph J. Spagnola..... Office and Studio Service
Director
Alice Stamatis..... Manager of Order Processing
Walter C. Tepper..... Controller
Drew Van Dam..... Director of Personnel
Reginald Willcocks..... Traffic Manager

Legal

Geraldine B. Zorbaugh..... Acting General
Attorney and Secretary
Felix H. Kent..... Attorney
James A. Stabile..... Attorney

News and Special Events

Thomas Velotta..... Vice President in Charge
John Madigan..... Director of News and Special
Events—Television

Program

Harold L. Morgan, Jr..... Vice President of the
Television Program Department
Ward Byron..... Executive Producer
Nat Fowler..... Film Director
Henry Hede..... Business Manager
Anthony Henning..... Production Manager
Charles Holden..... Assistant National Director
of Television Program Production
Robert Holland..... Manager of Film Service
Harold Hough..... Program Director of WJZ-TV
Ruth Kiersted..... Operations Manager
James McNaughton..... Art Director
Charles Underhill..... National Director of the
Television Program Department
Mortimer Weinbach..... National Director of
TV Operations
Bertha Williams..... Broadcast Coordinator

Public Relations

John W. Pacey..... Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department
 Ruth Crawford.....Librarian
 Mitchell DeGroot.....Manager of Advertising and Promotion
 Arthur B. Donegan.....Manager of Publicity
 Ellen Heagerty.....Supervisor Audience Information
 Grace Johnsen.....Director of Continuity Acceptance
 Ruth Trexler.....Manager of Religious and Educational Activities
 Oliver Treyz.....Director of Research and Sales Development
 Ernest E. Stern.....Trade News Editor

Sales

John B. Lanigan.....Vice President in Charge of Television Sales
 Charles Abry.....Eastern Television Sales Manager
 Edwin Friendly, Jr.....National Director of Television Sales
 Thomas P. Robinson.....Business Manager for Television Network Sales

Stations

Slocum Chapin.....Vice President in Charge of Owned TV Stations
 Richard B. Rawls.....Manager of Television Stations Department
 Trevor Adams.....Manager of WJZ-TV
 Mary Connell.....Local and Spot Sales Service Manager—Television
 Don L. Kearney.....National Manager of TV Spot Sales
 Bernard Paulson.....Operations Manager of WJZ-TV
 Henry Worthington.....Manager of Co-operative Program Sales—Television

WASHINGTON, D. C.

1703 K Street

Robert H. Hinckley.....Vice-President

CENTRAL DIVISION

WENR-TV

**20 North Wacker Drive,
 Chicago 6, Illinois**

John H. Norton.....Vice President of Central Division
 Robert L. Anderson.....Research Supervisor
 Kenneth Christiansen.....Manager of Traffic & Communications
 Francis J. Coveney.....Auditor
 Francis Dixon.....Program Booking & Operations Supervisor
 Walter L. Emerson.....Legal Counsel
 Joe Fisher.....TV Sales Manager of WENR-TV
 Monte Frassnecht.....Manager of TV Program Department
 John Fitzpatrick.....TV Production Manager
 Elliott Henry, Jr.....Publicity Manager
 E. C. Horstmann.....Engineering Manager
 Dean Linger.....Manager of Sales Promotion
 Jack McCord.....TV Program Business Manager
 Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago
 Francis McNulty.....Music Rights Supervisor
 John J. Manley.....Manager of Office & Studio Services
 Cornelius O'Dea.....News Supervisor

Patric Rastall.....Sales Service Manager
 Robert M. Savage.....Continuity Supervisor
 James L. Stirton.....Director of TV Network for Central Division
 Floyd Timberlake.....TV Engineering Operations Supervisor

Gerald R. Vernon.....Manager of TV Sales

WESTERN DIVISION

Hollywood

KECA-TV

**ABC Television Center,
 Hollywood 27, California**

William Phillipson, Director of Western Division

Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV
 Dorothy Brown.....Continuity Acceptance Editor, Western Division
 Philip G. Caldwell.....Western Division Manager of Technical Operations
 Dresser M. Dahlstead.....Program Manager, Western Division
 Henry Daugherty.....General Traffic Supervisor
 Ernest Felix.....Assistant Treasurer
 Paul Gates.....Evening Program Manager
 John S. Hansen.....Sales Promotion Manager
 Philip Hoffman.....Manager of KECA-TV
 Edward B. Hullinger.....Manager, Stations Relations, Western Division
 Frank King.....TV Sales Manager of KECA-TV
 Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles
 Francis D. La Tourette.....Western Division News Editor
 Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV
 Adolph Lefler.....Sales Service Manager
 Cameron G. Pierce.....TV Engineering Operations Supervisor
 Darrell Ross.....Production Manager of KECA-TV
 Victor Rowland.....Manager, Hollywood Publicity Department
 Florence Shiro.....Personnel Director
 Donn B. Tatum.....Director of TV, Western Division
 John Wagner.....Controllor, Western Division

KGO-TV—SAN FRANCISCO

**155 Montgomery Street,
 San Francisco 2, California**

James Connolly.....Vice-President
 A. E. Evans.....Engineering Manager
 Gladys Ferguson.....TV Sales Service Manager
 Vincent Francis.....Manager of KGO-TV
 Gordon Grannis.....Promotion & Publicity Manager
 Edith Kirby.....Traffic Manager
 Dexter Nichols.....Continuity Acceptance Editor
 Victor Reed.....News Editor
 Dave Sacks.....Manager, ABC-TV Spot Sales
 Bryce Wright.....TV Program Manager

Stations Owned by ABC

WIZ-TV.....New York
 WXYZ-TV.....Detroit
 WENR-TV.....Chicago
 KECA-TV.....Los Angeles
 KGO-TV.....San Francisco



America is
SOLD
on ABC

American Bakeries
Anthracite Institute
Arrow Shirts
Arthur Murray
Bendix
Bristol-Myers
Brown Shoe
Canada Dry
Carter Products
Celanese
Chucklès
Clorox
Cory
Crosley
Frigidaire
General Mills
Goodyear Tire & Rubber
Dr. Billy Graham
Green Giant
Hazel Bishop
Hollywood Candy
Ironrite Ironers
Jacques Kreisler
Kellogg
Lever Brothers
Lucky Strike
M & M Candy
Masland Carpets
Minute Maid
Nash-Kelvinator
Old Gold
Peters Shoe
Procter & Gamble
Prom & White Rain
Ralston-Purina
Sterling Drug
C. A. Swanson
Sundial Shoe
Voice of Prophecy
Word of Life Fellowship
Warner-Hudnut
Young People's Church of the Air

A network is known by the company it keeps . . .
and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC TELEVISION
American Broadcasting Company

TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951:

It spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and



Van Volkenburg

top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

C. B. S. TELEVISION NETWORK

J. L. VAN VOLKENBURG *President*

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of



VAN VOLKENBURG

radio sales, in 1945 and three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice-president and director of Television operation and in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

HUBBELL ROBINSON, JR. *Vice-President in Charge of Network Programs*

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he



ROBINSON, JR.

assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

FRED M. THROWER *Vice-President in Charge of Network Sales*

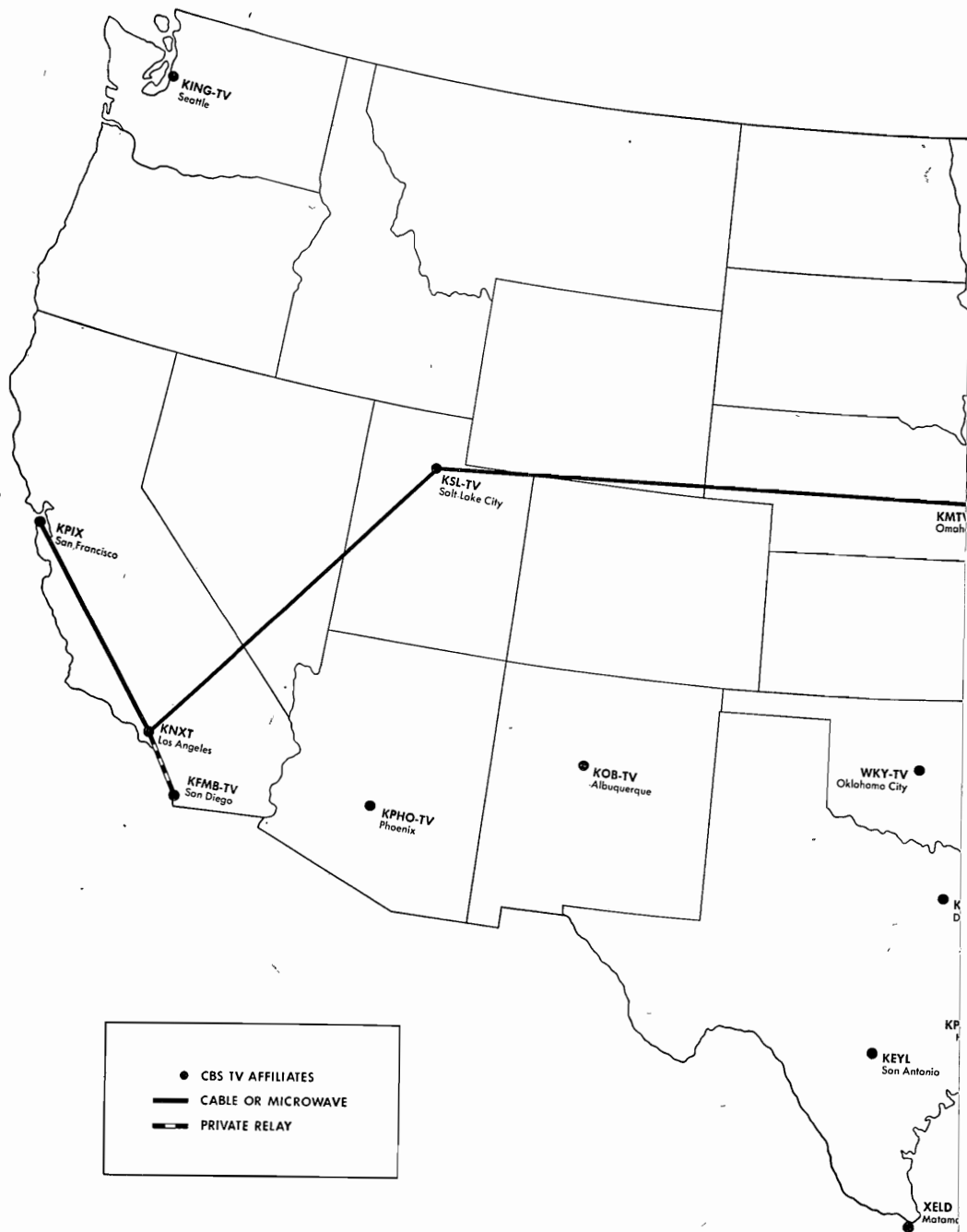
Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942,



THROWER

Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

COLUMBIA BROAD



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	J. A. W. Inglehart
Frederick L. Chapman	Leon Levy
Bruce A. Coffin	Edward R. Murrow
Lloyd H. Coffin	Samuel Paley
David H. Cogan	William S. Paley
Ralph F. Colin	Joseph H. Ream
James B. Conkling	Dorsey Richardson

Frank Stanton

William S. Paley	Chairman of the Board
Frank Stanton	President
Joseph H. Ream	Executive Vice President
Bruce A. Coffin	Vice President
Lloyd H. Coffin	Vice President
David H. Cogan	Vice President
James B. Conkling	Vice President
Earl H. Gammons	Vice President
William C. Gittinger	Vice President
Lawrence W. Lowman	Vice President
Howard S. Meighan	Vice President
Adrian Murphy	Vice President
Daniel T. O'Shea	Vice President
J. L. Van Volkenburg	Vice President
Julius F. Brauner	Secretary
Samuel R. Dean	Treasurer
Arthur S. Padgett	General Auditor
Edward L. Saxe	Controller
Edgar Batchelder	Assistant Secretary
William J. Flynn	Assistant Treasurer
Ned Marr	Assistant Secretary

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg	President
Fred M. Thrower	Vice President in Charge of Network Sales
Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass	Vice President in Charge of Central Division

Frank B. Falknor	Vice President in Charge of Operations
Merle S. Jones	Vice President in Charge of CBS-Owned Stations and General Services
I. S. Becker	Vice President in Charge of Business Affairs
Herbert V. Akerberg	Vice President in Charge of Station Relations
William B. Lodge	Vice President in Charge of General Engineering
Charles L. Glett	Vice President in Charge of Network Services—Hollywood

Network Sales

Fred M. Thrower	Vice President in Charge of Network Sales
William H. Hylan	Eastern Sales Manager
George J. Arkedis	Central Sales Manager
Kingsley F. Horton	Pacific Coast Sales Manager
William J. Fagan	Business Manager
T. D. Connolly	Program Sales Manager
Lorin S. Myers	Sales Research Counsel
Robert F. Jamieson	Sales Service Manager
George A. Kolpin	Contract Manager

Programs

Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs, Hollywood
Russell Furse	General Manager
Henry S. White	Business Manager
William Dozier	Executive Producer, Dramatic Shows
Edgar Peterson	Story and Script Dept. Mgr.
Marlo Lewis	Executive Producer, Music and Variety Programs
James C. Shattuck	Director of Editing
Harry C. Ommerle	Program Director
News and Public Affairs	
Sig Mickelson	Director of News and Public Affairs
Paul Levitan	Producer of Special Events

William A. Wood.....Director of News and
Public Affairs, Washington
Judson Bailey.....Director of Sports

Operations

Frank B. Falknor.....Vice President in Charge
of Operations
Henry Grossman....Assistant to Vice President
in Charge of Operations
E. Carlton Winckler....Manager of Production
Gilbert DeStafano....Manager of Stage Lighting
Don Darcy....Manager of Production Specialists
Anthony Boschetti....Manager of Procurement
Richard Hopkins....Manager of Scenic Design
and Construction
H. C. Meier....Manager of Network Operations
H. Grant Theis.....Manager of Film Service
Operations
Walter R. Pierson....Manager of Theatre and
Stage Operations
Paul Wittlig.....New Effects Development
James Connors....Manager of Cost Control
R. G. Thompson....Manager of Technical
Operations
R. J. Young....Manager of Building Construction
Business Affairs, Network Programs
I. S. Becker.....Vice President in Charge
of Business Affairs
Merritt H. Coleman....Director of Business Affairs
Martin N. Leeds....Director of Business Affairs,
Hollywood

Station Relations

Herbert V. Akerberg.....Vice President in
Charge of Station Relations
Fritz Snyder....Director of Station Relations

Advertising and Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Carroll Whedon.....Copy Chief
Alex Kennedy....Director of Program Promotion
Robert Meyer....Director of Program Promotion,
Hollywood
Gordon Hellmann....Director of Presentations
David Luhmann....Director of CBS-Owned
Station Promotion Services
Edward Side.....Production Manager

Public Relations

David J. Jacobson.....Director

Press Information

Michael J. Foster.....Director
Robert Meyer.....Director, Hollywood

Research

Oscar Katz.....Director
Philip Eisenberg....Director of Coverage and
General Surveys
Rose Marie O'Reilly....Director of Ratings
Tore Hallonquist....Director of Program Analysis

General Engineering

William B. Lodge....Vice President in Charge
of General Engineering
A. B. Chamberlain....Chief Engineer
H. A. Chinn....Chief Audio-Video Engineering
J. W. Wright.....Chief Radio Frequency
Engineering

Legal

W. Spencer Harrison.....Senior Attorney

Accounting

Norman C. Hadley.....Comptroller

Network Services, Hollywood

Charles L. Glett....Vice President in Charge
of Network Services, Hollywood
Austin E. Joscelyn....Director of Operations,
Hollywood

CBS, Inc., Broadcast Service

Departments

Building Operations and Tickets

James Swenson....Manager, Building Operations
Jack Page.....Assistant Manager, Building
Operations
Laurette Banks....Supervisor, Ticket Bureau

General Purchasing

John E. Forsander....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services

A. H. Bryant.....Manager
Maude Stubner....Supervisor, Program Typing
Emily Schiener....Supervisor, Ediphone

Personnel Relations

Robert Kalaidjian....Director
Charles Burt.....Personnel Administrator
Dr. Jack Nelson....Director, Medical Office
John Anderson....Labor Research Manager
Richard Stanley....Employment Manager

Photography

Walter I. Seigal.....Manager

Reference

William C. Ackerman....Director
May Dowell....Manager, General Information
Agnes Law.....Librarian

CBS Television Spot Sales

Thomas H. Dawson....Director of CBS Television
Spot Sales
Sam Cook Digges....Eastern Sales Manager
MacLean Chandler....Western Sales Manager
Ben Margolis.....Business Manager

CBS Television Film Sales

Fred Mahlstedt.....Director

CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence.....General Manager
George R. Dunham....Sales Manager
Richard K. Doan....Program Manager
Robert Patt.....Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

Wilbur S. Edwards....General Manager
James T. Aubrey, Jr....Sales Manager
William J. F. Brennan....Program Director
Tony Moe.....Promotion Manager



The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where television's most successful package programs come from

...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest

...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over \$45 million to an estimated \$129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that \$50,000 and \$100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.



Witting

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING
Director and General Manager

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO



Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

WITTING

TED BERGMANN
Director of Sales

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

BERGMANN

JAMES L. CADDIGAN
Director of Programs and Production

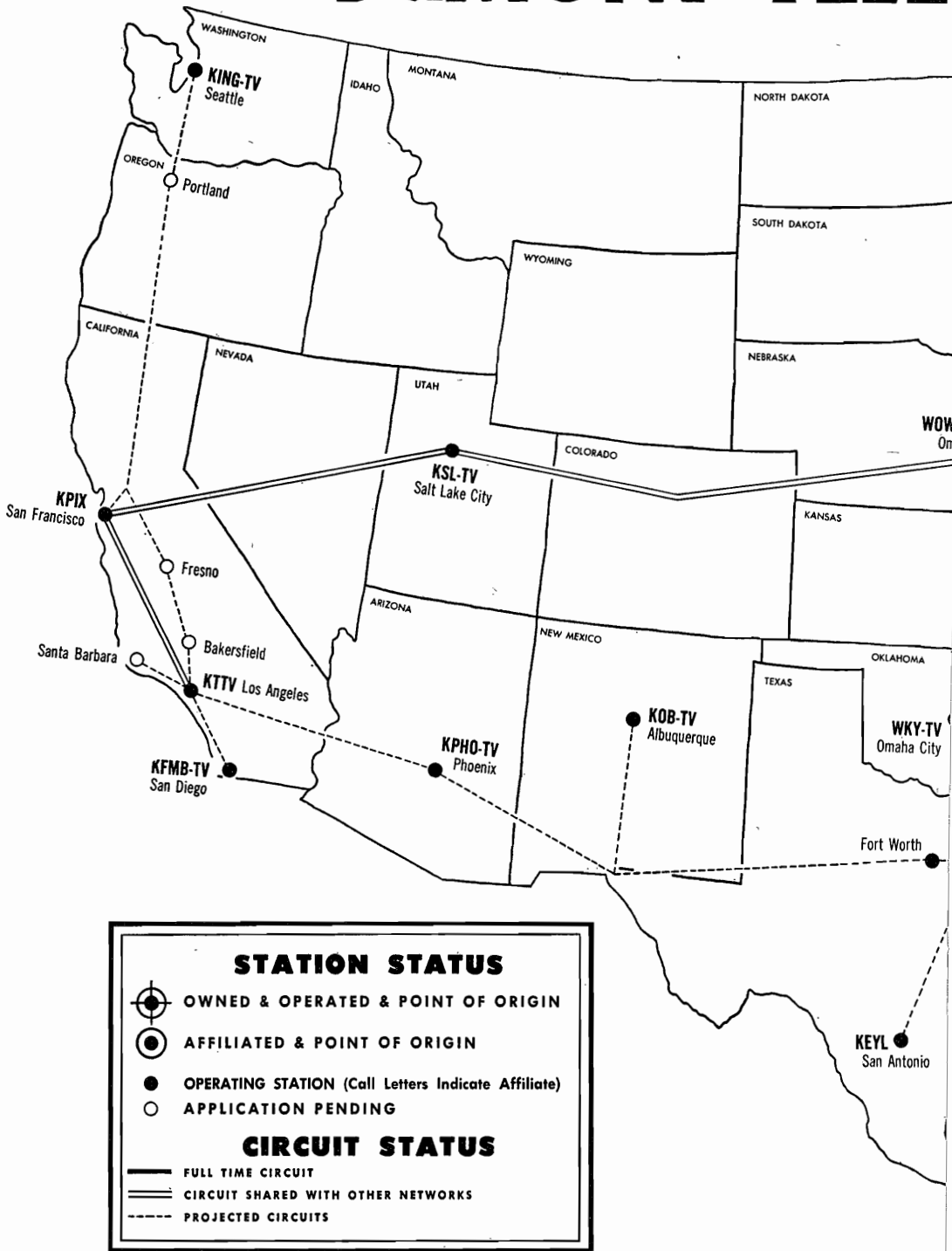
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is con-



stantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

CADDIGAN

DUMONT TELE



DUMONT

TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives

Chris J. Witting... Director and General Manager
 Norman W. Drescher... Admin. Asst. to the Dir.
 Ted Bergmann... Director of Sales
 John H. Bachem... Assistant Director of Sales
 James L. Caddigan... Dir. of Prog. and Production
 Elmore B. Lyford... Director of Station Relations
 Richard E. Jones... Mgr. Owned & Operated Stations
 Clarence G. Alexander... Director of Network Operations
 Edward Kletter... Director of Merchandising and Sales Development
 Rodney D. Chipp... Director of Engineering
 Tom S. Gallery... Director of Sports
 Joseph Hess... Director of Budget
 Gerald Lyons... Director of Public Relations and Publicity
 Melvin A. Goldberg... Manager, Sales Planning and Research Department
 Donald A. Stewart... Manager, Film Dept.
 Walter Compton... Manager of WTTG, Washington, D. C.
 Harold G. Lund... Manager of WDTV, Pittsburgh, Pa.
 Milton Morel... Manager, New York Operations

Sales

Ted Bergmann... Director of Sales
 John H. Bachem... Asst. Director of Sales
 Lynn Cleary... Manager of Sales Service

David Lasley... Manager, Central Div., Chi.
 Robert H. Miller... Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.
 Richard S. Railton... West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.
 William Koblenzer... Account Exec., Network Sales
 Harry Pertka... Account Exec., Network Sales
 James F. Owens... Account Exec., Network Sales
 Duncan R. Buckham... Account Exec., Network Sales
 Richard C. Dawson... Account Exec., Network Sales
 William Walters... Mgr., Account Mgrs. Group
 Richard Geismar... Account Manager
 Lawrence H. Buck... Account Manager

Operations

Clarence G. Alexander... Dir. of Network Operations
 Saul Abraham... Supervisor, Adelphi Theatre
 Samuel Spachner... Supervisor, Ambassador Theatre

Programming and Production

James L. Caddigan... Dir. of Programming and Production
 Leslie G. Arries, Jr... Asst. Dir. of Programming and Production
 Paul Rosen... Supervisor of Program Planning
 A. L. Hollander... Production Facilities Manager
 Duncan MacDonald... Supr. of Women's Programs
 Don Russell... Chief Announcer

Elizabeth Mears.....Casting Supervisor
 Charles Mann.....Script Editor
 Edward Saulpaugh..Supr. of Continuity Acceptance
 Dominick Celintano..Supr. of Music Acceptance
 Sam Posner.....Asst. Program Administrator
 Marian Glick.....News Editor
 Ted Hammerstein.....Supervising Producer
 Charles Parsons.....Supervising Producer
 Roger Gerry.....Supervising Producer
 Frank Bunetta.....Director
 Harry Coyle.....Director
 Pat Fay.....Director
 H. Wesley Kenny.....Director
 David Lowe.....Director
 William Marceau.....Director
 Arnold Nocks.....Director
 William Seaman.....Director
 Keith Thomas.....Director

Engineering Department

Rodney D. Chipp.....Director of Engineering
 Robert F. Bigwood.....Chief Facilities Engineer

DU MONT OWNED AND OPERATED STATIONS

WABD, New York

Richard E. Jones.....Manager
 Milton Morel.....Mgr. of N. Y. Operations
 William Seaman...Supr., Studio D, 515 Madison Avenue
 Ralph Robbins...Supr., Studio A, Wanamaker's

LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive
 Richard C. Dawson Robert F. Adams
 Lawrence Wynn John B. Soell
 Arthur C. Elliott Richard Hamburger

WDTV, Pittsburgh

Harold C. Lund.....General Manager
 A. Donovan Faust...Assistant General Manager
 Larry Israel.....Sales Manager

S. Patremio.....Special Projects Engineer
 H. C. Milholland...Technical Operations Engineer
 Eric Herud...Asst. Technical Operations Engineer
 Arthur Deneke.....Propagation Engineer

Station Relations

Elmore B. Lyford...Director of Station Relations.
 Edwin G. Koehler...Asst. Mgr., Station Relations
 Robert S. Woolf...Mgr., Teletranscription Dept.
 Roylance H. Sharp.....Manager, Traffic Dept.

Budget and General Services

Joseph Hess.....Director of Budgets
 R. M. Skaar.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations
 and Publicity

Research

Melvin A. Goldberg...Director of Sales Planning
 and Research

Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager
 Norman S. Ginsburg....Stations Promotion Mgr.

William A. Krough.....Sales Service Manager
 Paul P. Palangi.....Personnel Manager
 Dick Fortune.....Public Relations Manager
 Jimmie Spanos...Sales Promotion and Merchandising
 Byron Dowty.....Program Manager
 Mary McKay.....Traffic Manager
 Peter Barker.....Executive Producer
 Dave Murray.....News and Special Events
 Richard Dreyfuss.....Film Manager
 Nick Perry.....Chief Announcer
 Raymond Rodgers.....Chief Engineer

WTTG, Washington, D. C.

Walter Compton.....General Manager
 Roger M. Coelos...Program Operations Manager
 Perry Walders.....Sales Manager
 Jules Huber.....Film Supervisor
 M. M. Burlson.....Chief Engineer














ADVERTISERS* WHO FIND TELEVISION

American Chicle Company	Bigelow-Sanford Carpet Company	Anahist Co., Inc.	Brewing Corporation of America	Atlantic Refining Company
Allen B. Du Mont Laboratories, Inc.	Carter Products	Eversharp- Schick Company	Crawford Clothes	Food Store Productions
Emerson Drug Company	Holeproof Hosiery Company	Gerber Food Products	Industrial Tape Corporation	Gruen Watches
Landers, Fray and Clark, Inc.	Mennen Company	Francis H. Leggett Company	Miller Brewing Company	Local Pittsburgh Chevrolet Dealers
Personna Blade Co., Inc.	International Shoe Company	Pharma-Craft Corp., Inc.	Larus and Brother Company, Inc.	Serutan Company

.... USE DU MONT FOR VALUE

***1951 Du Mont Television Network Advertisers**

VALUABLE IN SELLING

 Bond Clothes	Chesebrough Manufacturing Company'	 Hazel Bishop, Inc.	Consolidated Cigar Company	 Bymart—Tintair, Inc.
General Foods Corporation	 Curtis Publishing Co.	General Tire and Rubber Company	 Doeskin Products	Hamilton Watch Company
 Johnson and Johnson	Walter H. Johnson Candy Company	 P. Lorillard Company	Kaiser-Frazer Sales Corporation	 Luden's, Inc.
Arthur Murray Dance Studios	 Motorola, Inc.	National Distillers Inc.	 Pepsodent Division	Rosefield Packing Company
 Sterling Drug Company	Tidewater Associated Oil Company	 Stoppers, Inc.	U. S. Armed Forces	 Admiral Corp.

IN TELEVISION

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully



Davis

considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

N. B. C. TELEVISION NETWORK

NILES TRAMMELL *Chairman of the Board*

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.



TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL *President*

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-



McCONNELL

ton, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

CHARLES R. DENNY *Executive Vice-President*

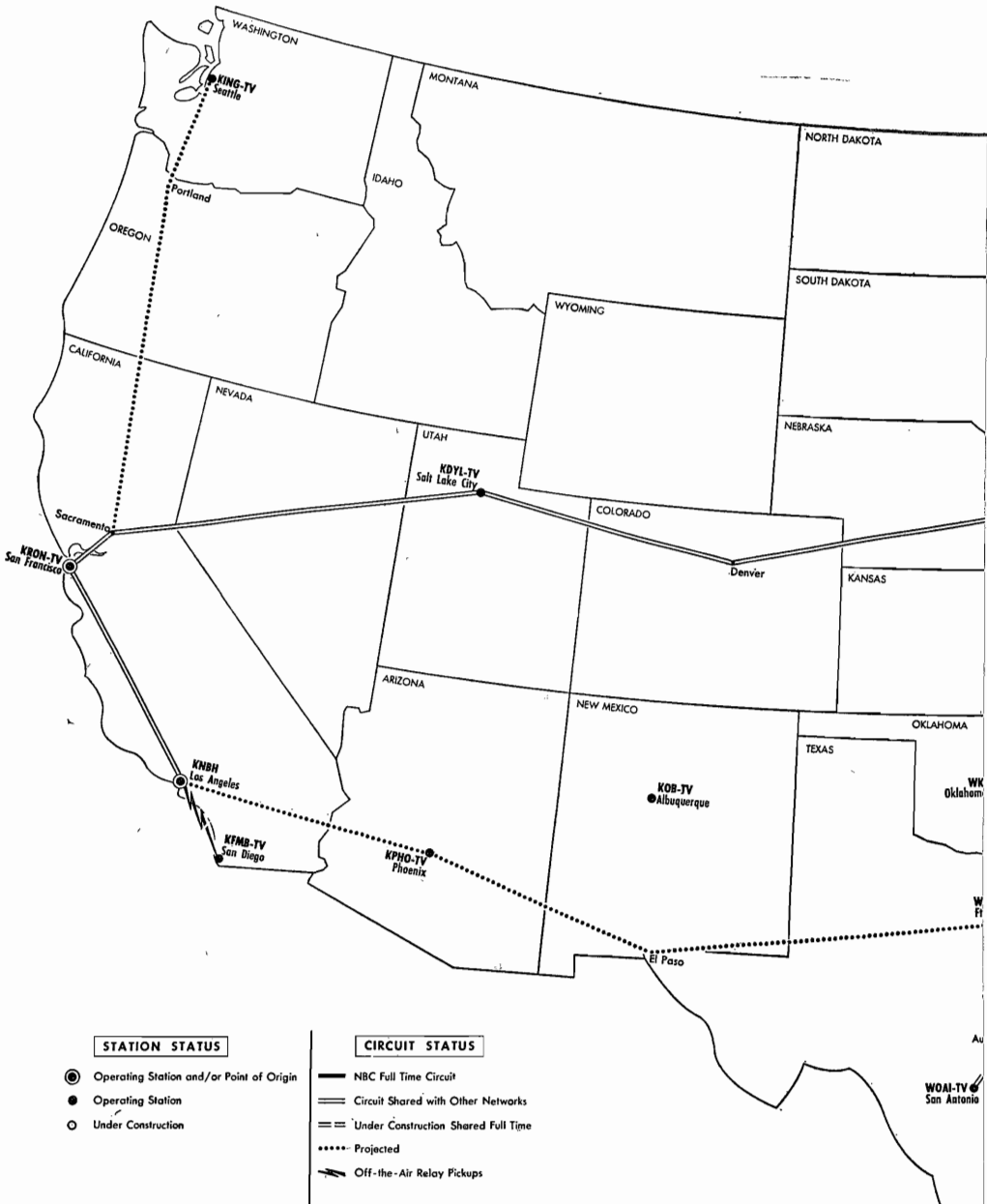
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



DENNY

chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.

NATIONAL BROADCAST



STATION STATUS

- ⊙ Operating Station and/or Point of Origin
- Operating Station
- Under Construction

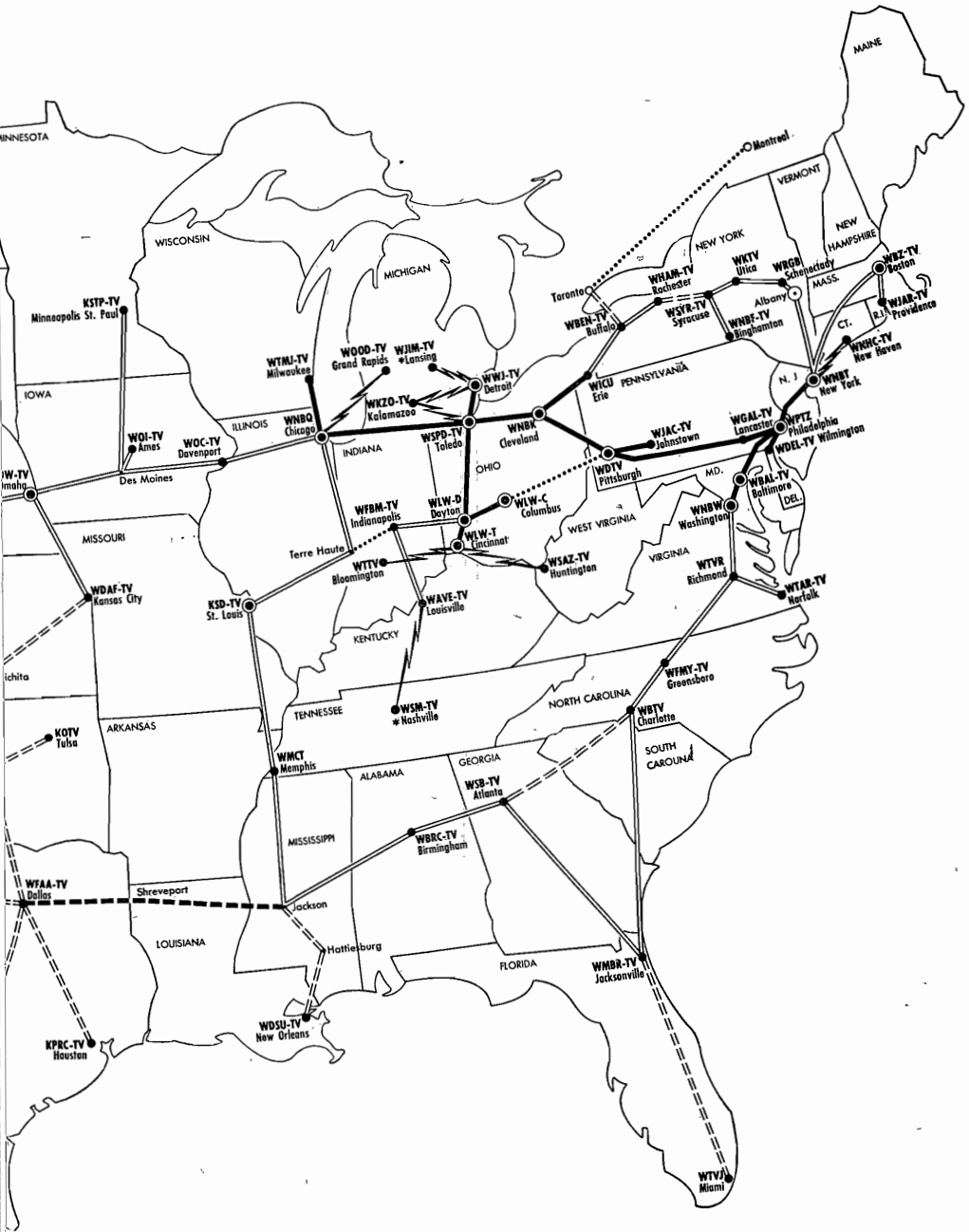
CIRCUIT STATUS

- NBC Full Time Circuit
- Circuit Shared with Other Networks
- - - Under Construction Shared Full Time
- Projected
- ↔ Off-the-Air Relay Pickups

* Nashville and Lansing do not require off-the-Air pickup

— Jackson - Dallas circuit planned for temporary operation July - November 1952.

CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

	Niles Trammell, Chairman	
John T. Cahill	George L. Harrison	Joseph H. McConnell
Charles R. Denny	Mrs. Douglas Horton	Edward J. McGrady
Gano Dunn	Harry C. Ingles	David Sarnoff
Frank Folsom	Charles B. Jolliffe	Sylvester L. Weaver, Jr.

OFFICERS

Niles Trammell.....Chairman of the Board	Gustav B. Margraf.....V.P. & General Attorney
Joseph H. McConnell.....President	Frank M. Russell.....Vice President
Charles R. Denny.....Executive Vice President	Robert W. Sarnoff.....Vice President
Joseph V. Heffernan.....Financial Vice President	Carleton D. Smith.....Vice President
Harry Bannister.....Vice President	John K. West.....Vice President
Charles C. Barry.....Vice President	Sylvester L. Weaver, Jr.....Vice President
William F. Brooks.....Vice President	Frederic W. Wile.....Vice President
Ted Cott.....Vice President	Harry F. McKeon.....Controller
Sydney H. Eiges.....Vice President	Lewis MacConnach.....Secretary
George H. Frey.....Vice President	Felix Schleenvoigt.....Assistant Secretary
James M. Gaines.....Vice President	John Q. Cannon.....Assistant Secretary
O. B. Hanson.....Vice President	Thomas E. Ervin.....Assistant Secretary
William S. Hedges.....Vice President	Paul B. Lynch.....Assistant Secretary
John K. Herbert.....Vice President	Joseph A. McDonald.....Treasurer
Harry C. Kopf.....Vice President	William A. Williams.....Assistant Treasurer
Edward D. Madden.....Vice President	

TELEVISION NETWORK

Sylvester L. Weaver, Jr.....Vice President in Charge of Television Network	of Television Network Operations & Sales
Edward D. Madden.....Vice President in Charge	Richard A. R. Pinkham.....Manager of Planning for the Television

Controllers Departments

Charles J. Cresswell... Controller for Television Network
Francis X. O'Shea..... Manager of the Accounting Department
William V. Sargent..... Manager of Planning & Auditing Department

Operations Departments

E. Lyman Munson.... Director of TV Network Operations
Stanton Osgood.... Assistant to the Director of TV Network Operations & Manager of Theatre TV
William Roden..... TV Personnel Supervisor
J. Robert Myers..... Manager of Television Purchasing Department
James A. Glenn.... Manager of Special Effects Department

Production Services Department

Robert Wade..... Executive Coordinator of Production Development
Ernest T. Heiss..... Mgr. Prod. Operations
Benjamin Webster.... Manager of Staging Services Division
Anthony Hennig..... Mgr. TV Network Studio & Bldg. Ops.

Film & Kinescope Operations Department

Frank Lepore..... Manager of TV Film & Kinescope Operations Department

Technical Operations Department

Robert Shelby..... Director of TV Technical Operations Department
F. A. Wankel..... Manager of TV Technical Operations
Reid R. Davis... Television Operations Supervisor

Production Departments

Frederic W. Wile, Jr. Vice President & Director of TV Network Production
Robert W. Sarnoff.... Vice President & Director of TV Production Units
Carl M. Stanton..... Manager of Commercial Program Planning
Thomas A. McAvity.... Director of Talent & Program Procurement
Davidson Taylor... General Production Executive
Leonard Hole..... TV Production Manager
Ernest Walling..... TV Program Manager
William McAndrew... Director of Public Affairs

Station Relations Department

Harry Bannister.... Vice President in Charge
Sheldon B. Hickox, Jr. Director of TV Sta. Rel.

Public Relations Department

William F. Brooks..... VP in Charge
Frank Young..... Public Rel. Rep.

Press Department

Sydney H. Eiges..... VP in Charge of Press & Information
Anita L. Barnard..... Mgr. of Information
Allan H. Kalmus.... Mgr. of TV Network Publ.
Samuel Kaufman..... Editorial Director
William A. J. Lauten.... Trade Press Editor

News, Special Events and Sports Department

Frank McCall..... Director of TV News & Special Events
Adolph Schneider..... Manager of TV News & Special Events Operations
James Dolan..... Assistant Director of TV Sports

Sales Departments

George H. Frey..... Vice President & Director of TV Network Sales
Edward R. Hitz.... TV Network Eastern Sales Manager
Frank Reed..... Manager of TV Sales Service Department
John Cron..... Manager of Film Syndicated Sales

Sales Development Department

Ruddick C. Lawrence..... Director of TV Sales Development

Advertising and Promotion Department

James H. Nelson.... Manager of TV Advertising & Promotion

Sales Planning & Research Department

Robert McFadyen..... Manager of TV Sales Planning & Research

TELEVISION SALES OFFICE— DETROIT

622 Lafayette, West,
Detroit, Michigan

Tel.: Woodward 2-2000

Walter Gross..... Manager of TV Network Sales—Detroit
Eugene Hoge..... Manager of TV Network Sales—Chicago
John T. Williams.... Manager of TV Network Sales—Hollywood

Owned & Operated Stations

James M. Gaines..... Vice President for the Owned & Operated Stations
Thomas Rowe..... Assistant Controller

National Spot Sales Department

Thomas B. McFadden ... Director of National Spot Sales
John H. Reber..... National Mgr. for TV
Richard H. Close..... National Mgr. for Rep. Stations
H. Norman Neubert..... Manager of Sales Development, Advertising & Promotion
WNBT—New York

Ted Cott..... General Manager of WNBC, WNBC-FM, WNBT
Charles Philips..... Exec. Admin. & Sales Mgr., WNBT
Theodore Zaer..... Controller for WNBC, WNBC-FM, WNBT
Jay Smolin..... Director of Radio & Television Advertising & Promotion
Philip Dean..... Director of Publicity, WNBC-WNBT
George Wallach.... Supervisor of News & Special Events, WNBC-WNBT
Richard Pack.... Manager of Television Program Department (WNBT)

WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois

Tel.: Superior 7-8306

Harry C. Kopf.....	Vice President and General Manager	George Gilbert.....	Supervisor of Guest Relations & Night Operations
John Whalley.....	Controller	William Ray.....	Manager of News, Press & Public Affairs Department
Thomas Compere.....	Attorney—Labor Consultant	Jules Herbeuveaux.....	Director of Television Operations (WNBQ)
Glenn Uhles.....	Supervisor of Personnel & Office Services	George Heinemann.....	Television Program Manager (WNBQ)
Robert Kendall.....	Supervisor of Package Programs & Talent Contracts	John McPartlin.....	Manager of TV Sales Department (WNBQ)
Everett Mitchell.....	Agricultural Program Director	Howard Luttgens.....	Engineer in Charge
Judith Waller.....	Director of Education	Paul Moore.....	Supervisor of TV Technical Operations (WNBQ)
John Keys.....	Supervisor of Radio & Television Advertising & Promotion (WMAQ-WNBQ)	Eugene Hoge.....	Manager of Television Network Sales
Leonard Anderson.....	Manager of Integrated Services Department		
Harry Ward.....	Supervisor of Continuity Acceptance		

WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio

Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado

Tel.: Main 6211

Charles C. Bevis.....General Manager

HOLLYWOOD OFFICE & STATION KNBH

Sunset Blvd. & Vine St., Hollywood 28, Calif.

Tel.: Hollywood 9-6161

John K. West.....	Vice President—Hollywood	Paul Gale.....	Manager of Stations and Traffic Department
Lewis Frost.....	Asst. to the Vice President & Director of Integrated Services Dept.	Carol P. Ewing.....	Controller, Station KNBH
Donald Norman.....	General Manager of Station KNBH	Albert Cole.....	Manager of Television Program Department
Norman Blackburn.....	Director of Television Network Operations	Richard Eisiminger.....	Supervisor of Television Advertising & Promotion
John T. Williams.....	Manager of Television Network Sales	Robert Clark.....	Manager of Television Technical Operations
Frank Dellett.....	Controller	Robert Pelgram.....	Manager of Television Press Department
Donald Honrath.....	Manager of Continuity Acceptance	Earl Rettig.....	Television Network Operations Manager
Roger Sprague.....	Manager of News, Special Events & Sports	Howard Ross.....	Talent Buyer

KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.

Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.

Washington 5, D. C.

Tel.: Republic 4000

Eugene Juster.....General Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBT.....	New York (Television)
WNBW.....	Washington (Television)
WNBK.....	Cleveland (Television)
WNBQ.....	Chicago (Television)
KNBH.....	Hollywood (Television)

SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production
McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.



Scalpone

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product

assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

The second fundamental we've learned is that of simplicity.

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

Now the third fundamental we've learned. The best salesmen in the world are people.

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

Success Story board

Camera Directions and Script Outline for Mr. Television



Establish shot on Camera 1: Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved.



Move in for close-up: or one **super** example in the automotive field . . .



Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.



Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those extra customers — at a low, low budget.



Zoom on Camera 1: It's "TODAY" — the startling morning operation that's revolutionizing television's daytime position.



Hold on close-up: That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.



Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods –



Move in on Camera 2: Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago



Fade to Camera 3: Today, TV delivers 18.6 **extra** customers per dollar in the evening – 18.7 in daytime.



Cut to long shot: And of course, it's on NBC – where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

NBC

television

The network where success is a habit

IF...you plan to operate
...you already operate
.....a television station

THEN you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The PETER R. LEVIN Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

COORDINATED . . .

- ARCHITECTURAL SERVICE
- STATION DESIGN
- BUSINESS PLANNING
- MARKET STUDIES
- OPERATIONS BUDGETING
- SALES ANALYSIS

For details on these and many other comprehensive or specific services, we invite your inquiry.

PETER R. LEVIN

Management Counsel in Radio and TV

425 East 53rd Street

New York 22, N. Y.

ELdorado 5-3857

TELEVISION STATIONS

*Alphabetically Listed
by Cities — Call Letters*

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TV STATIONS IN THE UNITED STATES



ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
DUM

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.
Owned-Oper. By.....Voice of Alabama, Inc.
Business-Studio Address...Protective Life Bldg.
Phone Number.....3-8116
Transmitter Location.....Radio Park-Red Mt.
Air Time.....99½ hours weekly
News Service.....INS
Representative.....CBS TV Spot Sales
Membership.....NARTB
Ch. of the Board.....Ed Norton
Pres., Treas.....Thad Holt
Gen., Sta., Comm. Mgr.....C. P. Persons, Jr.
Chief Engineer.....Jimmy Evans
Manager of Operations.....E. H. Mitchell
Consulting Engr.....A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4.....AP: 7.25.....VP: 14.25 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....1727 Second Ave. N.
Phone Number.....4-7741
Transmitter Location.....Red Mountain
Air Time.....115 hours weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.75 Kw.....VP: 17.5 Kw.

Owned-Oper. By.....Phoenix Television, Inc.
Studio Address.....631 North First Ave.
Phone Number.....4-7367
Transmitter Location.....Westward Ho Hotel
Air Time.....70 hrs. weekly
News Service.....AP
Representative.....Petry & Co.
Pres. & Gen. Mgr.....John C. Mullins
Sales Manager.....Julian Kaufman
Traffic Manager.....Ann Rush
Program Director.....William Burton
Chief Engineer.....George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 14.7 Kw.....VP: 29.4 Kw.
Owned-Oper. By.....American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NORMANDY 3-3311
Transmitter Location.....Mt. Wilson
Air Time.....87½ hours weekly
News Service.....AP, INS
Representative.....ABC Spot Sales
President.....Robert E. Kintner (ABC)
Board Chairman.....Edward Noble
Asst. Treasurer.....Ernest Felix
Sta. Mgr., Western Div. TV Dir.Donn B. Tatum
Sales Manager.....Robert F. Laws
TV Pgm., Prod. Dir.....Cecil W. Barker
TV Program Manager.....Alvin G. Flanagan
Sales Promotion Dir.....John S. Hansen
Dir. of News & Special Events...F. La Tourette
Production Manager.....Darrell E. Ross
Publicity Director.....Victor E. Rowland
Film Director.....Eloise Reeves
Manager TV Engr.....Cameron G. Pierce
Tech. Operations Mgr.....Phillip G. Caldwell
Consulting Engineers.....Kear & Kennedy

KLAC-TV

HOLLYWOOD—1948

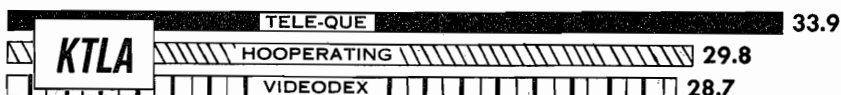
Channel: 13...AP: 15.75 Kw...VP: 31.4 Kw.
Owned-Oper. By.....KMTR Radio Corp.

CHANNEL 5

KTLA

LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

U. S. TELEVISION STATIONS

Bus.-Studio Address...1000 N. Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 Transmitter Location.....Atop Mt. Wilson
 Air Time.....98 hours weekly
 News Service.....INS, UP
 Representative.....Katz Agency Inc.
 President.....Dorothy Schiff
 Exec. V.P., Gen. Sta. Mgr.....Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....Fred Henry
 Promotion Director.....Joe Coffin
 Dir. of News & Special Events.....Fred Henry
 Production Manager.....Don Forbes
 Publicity Director.....Mickey Freeman
 Director of Film Remotes.....Fred Henry
 Chief Engineer.....Robert W. Conner
 Consulting Engr.....Craven, Lohnes & Culver

K N B H

HOLLYWOOD—1949—NBC

Channel: 4...AP: 13.32 Kw...VP: 25.25 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Bus.-Studio Address.....Sunset & Vine St.
 Phone Number.....Hollywood 9-6161
 Transmitter Location.....Mt. Wilson
 Air Time.....88 hours weekly
 News Service.....AP, INS, UP
 General Manager.....Thomas B. McFadden
 Commercial Manager.....Donald A. Norman
 Program Director.....Albert V. Cole
 Promotion Director.....Richard Eisiminger
 Dir. of News & Spec. Events.....William Park
 Publicity Director.....Robert Pelgram
 Film Director.....Robert Guggenheim
 Director of Remotes.....William Bennington
 Chief Engineer.....Robert W. Clark

K N X T

HOLLYWOOD—1948—CBS

Channel: 2...AP: 12.5 Kw...VP: 25 Kw.
 Owned-Oper. By.....CBS Inc.
 Business-Studio Address.....1313 N. Vine St.
 Phone Number.....Hollywood 9-1212
 Transmitter Location.....Mt. Wilson
 Air Time.....90 hours weekly
 Representative.....CBS TV spot Sales
 President (CBS).....Frank Stanton
 Pres. (CBS TV Div.).....J. L. Von Volkenburg
 Vice-Pres. (Net. Pgms.).....Harry S. Ackerman
 General Manager.....Wilbur S. Edwards
 Sales Manager.....James T. Aubrey Jr.
 Sales Prom. Dir.....Tony Moe
 Program Director.....Bill Brennan
 Chief Engineer.....Lester H. Bowman

K H J - T V

LOS ANGELES—1948

Channel: 9...AP: 15.7 Kw...VP: 30.2 Kw.
 Owned-Oper. By...Thos. S. Lee Enterprises Inc.
 Business-Studio Address.....1313 N. Vine St.

Phone Number.....HUDson 2-2133
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....AP, INS
 Program Director.....Kenneth Higgins
 National Adv. Mgr.....John Bradley
 Operations Director.....Tony LaFranc

K T L A

LOS ANGELES—1947

PARAMOUNT

Channel: 5...AP: 15 Kk...Vp: 30 Kw.
 Owned-Oper...Paramount TV Productions, Inc.
 Business Studio Address.....5451 Marathon St.
 Phone Number.....Hollywood 9-3181
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....UP, Acme & Telenevs
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg
 Sales Manager.....Harry Maynard
 Publicity Director.....Howard Wormser
 Production Supervisor.....J. Gordon Wright
 Director of News & Special Events...Jon Rice
 Manager Studio Operations.Charles Theodore
 Film Director.....Leland G. Muller
 Director of Remotes.....John Silva
 Chief Engineer.....Raymond Moore

K T T V

LOS ANGELES—1949—DuM

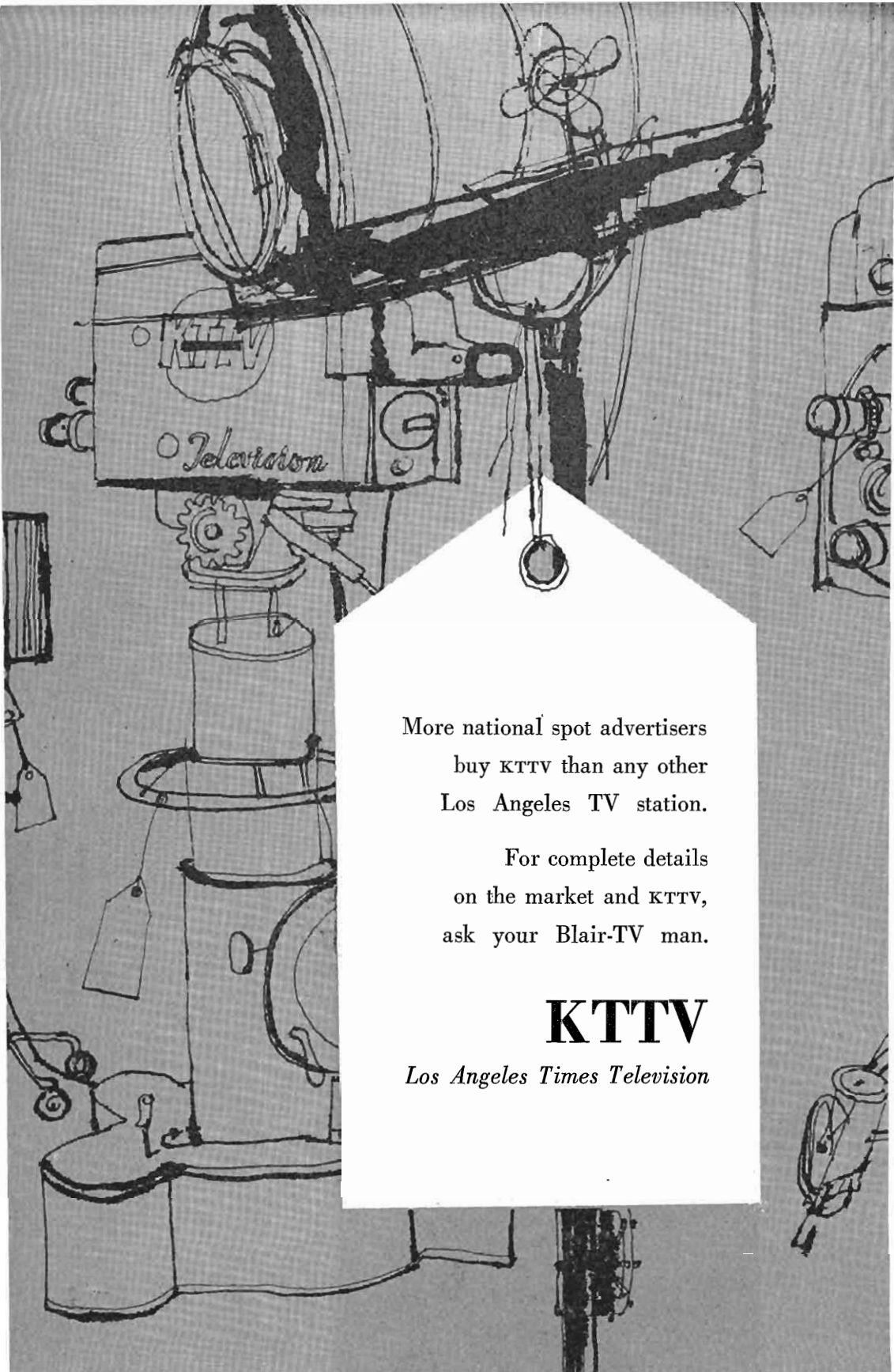
Channel: 11...AP: 16.6 Kw...VP: 30.9 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....HUDson 2-7111
 Transmitter Location.....Mt. Wilson
 Air Time.....76¾ hours weekly
 News Service.....AP
 Representative.....Blair-TV, Inc.
 President.....Norman Chandler
 General Manager.....Richard A. Moore
 Commercial Manager.....Frank G. King
 Operations Director.....Robert Purcell
 Prom., Pub. Dir.....John R. Vrba
 Dir. of Production.....Bob Breckner
 Film Director.....Tom Corradine
 Chief Engineer.....Edward Benham
 Consulting Engineer.....Caven, Lohnes and
 Culver, Washington, D. C.

K F M B - T V

SAN DIEGO—1949—ABC-CBS-NBC

DUMONT

Channel: 8...AP: 12.7 Kw...VP: 27 Kw.
 Owned-Oper. By.....Kennedy Bcstg. Co.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Main 2114



More national spot advertisers
buy KTTV than any other
Los Angeles TV station.

For complete details
on the market and KTTV,
ask your Blair-TV man.

KTTV

Los Angeles Times Television

U. S. TELEVISION STATIONS

Transmitter Location.....Mount Soledad
 Air Time.....95 hours weekly
 Representative.....Branham
 News Service.....AP
 Membership.....NARTB
 Chairman of Board.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Commercial Manager.....William Edholm
 Prom., Pub. Rel.....Lisle F. Shoemaker
 Program Manager.....Bill Fox
 Chief Engineer.....Thornton Chew

Business Studio Address.....901 Mission St.
 Phone Number.....GA:field 1-1112
 Transmitter Location..TV Peak, San Bruno Mt.
 Air Time.....70 hours weekly
 News Service.....AP
 Representative.....Free and Peters
 General Manager.....Charles Thieriot
 Director of Television.....Harold P. See
 Commercial Manager.....Norman Louvau
 Program Director.....A. H. Constant
 Chief Engineer.....R. A. Isberg

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7....AP: 13 Kw....VP: 27 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Transmitter Location..Mt. Sutro, ABC TV Ctr.
 Air Time.....85 hours weekly
 Representative.....ABC Spot Sales
 President (ABC).....Robert E. Kintner
 Gen., Sta. Mgr.....Gayle V. Grubb
 Commercial Manager.....Vincent Francis
 Program Director.....Bloyce Wright
 Promotion Director.....Gordon Grannis
 Dir. of News and Spe. Events.....Vic Reed
 Production Manager.....Bill Hollenbeck
 Publicity Director.....Gordon Grannis
 Film Director.....Phyllis Towner
 Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans
 Consulting Engineer.....Keary & Kennedy

KPIX

SAN FRANCISCO—1948—CBS
DUMONT

Channel: 5....AP: 16.2 Kw....VP: 30.5 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Bus. Studio Address.....Mark Hopkins Hotel
 Phone Number.....PRospect 6-6200
 Trans. Location.....Roof, Mark Hopkins Hotel
 Air Time.....85 hours weekly
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 Sta., Gen. Mgr.....Philip G. Lasky
 Commercial Manager.....Lou Simon
 Program Director.....Sanford Spillman
 Production Manager.....George Mathiesen
 Promotion Dir.....Kay Mulvihill
 Film Director.....William Ray
 Dir. of Engineering.....A. E. Towne
 Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4....AP: 7.7 Kw....VP: 14.5 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
ABC-CBS-NBC-DuM

Channel: 6....AP: 7.5 Kw....VP: 15.1 Kw.
 Owned-Oper. By.....The Elm City Bcstg. Corp.
 Business-Studio Address.....1110 Chapel St.
 Phone Number.....6-9826
 Transmitter Location.....Gaylord Mt.
 Air Time.....100 hours weekly
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Patrick J. Goode
 Sec.-Treas.....Aldo De Dominicis
 General Manager.....James T. Milne
 Commercial Manager.....Vincent J. Callanan
 Production Manager.....David K. Harris
 Dir. of News &
 Special Events.....W. Rockwell Clark
 Publicity Director.....William Dukeshire
 Chief Engineer.....Vincent DeLaurentis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7....AP: .5 Kw....VP: 1 Kw.
 Owned-Oper. By.....WDEL, Inc.
 Business-Studio Address.....10th & King Sts.
 Air Time.....85 hours weekly
 Phone Number.....7268
 Transmitter Location.....New Castle County
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB
 Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 National Sales Manager.....J. Robert Gulick
 Program Director.....James Adshead
 Technical Director.....J. E. Mathiot

*of the people
by the people
for the people*



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.

New York • Chicago

Richard Railton Company
San Francisco

NOW IN OUR 6TH YEAR

U. S. TV STATIONS

DISTRICT OF COLUMBIA

WNBW

WASHINGTON—1947—NBC

Channel: 4 . . . AP: 10.5 Kw. . . . VP: 20.5 Kw.
Owned-Oper. By . . . National Bcstg. Co., Inc.
Business-Studio Address . . . Translux Bldg.,
14th & N. Y. Ave. N.W.

Phone Number . . . Republic 4000
Transmitter Location . . . Wardman Park Hotel
Air Time . . . 91½ Hours Weekly
News Service . . . AP, INS, UP
Representative . . . NBC Television Spot Sales
Membership . . . NARTB, TBA
Wash. Vice-Pres. . . Francis Russell
General Manager . . . Eugene Juster
Business Manager . . . George Sandefer
Commercial Manager . . . Charles de Lozier
Program Director . . . Ralph Burgin
Promotion Director . . . John E. Ghilain
Dir. News & Spe. Events . . . Julian Goodman
Production Manager . . . George Dorsey
Chief Engineer . . . Charles Colledge

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
Membership . . . NARTB
News Service . . . AP, INS, UP
President . . . S. H. Kaufmann
V.P. & Gen. Mgr. . . K. H. Berkeley
Commercial Manager . . . Ben B. Baylor, Jr.
Program Director . . . Charles Kelly
Director of News & Spec. Events Bryson Rash
Publicity Director . . . Mary Pauline Perry
Film Director . . . Charles Bloomquist

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 . . . AP: 14.4 Kw. . . . VP: 27.3 Kw.
Owned-Oper. By . . . WTOP, Inc.
Business Address . . . Warner Building
Phone Number . . . Me. 3200
Transmitter Location . . . 40th and Brandywine
St., N.W.

Air Time . . . 100 hours weekly
Newspaper Affiliation . . . Washington Post
News Service . . . AP, INS, UP
Membership . . . NARTB
Pres., Gen. Mgr. . . John Hayes
Commercial Manager . . . George Hartford
Prod. Manager . . . E. I. Halbert

U. S. TV STATIONS

Pub. & Prom. Director.....Cody Pfanstiehl
 Film Director.....C. D. Dyatt
 Chief Engineer.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5...AP: 10.5 Kw...VP: 17.5 Kw.
 Owned-Oper. By..Allen B. DuMont Labs., Inc.
 Business-Studio Address.....Hotel Raleigh
 Phone Number.....STerling 5300
 Transmitter.....5217 19th Rd., N.; Arlington
 Air Time.....100 hours weekly
 News Service.....UP
 Representative...Harrington, Righter, Parsons
 President.....Dr. Allen B. DuMont
 General Manager.....Walter Compton
 Commercial Manager.....Perry Walders
 Program Director.....Roger Coelos
 Film Director.....Jules Huber
 Chief Engineer.....Malcolm M. Bursleson

FLORIDA

WMBR-TV

**JACKSONVILLE—1949
 ABC-CBS-NBC**

Channel: 4...AP: 7.4 Kw...VP: 14.8 Kw.
 Owned-Operated By.....Florida Bcstg. Co.
 Business Address.....B. O. Box 5187
 Phone Number.....9-4475
 Transmitter Location.....Southampton & Vine
 Air Time.....95 hours weekly
 News Service.....INS
 Representative.....Avery-Knodel
 General Manager.....Glenn Marshall, Jr.
 Pgm., Prom. Director.....Bernie Adams
 News Dir., Prod. Mgr.....Bill Terry
 Chief Engineer.....Ernest Vordermark
 Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4...AP: 8.25 Kw...VP: 16.5 Kw.
 Owned-Oper. By.....Wometco Theatres
 Business-Studio Address.....17 3rd St., N.W.
 Transmitter Location.....Everglades Hotel
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....Free & Peters
 President.....Mitchell Wolfson
 Vice-Pres., Gen. Mgr.....Lee Ruwitch
 Business & Sales Mgr.....John S. Allen
 Program Director.....Lee Phillips
 Pub. & Prom. Director.....Burt Toppan
 Film Director.....Labe B. Mell
 National Sales Mgr.....Arthur L. Gray
 Dir. of News & Special Events...Ralph Renick
 Program Coordinator.....John A. Shay
 Chief Engineer.....Earl W. Lewis

W N B W . . .

your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Laif Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Estimate—American Research Bureau, Nov. 1-8, 1951)
 (Market data—Sales Management Survey of Buying Power, 1951)

**W
 N
 B**

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

THE FACTS ABOUT JACKSONVILLE

● It's a One-Station-Market

● It has 52,000 TV families

● This means 43.3% penetration

● WMBR-TV has 100% share of audience

● You can reach this audience for only 72¢ per thousand

● WMBR-TV is Florida's only interconnected station

● The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area
 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)
 43.3% TV Penetration
 43,472 TV Sets In Duval County
 50.6% TV Penetration

FLORIDA	COUNTIES	FAMILIES*	TV SETS**
	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
	Union	2,200	58
GEORGIA	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

Live, Film or Slide copy accepted



**WMBR
TV**

JACKSONVILLE, FLORIDA CHANNEL 4

represented nationally by **AVERY-KNODEL, INC.**

NEW YORK CHICAGO SAN FRANCISCO
 LOS ANGELES ATLANTA

CBS
 NBC
 Du M
 ABC

U. S. TELEVISION STATIONS

GEORGIA

WAGA-TV

ATLANTA—1949—CBS—DuM

Channel: 5 AP: 13.5 Kw VP: 26.5 Kw.
 Owned-Operated By Fort Industry Co.
 Bus.-Studio Address 1018 W. Peachtree, N.W.
 Phone Number Emerson 2541
 Trans. Location 1018 W. Peachtree, N.W.
 Air Time 105 hours weekly
 News Service AP
 Representative Katz
 President George B. Storer
 Commercial Manager John W. Collins, Jr.
 News Director Dale Clark
 Chief Engineer George B. Smith
 Consulting Engineer A. Earl Cullum, Jr.

WLTW

ATLANTA—1951—ABC

Channel: 8 AP: 12.5 Kw VP: 23.8 Kw.
 Owned-Oper. By Broadcasting Inc.
 Address 15 Forsyth St. S.W.
 Phone Number CYPRESS 6676
 Transmitter Location 1601 W. Peachtree St.
 Air Time Varies
 News Service AP
 Representative Harrington, Righter & Parsons
 President Walter C. Sturdivant
 Vice-Pres. & Gen. Mgr William T. Lane
 Commercial Manager George P. Moore
 Program Director Roger O. Van Duzer
 Technical Director Harvey J. Aderhold
 Traffic Manager Ann Hutcheson
 Film Director John Barry

WSB-TV

ATLANTA—1948—NBC

Channel: 2 AP: 25 Kw VP: 50 Kw.
 Owned-Oper. By The Atlanta Newspapers
 Address 1801 W. Peachtree
 Phone Number Atwood 3927
 Air Time 98 hours 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 Tealson
 Publicity Director Wayne Anderson
 Film Director Jean Hendrix
 Chief Engineer C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1941—CBS

Channel: 4 AP: 12.7 Kw VP: 25.4 Kw.
 Owned-Operated By Balaban & Katz Corp.
 Bus.-Studio Address 175 North State St.
 Phone Number RAndolph 6-8210
 Transmitter Location 33 North LaSalle St.
 Air Time 110 hours weekly
 News Service UP, INS
 Representative Weed
 Membership TBA
 Gen., Sta. Manager John H. Mitchell
 Comptroller Mathew E. Vieracker
 Program Manager S. C. Quinlan
 Dir. of News & Spec. Events Ulmer Turner
 Publicity Director Lee Salberg
 Production Manager William Ryan
 Film Director Carl Russell
 Chief Engineer William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7 AP: 14.0 Kw VP: 28.3 Kw.
 Owned-Operated By American Bcstg. Co.
 Business-Studio Address 20 N. Wacker Dr.
 Phone Number ANdover 3-0800
 Transmitter Location Atop Opera Bldg.
 Air Time 94½ hours weekly
 News Service AP, INS
 V.P. in Chg. John H. Norton, Jr.
 Sta., Sales Mgr Roy McLaughlin
 Program Director James S. Pollak
 Promotion Director Dean D. Linger
 Dir. of News & Spec. Events Cornelius O'Dea
 Publicity Director Elliott Henry
 Film Director Polly Thompson
 Chief Engineer Edward C. Horstman

WNBQ

CHICAGO—1949—NBC

Channel: 5 AP: 12.29 Kw CP: 23.25 Kw.
 Owned-Operated By National Bcstg. Co.
 Business-Studio Address Merchandise Mart
 Phone Number SUperior 7,8300
 Transmitter Location Civic Opera Bldg.
 Air Time 94 hours weekly
 News Service AP, INS, UP
 Representative NBC Spot Sales
 Membership NARTB
 President of NBC Joseph McConnell
 V.P. & Gen. Mgr Harry Kopf
 TV Manager Jules Herbuveaux
 Commercial Manager John J. McPartlin
 Program Director George Heinemann
 Promotion Director John Keys

... HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late ... if you want results ...
call your WGN-TV representative for availabilities



U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray
 Publicity Director.....Jack Ryan
 Film Procurement.....Isabel Cooney
 Chief Engineer.....Howard C. Luttgens

WGN-TV

CHICAGO—1948—DuM

Channel: 9.....AP: 14.5 Kw.....VP: 29.0 Kw.
 Owned-Operated By.....WGN, Inc.
 Business Address.....441 N. Michigan Ave
 Phone Number.....SUPERIOR 7-0100
 Transmitter Location.....Tribune Tower
 Air Time.....95-100 hours weekly
 Newspaper Affiliation.....Chicago Tribune
 News Service.....AP, UP, AP
 Representative.....George P. Hollingbery
 President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager..William A. McGuineas
 TV Sales Manager.....Ted Weber
 Program Director.....Jay E. Faraghan
 Newsreel Director.....Spencer Allen
 Operations Director.....George E. Petterson
 Promotion Director.....Charles A. Wilson
 Publicity Director.....James Hanlon
 Film Director.....Elizabeth Bain
 Director of Remotes.....Donald Cook
 Chief Engineer.....Carl J. Meyers

WHBF-TV

**ROCK ISLAND—1950—ABC-CBS
 DuM**

Channel: 4.....AP: 11.7 Kw.....VP: 23.5 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Bus.-Trans. Address...Telco Bldg., 231 18th St.
 Phone Number.....R. I. 6-5441
 Air Time.....80 hours weekly
 News Service.....INS
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB
 President.....Ben H. Potter
 Gen., Sta. Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Forest W. Cooke
 Promotion Director.....(Miss) Fern Hawks
 Prod., News, Spe. Ev. Dir. Charles F. Harrison
 Publicity Director.....(Miss) Fern Hawks
 Chief Engineer.....Robert J. Sennett
 Consulting Engineer.....E. C. Page

INDIANA

WTTV

**BLOOMINGTON—1949
 ABC-CBS-NBC-DuM**

Channel: 10.....AP: 17.5 Kw.....VP: 35 Kw.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Address.....535 S. Walnut St.

Phone Number2-3366
 Air Time.....80 hours weekly
 News ServiceAP
 Representative.....Robert Meeker Assoc.
 General Manager.....Glenn Van Horn
 Sta., Comm. Mgr.....Robert Lemon
 Program Director.....Robert Petranoff
 Promotion Director.....Jim Ratcliffe
 Film Director.....Al Fiscus
 Dir. of Spec. Events.....Maurice Latimer
 Chief Engineer.....Morton L. Weigal
 Consulting Engineer.....Kear & Kennedy

WFBS-TV

**INDIANAPOLIS—1949
 ABC-CBS-NBC-DuM**

Channel: 6.....AP: 18.1 Kw.....VP: 30.8 Kw.
 Owned-Operated By.....WFBS, Inc.
 Bus.-Studio Address.....1330 N. Meridian St.
 Phone Number.....Lincoln 8506
 Transmitter Location...Merchants Bank Bldg.
 Air Time.....105 hours weekly
 News ServiceAP, INS
 Representative.....Katz
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Harry M. Bitner, Jr.
 Comm. Manager.....William F. Kiley
 Program Director.....Hugh Kibbey
 Promotion Director.....David F. Milligen
 Dir. of News.....Gilbert Forbes
 Film Director.....Earl Johnson
 Chief Engineer.....Harold S. Holland

**WHY IS AP
 THE BEST?**

BECAUSE—AP is more experi-
 enced than any other
 news service... more
 than 100 years col-
 lecting and distribut-
 ing news.

First

in
educational
television

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV

CBS-TV

ABC-TV

DuMont-TV

U. S. TELEVISION STATIONS

IOWA

WOI-TV

AMES—1950

Channel: 4.....AP: 8 Kw.....VP: 15.6 Kw.
 Owned-Operated By.....Iowa State A & M
 Bus.-Studio Address..Service Bldg., Iowa State
 College
 Phone Number.....2500 Extension 570
 Transmitter Location.....Ames
 Membership.....NARTB
 President.....Charles E. Friley
 General Manager.....Richard B. Hull
 Sta., Comm. Manager.....Robert Mulhall
 Program Director.....Edward Wegener
 Production Manager.....Edward Wegener
 Film Director.....J. Wilson Dunlop
 Chief Engineer.....L. L. Lewis

WOC-TV

DAVENPORT—1949—NBC

Channel: 5.....AP: 12.5 Kw.....VP: 22.9 Kw.
 Owned-Oper. By.....Central Bcstg. Co.
 Business Address.....805 Brady St.
 Phone Number.....3-3661
 Transmitter Location.....Bettendorf
 Air Time.....85¼ hours weekly
 News Service.....UP
 Representative.....Free & Peters, Inc.
 Membership.....NARTB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 Exec. Vice-Pres.....Ralph Evans
 Secretary.....William D. Wagner
 Vice-President.....Paul Loyet
 Resident Manager.....Ernest Sanders
 Resident Sales Mgr.....Mark Wodlinger
 Program Director.....Charles Freburg
 Promotion Director.....Fred Reed
 Director of News.....Bob Frank
 Publicity Director.....Paul Ives
 Film Director.....Ken Wagner
 Chief Engineer.....Paul Arvidson
 Consulting Engineer.....A. D. Ring & Co.

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5.....AP: 12.1 Kw.....VP: 24.1 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Phone Number.....Wabash 2201
 Air Time.....89 hours weekly
 News Service.....AP, INS
 Membership.....NARTB

Representative.....Free & Peters
 President.....George W. Norton, Jr.
 Gen., Sta. Manager.....Nathan Lord
 Commercial Manager.....Ralph Jackson
 Program Director.....George Patterson
 Director of Television.....John Boyle
 Prom., Pub. Dir.....Cyrus D. Crites
 Director of News.....Hugh Sutton
 Production Manager.....Burt Blackwell
 Film Director.....Irving Lively
 Dir. of Remotes.....Walter K. Witherbee
 Chief Engineer.....Wilbur Hudson
 Consulting Engineer.....Ring & Clark

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9.....AP: 50 Kw.....VP: 25 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....6th & Broadway
 Phone.....Wabash 2211
 Representative.....Harrington, Righter, Parsons
 News Service.....AP, UP
 President.....Barry Bingham
 Vice-Pres., Director.....Victor A. Sholis
 Sales Director.....Neil D. Cline
 Chief Engineer.....Orrin W. Townner

LOUISIANA

WDSU-TV

NEW ORLEANS—1948

ABC—CBS—NBC—DuM

Channel: 6.....AP: 15.0 Kw.....VP: 31.0 Kw.
 Owned-Operated By.....WDSU Bcstg. Services
 Business-Studio Address.....520 Royal St.
 Phone Number.....TUlane 4371
 Transmitter Location.....Hibernia Bank Bldg.
 Air Time.....112 hours weekly
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB, BAB
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 Commercial Manager.....A. Louis Read
 Program Director.....John Muller
 Prom., Pub. Dir.....Marion Annenberg
 Dir. of News & Spec. Events.....Mel Leavitt
 Film Director.....Rose Wetzel
 Chief Engineer.....Lindsey Riddle
 Consulting Engineer.....E. C. Page

MARYLAND

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13.....AP: 13.8 Kw.....VP: 26.1 Kw.

**SOLD
DOWN THE RIVER**

UP THE RIVER

ACROSS THE RIVER

When Advertised on WOC-TV

WOC-TV Sells!

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

**WOC-TV, Channel 5
Davenport, Iowa**

**Free & Peters, Inc.
Exclusive National Representatives**



**The
QUINT CITIES**

**Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager**



U. S. TELEVISION STATIONS

Owned-Operated By...WAAM, Incorporated
 Business Address.....3725 Malden Ave.
 Phone Number.....MOhawk 7600
 Transmitter Location.....3725 Malden Ave.
 Air Time.....95 hours weekly
 News Service.....AP
 Representative.....Harrington, Righter and
 Parsons, Inc.

President.....Ben Cohen
 Exec. Vice-Pres.....Norman C. Kal
 General Manager.....Kenneth Carter
 Asst. Gen. Mgr.—Sales.....Armand Grant
 Prog., Film Dir.....Herbert Cahan
 Pgm. Operations Supr.....Harriet George
 Dir. of News and Pub.....Joel Chaseman
 Production Manager.....Paul Kane
 Director of Engineering.....Benjamin Wolfe
 Chief Engineer.....Glenn Lahman
 Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 13 Kw....AP: 27 Kw.
 Owned-Operated By.....Hearst Radio, Inc.
 Business-Studio Address.....2610 N. Charles
 Phone Number.....Hopkins 3000
 Transmitter Location.....Violet and Cottage Ave.
 Air Time.....103 hours weekly
 News Service.....INS, UP, AP
 Representative.....Edward Petry
 Membership.....NARTB
 President.....Charles B. McCabe
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Public Affairs & Education.....Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....Jerre Wyatt
 Sales Manager.....Willis K. Freiert
 News & Publicity Mgr.....Thomas J. White, Jr.
 Film Buyer.....John Frankenfield
 Dir. Women's Programs.....Mollie Martin
 Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2....AP: 8 Kw....VP: 16 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Bus.-Studio Address.....Baltimore & Charles Sts.
 Phone Number.....MULberry 5670
 Transmitter Location.....Mathieson Bldg.
 Air Time.....105 hours weekly
 News Service.....AP
 Representative.....Katz
 President.....William F. Schmick
 V.P., Dir. of Radio.....Ewell K. Jett
 Commercial Manager.....Ernest A. Lang
 Program Director.....Robert B. Cochran
 Promotion Director.....Ralph T. Braun
 Film Director.....David V. R. Stickle
 Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.
 Owned-Oper. By.....Westinghouse Radio Sta-
 tions, Inc.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service.....INS
 Representative.....NBC Spot Sales
 President.....Walter Evans
 Sales Manager.....C. Herbert Masse
 Station Manager.....W. C. Swartley
 Program Manager.....W. Gordon Swan
 Film Librarian.....Carl Lawton
 Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw....VP: 26.6 Kw.
 Owned-Oper. By.....Thomas S. Lee Enterprises
 Inc.
 Business-Studio Address.....21 Brookline Ave.
 Phone Number.....COMmonwealth 6-0800
 Transmitter Location.....Medford
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....H-R Reprs. Inc.
 President.....William O'Neil
 Exec. V.P. & Gen. Mgr.....Linus Travers
 V.P. in chg. TV.....George Steffy
 Publicity Director.....Paul Keyes
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 8.3 Kw....VP: 16.5 Kw.
 Owned-Operated By.....Fort Industry Co.
 Business-Studio Address.....500 Temple
 Phone Number.....Temple 3-7900
 Transmitter Location.....8009 Lyndon
 Air Time.....110 hours weekly
 News Service.....INS, UP
 Membership.....NARTB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Dir.....Gayle V. Grubb
 General Manager.....Richard E. Jones
 Production Manager.....Lanny Pike
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman
 Dir. of News & Special Events.....Larry Ruppel



. . U. S. TV STATIONS . .

Film Director.....Bob Striker
 Director of Remotes.....Ted Beimel
 Chief Engineer.....Paul Frincke
 Consulting Engineer.....Earl Cullum

W W J - T V
 DETROIT—1947—NBC

Channel: 4... AP: 10.25 Kw... VP: 20.5 Kw.
 Owned-Operated By....Evening News Assoc.
 Business-Studio Address... 615 W. Lafayette
 Phone Number.....WOODward 2-2000
 Transmitter Loc.....Eight Mile & Myers Rd.
 Newspaper Affiliation.....The Detroit News
 News Service.....UP, AP
 RepresentativeHollingsbery
 MembershipNARTB
 Sta. Mgr.....Willard E. Walbridge
 Program Director.....Melvin C. Wissman
 Promotion Director.....Jake Albert
 News Producer.....Tom Sutton
 Production Manager.....Walter Koste
 Publicity Director.....Fran Harris
 Film Director.....Douglas Wright
 Chief Engineer.....Edgar J. Love
 Consulting Engineer.....William L. Foss

W X Y Z - T V
 DETROIT—1948—ABC

Channel: 7... AP: 13.9 Kw.... VP: 27.9 Kw.
 Owned-Operated By.....WXYZ, Inc.
 Business Address.....1700 Mutual Bldg.
 Phone Number.....WOODward 3-8321
 Studio-Transmitter Location...Maccabees Bldg.
 Air Time.....126 hours weekly
 News Service.....AP, UP
 Representative.....ABC Spot Sales
 President.....James G. Riddell
 Commercial Manager.....Harold Christian
 Station Manager.....John Pival
 Promotion Director.....William Morgan
 Dir. of Spec. Events & News..Richard Fimmel
 Film Director.....Ken Simms
 Chief Engineer.....Charles Kocher

W O O D - T V
 GRAND RAPIDS—1951
 ABC-CBS-NBC-DuM

Channel: 7... AP: 10 Kw... VP: 20 Kw.
 Owned-Oper. By.....Grandwood Bcstg. Co.
 Address.....Grand Rapids Nat'l Bank Bldg.
 Phone Number9-4211
 Air Time.....84 hours weekly
 News Service.....AP
 RepresentativeKatz
 MembershipNARTB
 President.....Harry M. Bitner, Sr.
 General Manager.....Willard Schroeder
 Program Director.....Franklin Sisson
 Promotion Director.....Howard Silbar
 Dir. News & Spe. Events.....Bob Runyon
 Production Manager.....Hal Kaufman
 Film Director.....Clark Grant
 Chief Engineer.....Robert Wilson
 Consulting Engineer.....Harold M. Holland

U. S. TELEVISION STATIONS

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Operated By..... Fetzer Bcstg. Co.
Address..... 124 W. Michigan Ave.
Phone Number..... 3-1223
Transmitter Location.. Mr. Nr. Plainwell, Mich.
Air Time..... 89 hours weekly
Representative..... Avery-Knodel, Inc.
Membership..... NARTB
Pres., Gen., Sta. Mgr..... John E. Fetzer
Commercial Manager... Donald W. DeSmit, Jr.
Pgm., Prom., Film Dir..... Harry E. Travis
Pub. Affairs Adviser... Dr. Willis F. Dunbar
Chief Engineer..... Carl E. Lee
Consulting Engineer..... Paul F. Godley

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6... AP: 20.6 Kw.... VP: 10.3 Kw.
Owned-Oper. By..... WJIM, Inc.
Address..... Bank of Lansing Bldg.
News Service..... INS
Phone..... 2-1333
Representative..... H-R Representatives
Pres., Gen. Mgr..... Harold F. Gross
Station Manager..... Howard K. Finch
Commercial Manager..... Roger S. Underhill
Film Director..... Emil Popke

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5... AP: 17.3 Kw.... VP: 24.7 Kw.
Owned-Operated By..... KSTP, Inc.
Bus., Trans. Lo... 3415 University Ave., St. Paul
Phone Number..... Prior 2717
Air Time..... 101½ hours weekly
News Service..... AP, UP
Representative..... Edward Petry
Membership..... NARTB
Pres., Gen. Mgr..... Stanley E. Hubbard
V.P., Treas., Asst. Mgr..... K. M. Hance
V.P. in Chg. Sales..... Miller C. Robertson
Program Director..... Del Franklin
Promotion Director..... Joseph C. Cook
Chief Engineer..... John McMahon
Consulting Engineer..... Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4... AP: 9.2 Kw.... VP: 17.9 Kw.
Bus.-Studio Address.. Radio City—50 S. 9th St.
Phone Number..... Lincoln 0552
Owned-Oper. By... Mid-Continent Radio-TV Inc.
Transmitter Location..... Foshay Tower
Air Time..... 112 hours weekly
News Service..... AP, UP, INS
Representative..... Free & Peters
President..... W. J. McNally
General Manager..... F. Van Konyenburg
Sales Manager..... Robert N. Ekstrum
Prom., Sales Director..... Robert N. Wold
Film Director..... Harry C. Jones
Director of TV..... Sherman Headley
Chief Engineer..... John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949
ABC-CBS-NBC-DuM

Channel: 4... AP: 11 Kw.... VP: 22 Kw.
Owned-Oper. By..... Kansas City Star Co.
Business Address..... 1729 Grand Ave.
Phone Number..... Harrison 1200
Studio-Trans. Location... 31st & Summit Sts.
Air Time..... 85 hours weekly
Newspaper Affiliation.. The Kansas City Star
News Service..... AP
Representative.. Harrington, Righter, & Parsons
President..... Ray A. Roberts
Managing Director..... Dean Fizer
Commercial Manager..... E. M. Russo
Station Manager..... Bill Bates
Chief Engineer..... Joseph Flaherty

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Oper. By... The Pulitzer Publishing Co.
Address..... 1111 Olive St.
Phone Number..... MAin 1111
Air Time..... 110 hours weekly
Newspaper Affiliation.. St. Louis Post-Dispatch
News Service..... AP, INS
Representative..... Free & Peters
Membership..... NARTB
President..... Joseph Pulitzer
Gen., Sta. Mgr..... George M. Burbach
Program Director..... Harold Grams
Chief Engineer..... J. E. Risk
Sales Manager..... Guy E. Yeldell
Promotion Director..... David Pasternak

375 MILES

OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

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CHANNEL 2
BALTIMORE 3 MARYLAND

WMAR-TV
SUNPAPERS



U. S. TELEVISION STATIONS

NEBRASKA

K M T V

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address..TV Ctr., 2615 Farnam St.
 Phone Number.....WEbster 9800
 Air Time.....93 hours weekly
 News Service.....UP
 Representative.....Katz Agency
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Commercial Manager.....Howard Peterson
 Program Director.....Glenn Harris
 Promotion Director.....Joe Baker
 Dir. of News and Spe. Events.....Floyd Kalber
 Production Director.....Lew Jeffrey
 Film Director.....Bill Witt
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Wm. L. Foss

W O W - T V

OMAHA—1949—NBC

Channel: 6.... AP: 9.0 Kw.... VP: 17.2 Kw.
 Owned-Oper. By...Radio Station WOW, Inc.
 Business Address.....3509 Farnam St.
 Phone Number.....WEbster 3400
 Studio-Transmitter Location..3509 Farnham St.
 Air Time.....98 hours weekly
 News Service.....AP, UP
 Representative.....Blair TV
 Membership.....NARTB
 President.....E. T. Meredith, Jr.
 General Manager.....Frank P. Fogarty
 National Sales Mgr.....Robert M. Dooley
 Program Director.....Lyle DeMoss
 Promotion, Publicity Director...Bill Wiseman
 Dir. of News & Spec. Events.....Ray Clark
 Production Manager.....Soren Munkhof
 Chief Engineer.....Wm. J. Kotera

NEW JERSEY

W A T V

NEWARK—1948

Channel: 13.... AP: 15.3 Kw.... VP: 30.5 Kw.
 Owned-Oper. By.....Bremer Bcstg. Corp.
 Business-Studio Address.....1020 Broad St.
 Phone Number.....Mitchell 2-8400
 Transmitter Location.....West Orange, N. J.
 Air Time.....100 hours weekly
 Representative.....Weed
 Pres., Gen. Mgr.....Irving R. Rosenhaus
 Vice-President.....Edward S. Lennon

Program Director.....George Green
 Film Director.....Robert Paskow
 Vice-President.....Frank V. Bremer

NEW MEXICO

K O B - T V

**ALBUQUERQUE—1948
 ABC-CBS-NBC-DuM**

Channel: 4.... AP: 2.5 Kw.... VP: 5 Kw.
 Owned-Oper. By....Albuquerque Bcstg. Co.
 Bus.-Studio Address.....234 So. 5th
 Phone Number.....3-4411
 Transmitter.....905 So. Buena Vista Blvd.
 Air Time.....45 hours weekly
 News Service.....AP
 Pres., Gen. Mgr.....T. M. Pepperday
 Sta. Mgr., Chief Engineer..George S. Johnson
 Program Director.....Dorothy B. Smith
 Program Manager.....Dorothy B. Smith

NEW YORK

W N B F - T V

**BINGHAMTON—1949
 ABC-CBS-NBC-DuM**

Channel: 12.... AP: 11.7 Kw.... VP: 23.5 Kw.
 Owned-Oper. By.....Clark Associates, Inc.
 Business Address.....P. O. Box No. 48
 Phone Number.....2-3461
 Transmitter Location.....Ingraham Hill
 Air Time.....85 hours weekly
 News Service.....UP
 Representative.....Bolling
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Commercial Manager.....Stanley N. Heslap
 Radio, Pgm. Dir.....E. M. Scala
 Promoton Director.....E. R. McCloskey
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

W B E N - T V

**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.

U. S. TELEVISION STATIONS

President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Director.....George R. Torge
Promoton Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
Film Director.....Quintin P. Renner
Executive Producer.....Frederick A. Keller
Technical Director.....Ralph J. Kingsley
Asst. Technical Dir......R. Glenn Beerbower

Air Time.....94 hours weekly
News Service.....UP
Representative.....ABC TV Spot Sales
President (ABC).....Robert E. Kintner
General Manager.....Trevor Adams
Program Director.....Hal Hough
Promotion Director.....Phil Bernstein
Dir. News & Spec. Events.....John Madigan
Production Manager.....Anthony Hennig
Film Director.....Nat Fowler
Chief Engineer.....William Trevarthen
Consulting Engineer.....Kear & Kennedy

W A B D

NEW YORK—1944—DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont
 Laboratories, Inc.
Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2600
Air Time.....64 hours weekly
Transmitter Location.....Empire State Bldg.
News Service.....INS
Membership.....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Chris J. Witting
Director of Sales.....Ted Bergmann
Pgm., Prod. Dir......James L. Caddigan
Engineering Director.....Rodney D. Chipp
Director of News.....Marian Glick
Pub. Rela. & Pub. Dir......Gerald Lyons
Film Dept. Mgr......Donald A. Stewart

W C B S - T V

NEW YORK—1941—CBS

Channel: 2.....AP: 8.7 Kw.....VP: 17.3 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter Location.....Empire State Bldg.
Air Time.....95 hours weekly
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
President (CBS TV).....J. L. Van Volkenburg
President (CBS Inc.).....Frank Stanton
General Manager.....Craig Lawrence
Asst. to Gen. Mgr......Clarence Worden
Sales Manager.....George Dunham
Program Director.....Richard Doan
Promotion Manager.....Robert G. Patt
Chief Engineer.....Robert G. Thompson

W J Z - T V

NEW YORK—1948—ABC

Channel: 7.....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By.....American Broadcasting Co.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Transmitter Location.....Empire State Bldg.

W N B T

NEW YORK—1941—NBC

Channel: 4.....AP: 4.27 Kw.....VP: 5.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rocketteller Plaza
Phone Number.....Circle 7-8300
Transmitter Location.....Empire State Bldg.
Air Time.....115 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
President.....Joseph H. McConnell
General Manager.....Ted Cott
Commercial Manager.....John H. Reber
Program Director.....Dick Pack
TV Prod. Supervisor.....Ivan Rainer
Film Director.....Beulah Jarvis
Chief Engineer.....F. A. Wankel

W O R - T V

NEW YORK—1949—MBS

Channel: 9.....AP: 11.0 Kw.....VP: 22.0 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....N. Bergen, N. J.
Air Time.....100 hours weekly
News Service.....UP
Station Representative.....Carter-Kettell,
 Keenan & Eckelberg
Membership.....NARTB
President.....Theodore C. Streibert
V.P. Chg. of Sales.....R. C. Maddux
TV Operations Mgr......Eugene S. Thomas
V.P., Pgm. Dir......Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events.....Dave Driscoll
TV Program Manager.....Harvey Marlowe
Publicity Director.....Robert Blake
Film Director.....Melvin Fenster
Chief Engineer.....J. R. Poppele
Consulting Engineer.....George C. Davis

W P I X

NEW YORK—1948

Channel: 11.....AP: 10.4 Kw.....VP: 21.7 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.

U. S. TELEVISION STATIONS

Phone Number.....MU 2-1234
 Transmitter Location....Empire State Bldg.
 Air Time.....89-90 hours weekly
 News Service.....AP, UP
 Newspaper Affiliation...N. Y. Daily News
 Station Representative.....Free & Peters
 Membership.....NARTB
 President.....F. M. Flynn
 V.P., Gen. Mgr.....G. Bennett Larson
 Comm. Manager.....John Noone
 Program Manager.....Louis B. Ames
 Publicity Director.....L. A. Hollingsworth
 Promotion Director.....Adrien Rodner
 Chief Engineer.....Tom Howard
 Film Director.....Tony Azzato

W H A M - T V

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6.....AP: 8.65 Kw.....VP: 21.3 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Transmitter Location..Pinnacle Hill, Brighton
 Air Time.....90-95 hours weekly
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager...John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Promotion Pub. Director...Armin N. Bender
 Director of News.....David E. Kessler
 Production Manager.....John Crosby
 Film Director.....David Manning
 Director of Remotes.....George Driscoll
 Chief Engineer.....Kenneth Gardner

W R G B

SCHENECTADY—1942
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw.....VP: 16.32 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.60 Washington Ave.
 Phone Number.....Schenectady 7-2261
 Transmitter Location.....New Scotland
 Air Time.....103 hours weekly
 News Service.....Telenevs, AP, UP, INS
 Representative.....NBC Spot Sales
 Membership.....NARTB
 V.P., Asst. Mgr. of Bcstg....Bartlett J. Rowan
 Station Manager.....R. B. Hanna, Jr.
 Supervisor of Sales.....Robert F. Reid
 Program Director.....Albert G Zink
 Asst. Station Manager.....R. W. Welpott
 Dir. of News & Spec. Events..Wm. T. Meenam
 Production Managers.T. A. Baughn, Ted Beebe
 Dir. of Prom. & Pub.....George L. Peck
 Chief Engineer.....Willard J. Purcell

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.
 Owned-Oper. By....Central N. Y. Bcstg. Corp.
 Business Address....Syracuse Kemper Bldg.
 Phone Number.....3-7111
 Transmitter Location.....Sentinel Heights
 Air Time.....90 hours weekly
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB
 President.....H. C. Wilder
 V.P., Gen. Mgr.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Program Director.....William V. Roitrum
 Prom., Pub. Director.....Caley Augustine
 Production Manager.....Ed Donaldson
 V.P. & Chief Engineer...Armand G. Belle Isle
 Consulting Engr....Crown, Lohnes and Culver

**WHY IS AP
 THE BEST?**

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.



THE GREAT SYRACUSE MARKET
CONTINUES TO GROW MORE AND
MORE DESIRABLE WITH AREA IN-
DUSTRY AND BUYING POWER AT
NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

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Say **WHEN**
TELEVISION

SYRACUSE

Say **WHEN**
TELEVISION

SYRACUSE

A MEREDITH TV STATION

U. S. TELEVISION STATIONS

W H E N

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 AP: 13 Kw. VP: 27 Kw.
 Owned-Oper. By. Meredith Syracuse TV Corp.
 Address. 101 Court St.
 Phone Number. 3-1126
 Air Time. 102 hours weekly
 News Service UP
 Representative Katz
 Membership NARTB
 President. E. T. Meredith, Jr.
 V.P., Gen. Mgr. Paul Adanti
 Commercial Mgr. W. H. Bell
 Promotion Director. E. F. Ryan
 Program Director. Gordon J. Alderman
 Production Manager. Albert Rein
 Chief Engineer. H. E. Crow

W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 AP: 12.5 Kw. VP: 25 Kw.
 Owned-Oper. By. Copper City Bcstg. Corp.
 Business Address. P. O. Box 386
 Phone Number 3-0404
 Transmitter Location Deerfield
 Air Time. 93 hours weekly
 News Service AP
 Representative. Donald Cooke, Inc.
 President. Myron J. Kallet
 Gen., Sta. Manager. Michael C. Fusco
 Comm., Prom. Mgr. John J. MacDavitt
 Program Director. Jack Fredericks
 Production Manager. Edwin Whittaker
 Film Director. Joseph Casaletta
 Chief Engineer. DeForest T. Layton, Jr.
 Consulting Engineer. George P. Adair

NORTH CAROLINA

W B T V

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3 AP: 8.2 Kw. VP: 16.3 Kw.
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Business-Studio Address. Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location. Spencer Mt., Gastonia
 Air Time. 85 hours weekly
 News Service. INS, UP, AP, Transradio
 Representative. TV Spot Sales
 Membership NARTB
 President. Joseph M. Bryan
 General Manager. Charles H. Crutchfield
 Station Manager. Charles E. Bell
 Commercial Manager. Wallace J. Jorgenson
 Promotion Director. J. R. Covington

Publicity Director. Louise Walker
 Film Director. William Quinn
 Chief Engineer. M. J. Minor
 Consulting Engineer. A. D. Ring

W F M Y - T V

GREENSBORO—1948

Channel: 2 AP: .84 Kw. VP: 16.72 Kw.
 Owned-Operated By. Greensboro News Co.
 Address. 212 N. Davie St.
 Phone Number 3-8611
 Air Time. 78 hours weekly
 News Service. UP
 Representative. Harrington, Righter & Parsons
 Membership NARTB
 President. E. B. Jeffress
 General Manager. Gaines Kelley
 Commercial Manager. Virgil V. Evans
 Program Director. Gomer R. Lesch
 Chief Engineer. William E. Neill
 Consulting Engineer. Craven, Lohnes, & Calver

OHIO

W C P O - T V

CINCINNATI—1949—ABC-DuM

Channel: 7 AP: 24 Kw. VP: 12 Kw.
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business Address. 2345 Symmes St.
 Phone Number C.A. Capital 0777
 Studio-Transmitter Location. 2345 Symmes St.
 Air Time. 127 hours weekly
 News Service UP
 Representative. The Branham Co.
 President. Jack R. Howard
 V.P., Gen. Mgr. M. C. Watters
 Station Manager. Harry LeBrun
 Commercial Manager. J. P. Smith
 Pgm., Prod. Dir. Ed Weston
 Prom., Pub. Dir. Jack Sebastian
 Dir. of News & Spec. Events. Bob Otto
 Film Director. Dolores Jennings
 Director of Remotes. M. Bowden
 Chief Engineer. Paul Adams

W K R C - T V

CINCINNATI—1949—CBS

Channel: 11 AP: 12.3 Kw. VP: 24.5 Kw.
 Owned-Oper. By. Radio Cincinnati, Inc.
 Business Address. Times-Star Bldg.
 Phone Number. Garfield 1331
 Trans. Location. Highland & Dorchester Aves.
 Air Time. 117½ hours weekly
 News Service AP
 Representative. The Katz Agency, Inc.
 Membership NARTB

WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS



YES—and MORE VIEWERS—too!

Here's looking at YOU—

For looking at US

WNBK CHANNEL 4

NBC TELEVISION
IN CLEVELAND

U. S. TV STATIONS

Exec. Vice-Pres.....Hubert Taft, Jr.
General Manager.....U. A. Latham
Local Comm. Mgr.....Don L. Chapin
Program Manager.....Lloyd Smithson
Promotion Director.....William B. Hines
Director of News.....David L. Nichols
Production Manager.....Bob Huber
Film Director.....Warren F. Warner
Director of Remotes.....Paul Wagner
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 4....AP: 19.5 Kw....VP: 23.5 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....115-130 hours weekly
News Service.....UP
Representative.....WLW Sales
Chairman of the Board.....James D. Shouse
President.....R. E. Dunville
Dir. of TV Oper. & V.P.....John T. Murphy
Adm. Asst. to V.P.....William J. McCluskey
Program Director.....Lin Mason
Sales Manager.....George Moore
Gen. Sales Mgr.....David E. Patridge
Chief Engineer.....Howard Lepple
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5....AP: 8.15 Kw....VP: 16.0 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....Tower 1-5454
Transmitter.....7080 State Rd., Parma, O.
Air Time.....106 hours weekly
News Service.....UP
Representative.....Branham
President.....Jack R. Howard
Vice-Pres., Gen. Mgr....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager....Floyd E. Weidman
Dir. of News & Spec. Events,
Publicity Director.....Donald L. Perris
Director of Remotes.....Ernest E. Sindelar
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4....AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address.....815 Superior Ave.
Phone Number.....CHerry 1-0942
Transmitter Location.....Brecksville, O.
Air Time.....91½ hours weekly
News Service.....AP, UP

U. S. TV STATIONS

Representative.....NBC Spot Sales
 Membership.....NARTB
 President (NBC).....Joseph H. McConnel
 General Manager.....John McCormick
 Comm. Manager.....Harold L. Gallagher
 Program Manager.....Philip L. Worcester
 Dir. of News & Spec. Events....Edward R. Wallace
 Promotion Director.....Albert M. Henderson
 Film Director.....Albert L. Odeal
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....Andrew L. Hammerschmidt

WXEL
CLEVELAND—1949
ABC-CBS-DuM

Channel: 9....AP: 13.0 Kw....VP: 25 Kw.
 Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....Pleasant Valley & State Rds.
 Phone Number.....Victory 3-8400
 Air Time.....100 hours weekly
 News Service.....UP, AP
 Representative.....Katz
 President.....Herbert Mayer
 Sta., Gen. Mgr.....Franklin C. Snyder
 Publicity Director.....Barbara Snyder
 Asst. Comm. Mgr.....R. C. Wright
 Dir. of News & Spec. Events..Robert Rowley
 Film Director.....Nicholas Boris
 Director of Remotes.....Clap Dopp
 Chief Engineer.....Thomas Friedman

WBNS-TV
COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw....VP: 24.3 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Phone Number.....Fletcher 2611
 Transmitter Location....495 Olentangy Blvd.
 Air Time.....100 hours weekly
 Newspaper Affiliation...Columbus Dispatch
 News Service.....AP
 Station Representative.....Blair
 Membership.....NARTB
 Dir. of Television.....Richard A. Borel
 Sta. Mgr., Film Dir.....Edward H. Bronson
 Sales Director.....Robert D. Thomas
 Program Director.....Jerome R. Reeves
 Dir. of News and Spec. Events...Chester S. Long
 Chief Engineer.....Lester H. Naizger
 Consulting Engineer.....Jansky & Bailey

WLW-C
COLUMBUS—1949—NBC

Channel: 3....AP: 7.6 Kw....VP: 15.2 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.

*Drumming up sales
 for WTVN advertisers
 in Central Ohio*



5 Reasons

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
-WTVN SELLS!
2. Because of unique and clever promotion:
-WTVN SELLS!
3. Because of superior merchandising:
-WTVN SELLS!
4. Because of technically perfect production:
-WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:
-WTVN SELLS!

Affiliated with ABC and DuMont



*Closely associated with Television Station WICU, Erie, Pa;
 Radio Stations WTOP, Toledo, Ohio, and WHOO, Orlando, Fla.;*
and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

U. S. TELEVISION STATIONS

Business Address... 3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Trans. Location.... 3165 Olentangy River Rd.
 Air Time.....125 hours weekly
 News ServiceUP
 Station Representative....WLW Sales Offices
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....C. George Henderson
 Promotion Director.....Juanita Wilcox
 Production Manager.....Walter S. Jacobs
 Publicity Director.....Juanita Wilcox
 Film Director.....Nicholas Luppino
 Chief Engineer.....Charles Sloan

RepresentativeHeadley-Reed
 PresidentEdward Lamb
 Gen., Station Manager.....John Rossiter
 Commercial Manager.....Roger J. LaReau
 Director of News & Special
 EventsWallace Schneider
 Production Director.....William Wagner
 Film Director.....R. L. Dickendasher
 Chief Engineer.....Joseph Gill
 Consulting Engineer....MacIntosh & Ingalls

W T V N

COLUMBUS—1949—ABC-DuM

Channel: 6....AP: 10.0 Kw....CP: 19.7 Kw.
 Owned-Oper. By.....Picture Waves, Inc.
 Address.....50 W. Broad St.
 Phone Number.....Fletcher 1529
 Trans. Location.....LeVeque-Lincoln Tower
 Air Time.....90 hours weekly
 News ServiceAP

W H I O - T V

DAYTON—1949—ABC-CBS-DuM

Channel: 13....AP: 13 Kw....VP: 24 Kw.
 Business Address.....45 S. Ludlow St.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Phone Number.....ADams 2261
 Transmitter Location...1414 Wilmington Ave.
 Air Time.....110 hours weekly
 News Service.....INS, AP
 President.....James M. Cox, Jr.
 Managing Director.....J. Leonard Reinsch
 General Manager.....Robert H. Moody
 Commercial Manager.....Harry Young, Jr.



Eyes and



**Ears of a
GOOD CITIZEN**



Eyes and



**Ears of a
LIVE SALESMAN**

**Ask National Representative
 George P. Hollingbery Co. for
 Data, Details and Availabilities**



U. S. TELEVISION STATIONS

Pgm., Film Dir. Don R. Lyons
 Chief Engineer..... Ernest L. Adams
 Consulting Engineer..... McIntosh & Inglis

WLW - D

DAYTON—1949—NBC

Channel: 5.... AP: 8 Kw.... VP: 16 Kw.
 Owned-Oper. By..... Crosley Bcstg. Corp.
 Business-Studio Address... Television Square,
 4595 S. Dixie Highway

Phone Number..... Walnut 2101
 Transmitter... W. Carrollton & Frytown Rd.
 Air Time..... 117 hours weekly
 News Service..... UP
 Representative... WLW Offices, New York,
 Chicago, Hollywood

Membership..... NARTB
 Station Manager..... H. Peter Lasker
 Commercial Manager.... Wm. J. Williamson
 Program Manager..... Neal Van Ells
 Prom. Pub. Dir..... Dorothy A. Sanders
 Dir. of News & Spec. Events.. Omar Williams
 Film Director..... John Spofford
 Production Manager..... Robert Head
 Chief Engineer..... Lester Sturgill

WSPD - TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13.... AP: 14.4 Kw.... VP: 27.4 Kw.
 Owned-Oper. By..... The Fort Industry Co.
 Business-Studio Address..... 136 Huron St.
 Phone Number..... Adams 3175
 Transmitter Location..... 26 Superior St.
 Air Time..... 92 hours weekly
 News Service..... AP, INS, UP
 Representative..... Katz
 Membership..... TBA, NARTB
 President..... George B. Storer
 (New Centre Bldg., Detroit, Mich.)

Gen. Sta., Comm. Mgr..... Allen L. Haid
 Program Director..... Robert B. Evans
 Promotion-Publicity Dir..... Rick Gowrley
 Dir. of News & Spe. Events.. James Uebelhart
 Film Director..... Elaine Phillips
 Chief Engineer..... William Stringfellow

OKLAHOMA

WKY - TV

OKLAHOMA CITY—1949

ABC-CBS-NBC-DuM

Channel: 4.... AP: 6.2 Kw.... VP: 12.1 Kw.
 Owned-Oper. By..... WKY Radiophone Co.

Phone Number..... Britton 2161
 Studio Address..... 500 E. Britton Rd.
 Air Time..... 95 hours weekly
 News Service..... AP, UP
 Representative..... Katz
 Pres., Gen. Mgr..... E. K. Gaylord
 V.P., Sta. Mgr..... P. A. Sugg
 Asst. Manager..... Hoyt Andres
 Program Director..... Robert Olson
 Promotion Director..... Ray Scales
 Adm. Assistant..... Eugene B. Dodson
 Film Director..... Kieth Mathers
 Chief Engineer..... H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC

Channel: 6.... AP: 8.5 Kw.... VP: 16.6 Kw.
 Owned-Oper. By... Cameron Television, Inc.
 Business Address..... 302 S. Frankfort St.
 Phone Number..... 2-9233
 Transmitter Location... National Bank of Tulsa
 Bldg.

Air Time..... 98 hours weekly
 News Service..... UP
 Station Representative..... Petry
 President..... George E. Cameron, jr.
 General Manager..... Maria Helen Alvarez
 Commercial Manager..... John B. Hill
 Program Director..... G. Don Thompson
 Dir. of Publicity..... Robert Freeland
 Film Director..... Bill Dicks
 Chief Engineer..... George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.... AP: 1.75 Kw.... VP: 3.4 Kw.
 Owned-Oper. By..... Dispatch Incorporated
 Bus.-Trans. Address..... 3515 State St.
 Phone Number..... 4-6371
 Air Time..... 120 hours weekly
 News Service..... AP
 Representative..... Headley-Reed
 President..... Edward Lamb
 General Manager..... Herbert S. Stewart
 Program Director..... Don Leik
 Film Director..... John W. Cook
 Chief Engineer..... Michael Csop
 Consulting Engineer..... MacIntosh & Inglis

U. S. TELEVISION STATIONS

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13 AP: 4.7 Kw VP: 9.3 Kw.
Owned-Operated By WJAC, Inc.
Business Address 329 Main St.
Phone Number 9-1965
Transmitter Location Laurel Hill Mountain
Air Time 92 hours weekly
Newspaper Affiliation The Johnstown Tribune
News Service AP
Representative Katz
Membership NARTB
President Walter W. Krebs
Station Manager Alvin D. Schrott
Program Director Frank P. Cummins
Chief Engineer Theodore Campbell
Consulting Engineer McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4 AP: 1 Kw VP: 1 Kw.
Owned-Operated By WGAL, Inc.

Business-Transmitter Address 8 King St.
Phone Number 5246
Studio Address 24 S. Queen St.
Air Time 106 hours weekly
News Service UP
Representative Meeker
Membership NARTB
President Clair R. McCollough
Station Manager Harold E. Miller
Gen. Sales Mgr. J. Robert Gulick
Program Director Paul Rodenhauer
Technical Director J. E. Mathiat

WCAU-TV

PHILADELPHIA—1948—CBS

Channel: 10 AP: 14 Kw VP: 25 Kw.
Owned-Operated By WCAU, Inc.
Business-Studio Address 1622 Chestnut St.
Phone Number LOcust 7-7700
Transmitter Location 12 S. 12th St.
Newspaper Affiliation The Evening Bulletin
News Service AP, UP
Representative CBS TV Spot Sales
President Donald W. Thornburgh
Asst. General Manager Joseph L. Tinney
V.P. & TV Director Charles Vanda
Film Director Thomas Freebairn-Smith
V.P. & Prom. & Pub. Dir. Robert N. Pryor
Director of News Alfred T. Ringler
V.P. & Technical Director John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3 AP: 8.0 Kw VP: 16.0 Kw.
Owned-Oper. By Philco Television Bcstg. Corp.
Business Address 1600 Architects Bldg.
Phone Number LOcust 4-2244
Transmitter Location 1300 E. Mermaid Lane,
Wyndmoor
Air Time 115 hours weekly
News Service UP
Station Representative NBC Spot Sales
Vice-Pres., Gen. Mgr. Ernest B. Loveman
Asst. Gen. Mgr. Rolland V. Tooke
Comm. Mgr. Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations Preston Stover
Pub., Prom. Dir. John J. Kelly
Chief Engineer Raymond J. Bowley
Consulting Engineer George C. Davis

BUY 1 • GET 3

A Spot Buy on WJAC-TV

Will Put Your Story in

JOHNSTOWN - PITTSBURGH - ALTOONA

Check the KATZ Agency NOW

WJAC-TV — Channel 13

The Johnstown Tribune
Publishing Co. Station

U. S. TELEVISION STATIONS

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6.....AP: 13.5 Kw.....VP: 27 Kw.
 Owned-Oper. By..Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address.....46th & Market Sts.
 Phone Number.....EVERgreen 2-4700
 Transmitter Location.....Roxborough
 Air Time.....110 hours weekly
 Newspaper Affiliation.....The Philadelphia
 Inquirer
 News Service.....AP
 Station Representative.....Katz
 Membership..TBA, NARTB, TV Assn. of Phila.
 General Manager.....Robert W. Clipp
 Cper. Asst. to Gen. Mgr...John D. Scheuer, Jr.
 Admin. Asst. to Gen. Mgr...Donald W. Kellett
 TV Sales Mgr.....Kenneth W. Stowman
 Program Director.....Jack Sieck
 Promotion Director.....George A. Koehler
 Director of News.....Charles J. Keys
 Mgr. of Operations.....Felix Meyer
 Publicity Director.....Joseph E. Dooley
 Film Director.....Walter Tillman
 Chief Engineer.....Louis E. Littlejohn
 Consulting Engineer.....Millard Garrison

WDTV

**PITTSBURGH—1949
 ABC-CBS-NBC-DuM**

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
 Owned-Operated By.....Allen B. Du Mont
 Laboratories, Inc.
 Business Address.....Chamber of Commerce
 Bldg.
 Phone Number.....Express 1-1071 to 1078
 Transmitter Location.....4101 Grizella St.
 Air Time.....108½ hours weekly
 News Service.....UP
 Representative.....DuMont Netwo k
 Membership.....TBA
 President.....Dr. Allen B. Du Mont
 Gen., Sta. Mgr.....Harold C. Lund
 Sales Director.....Larry Israel
 Film Manager.....Richard Dreyfuss
 Chief Engineer.....Raymond Rodgers

RHODE ISLAND

WJAR-TV

**PROVIDENCE—1949
 ABC-NBC-CBS-DuM**

Channel: 11.....AP: 15 Kw.....VP: 30 Kw.
 Owned-Operated By.....The Outlet Co.

Business-Studio Address....176 Weybosset St.
 Phone Number.....Gaspee 7000
 Transmitter Location.....Rehoboth, Mass.
 Air Time.....90 hours weekly
 News Service.....UP
 Representative.....Weed
 Transcription Service.....SESAC
 V.P. & Treas.....George O. Griffith
 General Manager.....John J. Boyle
 Sales & Program Dir.....Norman Gittleson
 Production Manager.....Lewis I. Shwartz
 Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

**MEMPHIS—1948
 ABC-CBS-NBC-DuM**

Channel: 4.....AP: 7.12 Kw.....VP: 13.6 Kw.
 Owned-Operated.....Memphis Publishing Co.
 Business-Studio Address...Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number.....8-7464
 Transmitter Location.....Thomas Rd.
 Air Time.....24 hours weekly
 News Service.....INS, UP
 Representative.....Branham
 Membership.....NARTB
 President.....Enoch Brown
 Gen. Station Mgr.....H. W. Slavick
 Commercial Manager.....Earl Moreland
 Program Director.....Wilson Mount
 Prom., Pub. Dir.....Walter E. Frase
 Dir. of News & Spec. Events...Edwin White
 Production Manager.....Jay Scott
 Film Director.....Charles Caldwell, Jr.
 Director of Remotes.....Wilson Mount
 Chief Engineer.....E. C. Frase, Jr.

WSM-TV

**NASHVILLE—1950
 ABC-CBS-DuM-NBC**

Channel: 4.....AP: 11.9 Kw.....VP: 23.8 Kw.
 Owned-Oper. By.....Natl. Life & Accident
 Ins. Co.
 Business Address.....301 7th Ave.
 Phone Number.....6-7181
 Transmitter Location..14th Ave., S., & Compton
 Ave.
 Air Time.....76 hours weekly
 News Service.....AP, INS, UP
 Representative.....Edward Petry
 Membership.....NARTB
 President.....John H. DeWitt, Jr.



XELD-TV

brings you
America's newest
television market
...the rich Rio Grande Valley

America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7

2.8 Kilowatts ERP

MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by



NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

HOUSTON —

the fastest growing market
in the Great Southwest



96.6%

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV —

the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



8.3%

KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST in Radio and Television

CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS

U. S. TELEVISION STATIONS

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address.....1122 Jackson St
 Phone Number.....Riverside 3316
 Transmitter Location.....3000 Hines Blvd.
 Air Time.....90 hours weekly
 Newspaper Affiliation.....The Dallas Morning
 News
 News Service.....UP, AP
 Representative.....Petry
 President.....E. M. (Ted) Dealey
 Sup. of Radio & TV.....Martin B. Campbell
 Manager.....Ralph W. Nimmons
 Program Director.....Lawrence E. DuPont
 Sales Prom. Dir.....Mrs. Wynona Portwood
 Production Manager.....E. Ashley Dawes
 Publicity Director.....Harry L. Koenigsberg
 Film Director.....Howard Anderson
 Chief Engineer.....William C. Ellis
 Technical Supervisor.....Carlos Dodd
 Consulting Engineer.....A. Earl Cullum

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
 Owned-Operated By.....Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....Lockwood 1981
 Air Time.....95 hours weekly
 News Service.....AP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 General Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Stinson
 Consulting Engineer.....A. D. Ring

KPRC-TV

**HOUSTON—1949—ABC-CBS
 NBC-DuM**

Channel; 2.....AP: 7.5 Kw.....VP: 15 Kw.

Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Air Time.....100 hours weekly
 Representative.....Petry
 President.....W. P. Hobby
 Commercial Manager.....Jack McGrew
 Program Director.....Bert Mitchell
 Chief Engineer.....Paul Huhndorf
 General Manager.....Jack Harris
 Promotion Director.....Marsh Callaway
 Dir. of News & Spec. Events....Pat Flaherty
 Publicity Director.....Fredora Alexander
 Film Director.....Mathalu Brooks
 Consulting Engineer.....MacIntosh & Inglis

KEYL

**SAN ANTONIO—1950
 ABC-CBS-DuM**

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
 Owned-Oper. By...San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Transmitter Location.....Transit Tower
 Air Time.....Approx. 55 hours weekly
 News Service.....UP
 Representative.....Blair-TV Inc.
 President.....George B. Storer
 Commercial Manager.....W. E. Kelley
 Exec. Vice-Pres.....Lee B. Wailes
 Managing Director.....George B. Storer Jr.

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4....AP: 10.8 Kw.....VP: 21.6 Kw.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....52 hours weekly
 News Service.....AP, INS, UP
 Representative.....Petry
 President.....Hugh A. L. Half
 Gen., Sta. Mgr.....Arden X. Pangborn
 Prom. Mgr.....Dallas Wyatt
 Program Manager.....W. Perry Dickey
 Film, Prod. Mgr.....Edward D. Hyman
 Dir. of News & Spec. Events..Austin Williams
 Publicity Director.....Imogene Stanley
 Director of Remotes.....Ed Hyman
 Director of Engineering.....C. L. Jeffers
 Consulting Engineer.....A. D. Ring

U. S. TELEVISION STATIONS

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.
 Owned-Oper. By..Intermountain Bcstg. & TV Corp.
 Business Address.....143 S. Main
 Phone Number.....5-2991
 Studio Address...TV Playhouse, 68 Regent St.
 Transmitter Location.....2nd South & Main
 Air Time.....84 hours weekly
 Station Representative.....Blair-TV
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....S. S. Fox
 Director of TV.....John Baldwin
 Commercial Manager.....George A. Proval
 Program Director.....Dan Rainger
 Promotion Director.....Del Leeson
 Film Director.....C. W. Eckhardt
 Director of Remotes.....Wal Lambourne
 Chief Engineer.....Alan Gunderson

KSL-TV

**SALT LAKE CITY—1949
 ABC-CBS-DuM**

Channel: 5.....AP: 9.6 Kw.....VP: 18.4 Kw.
 Owned-Oper. By..Radio Service Corp. of Utah
 Business Address.....145 Motor Ave.
 Phone Number.....5-4641
 Transmitter Location.....Union Pacific Bldg.
 Air Time.....157 hours weekly
 News Service.....AP, UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB
 President.....J. Reuben Clark, Jr.
 General Manager.....C. Richard Evans
 Station Manager.....D. Lennox Murdoch
 Program Director.....Wayne Richards
 Promotion Director.....A. Richard Robertson
 Director of News.....Paul Alexander
 Production Manager.....Scott R. Clawson
 Publicity Director.....A. Richard Robertson
 Film Director.....Richard V. Thiriat
 Director of Remotes.....Wayne Richards
 Chief Engineer.....Vincent Clayton
 Consulting Engineer.....A. Ring

VIRGINIA

WTAR-TV

**NORFOLK—1950
 ABC-CBS-NBC-DuM**

Channel: 4...AP: 12.124 Kw...VP: 24.248 Kw.

Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Phone Number.....56711
 Air Time.....90 hours weekly
 Transmitter Location...720 Boush St., Norfolk
 Newspaper Affiliation..Norfolk Newspapers, Inc.

News Service.....AP
 Representative.....Petry
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Campbell Arnoux
 Gen. Sales Mgr.....Robert M. Lambe
 Prod., Pgm. Dir.....Winston Hope
 Pub., Prom. Dir.....Fred Lowe
 Director of News.....Gilbert McLeod
 Film Director.....Harry L. Nicholas
 Chief Engineer.....Dick Lindell
 Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1946—NBC

Channel: 6....AP: 10 Kw....VP: 20 Kw.
 Owned-Oper. By.....Havens & Martin, Inc.
 Address...3301 W. Broad St., P. O. Box 5229
 Phone Number.....5-8611
 Transmitter Location.....Staples Mill Rd.
 Air Time.....90 hours weekly
 News Service.....Transradio
 Station Representative.....Blair TV
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens
 Comm. Mgr., Prom. Dir..Walter A. Bowry, Jr.
 Program Director.....Conrad Rianhard, Jr.
 Dir. of News & Spec. Events.....John Shand
 Chief Engineer.....James Kyle
 Consulting Engineer....McNary & Wrathall

WASHINGTON

KING-TV

**SEATTLE—1948
 ABC-CBS-NBC-DuM**

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
 Owned-Operated By.....King Bcstg. Co.
 Business Address.....Smith Tower
 Phone Number.....MUTual 1090
 Transmitter Location.....301 Galer
 Air Time.....92 hours weekly
 News Service.....AP, UP, INS
 Representative.....Blair-TV
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Commercial Manager.....Al Hunter
 Program Director.....Lee Schulman
 Director of Remotes.....John J. Shawcroft
 Dir. of Engineering....James L. Middlebrooks
 Consulting Engineer.....William Fass

U. S. TELEVISION STATIONS

WEST VIRGINIA

WSAZ-TV

**HUNTINGTON—1949
ABC-CBS-NBC-DuM**

Channel: 5.....AP: 8.4 Kw.....VP: 16.8 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number.....3-9441
Transmitter Location.....Eighth Street Road
Air Time.....90 hours weekly
Newspaper Affiliation.....Huntington Advertiser
News Service.....AP
Station Representative.....Katz
President.....Col. J. H. Long
Gen. Comm., Sta. Mgr. Lawrence H. Rogers II
Program Director.....James H. Ferguson
Promotion Director.....Harold W. Shriver
Dir. of News and Spec. Events.....Nick Basso
Film Director.....Ned R. Brooke
Traffic Director.....Elizabeth Conaty
Director of Remotes.....John P. Clay
Chief Engineer.....Leroy E. Kilpatrick
Consulting Engineer.....William L. Foss

WISCONSIN

WTMJ-TV

**MILWAUKEE—1947—ABC-CBS
NBC-DuM**

Channel: 3.....AP: 10.2 Kw.....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address..720 E. Capitol Drive
Phone Number.....MARquette 8-6000
News Service.....AP
Air Time.....105 hours weekly
Representative.....Harrington, Righter &
Parsons, Inc.
Membership.....NARTB
V.P., Gen. Mgr. of Radio, The Journal Co.
Walter J. Damm
Asst. Gen. Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Sales Manager.....Neale V. Bakke
Asst. to the Manager.....George Comte
Asst. to the Mgr.....George Nicoud
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

WSAZ-TV

Delivers an **EXCLUSIVE** 63 County Market area of Over:

2,418,300* population

in VA. — W. VA. — KY. — OHIO
BUYING INCOME: \$2,203,252,000
RETAIL SALES: \$1,412,323,000
FAMILIES: 609,600

* All figures courtesy Sales Management
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN
National Representative:
THE KATZ AGENCY

WSAZ-TV
CHANNEL 5

THE TELEVISION CODE OF THE NARTB



PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

TELEVISION CODE — NARTB

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

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t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on

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the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	News Programs Day and Night	Length of Advertising Message (minutes and seconds)	
		Class "A" Time	All Other Programs All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

• • • **TELEVISION CODE — NARTB** • • •

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

- (1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB;
- (2) to receive, screen and clear complaints concerning television programming;
- (3) to define and interpret words and phrases in the Television Code;
- (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions;
- (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

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concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(Continued from Page 1021)

south and southwest by mid-1952 and (7) the increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today's modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment,

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of \$600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry's war effort. At present the military backlog is well over \$65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm's business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between \$100-125 million, well over 1950's record-breaking total of \$76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public's eye as one of America's top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare,

TV PERSONALITIES 1951-1952

A Pictorial Parade of some
of the leaders of television
—from the station, agency,
network and production
fields—during the past year

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TV PERSONALITIES

HARRY BANNISTER, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.



GEORGE M. BURBACH, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.



PAUL ADANTI, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schenectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.



KENNETH H. BERKELEY, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in the radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.



MILTON BLINK, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Radio Transcriptions. Last year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.



DON EMILIO AZCARRAGA, who developed XEW, Mexico City, and Radio Programmes De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilio knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.



TV PERSONALITIES

OTTO BRANDT, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.



Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.

HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.



in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.

BOB BALLIN, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS, N. Y. Ruthrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon became a v.p. of the new agency. Next stop was JWT where he is now responsible for Ford Motor Company's radio and television activities.



the new agency. Next stop was JWT where he is now responsible for Ford Motor Company's radio and television activities.

CLARENCE G. ALEXANDER, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative asst. to the gen. mgr. of NBC-TV. After a brief tenure as asst. to Leonard Erickson, Vice-Pres. of Kenyon and Eckhart, he joined DuMont in April 1950.



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CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tripped around the world, and worked with Red Cross. At the Telegram in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.



radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.

TREVOR ADAMS, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WHN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.



formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.

TV PERSONALITIES

MARIA HELEN ALVAREZ, gen. mgr. of KOTV,

Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, news-casting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming



Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

BURT BALABAN, dir. of programming and pro-

duction for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became mgr. of



Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.

CHARLES EDWARD BELL, dir. of TV for the

Jefferson Standard Bcstg. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTV. Charley is a



member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

DON BLAUHUT, dir. of the radio-TV dept. of

Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.



JACK BARRY, half of the package production

form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penn. he took a summer school radio course at Northwestern Univ. which led to his first job at WTTM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show.



Now pacted with NBC-TV for two years, Juvenile Jury has made a great success for Barry.

RICHARD B. HULL, gen. mgr. of WOI-TV, Iowa

State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOI-TV, he served with a number of Minnesota stations such as WCCO, KSTP, WTCN and KUOM.



Through his efforts, the Ames-Des Moines area has seen some of the best educational features.

TV PERSONALITIES

JOHN F. KLATT, media mgr. for the Chicago office of McCann-Erickson Agcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krasselt. He gave his talents to the U. S. Army during World War II. In 1947

John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.



RICHARD DOAN, dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age.

Doan next served as asst. radio-TV editor of Variety and later as administrative head of Martin Stone Associates.



CECIL D. MASTIN, gen. mgr. of WBNF-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. "Cec" went to Binghamton in 1915, established a voice studio and founded the Bingham-

ton Civic Music Series in 1926. He became program dir. of WBNF in 1929 and became gen. mgr. in 1932.



DAVE DRISCOLL, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station

he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.



EVERARD W. MEADE, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade

returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.



HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV (San Antonio), a native of the Lone Star State and a graduate of Yale University. Following school, he joined A. B. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOAI. In 1931, he transferred to the broadcasting side of the business and in 1932, became

general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOAI owners.



TV PERSONALITIES

G. P. HAMANN, general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his home town, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before



assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.

BASIL GRILLO, executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the " Fireside Theater " series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations allied with show business. Grillo also has an active hand in many other Crosby ventures.



WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq



Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.

JAMES M. GAINES, v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEA F (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.



JOHN GUEDEL, v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny." Among his other productions are "House Party," "Life With Linkletter," and "You Bet Your Life."



MARK H. HAWLEY, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-Marquette agency before joining N. W. Ayer in 1950.



TV PERSONALITIES

ROBERT E. DUNVILLE, pres. and gen. mgr. of the Crosley Bcstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAI, Cincinnati, then owned by the Crosley Bcstg. Corp.

In 1938 he became gen. mgr. of the two Stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.



MARTIN B. CAMPBELL, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30's, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watter and a recent addition, WFAA-TV

Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of

WQXR for two years and then moved to WINX, the Washington Post station. When WTOP became the Post station, Hayes made his switch.



HUGH HOLE, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.



LES JOHNSON, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF. With his newspaper

background he was able to build the station into a preeminent news outlet, a position which he jealously guards.



GEORGE S. JOHNSON, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator's license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station

in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.



TV PERSONALITIES

WALTER J. DAMM, v.p., and gen. mgr. of the Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper's radio station in 1922 and was soon recognized as one of the new industry's leaders.



He was elected president of the NAB in 1930. Walter's brainchild, WTMJ-TV, launched in 1947, is the nation's seventh oldest TV station.

ARTHUR J. DALY, radio and TV dir. for Peck Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1929. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the "Pontiac Variety Show," "The Cresta-Blanca Carnival," and in a five-year stint on the West



Coast such outstanding programs as the "Corliss Archer" show. His latest are "Powerhouse" and "Johnny Olsen Rumpus Room."

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to asst. chief engineer, then chief engineer in 1938



and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

EDWARD C. HORSTMANN, chief engineer of ABC's central division, is another quarter-century veteran in the industry. Before joining NBC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to the newly formed Blue network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.



STANLEY E. HUBBARD, general manager and co-founder of KSTP and KSTP-TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U. S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began experimenting with TV in 1939 and in April 1948, began full commercial operation of television in Minneapolis.



HAROLD FAIR, director of radio and TV for Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio director for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB before joining WHAS, Louisville, from where he returned to the agency.



TV PERSONALITIES

HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950. After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental

in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.



WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital. Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMBG, and in 1946, received an FM grant, WCOD.

April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.



JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio. Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.

He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.



THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabamian, born in Sumterville. Graduating from Colorado College, he began his career there, being associated with Fawcett Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947,

launched the FM operation, WAFM. Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.



RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935. In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radiohio, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Tele-

vision Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.



JULES HERBUVEAUX, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922. Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Livestock Show which was destined to develop into the National Farm and Home Hour. In

1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.



TV PERSONALITIES

TED COTT, gen. mgr. of WNBC and WNBT,



began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelancz program. After a period with WNEW, N. Y., where he became v.p. Ted resigned and joined NBC

as gen. mgr. of WNBC and WNBT, N. Y. His defense of Independent stations at the NAB confab in 1950 brought him fame and recognition.

EVERETT N. CROSBY, president of Bing Crosby Enterprises, Inc., left



his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing's Things, Inc. Ev's hand has been the guiding genius responsible for most of the over-all planning

of the Crosby organizations, a model of achievement in the American manner.

JAMES C. DOUGLASS, v.p. of radio and TV at Erwin Wasey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-Peet Co. before joining the agency. He was actively concerned in the development of all the firm's broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and



others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

DON FEDDERSON, exec. v.p. and gen. mgr. of KLAC and KLAC-TV,



Hollywood, entered radio from the newspaper field just eight yrs. ago as salesmgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR's call letters were changed to

KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

EDWIN S. FRIENDLY, JR., national dir. of television sales for ABC-TV, started as an asst. time buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Lefton Co. where he shortly was made radio-TV director. He joined ABC's TV sales dept. in 1950



and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

CHARLES H. CRUTCHFIELD, v.p. and gen. mgr. of WBT and WBTV, Charlotte, N. C., got his start in radio with WSPA, Spartansburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBT, Charlotte, as an announcer and by 1946 was gen. mgr. of the board of directors. At the same time he was made secy.-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBTV.



made secy.-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBTV.

TV PERSONALITIES

PAUL ESHLEMAN, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.



JOHN E. FETZER, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Bcstg. Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.



WILLIAM FAY, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made



v.p. and dir. of the Stromberg Carlson Company. Bill's particular pride is the \$1,000,000 Radio City, home of WHAM.

C. RICHARD EVANS, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.



W. D. ROGERS, JR., vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.



DONALD A. NORMAN, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nielsen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC-WNBT (New York); account executive in national spot sales and manager of spot sales



in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.

TV PERSONALITIES

WILFRED S. ROBERTS, director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940, became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.



Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.

TOM SLATER, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford, Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.



VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service



and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.

JAMES D. SHOUSE, chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.



WILLARD (Bill) SCHROEDER, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1948 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.



GOAR MESTRE, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,650 seat movie theatre, a ten story office building, restaurants, bank, drug store and other assorted shops. In TV for little more than a year,

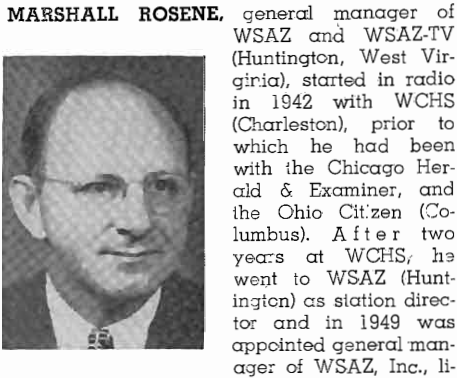


Mestre has found the means to make it a success, having sold out nearly all commercial time.

TV PERSONALITIES

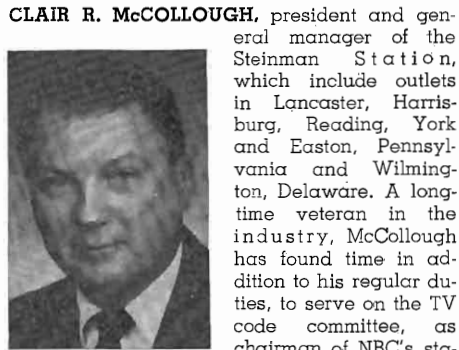


JACK DeWITT, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II.

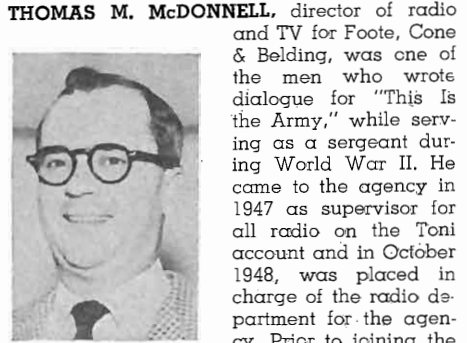


Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

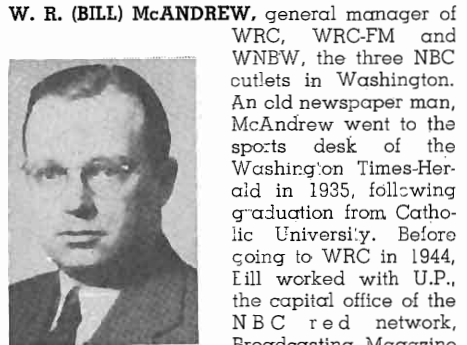
MARSHALL ROSENE, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charleston), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 58 days. Later he helped establish a microwave setup connecting three stations.



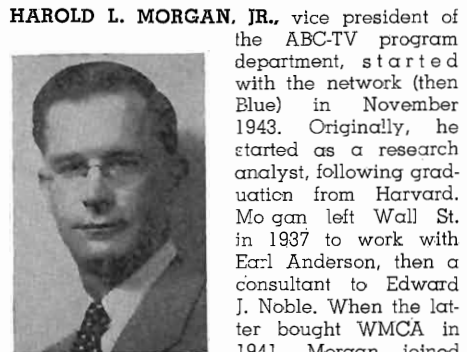
CLAIR R. McCOLLOUGH, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A longtime veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.



THOMAS M. McDONNELL, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.



W. R. (BILL) McANDREW, general manager of WRC, WRC-FM and WNBW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Welfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.



HAROLD L. MORGAN, JR., vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personnel manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.

TV PERSONALITIES

TOM McDERMOTT, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Irene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.



VICTOR SEYDEL, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.



RICHARD A. MOORE, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).



ALVIN SCHROTT, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Al, though inexperienced in the broadcasting field, was selected to head the new station. Since September 15, 1949, when WJAC-TV took the air, the station's performance has more than proved the choice a good one.



JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, John serving with the OWI as chief, facilities bureau in New York. Prior to his joining Cunningham & Walsh, he served at Buchanan & Co. as director of radio and television.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936, Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.



TV PERSONALITIES

ROGER PRYOR, director of television for the



New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and em-ceeding the "Gulf Screen Guild Program" and appearing on the U. S. Steel program, "The Pause That Refreshes" and "The Hildegarde

Show." He took his TV position in 1947 and has handled television productions for a number of the agency's leading accounts.

PRESTON H. PUMPHREY, in charge of television at Maxon, Inc.,



since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include "The Fred Allen Show," "Metropolitan Opera

Auditions" and "Minute Mysteries." Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.

TONY PROVOST, vicé president and member



of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was

associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.

OWEN SADDLER, general manager of KMTV



(Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm.

Today, he leads a busy life, shuttling between WBTV and KMA, where he still holds the post of general manager.

A. CARL RIGROD, radio and TV executive at



Donahue & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus

others and serves as director of motion picture, radio and television departments at the agency.

JAMES G. RIDDELL, president of WXYZ, Inc.



(Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The

television operation was begun under his guidance in 1950, he was named president of the corporation.

TV PERSONALITIES

COL. B. J. PALMER, owner and operator of



WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quint cities, first station to

telecast a hog auction and first station to telecast Three-I League baseball games.

WILLIAM S. PALEY, chairman of the board



of directors of the Columbia Broadcasting System, started in radio in 1928 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment over-

seas with OWI and later was named radio chief of the Psychological Warfare Division of SHAEF.

JOHN M. OUTLER, JR., general manager of



WSB and WSB-TV (Atlanta), a native of Metcalf, Ga. and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916, and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio out-

let and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.

PAUL RAIBOURN, vice president of Paramount



Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn,

who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.

IRVING ROBERT ROSENHAUS, president and



general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a pre-

dominant role in the North Jersey market.

In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.

COL. HOWARD NUSSBAUM, radio and TV



director in the Harry B. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for ABC. He remains in an advisory capacity to the Secretary of Defense in

matters relating to the North Atlantic Security Pact.

TV PERSONALITIES

EDWARD D. MADDEN, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency association Madden



had an outstanding record in the field of research, media, marketing, merchandising, and advertising.

ARDEN X. PANGBORN, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in



1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.

EDWARD R. HITZ, Eastern sales manager for NBC television, a quarter century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a



term as assistant director of network sales, he moved into his present position.

JOHN HUGHES NORTON, JR., vice president in charge of the ABC Central division, graduated from the University of Maryland in 1929 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined NBC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue net-



works were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.

JOHN McPARTLIN, sales manager for WNBO (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post,



in which he has been responsible for bringing some of the top accounts to the station.

WILLIAM ALEXANDER CHALMERS, v.p. and radio-TV dir. of Grey Ad Agency, Inc., came into TV with a background of experience in the movies and the theatre. He was a contract player for Paramount and Universal in Hollywood, and later acted on Broadway. During the ensuing years, "Bill" served with BBD&O, Geyer, Cornell & Newell, Erwin Wasey, The Blow Co., and Free & Peters.



He joined K&E in 1947, as v.p. and radio-TV dir., later moving to the Grey Agency in the same capacity.

TV PERSONALITIES

F. VAN KONYENBURG, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on, Van became a time salesman

for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.



DONALD M. McCLURE, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a wartime hitch in the Navy, became director of tele-

vision production at the Ayer agency. He is a past president of the American Television Society.



ROBERT B. HANNA, station manager of WGY-WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been at his present post since only

September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.



CLYDE W. REMBERT, manager director of KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since.

Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.



JACK POPPELE, vice president in charge of engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 watt was grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran

Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.



ADRIAN SAMISH, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., since the age of 17 has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having been with Arthur Kuder and Young & Rubicam before becoming v.p. in charge of radio and TV programs for

ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.



TV PERSONALITIES

MERLE S. JONES, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTSI-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-



TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.

KEN CARTER, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He



joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.

GEORGE FREY, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs. he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946, dir. of network sales in 1947, and in 1949 he was appointed dir. of



TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.

ALFRED L. HOLLENDER, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psycho-



logical Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.

M. C. WATTERS, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio in 1921 following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.).



He was made a vice president two years later and in 1941, a director of the corporation.

ROBERT F. JAMIESON, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs., Inc. to get his break in 1941. He



learned the business from different angles and became mgr. of station relations in 1950.

TV PERSONALITIES

MYRON P. KIRK, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1938 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner



agency in 1941 as director of radio and later became v.p. in charge of radio and television.

WALTER COMPTON, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs. saw him at WCSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFBC. Walter moved to WOL, (D. C.), where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in



1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.

LYLE DeMOSS, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB. WOW was his next stop where he became production manager in



1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.

GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and free-lanced around WLS, WEBH, and



WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.

WALTER CRAIG, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bestg. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir.



of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.

ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In 1950, he joined Mc-



Cann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.

TV PERSONALITIES

ROBERT W. KELLY, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Personna Blades, White Rose Tea, and others. Prior to joining Tarcher, Bob was serving as executive for a major oil company. He is a New England native.



DON L. KEARNEY, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.



STEVENS P. JACKSON, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.



CHARLES E. RYND, chairman of the board of the Audio-Video Products Corporation and its subsidiaries. Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.



JOHN S. DAVIDSON, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R and preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.



GEORGE FOLEY, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is "Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.



TV PERSONALITIES

THOMAS B. McFADDEN, general manager of NBC-TV's owned and operated KNEH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NBC, assistant manager and later

manager of WNBC and WNET (New York). During World War II, he served first with Naval Intelligence and later with the Army.

JOHN McCORMICK, general manager of

WTAM-WNBK (Cleveland), started in the industry as an announcer for WGBS (now WINS, New York) in 1929. Next stop was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis). In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the

Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

PHILIP G. LASKY, exec. v.p. and gen. mgr.

of KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1945. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.

CARL KING, v.p. of Sterling Television Co., was born in St. Louis and studied at the Univ. of Chattanooga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full

with production and management details, but finds time to star in his own show, "King Crossroads."

GAINES KELLEY, gen. mgr. of WFMY-FM and

WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham Y M C A School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the

Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.

H. PIERSON MAPES, radio and TV dir. of the

Hutchins Adv. Co., Inc., N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales prom. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agcy. where he handles the Philco TV Playhouse on NBC-TV.

Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.

TV PERSONALITIES

GAYLE V. GRUBB, v.p. and managing director of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mgr. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was gearing his future to a successful career by editing his college paper, writing stories and cartoons.



FREDERICK A. LONG, dir. of radio and TV at Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during World War II, as dir. of U. S. radio activities, and until 1946 was account exec. and motion picture and TV dept. head with BBD&O.



WILLIAM VON ZEHLE, is head of the advertising firm bearing his name, owner of Package Shows, Inc., and producer of DuMont's "It's In The Bag." In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has' been most everything from a sailor to a salesman. Bill's father was a baron and his mother the niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.



WILSON M. TUTTLE, v.p. and dir. of radio and TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. Tuttle started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.



WILLIAM C. SWARTLEY, station manager of the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army service came next and then he returned to New England. His work today includes both radio and TV.



KENNETH W. STOWMANN, TV sales mgr. of WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken is a member of the Poor Richard Club.



TV PERSONALITIES

HY M. STEED, mgr.



of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking on

executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

FRANKLIN SNYDER, v.p. and station mgr. of



WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Mag-

netic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

R. G. WINNIE, station mgr. of WTMJ and



MTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1928, after graduation from the U. of Wisconsin, he broadcast play-by-play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station

manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

CLINTON F. WHEELER, JR., director of radio



and TV for Hewitt, Ogilvy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRU, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast Guard. Before joining

HOB&M, Clint was a member of the TV account service department of B. B. D. & O.

NAT WOLFF, v.p. in charge of radio-TV production at Young &



Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the

latter capacity, he joined the team of Ronald and Benita Colman and Don Quinn in "The Halls of Ivy." He joined Y & R in 1951.

SYLVESTER L. WEAVER, v.p. in charge of TV



for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y. & R. in 1936 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Co-

ordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

TV PERSONALITIES

WILLIAM L. WEDDELL, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Erwin Wasey & Co. to become radio director. Before joining Leo Burnett Agcy. in 1946, he returned to NBC.

Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.



JAMES LEONARD, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sport-caster for the Univ. of Florida's station, WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.



READ HAMILTON WIGHT, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kastor and Sons, Chicago; v.p. and Chicago mgr. of the World Ecstg. System; manager of Chicago and Midwest radio department for the William Morris

Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."



NATHAN LORD, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girdler Corp. In 1933 he went with the Herald Post and in the same year became v.p.

and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.



WILLIAM PAUL WARWICK, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Bouts, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.



E. R. VADEBONCOEUR, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.



TV PERSONALITIES

HERBERT B. WEST, head of the TV department at BBD&O, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBD&O. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.



NICHOLAS E. KEESELEY, v.p. in charge of radio and TV for Lennen & Mitchell, Inc., Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keeseeley was instrumental in setting up the agency's TV dept. He has had a hand in the production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.



H. P. LASKER, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts.



U. A. LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.



LINUS TRAVERS, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined W E A N, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.



C. ROBERT THOMPSON, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.



TV PERSONALITIES

LEWIS H. TITTERTON, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as

director of radio. Later, he was named vice president in charge of radio and television.

CHARLES de YOUNG THIÉRIOT, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to

his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

SARKES TARZIAN, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn, he went to Atwater Kent and later to RCA. World War II found him in charge of the latter's Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he

owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

ROBERT D. SWEZEY, general manager of WDSU (AM-FM-TV), New Orleans, is best known, throughout the industry for his efforts in behalf of the NARTB-TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice president and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.

P. A. SUGG, vice president of the WKY Radio-Phone Company and manager of WKY and WKY-TV (Oklahoma City) entered commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he became manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg's guidance, was opened.

THEODORE C. STREIBERT, president of WOR (New York), has not only brought WOR and WOR-TV into a pre-eminent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one year later and president in 1945.

Play and Story



BROKERS



Los Angeles, Calif.

- 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.....OLympic 4786
- Famous Artists Corp.**
9441 Wilshire Blvd.....CRestview 1-5222
- French, Samuel, Inc.**
7623 Sunset Blvd.....HEmpstead 3146
- Goldstone, Nat C.**
9121 Sunset Blvd.....CRestview 6-1071
- Jaffe, Sam, Inc.**
8555 Sunset Blvd.....CRestview 6-6121
- Herzbrun, Walter, Agency**
9009 Beverly Blvd. (36)....CRestview 6-4157
- Irwin, Lou**
9134 Sunset Blvd.....CRestview 1-7131
- Kohner, Paul, Inc.**
9169 Sunset Blvd. (46)....CRestview 1-5165
- Lichtig & Englander**
8776 Sunset Blvd.....CRestview 1-2141
- Literary Corp. of America**
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
- Preminger, The Ingo, Agency**
204 S. Beverly Dr., B. H....CRestview 6-8775
- Ring, S. E.**
1654 Cherokee.....GRanite 6412
- Small Co., The**
441 S. Beverly Dr., B. H....CRestview 5-5321
- Small, Paul**
8747 Sunset Blvd. (46)....CRestview 1-5246
- Swanson, H. N., Inc.**
8523 Sunset Blvd.....CRestview 15115

New York, N. Y.

- American Play Co.**
522 Fifth Ave.....Murray Hill 2-0156
- Bartsch, Hans**
522 Fifth Ave.....Murray Hill 2-0156
- Brandt & Brandt**
101 Park Ave.....Murray Hill 3-5890
- Brown, Curtis, Ltd.**
347 Madison Ave.....Murray Hill 6-6170
- Century Play Co., Inc.**
522 Fifth Ave.....Murray Hill 2-9145
- Fishbein, Frieda**
11 W. 42nd St.....LOnagacre 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.....LOnagacre 4-5576
- King, Eleanor**
19 W. 44th St.....Murray Hill 2-6390
- Leonard, Claire & Carl Cowl**
516 Fifth Ave.....Murray Hill 7-8782
- Lyons, A. & S., Inc.**
515 Madison Ave.....PLaza 3-5181
- Matson, Harold**
30 Rockefeller Plaza.....CIRCLE 6-2750
- Morris, William, Agency, Inc.**
1270 Ave. of the Americas.....CIRCLE 7-2160
- National Artists Bureau**
156 W. 44th St.....LUXemburg 2-3450
- Paige, Ethel**
Rm. 605, Hotel Edison, 228 W. 47th St.
CIRCLE 6-5000
- Pauker, Dr. Edmond**
1639 Broadway.....Columbus 5-1726
- Reynolds, Paul R. & Son**
599 Fifth Ave.....Murray Hill 8-4767
- Salisbury, Leah**
234 W. 44th St.....LACKawanna 4-8628
- Taylor, Ethel C.**
55 W. 55th St.....CIRCLE 5-8620
- Writers Workshop, Inc.**
280 Madison Ave.....LEXington 2-9873

MANAGERS AND AGENTS

Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago



NEW YORK



Affiliated Artists
20 East 53rd St. PLaza 3-1862
Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224
All America Artists, Inc.
1819 Broadway Circle 6-6646
Appell, James S.
400 Madison Ave. PLaza 3-7840
Ashley, Ted
545 Fifth Ave. Murray Hill 7-0576
Becker, V. S. Advertising Service
562 Fifth Ave. Luxembourg 2-1040
Bestry, Harry
254 W. 54th St. PLaza 7-0737
Briscoe & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6244
Brooks, Ted
134 East 57th St. PLaza 9-1344
Chase, Cleveland B. Co., Inc.
424 Madison Ave. ELdorado 5-1591
Coe, Roberts Associates
366 Madison Ave. Vanderbilt 6-3417
Collins, Ted
1819 Broadway Circle 7-0094
Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza Columbus 5-3580
Cooper, Frank Associates
521 Fifth Ave. Vanderbilt 6-5661
DeGroot, Roy Consultants, Inc.
551 Fifth Ave. Murray Hill 7-9135
Ebbins, Milt
1270 Sixth Ave. Circle 7-2160
Evans & Weinhold
113 West 57th St. Circle 7-6900
Fadiman Associates, Ltd.
1501 Broadway Lackawanna 4-3544
Famous Artists Corp. of N. Y.
610 Fifth Ave. Circle 7-6200
Fanchon & Marco, Inc.
1501 Broadway CHickering 4-3956
Herman Fialkoff Agency
1560 B'way JUdson 2-4037
Frederick Bros. Agency, Inc.
67 W. 44th St. Murray Hill 7-2033
Gabbe, Lutz & Heller
1619 B'way Circle 5-7998
Gale, Inc.
48 West 48th St. PLaza 7-7100
General Artists Corp.
1270 Sixth Ave. Circle 7-7543
Getts, Clark H.
430 Park Ave. PLaza 0-0910
Gibbs, John E., & Co.
30 Rockefeller Plaza Columbus 5-7504
Glaser, Joe, Inc.
745 Fifth Ave. PLaza 9-4600
Goodman, Martin
Warwick Hotel JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave. Circle 7-3025
Grossman, Al
1270 Sixth Ave. Circle 5-8422
Haensel & Jones
113 West 57th St. Circle 7-6900
Hahlo, Sylvia
711 Fifth Ave. PLaza 9-6000

Hanna, Mark
654 Madison Ave. TEmpleton 8-8730
Hayward, Leland, Ltd.
250 W. 57th St. JUdson 6-2680
Hurok Attractions, Inc.
711 Fifth Ave. PLaza 9-6000
International Artists Corp.
420 Madison Ave. PLaza 9-7490
Karn, Estella H.
49 West 45th St. LUXembourg 2-2170
Sonny Kendis, Inc.
1776 B'way PLaza 7-2070
Kerr, Bob
1270 Sixth Ave. COlumbus 5-8051
Leddy, Mark J.
48 West 48th St. PLaza 7-3760
Lengel, William C. Literary Associates
67 West 44th St. MUrray Hill 2-3606
Lipset, Benjamin B.
1350 Broadway CHickering 4-2466
Leipzig, Syd
730 Fifth Ave. Circle 5-7980
Management Corp. of America
598 Madison Ave. PLaza 9-7500
William McCaffrey Agency
501 Madison Ave. ELdorado 5-1076
Metro Artist Bureau
730 Fifth Ave. Circle 6-8470
Michaud, Arthur T.
1619 Broadway Circle 7-2900
Mindling, Louis A.
113 West 57th St. Circle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave. Circle 7-2160
Morrow, Marjorie
1501 Broadway CHickering 4-0644
Moses, John H.
730 Fifth Ave. Circle 6-2677
Music Corp. of America
598 Madison Ave. PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave. PLaza 9-6000
National Radio & Theatrical Bureau
1650 Broadway JUdson 6-3550
North, Meyer B.
1564 Broadway PLaza 7-3445
O'Connor, John
1697 Broadway Circle 5-4920
Okun, Lillian
2 West 67th St. TRafalgar 7-8916
Peed, Earl S.
270 Park Ave. PLaza 8-3161
Pratt, Ben
322 East 50th St. PLaza 8-0593
Richard, Max
1776 Broadway PLaza 7-6414
Roberts, Bob Levitt
806 Seventh Ave. JUdson 6-0026
Roberts, Kay
420 Madison Ave. PLaza 9-7490
Shurr, Louis
1501 Broadway CHickering 4-8240
Simon, Arthur
420 Madison Ave. PLaza 9-7490
Souvaine, Henry, Inc.
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Special Attractions, Inc.
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Stanley, Aileen
1619 Broadway PLaza 7-6779
Stark, Wilbur
551 Fifth Ave. MUrray Hill 7-6320
Storer, Douglas F.
1270 Sixth Ave. Circle 7-6325
Vallon, Mike
1270 Sixth Ave. Circle 7-0162

Managers and Agents

Waible, Fred
400-A E. 56th St. ELdorado 5-2372
Wilson, Roy
444 Madison Ave. PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave. PLaza 5-7620
Yost, Ben Enterprises
1650 Broadway CRcle 6-6532



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Bergerman, Stanley & Co.
9629 Brighton Way (B.H.) ... CRestview 6-3196
Bernie, Herman
208 S. Beverly Dr. (B.H.) ... CRestview 5-0117
Bloom, Phil, Akcy.
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
Irwin, 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 1-5166
Kramer, Karl 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.
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National Concert & Artists Corp.
427 W. 5th St. (13) ... MAdison 9-1241
Orsatti Agency, The
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Phillips, Ed Paul, Agency.
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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
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211 S. Beverly Dr. (B.H.) ... CRestview 1-8121
Rush, Art, Inc.
6277 Selma Ave. (28) ... Hillside 5161

Saphier, James L., Agency, Inc.
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Salkow, Agency, Ted.
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Sharpe, Don W.
8743 Sunset Blvd. (46) ... CRestview 6-2044
Schwartz Agency.
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Shauer, Melville A., Agency.
9120 Sunset Blvd. (46) ... CRestview 1-1103
Sherman, Edward, Agency.
8580 Sunset Blvd. (46) ... CRestview 5-0186
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Shurr, Louis Agency.
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Stempel-Olenick Agency.
717 N. La Cienega Blvd. (46) ... CRestview 1-7141
Winkler, Daniel M.
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64 West Randolph St. DEarborn 2-6850
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Consolidated Radio Artists of Ill.
32 W. Randolph St. FRanklin 2-8300
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75 E. Wacker Drive. CEntal 6-0942
General Artists Corp.
360 N. Michigan Ave. STate 2-6288
Harry Greben Enterprises
203 North Wabash. DEarborn 2-0996
Gumbiner Management Co.
120 S. LaSalle St. STate 2-0248
Charles E. Hogan
203 North Wabash. CEntal 6-2032
Tweet Hogan
203 North Wabash. ANdover 3-6910
Jack & Jill Players Radio Artists Co.
180 E. Delaware St. DELaware 7-7334
Lear Productions Corp., Les
139 No. Clark St. FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave. SUPERior 7-0506
Lutz, Estelle, Artists Bureau
25 E. Jackson. HARrison 7-3435
Paul Marr Theatrical Agency
203 North Wabash. DEarborn 2-7782
McConkey Music Corporation
127 North Dearborn. STate 2-7332
Morris, William, Agency
203 N. Wabash Ave. STate 2-3632
Morse, Sidney P.
203 N. Wabash Ave. CEntal 6-3353
Music Corporation of America
430 N. Michigan Ave. DELaware 7-1100
Mutual Entertainment Agency, Inc.
203 North Wabash. ERandolph 6-6990
National Concert & Artists Corp.
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Sidney J. Page
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Parks, James & Co.
333 N. Michigan Ave. CEntal 6-7980
Radio Talent, Inc.
410 North Wabash. WHITEhall 4-3796
Schuster, Milton
127 North Dearborn St. DEarborn 2-3633
Phil Tyrrell Agency
203 North Wabash. FRanklin 2-8665
WLS Artists Bureau
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FILMS' PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.



Shupert

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can overcome this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer's home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers

will turn to film to supply the bulk of their program needs. General David Sarnoff's recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a "fast buck" to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station's dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.

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Personnel



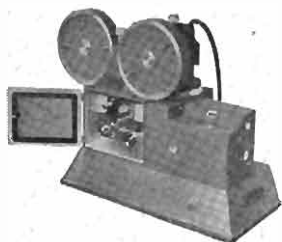
Phone Numbers



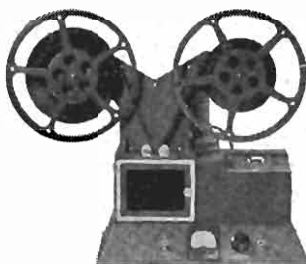
Addresses



Services

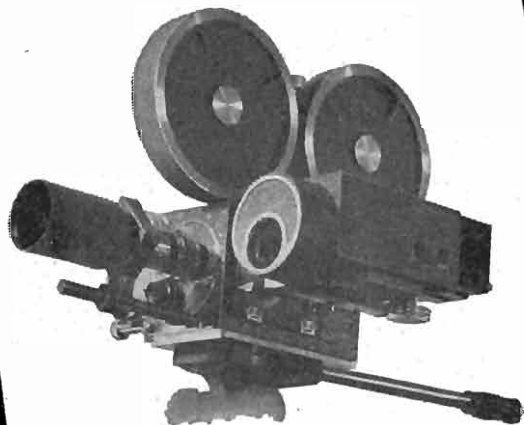


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss—essential for quality reproduction.

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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.

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Phone: Michigan 2-0123

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Acme Telectronic Div. of NEA Service Inc.

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Phone: MA 1-7300

Vice-President Meade Monroe
Branch Offices

461 8th Ave., New York, N. Y.

Phone: LOngaere 3-5160

Eastern Manager R. W. Johnson
 News Bldg., 814 Mission St., San Francisco, Calif.

Phone: GARfield 1-4158

Western Manager Sherman Montrose
 Tribune Bldg., Chicago, Ill.

Phone: SUperior 7-8320

Midwest Manager J. L. Herman
Services Offered—TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.

Advance Film Productions, Inc.

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6873

President Chas. A. Alicoate
 Executive Vice-President Chg. of

Production Wm. E. Wild
Services Offered—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

A. F. Films, Inc.

1600 Broadway, New York 36, N. Y.

Phone: Circle 7-2850

President Nicolas Bongard
 Director Rosalind Kossoff

Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.

Phone: WYoming 1128

President Gordon S. Mitchell
 Vice-President G. D. Owens

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Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

Allegro Pictures, Inc.

4024 Radford Ave., Studio City, Calif.

Phone: SUnset 2-1121

Executive Producer William Lava
 Business and Sales Manager Al Kavelin

Producer-Director Maurice Wright
 Producer & Production

Coordinator Marjorie Morrison
 Story Editor Laura E. Hanson

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.

Phone: AX 3-3314

Directing Mgr. George E. Allen
Services Offered—TV package programs.

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.

Phone: Circle 7-1900

Pres. & Exec. Producer Eugen Sharin
 Secretary Irwin Belenken

Story Editor Steven Vas
 Director Leopold Hainisch

Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.

Phone: WAlnut 2-1800

Mgr. Ben Harris
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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.

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American Film Producers

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Phone: PLaza 7-5915

Executive Producers:.....Robert Gross,
Lawrence A. Glesnes

Editorial Chief.....Lester J. Orlebeck
Script and Creative Chief....David Mathews
Animation Supervisor.....Al Stahl
Sales Representative.....Joseph R. Miller

Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

Animated Productions Inc.

1600 Broadway, New York, N. Y.

Phone: COlumbus 5-2992-3

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Vice-PresidentIrwin Stahl

Sales Manager.....Stanley Benford

Live Action Director.....Leroy Sylverst

Animation Production.....Elaine Beaver

Services Offered—Complete production facilities, animated and live productions, special stop motion techniques with specially equipped Mitchel NC. 35mm camera. Specializing in production of TV comedy shows using combination of live action and animation.

Animation House, Inc.

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

Phone: MUrray Hill 2-8184

Sales Director.....Irving Bunnelle

Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan J. Anton Productions, Ltd.

514 West 57th St., New York 19, N. Y.

Phone: CIrcle 6-0118

President.....Evan J. Anton

Vice-Pres.....Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Archer Productions, Inc.

35 W. 53rd St., New York 19, N. Y.

Phone: JUdson 6-2690

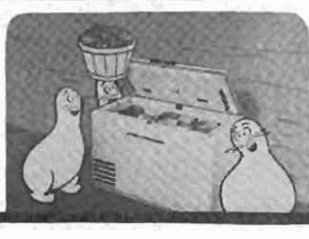
President.....Ray J. Mauer

Services Offered—TV scripts, package programs, production.

Arena Stars, Inc.

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PresidentRalph Wonders



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510 Cathedral Parkway, New York 22, N. Y.

Phone: MOnument 6-2271

Pres., Producer-Director.....Stephen L. Sharff
 Sound Department.....Lucille Berkson
 Writer.....Peter Packer
 Cameraman.....Stan Patkowski

Services Offered—Complete TV film production facilities, dramatic and documentary films.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom..Frederick K. Barber
 V.P. & Dir. of TV.....Norman C. Lindquist

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs.

Atlas Television Corp.

15 West 44th St., New York, N. Y.

Phone: MU 7-5535

President.....Henry Brown
Services Offered—American and British

features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: Hillside 7949

President.....Albert R. Bailey
 Vice-President.....Delmar F. Hancock
 Secretary-Treasurer.....Virginia B. Ryder

Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

Basch Radio & Television Productions

(See Program Producers.)

Bengal Pictures

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

Business Manager.....Phil E. Cantonwine
 Story, Narration, Research..Cheri Le Blanch
 Narrator.....Perry King

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and out-right sale.

Cineffects, Inc.

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New York 36, N. Y.

Phone: Circle 6-0951-2-3-4

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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.

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.

Phones: CIRCLE 5-4582-3

President..... J. R. Bray
Vice-Pres. & Secy..... Paul A. Bray

Treasurer..... M. Bray
Director..... L. G. Lambert
Film Distribution Mgr..... B. D. Hess
Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.

Phone: HOllwood 9-8367

Sales & Program Mgr... Albert B. Buffington
Staging Mgr..... Milford Capman
Script Editor..... Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

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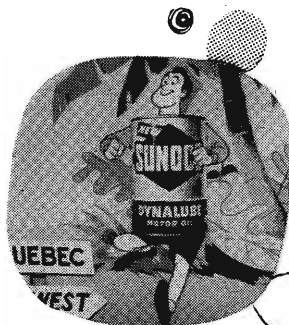
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266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill

Services Offered—Aid conditioned, sound-proofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8
Exec. Pro.....Nat Campus

**Capitol Records, Inc.
Broadcast Division**

Sunset and Vine, Hollywood 28, Calif.
Phone: HOLLYWOOD 9-8171
N. Y. Phone: CIrle 5-5725
General Manager.....Clifford E. Ogden
Eastern Representative.....Alvin King
Southern Representative.....Jack Barton

Services Offered—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrCle 7-6111

President.....David I. Pincus
Services Offered—Industrial and TV films to order.

CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000
Vice-Pres. in Charge.....Merle S. Jones
Operations Director.....Fred J. Hahlstedt
Branch Offices
410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000
Exec. in Charge.....Charles Reeves
63 S. Main St., Memphis, Tenn.
Phone: 37-8612
Exec. in Charge.....H. H. Holtshouser

China Film Enterprises of America, Inc.

165 West 46th St., New York 36, N. Y.
Phone: CO 5-4082
President.....Hsing-Ching Weng
Secretary.....Virginia Dzung Weng

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STUDIOS, inc.

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New York
Chicago**

TV FILM PRODUCERS

Cineeffects, Inc.

115 W. 45 St., New York 19, N. Y.
Phone: Circle 6-0951

President Nathan Sobel
Secretary-Treasurer Isaac Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TR 3-1411

Director..... Joseph Seiden
Sound Eng. (Chief)..... M. Dichter
Camera Dept. (Chief)..... H. H. Seiden
Prod. Supervisor..... Philip Feld
Electrical Dept..... James Pratt
Construction Dept..... R. Peterson
Editing Dept..... Ruth Gordon
Script Dept..... Matilda Blumberg
Sales M. Gordon

Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

Cinescope Films

42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935

President George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813

President Ed Woodruff
Services Offered—TV films, westerns.

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475

Executive Producer Harry J. Lehman
Secretary Jacques R. Lehman
Cameraman..... Herman Schopp
Script Writer..... Betty Doyle

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
Phone: SAcramento 2-5837

President Sam Marcus
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, duplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.



**To Assure BIGGER AUDIENCES
and HAPPIER SPONSORS**

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13 Feature Family Package

This series is an assured audience and sales builder. Based on 17 years of proved sales success in radio, with a pre-established, responsive, family audience. Package includes 6 happy, appealing LUM 'N' ABNER features, 6 ever-popular SCATTERGOOD BAINES features and the fast-moving mystery SHADOWS OF THE ORIENT.



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YOU SHOULD KNOW ABOUT ARCHER PRODUCTIONS

We set about building . . . no, creating . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we're on the right track. In three years, we've outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We're convinced one reason customers like our operation and our product is that we're in this business **ALL THE WAY . . .** body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

THE PERMANENT, FULL-TIME STAFF of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is *talent with teamwork*, in a capable and permanent unit that doesn't have to pick up an undue amount of floating, free-lance help to get an important job done.

THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking's past, we know how to buckle down and produce films that produce for you.

OUR OWN STUDIO is unsurpassed for television film production. Acoustics

are excellent, floor space is unobstructed (60' x 65') and head-room (25' ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

UP-TO-THE-MINUTE SOUND EQUIPMENT includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

OUR CREATIVE IMAGINATION . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We've got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we'll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

OUR OWN ANIMATION DEPARTMENT operates full-time, the year 'round, contains some of the finest talent in the business.

OUR CUSTOMERS include some 35 advertisers of fine reputation. Most are national in scope, but we're painstaking with smaller firms, too. In 3 years we've turned out 650 films OF **VARIOUS LENGTHS** and for various purposes.

OUR PRODUCT speaks for itself; we'd rather screen it for you than haul out our press clippings, the awards we've won, the letters from happy customers. We're grateful for past recognition, but want it known that our greatest work is in the future. We'd like the privilege of doing some of it for you.

Archer Productions, Incorporated

Sales Department: 35 West 53 Street, New York 19, N. Y.

Judson 6-2690

TV FILM PRODUCERS

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
 Dir. of Prod. Service.....Henry Ushijima
 Supervising Editor.....Roy Robert Luce
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6456
 President.....Mortimer D. Sackett
 Vice-President.....Jerome S. Hyams
 Treasurer.....S. Sackett
 Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

Compagnie Francaise De Films

73 Champs Elysees, Paris
Phone: Elysees 21-30
 President.....A. Tinchant
 TV Advisor.....Val Williams
Services Offered—Production and packag-

ing of TV shows made in France for agencies and shows.

**Consolidated Television Sales
 A Division of Consolidated
 Television Productions, Inc.**

Sunset at Van Ness, Hollywood 28, Calif.
Phone: HOLlywood 9-6369
N. Y. Phone: MURray Hill 6-7543
 Chairman of the Board....Norman Chandler
 President.....W. B. Clum
 National Sales Manager....Peter M. Robeck
 Eastern Sales Manager....Halsey V. Barrett
 Sales Promotion Manager....John M. Asher
 Midwest Representative...Stuart V. Dawson
Services Offered—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

Frank Cooper Associates Agency

7225 Hollywood Blvd., Los Angeles 46, Calif.
Phones: HOLlywood 9-3737; HILLSide 2297
 521 Fifth Ave., New York 17, N. Y.
Phone: VANDerbilt 6-5661-2
 Owner.....Frank Cooper
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Mr. Producer
**IF IT'S SOUND
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1566 North Gordon, Hollywood, Calif.

Phone: Granite 5920

Owner-Producer Jerry Courneya
 Production Mgr..... James Fleming
 Scripts Bob Bennett
 Editor (Film)..... Stuart Frye
Services Offered—Novelty, Sport, Comedy,
 Short Subjects, Sponsor Tailored Films and
 Commercials.

Bing Crosby Enterprises, Inc.

9336 Washington Blvd., Culver City, Calif.

Phone: VErmont 8-2174

Dir. of TV Sales..... Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crystal Pictures, Inc.

1564 Broadway, New York 19, N. Y.

Phone: PLaza 7-5130

President Melvin M. Hirsh
Services Offered—Distributor of features,
 western, dramas and travelogues. Now in
 production several packages consisting of
 groups of half-hour programs in units of 13.

Shamus Culhane Productions

207 East 37th St., New York 16, N. Y.

Phone: MURray Hill 2-8243

President Shamus Culhane
 Vice-President Morris Coppersmith
 Sec. & Treas..... Maxine Marx
Services Offered—complete production of
 animated and live-action motion pictures and
 slide-films. Television commercials and industrial
 films also in black and white and color. Permanent
 staff includes producers, directors, animators,
 editors, creative writers, and production designers.

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.

Phone: MU 2-0040

President..... Dorothy P. Maulsby

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: RIttenhouse 6-1686

Pres., Gen. Mgr..... Joseph De Frenes
Services Offered—Production of 16mm. &
 35mm. films, black & white, color.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.

Phone: COLUMbus 5-7621

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 and TV film, slidefilm and slide production,
 including art, writing, visualizing, animation,
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Business Office:

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Phone: HOLlywood 9-2281

PresidentDesi Arnaz
 Vice-PresidentLucille Ball
 Secretary-Treasurer.....Andrew G. Hickox
 Representative.....Don W. Sharpe
 PublicityKen Morgan
Services Offered—Complete production facilities from script to final editing.

Sherman H. Dryer Productions

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

Phone: TEmpleton 8-7827

President.....Sherman H. Dryer
Services Offered—TV programs, talent, scripts.

The Jean Dubois Company

927 21st St., Denver 2, Colo.

Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois
 Secretary.....L. E. Turner
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

Dudley Pictures Corp.

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

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

Phone: EL 5-1076

PresidentCarl Dudley
 Bus. Mgr., Treas.....Gene Barnes
 Exec. Vice-Pres.....Don McNamara
Services Offered—Producers of theatrical, commercial television and educational short subjects.

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.

Phone: TR 3-6221

PresidentHenry Morley
 TreasurerNathan Zucker
 Production Manager.....Carson Davidson
 Editorial Chief.....Luke Bennett
 Sound Engineer.....John DeBlau
 Public Relations.....Sydney Ascher
Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

Educational Films Corp.

1501 Broadway, New York 18, N. Y.

Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
 Vice-Pres. in' chg. Sales.....Roy McCune

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TV Script.....Henry Marcuse
Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

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c/o Republic Studios
 4024 Radford Ave. No. Hollywood, Calif.
 Phone: Sunset 2-1121

ProducerJason Bernie
 V.P. charge of Sales.....William Norins
 Production Manager.....Bartlett Carre
 CameramanWalter Strenge
Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
 Phone: Crestview 6-1272
 500 Fifth Ave., New York 36, N. Y.
 Phone: Chickering 4-7257

President (N. Y.)Jules Alberti
 Vice-Pres.Dr. Harold S. Wadro
 Sec.-Treas.Hazel F. McCabe
 Chg. Prod.E. Galey
 V.-P. (W. Coast).....Stella Ross

Services Offered—Endorsements and testimonials live and film for TV.

Excelsior Pictures Corp.

1564 Broadway, New York 19, N. Y.
 Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Rent various features and shorts.

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
 Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
 Asst. Sales Mgr.....Murray M. Kaplan
Services Offered—Motion picture films for TV, feature and half hour length.

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
 Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

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6052 Sunset Blvd., Hollywood 28, Calif.
 Phone: HUdson 2-1101
 157 E. 69 St., New York 21, N. Y.
 Phone: TRafalgar 9-3352

Pres., Exec. Producer.....Jerry Fairbanks

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“Wild Bill Hickok” current on TV for Kellogg’s (Leo Burnett Co., Inc.)

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“Case History,” TV film series starring Regis Toomey and Sara Haden. Now Shooting.

“The Phantom Pirate,” TV film series starring Bob Stack. In preparation.

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 Hollywood 28, Calif.

Phone — Hempstead 6844

TV FILM PRODUCERS

V.P. Chg. of Studio Operations... Sid Rogell
 V.P. Gen. Sales Mgr.....Ralph Cattell
 Chg. Eastern Production...Robert Lawrence
 Chg. Chicago Branch Office....B. N. Darling
 Production Manager.....Raoul Pagel
 Director, Scenario Dept.....Lou Lilly
 Director, Musical Dept.....Edward Paul
 Director, Publicity Dept...Reavis Winckler
 Director, Sound Dept...Lawrence Aicholtz
 Director, Animation Dept.....Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.

40 East 40th St., New York 16, N. Y.
 Phone: MUrray Hill 5-7220

President.....Hubert V. Chain
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Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
 Phone: Gladstone 1657
 40 E. 40th St., New York 16, N. Y.
 Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell
 Technical Dir.....John E. Burks
 New York Rep.....Jerome B. Harrison
Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
 Phone: HArrison 7-3395

President.....Irving Mack
Services Offered—TV commercials.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
 Phone: WEbster 3-9281

President.....Isidore Lindenbaum
 Production Director.....Ferenz H. Fodor
 Administrative Assistant.....Jack Shallow
 Client Relations.....Paul Phillips
 Director of Photography...James Van Trees
 Head Editor.....Norman Colbert
 Sound Engineer.....Paul Schmutz, Jr.

Services Offered—Film programs and film commercials made especially for TV on con-

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1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800

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Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7549

President J. H. Lenauer
Services Offered—TV film production.

Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800

Pres., Prod. Mgr. Joseph McCaffery

Services Offered—TV packaging, commercials, sound studios, animation, stop motion, industrial films.

Films of the Nations, Inc.

62 W. 45th St., N. Y. 19, N. Y.
Phone: Murray Hill 2-0040

Pres. Henry M. Moolman
V.-Pr. Birger Nordholm, Jos. P. Bourdrez
Treasurer Henry Pilichody
Secretary William Rosenfeld
Exec. Dir. Maurice T. Groen

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Five Star Productions

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4307

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Production Dir. Chet Glassley
Technical Dir. Taylor Byars
Dir. Creative Copy. Charles F. Chaplin
Casting Judy McMahan
Secretary-Treas. Bernice C. McQuown

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Services Offered—In business 12 years, Five Star Productions specializes in motion picture and TV film spots, with more than 3,000 such ad-films to its credit.

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-0230

PresidentHardie Frieberg
TreasurerBernard Samuels
SecretaryFluff Blome

Services Offered—Program production, talent, live and film TV programs.

Gainsborough Associates (See Program Producers)

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
TV Consultant &
Producer.....Jason B. Goldman
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

General Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

TV Director.....Irvin Shapiro
Services Offered—Educational shorts nature study shorts.

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 0406

OwnerSid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

Jack Goetz

1740 Broadway, New York, N. Y.
Phone: JUdson 6-1700

OwnerJack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35mm.

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FIGHTS FOR FREEDOM (Series)

(In Preparation) MISSING PERSONS & The COWBOY-DETECTIVE

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SU. 7-5672

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FILM — LIVE INTEGRATION
Method

Formerly TV
Adapter — DIRECTOR
(Pall Mall Cigarettes)
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TV FILM PRODUCERS

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(See Program Producers for detailed listing)

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.

Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
 Vice-President.....Thomas J. Shands
 Dir. of Prod. & Sales.....Bert Samson
Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.

Owner.....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retails are handled by Film Rental Libraries. TV write for details.

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Phone: TR 5-2450

N. Y. Phone: JUdson 2-4060

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 Executive Vice-Pres.....Oliver Horn
 V.-P. Training Devices.....John Campbell
 V.-P. Service Devel.....Everett Schafer
 V.-P. Sales Devel.....George B. Finch
 V.-P. Automotive Contacts...Wm. G. Luther
 Secretary.....Avery W. Kinney
 Treasurer.....Allan E. Gedelman
 Dir., Pub. Impressions.....Anne Jioffre
 Washington Repr.Harry C. Watts
Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.

Phones: CH. 4-3447, LA. 4-4652

President.....Bob Hannum

Services Offered—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-3750

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“BETTER EFFECTS WITH TELEFEX”

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PresidentAndre Lord
 SecretaryGordon Shadwick
 TreasurerLewis Abbott
Services Offered—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

•

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584
 Pres. & Gen. Mgr.....Sam Hayes
Services Offered—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

•

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174
 Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

•

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478
 President.....Charles B. Alline, Jr.
Services Offered—1 minute commercials.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
 ProducerPaul L. Hoefler
 Business Manager.....E. M. Bennett
 SecretaryRuby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

•

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIRCLE 6-9031
 President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

•

Hollywood At Work, Inc.

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLLYWOOD 9-5981
 Executive Producer.....Robert Gurney
 Producer.....Larry De Soto
 Associate Producer.....Edward Belfer
 Writer-Director.....Thomas J. McGowan
Services Offered—Hollywood at Work takes a completed or almost completed feature film and makes a half hour TV film either on a personality or personalities in the feature.

Since 1936

Specializing . . .

16^M/_M B/W RELEASE PRINTING
 TELEVISION
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DEVELOPING ☆ PRINTING ☆ OPTICAL REDUCTIONS

MODERN MOVIES LABORATORIES

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TV FILM PRODUCERS

Hour Glass Productions

6525 Sunset Blvd., Hollywood 28, Calif.
 Phone: HEmpstead 1161

PresidentWanda Tuchock
 Vice-President.....George de Normand

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
 Phone: EL 5-3508

ProducerLucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

Hurrell Productions Inc.

(Subsidiary of Walt Disney Productions)
 2400 W. Alameda Ave., Burbank, Calif.
 Phone: ROckwell 9-2158

President.....George E. Hurrell
New York Office
 RKO Bldg., 1270 6th Ave., New York, N. Y.
 Phone: JUDson 6-3442
Services Offered—TV package programs (and commercials) and production.

Illustrate, Inc.

1532 Cahuenga Blvd., Hollywood 28, Calif.
 Phone: HE 2126

N. Y. Phone: ELdorado 5-1422
 President.....Donald A. Dewar
 Secretary-Treasurer.....Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-6620

President, Producer, Dir.....Ben Gradius
 Supervising Editor.....Jean Oser
 Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: CI 6-9438

Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**WHITEHEAD
 TV PICTURES INC.**

TV FILM
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MANUFACTURING SPECIALISTS
 MOTION PICTURE EQUIPMENT
 COMPLETE MANUFACTURING
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TV FILM PRODUCERS

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIRCLE 6-4486

Executive-Pres. J Allen Julier
Services Offered—Producers of educational motion pictures.

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800

Mgr. TV Sales.....Robert H. Reid
Services Offered—In association with Tele-news Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

International 16mm. Corp.

(See Program Producers)

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MURRAY Hill 7-9116

President Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

General Manager.....Paul Radin
Branch Office

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121

General Manager.....Don A. Davis
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director Leon Jason
Services Offered—TV film, production, talent, puppet design.

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Secretary.....Jane I. Cohan
Services Offered—A complete radio and

Lalley and Love, Inc.

film spots and programs

**3 EAST 57th STREET
NEW YORK 22, N. Y.**

ELDORADO 5-1382-3

TV FILM PRODUCERS

television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: MArket 2-0770

Pres. & Exec. Dir. Dorothy L. McFadden
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107

Exec. Producer Bernard E. Karlen
Associate Producer Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer Roger Kay
Services Offered — Creators, producers, packagers of TV and radio programs, live,

transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707

Pres., Exec. Prod. Victor F. Kayfetz
Client Liaison Director Allan P. Snady
Animation Dept. Dir. F. Russell Shenton, Jr.
Art Director Wm. L. Steinel

Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

595 Fifth Ave., New York 17, N. Y.
Phone: PLaza 8-2000

President Fred W. Kline
Services Offered—Produce motion pictures for TV.

Selling Shoes?

. . . or gasoline? . . . or lipstick?
. . . or cigarettes? We've helped sell all of these and a lot more* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

WILBUR STREECH PRODUCTIONS

1697 BROADWAY, N. Y. 19, N. Y.

* These and some more: Thom McAn, Sinclair, Harriet Hubbard Ayer, Philip Morris, Celanese, Cities Service, Albolene, Army Reserve Corps, 4-Way Cold Tablets, Cameo Curtains.

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- NEWS**
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- TRAVEL * PERSONALITIES**
- Over 2,000,000 feet of film**

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TV FILM PRODUCERS

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
 Phone: Delaware 7-0400

PresidentRobert Eirinberg
 Vice-PresidentLee Blevins
 Dir. Motion Pic. & TV Dir.....Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
 Phone: Circle 6-9850

President.....Howard A. Lesser
 Secy.-Treas.....Mary Morrissey
 Vice-President.....Thomas S. Dignan
Services Offered—Producers of all types of Motion pictures for screen and TV.

Larry Kurtze

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: RAndolph 6-5246

OwnerLarry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1382

President and Production....James A. Love
 Vice-Pres. and Sales.....John B. Lalley
 EditorBill Henry
 Assistant Director.....Art Steckler
Services Offered—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

Albert Lang Productions Inc.

1320 Edgcliffe Dr., Los Angeles, 26, Calif.
 Phone: Normandy 19536

President & Gen. Mgr.....Albert E. Lang
 V.-P. & Secretary.....Olga Haney
Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,
 Hollywood 28, Calif.
 Phone: Hillside 0101

PresidentJerome Lawrence
 Vice-President.....Robert E. Lee
Services Offered—Production consultants.

Serving
 the best
 in film fare
 to stations
 everywhere!

—○—
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 Incorporated

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**A Complete
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 specializing in serving
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 . . . Shamus Culhane . . . Peter Elgar
 . . . American Film Producers . . . Van
 Praag . . . Louis deRochemont . . .
 Filmwright . . . Willard Pictures . . .
 Science Pictures . . . National Screen
 Service . . . Lalley & Love

MOTION PICTURE STAGES, INC.
 3 EAST 57 STREET NEW YORK, N. Y.
 PLAZA 3-4840

TV FILM PRODUCERS

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President Les Lear
Account Executives..... Milt Parlow,
Jack Curran

Services Offered—Radio, TV and film production, Personal Management.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: Hillside 7287

Producer-Director Gene Lester
Cameraman..... John S. Nash
Comptroller..... Albert J. Silverman
Production Manager..... Martin Sperber
Sound Robert Ernst

Services Offered—Complete facilities for production of 10 sec. to feature length films.

Edward Lewis Productions

Motion Picture Center Studios

846 No. Cahuenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981, Ext. 43

Producer Edward Lewis
Assistant Producer..... Paul Gerchik
Production Manager..... William Stephens

Services Offered—Production of motion picture film for TV.

Jack Currier Lewis

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

Phone: ELdorado 5-0257

Owner..... Jack Currier Lewis
General Manager..... Wm. P. Popp
Women's Programs..... Margaret Tester
Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7960; HE 1161

President Miss Loy Lester
V.-P., in Ch. of Prod..... Charles M. McCoy
Sec.-Treas. M. Briesa
Exec. Director C. Mandell
Exec. Producer Charles M. McCoy
Producer..... John Leslie Hamilton
Producer Robert Smigel

Services Offered—Extensive TV Film Production and Distribution, Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

BEFORE YOU MAKE A MOVIE
FOR SCREEN OR TV, SEE—

Charles Curran
Steve Fitzgibbon
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or Fred Kelly

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Productions, Inc.**

145 West 45th St. New York

Phone Circle 6-4443

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THE FILM BUYING SERVICE
FOR TELEVISION STATIONS

- 1 Acts as your station's resident film buyer in New York.
- 2 Obtains film to fit your programming, at your budget price.
- 3 Inspects prints, arranges shipping, follows through.
- 4 Checks invoices against your telecast performance report.
- 5 Keeps you informed of latest developments in the film market.

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ONLY ONE STATION
IN EACH MARKET**

MALLARD



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New York 5

Dlgbly 4-3182

TV FILM PRODUCERS

Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.
 Phone: PEnnsylvania 6-1780
 President.....E. W. Hammons
 Vice-President.....Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
 Phone: CO 5-6974
 PartnersJ. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major-Minor Productions

5927 Sunset Blvd., Hollywood 28, Calif.
 Phone: GL 9268
 Producer and Director...Stuart M. Nathanson
 Producer and Director...Ronald L. Stanton
 Musical Director.....Ruby Raksin
Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

Mallard TV, Inc.

120 Wall Street, New York 5, N. Y.
 Phone: DIgby 4-3182
 President.....S. Mukamal
Services Offered—Film Brokers for TV stations.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
 Phone: TR 3-1800
 Owner, Gen. Studio Mgr.....James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HO 9-5119
 President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs and spots.

Mercury International Pictures, Inc.

2330 W. Third St., Los Angeles 5, Calif.
 Phone: Dunkirk 9-3876

THE TEEVEE CO.

Producers of
THE BIG
“LITTLE THEATRE”
 TV SHOW

The Short-Short-Story Sensation

Now On the Air

Coast to Coast

211 So. Beverly Drive
 CRestview 5-1076 Beverly Hills, Calif.



**HOW DO YOU DO
 LADIES AND GENTLEMEN
 HOW DO YOU DO?**

This is NORMAN BROKENSHERE announcing a new low-budget show “The Handy Man”, a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

THE PRINCETON FILM CENTER, INC.
 300 PARK AVE. PL. 5-0322

TV FILM PRODUCERS

President V. E. Ellsworth
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.
 Phone: Plaza 7-0695

President Charles Michelson
 Divisional Sales Mgr. Sidney Guber
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
 Phone: Hollywood 9-6161

President Carlton E. Morse
Services Offered—TV film programs, production.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
 Phone: PLaza 3-4840

President C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod. Burgess Meredith
 Vice-President Max Kreindler
 Vice-President Barrett Gallagher
 Treasurer Martin L. Scott
 Secy. Gerald Margolis
 Tech. Supervisor Victor H. Komow
Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
 Phone: MUrray Hill 6-3717

Dir. of National Sales Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

Murphy-Lillis Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
 Phone: PLaza 7-8144



Live Photography
Animation
Stop Motion
Slide Films
Animatic Strips
Slides
Telops

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 CO lumbus 5-7621

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We offer an intelligent service and an extensive library to the users of television films.

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AMERICAN AND BRITISH
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SPECIALLY PREPARED FOR YOUR TIME SLOT
- COMEDY CARNIVALS
A TREASURY OF HUMOR — IN ONE HOUR PROGRAMS
- TEVE-ETTES
AN EXTENSIVE LIBRARY OF COMEDY AND MUSICAL VIGNETTES 3-5 MINUTES

TV FILM PRODUCERS

PresidentOwen Murphy
 Vice-Pres. & Treas.....James M. Lillis
 Production Chief.....Elwood Siegel
 Chief Editor.....Joseph Josephson
Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

Murphy-Thomas Productions
 General Service Studios, Hollywood, Calif.

Nation Wide Television Corp.
 1501 Broadway, New York 18, N. Y.
 Phone: LOnacre 4-8234

PresidentIrvin Shapiro
 TreasurerM. Mermelstein
Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
 Phone: CIRCLE 6-5700
 Adv., Publ. Director.....Melvin L. Gold
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
 Phone: CIRCLE 5-5147-8

Production Director.....Ted Nemeth
 Art Dir.—Dir.....M. E. Bute
Services Offerer—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

Official Films, Inc.

(Official Television Inc.)
 25 West 45th St., New York 19, N. Y.
 Phone: PLaza 7-0100

President.....William R. Goodheart, Jr.
 Chairman of the Board.....Isaac D. Levy
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
 Phone: CANal 6-3284
 Production Manager.....Howard Smythe
 General Manager.....Charles Beckman
 Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

TEL RA PRODUCTIONS

America's leading producers of TV sports programming. Famous shows include . . .

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- IDEAS ON PARADE • BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

Tel Ra films have been used with great success by foremost national advertisers.

TEL RA PRODUCTIONS

1518 Walnut Street, Philadelphia 2, Pa.
 Kingsley 5-8540

WHY IS AP THE BEST?

BECAUSE—**AP** is faster,
 more complete,
 more accurate
 than any other
 news service.

TV FILM PRODUCERS

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491

Producer Mitchell Gertz
Services Offered—Will produce on contractual basis TV commercials and features.

Olio Video Television Productions, Inc.

20 East 42nd St., New York 17, N. Y.
Phone: MU 2-2318

President Harvey Cort
Treasurer Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

Paramount Television Productions Inc.

1501 Broadway, New York 18, N. Y.
Phone: BRyant 9-8700

Vice-President.....George T. Shupert
Branch Office

5451 Marathon St., Los Angeles 38, Calif.
Phone: Hollywood 9-6363

Vice-President Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Exec. Producer.....Paul Parry
Dir. of Photography.....Ray Foster
Services Offered—Production of Commercials any specified length, production of scripts to order.

Pathescope Productions

(Pathescope Co. of America Inc.)

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200

President.....Edward J. Lamm
Services Offered—Television commercial production.

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NORmandie 1-2174

President Ray Patin
Vice-President Gus Jekel
Production Manager.....Gerald Ray
Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President Kern Moyse
Vice-Pres., Treas..... R. S. Moyse
Asst. Secy.-Treas..... Barbara Holz
Eastern Sales Mgr..... Raoul J. Menendez
Mgr., Special Services Dept. Allan De Forest
West Coast Branch

959 Seward St., Hollywood 38, Calif.
Phone: GRanite 9223

Vice-Pres., Chg. Western Op. Victor C. Krupa
Secy., Branch Mgr..... Suzon Steinle Krupa
Plant Manager..... Thomas E. Ayers

Services Offered—Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YORk 8058; WEBster 3-4608

President.....Juan C. Hutchison
Vice-President Perry King
Services Offered—Complete production facilities on contract and sub-contract level.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111

Executive Producer.....J. P. Lane
Producer.....Richard L. Morley
Production Manager.....Val Lindberg
Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

300 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive Director.....Gordon Knox
Vice-President Jack Barlass
Treasurer Gordon Blair
Prod. Mgr.....L. H. Holton
Writers.....John Capsi, Sumner Lyon, Ardis Smith.

Chief Editor.....Robert Webb
Distrib. Mgr.....Lash Bauman
Services Offered—Production and distribution facilities for television films of all types.

TV FILM PRODUCERS

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phoncs: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas.Seymour Poe
TV Manager.....Virginia Phillips
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnDerbilt 6-3417

President.....Robert A. Orenbach
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America (See Program Producers)

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723

President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Sales Mgr. St. Paul Off.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Prod. Asst.....E. H. Polsfuss
Services Offered—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

RD-DR Corp. (Reader's Digest— deRochemont)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440

Chairman of Board....Louis de Rochemont
President.....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President.....Roland Reed
Services Offered—Complete motion picture facilities.

Reeves Sound Studios Inc.

304 East 44th St., New York, N. Y.
Phone: OR 9-3550

Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President.....Moe Kerman
Vice-Pres.Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUDson 2-0274

President.....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet
President.....Harry Michalson
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary.....Joseph Laub
Comptroller.....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Television Consultant.....Edward R. Evans
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VERmont 82185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568

TV FILM PRODUCERS

President.....R. S. Robbins
 Mgr. of Prize Promotion....Edward E. Finch
Services Offered—Radio and television prizes.

Bob L. Roberts Productions

806 Seventh Ave., New York 19, N. Y.

Phone: JU 6-0025

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.

Phone: GR 7131

President.....J. Richard Westen
 Vice-President.....J. Harry Ebbert
 Exec. Vice-President.....Harlow Wilcox
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.

Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 3183

General Manager.....Fred K. Rockett
 Production Supervision.....Betty King
 Photographic Department...Alfred Higgins
 Art Department.....George Coart
 Studio Superintendent.....James Conley
 Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

Rogell Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: GRanite 3111

Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

Roland Reed Productions

275 So. Beverly Dr., Beverly Hills, Calif.

CR 6-1101

President.....Roland D. Reed
 Vice-President.....Guy V. Thayer, Jr.
 Secy.-Treas.....Hazel Hall
 Production Manager.....Dick L'Estrengue
 Supervising Film Editor.....Roy Luby
Services Offered—Producers of commercial, industrial and television films.

Rollow-Clark & Co.

108 Oak St., Denton, Tex.

Phone: 1523

Co-owner.....Bill Rollow
Services Offered—TV film production.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 4-5401

President.....David Chudnow
 Vice-President.....Rosamond Chudnow
 Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.

Phone: Yo 2494

President & Owner.....Danny Rouzer
 Vice-President.....Jan Edgar
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5640

Production Mgr.....Edward Ruby
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
 Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack
 Sales Manager.....Julius M. Sack

New York Office

358 West 44th St., New York, N. Y.

Phone: JUdson 6-2258

Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

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

Phone: MUrray Hill 2-6770-6771

Co-Producers.....Sidney Sanft,
 Don Costa

Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.

Phone: MUrray Hill 8-0085

President.....Valentino Sarra
 Sales Prod. Mgr.....Jack Henderson

TV FILM PRODUCERS

Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHitehall 4-5151

Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

Screen Gems Inc.

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5044

Gen. Manager.....Ralph M. Cohn
West Coast Prod. Mgr.....Jules Bricken
Editorial Chief.....Daniel Heiss
N. Y. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Will Baltin
Business Manager.....Floyd Weber
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 6-1721

Executive Producer.....Gilbert A. Ralston
Production Manager.....Rudy E. Abel
Auditor.....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sandford R. Johnson
Vice-President.....Arthur B. Chapman
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

Seidel Films

853 Seventh Ave., New York 19, N. Y.

Phone: PL 7-1597

Manager.....Tom Seidel
Services Offered—TV film production.

Sentinel Productions

(div. of Sentinel Enterprises, Inc.)

(See Program Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary.....George Blake
Bd. of Directors.....Patrick E. Shanahan,
George Blake, F. R. Normandin
Services Offered—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.

Phone: SU 7-5672

Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Jack Aichele
Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Film Editorial Supervisor.....Joe Josephson
Set Designer.....Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors.....Joseph Brun,
George Webber

General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep..Albert Kelley

Services Offered—Creators and producers of television; theatrical and sales influence films; producing contractors; adapters, consultants to package producers, advertising agencies, sponsors. Distribution facilities television and theatrical, U. S. and foreign. Production facilities New York, Florida, Hollywood.

Stephen Slesinger, Inc.

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

Phone: ELDorado 5-2544

President.....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," and "Ozark Ike."

Snader Telecriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.

Phone: CR 5-4451

N. Y. Phone: LONgacre 4-3971

President.....Louis D. Snader
Vice-President.....Robert M. Snader
Director.....Duke Goldstone
Casting Director.....Phil Bloom
Musical Director.....Harry Zimmerman
Production Manager.....Jesse Corallo
Services Offered—Producers of motion picture film for television. Sales handled through Snader Telecriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.

Phone: JUDson 6-0020

President.....John Fox

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

TV FILM PRODUCERS

Al Stahl Productions

1600 Broadway, New York, N. Y.
Phone: COLUMbus 5-2992-3

President Al Stahl
Vice-President Irwin Stahl
Sales Manager Stanley Benford
Director Leroy Sylverst
Services Offered—Complete production facilities for live action production on film.

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LONgacre 4-8234

President Irvin Shapiro
Services Offered—Major feature films and shorts.

Station Distributors, Inc.

40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953

President Walker Stuart
Services Offered—Package programs.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President Saul J. Turell
Secy.-Treasurer Robert E. Rhoades
Head of Agency Sales Bernard Schulman
Manager of TV Dept. Bernice S. Coe
Stock Shot Div. Mgr. Richard Carlton
Services Offered—Producer and distributor of TV features, shorts and film series.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-7025

President Irvin Paul Sulds
Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Taylor Productions, Inc.

6700 Sunset Blvd., Hollywood 28, Calif.
President Gordon Van Dover
Services Offered—Write produce and direct. TV film spots.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

President Gifford Phillips
Asst. to Pres. Ludlow Flower, Jr.

V.P., Gen. Mgr. Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners Seymour Kaplan,
Mort H. Singer, Jr.
Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President Thorn L. Brooks
Vice-President Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President W. K. Hedwig
Secy.-Treas. G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Teleflex Productions

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-6211

Pres. & Gen. Mgr. Donna Fargo
Vice-President Victor Schulman
Secretary-Treasurer Lois Landon
Mgr., Photo-Lab Dept. Joe Paul
Staff Writer Brice Knox
Staff Consultant Ted London

New York Branch

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

N. Y. Sales Manager Jerry Kelly
Services Offered—Live, recorded and film TV's only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Teleflex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Teleflex productions built around teleflex screens and employing still moving, and special effect backgrounds.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

TV FILM PRODUCERS

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.

Phone: HOLlywood 9-8321

President.....Henry B. Donovan
 Secretary-TreasurerMarie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 49, Calif.

President.....C. Robert Longenecker

Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
 New York 18, N. Y.

Phone: PENnsylvania 6-1821-2

President.....Albert G. McCarthy

Vice-PresidentRichard Freitas

SecretaryRita Fables

Services Offered—TV films.

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.

Phone: Berkeley 7-5301

Business Mgr.....J. T. Ward

Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.

Phone: JUDson 6-1650

Chg. of Prod.....Robert N. Brotherton,
 Arthur L. Goldman

Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.

Phone: WISconsin 7-2055

President.....Leonard J. Ackerman

Vice-Pres. & Mgr.....Louis N. Friedland

Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television Guild Productions Inc.

210 No. Larchmont, Hollywood 4, Calif.

Phone: HO 9-2895

Production Manager.....Jack Miles

Services Offered—Complete studio facilities for rent. Producers of TV commercials and shorts.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.

Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.

TreasurerClarence Schmidt

SecretaryFrankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.

Phone: KINGSley 5-8540

Producer.....W. Wallace Orr
 Director of Programming &

SalesGeorge J. Kerrigan, Jr.

Director of Production.....Dan Wise

Film Editor.....Raymond Brown

Film Editor.....Joe Arnold

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

Times Square Productions Inc.

145 West 45th St., New York 19, N. Y.

Phone: CIRCLE 6-4443

PresidentChas. W. Curran

V.P.-Production.....Stephen E. Fitzgibbon

V.P.-Sales.....Donald Langan

Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

Time for Beany

704 No. Bronson Ave., Hollywood 38, Calif.

Phone: GRANite 6144

Executive Producer.....Bob Clampett

General Manager.....D. J. Nocerine

Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.

Phone: LU 2-1400

PresidentWilliam Miesegaes

Vice-PresidentWalter Lowendahl

Vice-Pres.William Burnham

Secretary-Treasurer.....Peter A. Schlenker

Services Offered—Complete facilities for

TV FILM PRODUCERS

production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1280

President.....Theodore A. Parisi

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.

Phone: COlumbus 5-0060

PresidentJack Goldstein

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUUnkirk 8-1323

PresidentDoria Balli

Sales Manager.....Gene Grant

Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV-Programs, Inc.

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

Phone: CHickering 4-1374

President.....Edward Roberts, Jr.

Vice-President.....Willard P. V. Voorhees

Treasurer.....William Mills, III

Director of Sales.....David Horwich

Director of Advertising &

Promotion.....Jacob Van Aernam, Jr.

Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.

Phone: CIrcle 5-6000

Director of Television....John H. Mitchell

Asst. Dir. of TV..Miss Louise E. Raphael

East Coast Sales Rep.....Robert Brahm

West Coast Sales Rep....Miss Becky Barnes

Mid-West Sales Rep.....Robert O'Brian

Services Offered—Production and distribution of television films.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.

Phone: CHarleston 0-7171

New York Division—670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow

Vice-Pres. in chg. N. Y. Office

Edward F. Cullen

Vice-PresidentJohn Hubley

Vice-President.....A. D. Woolery

Vice-PresidentRobert Cannon

Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

United Television Programs Inc.

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

Phone: CEntral 6-0041

Co-ownerMilton Blink

Branch Offices

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

Phone: PLaza 3-4620

ManagerAaron Beckwith

140 N. La Brea, Los Angeles 36, Calif.

Phone: WEbster 8-9181

Co-OwnerGerald King

Services Offered—TV package programs.

Unity Television Corp.

1501 Broadway, New York 8, N. Y.

Phone: LOngacre 4-8234

President.....Arthur A. Mayers

TreasurerMartin Mermelstein

TV DirectorC. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Vallee Video Inc.

6611 Santa Monica, Hollywood 36, Calif.

Phone: HIllside 6118

PresidentRudy Vallee

Vice-President.....B. S. Otto

SecretaryD. Hall

Manager.....John W. Swallow

Services Offered—Full film studio for TV.

Stage, Cutting Room, Projection Room,

Dressing Rooms.

Van Praag Productions

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

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

Phone: MU 2-0326

TV FILM PRODUCERS

President.....Henri E. Marcuse
 Writer.....Charles Cinnamon
 Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series—musical live package in full production or only as a script package.

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
 Phone: MU 8-1162

President.....George W. Goman
 Vice-Pres. chg. of Prod.....Martin Henry
 Treasurer.....A. W. Manchee
 Vice-Pres. & Film Editor..Leonard Anderson
 Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

Vidican Pictures Corp.

240 East 39th St., New York 17, N. Y.
 Phone: MU 6-3310

President.....Alfred Justin
 Vice-President....Edward Roberts Carroll
 Sales Director.....Otto H. Sutter
 Production Chief.....Richard Grey
 Continuity Director.....Harry Doolittle
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose
 Chief Sound Engineer...Peter Protopappas
 Editor.....Lloyd Ball
 Publicity Director.....Sherel Udell
 Executive Secretary.....Nancy Gould
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
 Phone: MUrray Hill 2-2060

President.....William M. Nelson
 Art Director.....Robert Dunne
 Production Manager....Robert J. Asherman
 Film Director.....H. Lionel Miller
 Advertising Consultant.....Weston Hill
 Office Manager.....Margaret M. Maxwell
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
 Phone: Circle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
 Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
 Phone: Circle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Frank Wisbar Productions Inc.

7324 Santa Monica, Hollywood 36, Calif.
 Phone: 2-2286

Owner.....Frank Wisbar
Services Offered—Film productions.

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
 Phone: LA 4-3450

President.....Max Wolff
 Secretary-Treas.Robert Feldman
 Exec. Producer.....Les Wintz
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.

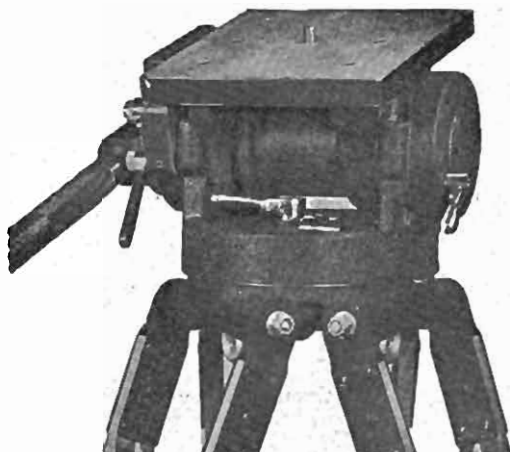
(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
 Phone: LE 2-4111

President.....Stuart Scheftel
 Exec. Vice-Pres.....Godfrey Elliott
Services Offered—Offers educational films for TV rental.

Floating Action!



FOR ALL "TV" CAMERAS "BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.



Sales • Service • Rentals
— 35 mm. • 16 mm. —
Cameras • Moviolas • Dollys

*Complete Line of Equipment for
Production Available for Rental*

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BNC - 16 mm.*

*Bell & Howell: Standard - Shiftover -
Eyemos*

*Maurer: 16 mm. Cameras
Moviola: Editing Machines -
Synchronizers*

SPECIALISTS IN ALL TYPES OF CAMERA REPAIR WORK. LENSES MOUNTED.

FRANK C. ZUCKER

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1600 BROADWAY NEW YORK CITY

SERVICES TO TV PRODUCERS

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Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers



Costumes

TV SERVICE FIRMS

(Also see Equipment Manufacturers)



Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

Color Service

COMPANY, INC.

115 WEST 45TH STREET

NEW YORK 36, N. Y.

FOREMOST COLOR LABORATORY

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- REVERSAL • NEGATIVE — POSITIVE
- 16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING

TV Service Firms

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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.
 Kliegl 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
 Mercer, Ray
 4241 Normal Ave.....OLympia 8436
 Pacific Title & Art Studio
 6350 Santa Monica Blvd...HEmpstead 5611
 Pathe Industries, Inc.
 6828 Santa Monica Blvd...HOLLYwood 9-3961
 Rabin, Jack
 7324 Santa Monica.....HUDson 2-5463
 Schmid, Al
 1041 N. Formosa Ave.....GRanite 5111
 Smallwood Process
 7324 Santa Monica Blvd...HOLLYwood 9-5060
 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 Van & Storage Co.
 1025 N. Highland Ave.....HOLLYwood 9-8181
 Lyons Van & Storage Co.
 6372 Santa Monica Blvd...HOLLYwood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
 630 Ninth Ave.....JUDson 6-1030
 Consolidated Film Industries,
 Div. of Republic Pictures Corp.
 1740 Broadway.....JUDson 6-1700
 Lloyds Film Storage Corp.
 729 Seventh Ave.....Columbus 5-5400
 Miles, Joseph R., Film Storage
 729 Seventh Ave.....JUDson 6-4954
 United Storage Corp.
 630 Ninth Ave.....JUDson 6-1030

LABORATORIES



LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38).....Hillside 7471
Art Craft Screen Service
 4019 W. 60th St.....AXminster 5423
Associated Film Laboratories
 5631 Hollywood Blvd., Hollywood (28)
 Hillside 8195

Cinecolor Corp.
 2800 S. Olive Ave., Burbank..ROckwell 9-1126
Cinema Research
 7000 Romaine St. (38).....HUdson 2-7464
Color Reproduction Co.
 7936 Santa Monica Blvd. (46)....Hillside 8225
Columbia Pictures Laboratory
 1443 N. Beachwood Drive (28)
 GLadstone 5122

Consolidated Film Industries
 959 Seward St. (38).....Hollywood 9-1441
 Lab: 959 Seward St., (38).....Hollywood 9-1441
Dunningcolor Process Co., Inc.
 932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
 1017 N. Las Palmas Av., (38)
 GLadstone 7151

Film Effects of Hollywood
 1153 N. Highland (38).....Hollywood 9-5808
Flora Color
 1103 N. El Centro Ave., Hollywood
 GRanite 9559

Hollywood Film Enterprises, Inc.
 6060 Sunset Blvd. (28).....Hillside 2181
Houston Color Film Co.
 230 W. Olive, Burbank....CHARleston 0-8188
Hungerford Film Lab.
 6327 Santa Monica, Hollywood
 Hollywood 2-3237

Mercer, Ray
 4241 Normal Ave. (27).....OLympia 8436
Modern Movies, Inc.
 6018 Fountain Ave., Hollywood (28)
 HEMPstead 1144

Pathe Laboratories, Inc.
 6823 Santa Monica Blvd., (38)
 HOLlywood 9-3061

Precision Film Laboratories, Inc.
 1107 S. Robertson Blvd. (35)..BRadshaw 2-2340
Producers Photographic Laboratory, Inc.
 860 N. Fairfax (46).....WHitney 4962
Richters Film Lab.
 1715 N. Mariposa Ave., (27).....OLympia 3215

Technicolor Motion Picture Corp.
 6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
 6039 Hollywood Blvd. (28).....Hollywood 9-7205
Williams Film Laboratories
 1040 N. McCadden Pl. (36).....Hillside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
 1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
 125 Hyde St.....ORdway 3-9162
Motion Picture Service Co.
 125 Hyde St.....ORdway 3-9162
Multichrome Laboratories
 760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
 611 Howard St.....YUko 6-5961
Skiuner, C. R., Manufacturing Co.
 294 Turk St.....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
 Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
 1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
 154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
 220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
 1111 S. Blvd., Oak Park.....AUstin 7-8620
Bell and Howell Co.
 7100 McCormick Lincolnwood
 AMbassador 2-1600
Chicago Film Laboratories, Inc.
 1333 Belmont Ave.....Bittersweet 8-6780
Crescent Film Labs.
 7510 N. Ashland.....AMbassador 2-5000
Filmack Laboratories
 1327 S. Wabash Ave.....HARRison 7-3395
Wilding Picture Productions, Inc.
 1345 W. Argyle St.....LONgbeach 1-8410

DES MOINES, IA.

General Pictures Productions
 Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
 600 Barrone St.....MAGnolia 1744
Motion Picture Advertising Service Co., Inc.
 1032 Carondelet St.....MAGnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
 6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
 42 Melrose Ave.....HANcock 6-1158
Master Motion Picture Co.
 50 Piedmont St.....HANcock 6-3592
Paramount Laboratories
 123 Heath St.....GARrison 7-4830

DETROIT, MICH.

Jam Handy Organization
 2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
 121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
 4925 Cadieux St.....TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
 2269 Ford Parkway.....EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
 1105 Truman Rd.....HARRison 6446

FORT LEE, N. J.

Consolidated Film Industries
 Main St.....FOrt Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
 1277 E. 14th St., B'klyn.....ESplanade 7-8700
Circle Film Laboratories, Inc.
 33 W. 60th St.....COlumbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
 1740 Broadway.....JUdson 6-1700
 Fort Lee, N. J.....FOrt Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
 850 Tenth Ave.....CIRcle 7-3220
Du-Art Film Laboratories, Inc.
 245 W. 55th St.....PLaza 7-4580
FilmLab, Inc.
 126 W. 46th St.....LUXemburg 2-2863
Guffan'i Film Laboratories, Inc.
 630 Ninth Ave.....COlumbus 5-5530
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. LOngaere 3-4300
Pathe Industries, Inc.
 105 E. 106th St. TRafalgar 6-1120
Precision Film Laboratories
 21 W. 46th St. JUdson 2-3970
Producers Laboratories, Inc.
 457 W. 46th St. Circle 6-5232
Rainbowlab, Inc.
 619 W. 45th St. JUdson 6-0360
Star Safety Film
 630 Ninth Ave. Circle 6-0888
Tri Art Color Corp.
 245 W. 55th St. PLaza 7-4500

CLEVELAND, O.

Escar Motion Picture Service, Inc.
 7315 Carnegie Ave. ENdicott 1-2707
Motion Picture Productions, Inc.
 620 W. Superior Ave. PRospect 1-4900

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

DALLAS, TEX.

Jamieson Film Co.
 3825 Bryant TEnsin 3-8158
Southwest Film Laboratory, Inc.
 2015 Young PRospect 0453
Variety Pictures, Inc.
 3825 Bryant TEnsin 8158

SALT LAKE CITY, UTAH

Artis Studios
 David Keith Bldg. 5-5592

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.: 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.: 6424
 Santa Monica Blvd., Hollywood 9-2918, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.:
 6656 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

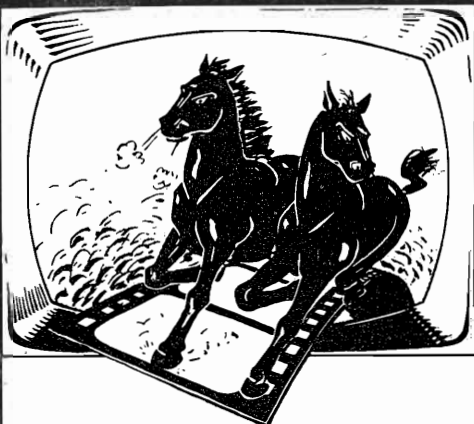
Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5106;
 6700 Santa Monica Blvd., Hillside 6131, Holly-
 wood 38, Calif.; 6040 N. Pulaski Rd., Irving
 8-4064, Chicago, Ill.

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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.

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18 YEARS EXPERIENCE IN SAFEGUARDING FILM

TV Service Firms

CARTOON PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank..ROckwell 9-3461

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38).....HILLSide 0406

Lantz, Walter
861 N. Seward St. (38)....HOLLYwood 9-2907

Metro-Goldwyn-Mayer
Culver CityTEXas 0-3311

United Productions of America
4440 Lakeside Dr., Burbank..CHarleston 0-7171

Warner Eros, Cartoons, Inc.
1351 N. Van Ness Ave.....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas.....JUdson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720

Famous Studios
25 W. 45th St.....LUxemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MUrray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse,
New York.

Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield,
N. J.

General Elec. Co., 1 River Road. Schenectady,
N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis
13, Minn.

National Theatre Supply, 92 Gold St., New York,
N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.

Trane Company, LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave.,
S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div.,
420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison,
N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave.....HOLLYwood 9-5808

Ideal Pictures Corp.
2408 W. 7th St.....DUNKirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TEXas 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27).....OLympia 8436

Wild Life Film Co.
5151 Strohm. N. Hollywood....STAnley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave.CIRcle 5-6873

Lloyds Film Library
729 Seventh Ave.....Columbus 5-5400

Miles Film Library
729 Seventh Ave.....Columbus 5-5400

RKO Pathe, Inc.
105 E. 106th St.....SACramento 2-2600



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TELEVISION

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1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY
Telephone VAnDerbilt 6-5060

TV Service Firms

COLOR PROCESSES

- Acme Film Labs**
1161 N. Highland, Hollywood 38, Calif.; Hillside 7471.
- Anderson, Howard A.**
1611 Cosmo St., Hollywood 28, Calif.; HUDson 2-1247.
- Anso Color**
Anso Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MURray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUDson 2-3229.
- Cinecolor, Inc.**
2800 W. Olive St., Burbank, Calif.; ROCKwell 9-1126.
- Cinema Research**
7000 Romaine, Hollywood 38, Calif.; HUDson 2-7464.
- Color Research Corp.**
105 E. 106th St., New York, N. Y.; SACramento 2-7830.
- Color Reproduction Co.**
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRANite 3174.
- Eastman Kodak Co.**
Rochester, N. Y.
- Film Effect**
1153 N. Highland Ave., Hollywood 38, Calif.; HOLLYwood 9-5808.
- Flora Color**
1103 El Centro Ave., Hollywood, Calif.; GRANite 9559.
- Kodachrome**
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)
- Monopack**
Technicolor's color negative system for use with regular black and white cameras.
- Polacolor Process**
Polaroid Corp., Cambridge 39, Mass.
- Technicolor Motion Picture Corp.**
6311 Romaine St., Hollywood 38, Calif.; GRANite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; Circle 7-7934.
- Trucolor**
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1700.

BACKGROUND MUSIC COMPOSERS

- Applebaum, Louis**
National Film Board of Canada, Ottawa, Ottawa 2-8211
- Associated Music, Inc.**
9032 Burton Way, Beverly Hills, Calif. CRestview 4-6151

- Cain-Schumann Music Service**
4606 N. Radford Ave., N. Hollywood, Calif. STanley 7-3732
- Filmusic, Inc.**
245 W. 55th St., New York, N. Y. JUDson 6-4155
- Shaindlin, Jack**
245 W. 55th St., New York, N. Y. JUDson 6-4155
- Velazco Emil**
723 Seventh Ave., New York 19, N. Y. PLaza 7-8530

SCREENING ROOMS

LOS ANGELES, CALIF.

- Consolidated Film Industries, Inc.**
959 Seward St. HOLLYwood 9-1441
- Eastman Kodak Co.**
6706 Santa Monica Blvd. HOLLYwood 9-3101
- Hollywood Film Enterprises, Inc.**
6060 Sunset Blvd. Hillside 2181
- Pathe Industries, Inc.**
6823 Santa Monica Blvd. HOLLYwood 9-3961
- RCA**
1016 N. Sycamore Ave. Hillside 5171

NEW YORK, N. Y.

- Advance Projection Theaters**
729 Seventh Ave. JUDson 6-4954
- Audiograph Studios**
846 Seventh Ave. PLaza 7-6208
- Bonded's Film Center Theater**
630 Ninth Ave. JUDson 6-1030
- Johnny Victor Theater**
40 W. 49th St. Circle 6-4030
- Lloyds**
729 Seventh Ave. COLUMbus 5-5400
- Miles Public Projection Theaters**
729 Seventh Ave. Circle 5-6873
- Preview Theater**
1600 Broadway Circle 6-0865

COSTUMES

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.**
160 W. 48th St. Circle 5-5634
- Berthe, Mme.**
110 W. 47th St. PLaza 7-4170
- Brooks Costumes**
1150 6th Ave. VANDerbilt 6-5060
- Eaves Costume Co., Inc.**
151 W. 46th St. PLaza 7-3730
- Flair Theatrical Costume Co.**
1658 Broadway PLaza 7-3638
- Lillien Costume Co.**
1658 Broadway Circle 5-5199
- Variety Costume Exchange**
1658 Broadway COLUMbus 5-8789

WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

It is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.



Brown

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

PROGRAMS 1951

TV AM

Titles



Sponsors



Products



Networks



TV Stations



Advertising Agencies

COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Academy Award Theatre	Rose Jewelers	WXYZ-TV	W. B. Doner Agency
Academy Theatre	Jose Escalante	KECA-TV	Guenther-Bradford
Action Theatre	Cloyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Actor's Hotel	Ronzoni	WJZ-TV	Emil Mogul Co.
Acrobat Ranch	Acrobat Shoe Co. Shoes	ABC-TV	Ruthrauff & Ryan, Inc.
Adventure Call	Ashburn Furniture Company	KTLA	Ross, Gardner & White
Adventures in Sewing	Graybar Elec. Co. Sewing Machines	KMTV	
Adventures of Ellery Queen	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Adventures of Ellery Queen	Kaiser-Frazer Sales Corp. Kaiser-Frazer Cars	DuMont	Wm. H. Weintraub & Co.
Adventures of Kit Carson	Coca Cola	WAVE-TV	D'Arcy, St. Louis
A Hair Raising Tale	Chas. Antell	WSPD-TV	
Alan's Midnight Showboat	Alan Radio & Appliance Co., Inc.	WNBQ	Dickson & Wiebe
Alan Young Show	Eso Standard Oil	CBS-TV	Marschalk Pratt Co.
Alan Young Show	Kroger Co.	CBS-TV	Ralph H. Jones Co.
Alex Dreier & the Sunday News	Home Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Alice Weston	Frigidaire	WXEL	
All-Star Revue	Kellogg Co. Cereals	NBC-TV	Kenyon & Eckhardt
All-Star Revue	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
All-Star Revue	Snow Crop Marketers Frozen Foods	NBC-TV	Maxon, Inc.

Al Pearce Show			CBS-TV
Amateur Hour			WENR-TV
Amazing Mr. Malone, The	Morris B. Sachs Seiberling Rubber Co. Tires		ABC-TV
America at Church	Bethany Reformed Church		WENR-TV
American Back to God	American Back to God, Inc.		WXYZ-TV
American Forum of the Air	Bohn Aluminum & Brass Co. Aluminum		NBC-TV
American Legion Wrestling	Graybar Elec. Co. Appliances		KMTV
Amos 'N' Andy	Blatz Brewing Co.		CBS-TV
Animal Fare	Kasco Mills		WJBK-TV
Animal Fair	Kasco Mills Dog Food		WSPD-TV
Ann Alden	Stripling's Department Store		WBAP-TV
Anniversary Party	Tony's Bakery		WSPD-TV
Armchair Shopper	Blum's Dept. Store		WAAM
Armchair Theatre	Participation		WBNS-TV
Armchair Theatre	Will Sales		WAVE-TV
Armstrong Circle Theatre	Armstrong Cork Co. Linoleum, Floor Coverings, Bldg. Materials		NBC-TV
Around the House With Ken Ward	Central Natl. Bank of Cleveland		WNBK
Arrow Beer Sports	Arrow Beer		WAAM
Art Museum Show	Art Museum of Toledo		WSPD-TV
Arthur Brown & Bros. Show	Arthur Brown & Bros. Artist's Supplies		WABD
Arthur Godfrey and His Friends	Liggett & Meyers		CBS-TV
Arthur Godfrey and His Friends	Pillsbury Mills		CBS-TV
Arthur Godfrey and His Friends	Toni, Inc.		CBS-TV
Arthur Godfrey Morning Show	Lever Bros.		CBS-TV
Arthur Godfrey's Talent Scouts	Arthur Murray Studios		CBS-TV
Arthur Murray Dance Party	Arthur Murray Dance Studios		WAAM
Arthur Murray Show	Arthur Murray Products Dancing Lessons		DuMont
Arthur Murray Show	Ashland Oil & Refining Co. Atlantic Refining Co. Ethyl Gasoline		ABC-TV
Ashland Serenade			WSAZ-TV
A's—Phillies Baseball, 1951 Season			WFIL-TV
Ask the Colonel			WAVE-TV
			Ruthrauff & Ryan
			Meldrum & FewsSmith, Inc.
			Walter Bennett
			Zimmer-Keller, Inc.
			Wm. H. Weintraub
			Howard Caraway
			L. E. Schechter
			Batten, Barton, Durstine & Osborn, Inc.
			Fuller & Smith & Ross
			Joseph Katz Agency
			Huber Hoge & Sons
			Cunningham & Walsh
			L. Burnett Co.
			Foote, Cone & Belding
			Ruthrauff & Ryan
			Joseph Katz Agency
			Ruthrauff & Ryan, Inc.
			Ruthrauff & Ryan, Inc.
			Byar & Bowman
			N. W. Ayer & Son, Inc.
			Batten, Barton, Durstine & Osborne, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Bat With Bradley	Ashland Oil & Refining Co.	WSAZ-TV	Direct
At Home Show	C. H. Masland & Sons Masland Carpets	ABC-TV	Anderson & Cairns, Inc.
At Home Show	D. H. Holmes	WDSU-TV	Ward Wheelock Co.
At Home With Holley	Participating	WKY-TV	
At Ringside With the Rasslers	Adam Scheidt Brewing Co.	WFIL-TV	
Audition Ambition	Arthur Murray	WXEL	
Austin Kiplinger	Chicago Natl. Bank	WENR-TV	J. R. Pershall
A Woman Speaks	Newman's Women's Apparel	WHBF-TV	
B			
Backgrounds for Living	Barker Bros.	KTLA	Mays & Company
Backstage	Chock Full O' Nuts Restaurant	WABD	Fairfax
Bandstand Revue	Acme Brewing Company	KTLA	Foote, Cone & Belding
Bandstand Revue	Chrysler Dealers of So. Calif.	KTLA	McCann-Erickson, Inc.
Barbershop Harmony	Diehle Beer	WSPD-TV	
Bar-5 Ranch	Chuckles Candy	WJKB-TV	
Bar-5 Ranch	Chuckles Candy Co.	WXEL	
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Baseball	Falls City Beer	WAVE-TV	Prater
Baseball Previews	Student Prince Cigars Crawford Door Sales	WXEL	
Baseball Scoreboard	General Electric Supply Corp.	WXEL	
Beat the Champ	Urich's Serve Yourself Stations, Inc.	KTLA	George Patton Co.
Beat the Clock	Sylvania Electric Products	CBS-TV	Cecil & Presbrey, Inc.
Behind Your Telephone	Southwestern Bell Telephone Co.	WKY-TV	Lowe Runkle
Bert Parks Show	General Foods	CBS-TV	Young & Rubicam
Bert Parks Show	General Foods Corp. Jell-O, Bird's Eye, Swansdown	NBC-TV	Young & Rubicam
Bess Myerson Show	Lydia O'Leary Spotsstik	WABD	Huber Hoge & Sons
Better Home Show, The	Anthracite Institute Pa. Anthracite Coal	ABC-TV	J. Walter Thompson Co.
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gilham Adv. Agency
Betty Crocker Star Matinee	General Mills, Inc. Bisquick, Cheerios, Softasilk Cake Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.

Beulah	Procter & Gamble Dreft & Oxydol	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Bigelow Theatre	Bigelow-Sanford Carpet Co.	DuMont	Young & Rubicam
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	Harry Strandhagen
Big N Little Club Party	Dr. Posner's Shoes	WPIX	Posner-Zabin Adv.
Big Ten Football	Phillips "66" Gasoline	WENR-TV	Lambert & Feasley
Bill Goodwin Show	General Electric Co. Refrigerator, Dishwashers	NBC-TV	Young & Rubicam
Bill Gwinn Show	A. C. Weber & Co.	KECA-TV	Al Carmona Adv.
Bill Pepper & the News	Geo. Byers Sons Plymouth, DeSoto	WBNS-TV	Kelly & Lamb Agency
Bill Post's Telemart	Fisher Baking Co. Bakery Products	KSL-TV	
Bill Stulla's Parlor Party	Participating	KNBH	
Bill Zipf's Farmtime	Participation	WBNS-TV	
Billy Rose Show, The	Hudson Motor Car Co. Hudson Motor Cars	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Birthday Club	Buckan's Baking Co.	KING-TV	MacWilkins, Cole & Weber Agency
Black Spider	State Sample Furniture	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
Blind Date	Gruen Watch Co. Watches	ABC-TV	McCann & Erickson Co.
Bob Murphy	Hudson Dealers	WXYZ-TV	Brooke, Smith, French & Dorrance Agency
Bob Murphy	U. S. Rubber	WXYZ-TV	Fletcher Richards Agency
Bookshop Man	Ohio Oil Co.	WAVE-TV	Stockton, West & Burkhardt
Bookshop Man	Ohio Oil Marathon Products	WSPD-TV	
Boston Blackie	Buckeye Brewing	WSPD-TV	
Boston Blackie	C V Beer	WTTV	
Boston Blackie	Erin Brew	WXEL	
Boston Blackie	Ford Dealers of Washington, D. C.	WNBW	J. Walter Thompson Co. Marketers, Inc.
Boston Blackie	Milani Foods	KNBH	
Boston Blackie	Standard-Humpty-Dumpty	WKY-TV	
Break the Bank	Bristol Myers Co.	CBS-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co. Mum, Ipana, Sal Hepatica	NBC-TV	Doherty, Clifford, Shenfield
Bride and Groom	Hudson Pulp and Paper	CBS-TV	Duane Jones Co.
Bride and Groom	Lehn & Fink Hinds Honey & Almond Cream	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor-Hocking Glass Corp. Beer Bottles	NBC-TV	Wm. H. Weintraub
Bubble Up Scoreboard Buddies	Bubble Up Beverage Co. Craines Furniture Co.	WLW-C WHBF-TV	
Buddy Cotter Burns & Allen	Schiff's Shoes Carnation Co.	WBNS-TV CBS-TV	Erwin Wasey & Co.
Cafe Prior	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Calling All Women	Winston Stores	WPIX	Albert Black, Inc.
Camel Movie Hour	R. J. Reynolds Tobacco Co.	WNBQ	William Esty Co.
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co.
Cameo Theatre	Noxzema Chemical Co. Noxzema	NBC-TV	S. S. C. & B.
Candid Camera	Phillips & Buttorff	WSM-TV	Marvin Smith Adv.
Candid Camera	Ruppert Brewing	WJZ-TV	Biow Co.
Can You Top This	Wine Corp. of America Wine	ABC-TV	Weiss & Geller, Inc.
Captain Video	General Foods Posts Cereals	DuMont	Benton & Bowles, Inc.
Carousel	General Electric—Home Appliances	WSM-TV	
Carrot Top Anderson	American Vitamin	WLW-C	
Cartoon Parade	Keuhman Potato Chips	WSPD-TV	
Case of Eddie Drake	Drewry's Limited	WJBK-TV	
Case of Eddie Drake	Schoenling Beer	WLW-C	
Cavalcade of Bands	Drug Store Television Productions Drugs	DuMont	Product Advertising Corp.
Cavalcade of Girls	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Cavalcade of Sports	Gillette Safety Razor Co. Razors & Blades	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Products General Motors	DuMont	Product Advertising Corp.
CBS News With Douglas Edwards		CBS-TV	D. P. Brother, Inc.
CBS Television Workshop		CBS-TV	
Celanese Theatre	Celanese Corp. of America Institutional	ABC-TV	Ellington & Co.
Celebrity Time	B. F. Goodrich	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.

Celluloid Playhouse	Vitamin Corp. of America	WNBK	Harry B. Cohen Adv. Co.
Chance of a Lifetime	Bendix Home Appliances Ranges, Washers, Dryers & Ironers	ABC-TV	Tatham-Laird, Inc.
Charlie Chase Films	Karl's Shoe Store, Ltd.	KTLA	Irwin Company, Inc.
Charlie Chase Films	Murphy Motors	KTLA	Chas. Stahl Adv.
Charlie Wild, Private Detective	Wine Corporation of America Mogen David Wine	ABC-TV	Weiss & Geller, Inc.
Cheer Corner	Neumode Shop	WTTV	
Chief Milani Show	Participating	KNBH	
Chester the Pup	Mason, Au & Magenheimer Confectionery Mason Candy Products	ABC-TV	Turner & Dyson, Inc.
Chet Huntley & News	Clinton Clothing Mfg.	KECA-TV	M. Weinberg Adv.
Chicago Playhouse	Demet Pontiac, Inc.	WNBQ	Sander Rodkin Adv.
Chicago Symphony Chamber Orch.	Chicago Title & Trust Co.	WENR-TV	Earle Ludgin
Children Should Be Seen	McLevy Salons	WPIX	Assoc. Adv. Service
Chronoscope	Longines Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Chuck Wagon	Participating	WKY-TV	
Cincinnati Reds Baseball	Burger Beer	WLW-C	
Cinema 11:30	Mawson DeMany, Inc.	WFIL-TV	Solis C. Cantor Adv. Agency
Circuit Rider, The	America for Christ Institutional	ABC-TV	Turner & Dyson, Inc.
Cisco Kid	Frito Company	WBAP-TV	Glenn Adv.
Cisco Kid	Interstate Bakeries Bread	WDAF-TV	R. J. Potts, Calkins & Holden Agency
Cisco Kid	Interstate Bakeries	WENR-TV	Calkens & Holden
Cisco Kid	Sealtest Milk	WAVE-TV	Zimmer & McClasky
Cisco Kid	Ward Baking Co.	WNBK	J. Walter Thompson
Cisco Kid	Wrigley Markets	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
City at Night	Atchison, Topeka & Santa Fe	KTLA	Leo Burnett Co., Inc.
City Hall	Vim Stores	WPIX	William Warren, Jackson & Delaney
City Hospital	Carter Products Arrid, Nair, Carter's Pills	ABC-TV	Ted Bates & Co.
Claire Mann's Glamour Show	Buitoni	WJZ-TV	Astral Adv. Co.
Cleve. Browns Quarterback Club	Carlings Beer	WXEL	
Cleve. Indians' Home Baseball Games	Leisy Bewing Co.	WXEL	
Clifton Utley & the News	Chicago Rand Shoes	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Englander Co.	WNBQ	Leo Burnett

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clifton Utley & the News	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Clifton Utley & the News	Kroehler Furniture Dealers of Chicago	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Peabody Coal Co.	WNBQ	Fitzmorris & Miller
Clifton Utley & the News	Sidney Wanzer & Sons	WNBQ	George H. Hartman
Clifton Utley & the News	Temperature Equipment Co.	WNBQ	Herbert S. Laufman
Clifton Utley & the News	Webster-Chicago Corp.	WNBQ	Fuller, Smith & Ross
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clock, The	Rhodes Pharmacal Co.	ABC-TV	O'Neil, Larson & McMahon
Cloverleaf Film Theatre	Imdrin	KSL-TV	Gillham Adv. Agency
Coaches Corner	Cloverleaf Dairy Milk, etc.	WHEN	Coolican Agency
Coaches Corner	Bresce Chevrolet Chevrolet	WHEN	
Coffee and Cakes	Rusterholts & Rossell Plymouth	WXYZ-TV	Don Wagnitz Agency Grant Adv.
Coffee and Cakes	Dow-Corning	WXYZ-TV	Rolfe Spinning Agency
Coffee and Cakes	Farm Crest Bakeries	WXYZ-TV	Zimmer Keller Adv.
Coffee and Cakes	Michigan Macaroni	ABC-TV	Ruthrauff & Ryan
College Bowl, The	Michigan Sugar	ABC-TV	Ruthrauff & Ryan
College Bowl, The	American Safety Razor Corp. Razor Blades & Lighters	ABC-TV	
Columbus Red Birds	Pharma-Craft Corp.	WLW-C	Product Services, Inc.
Comedy Cameos	"Heed" Deodorant Soap	WBAB	AI Paul Lefton Co., Inc.
Comedy Classics	Burger Brewing Co.	WFIL-TV	Sherman & Marquette
Comedy Hour	Cameo Shirr-Back Curtain Co.	NBC-TV	
Comedy Hour	C. Schmidt & Sons	NBC-TV	
Community Leaders	Colgate-Palmolive-Peet Co. Ajax, Palmolive Soap, Halo, Dental Cream	WSM-TV	
Cooking Can Be Fun	Frigidaire Div., General Motors Corp. Refrigerators	WBY-TV	
Cook's Book	Loveman, Berger & Teitlebaum	ABC-TV	Foote, Cone & Belding
Cook's Champagne Party	Franklin Vess Co.	WHBF-TV	Noble-Dury
Coolerator Theatre	Participating	DuMont	
Cosmopolitan Theatre	Schenley Industries, Inc. Cook's Champagne & Dubonnet Wine		
	A. A. Schneiderhahn Co.		
	Drug Store Television Productions Drug Products		Blow Co., Inc.
			Product Advertising Corp.

Courtesy Hour	Courtesy Motors	WENR-TV	Malcolm-Howard Agency
Cowboy Thrills	Everybody's Department Store	WBAP-TV	McBride-Holmes
Cowboy Thrills	Smart & Final	KTLA	Dan B. Miner Co.
Cowboy Thrills	Victory Packing Company	KTLA	McNeill, McCleery & Creamer
Crime Photographer	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Crime Syndicated	Schick, Inc.	CBS-TV	Kudner Agency, Inc.
Crime With Father	Block Drug Co.	ABC-TV	Cecil & Presbrey
	Amm-i-Dent Tooth Powder, Mimipoo		
Crusade for Christ	Crusade for Christ, Inc.	WXYZ-TV	
Crusade in Europe	GE Dealers	WKZO-TV	
Crusade in Pacific	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Crusade in Pacific	Miller High Life Beer Distributor	WSPD-TV	
Crusade in the Pacific	City Natl. Bank & Trust Co.	WENR-TV	George H. Hartman
Crusade in the Pacific	Miller Brewing Co.	WOAI-TV	Mathisson Agency
	Miller's High Life Beer		
Crusade in the Pacific	Society for Savings	WNBK	Griswold-Eshleman
Crusade in the Pacific	Stewarts Drug Goods Co.	WAVE-TV	
Crusade in the Pacific	Welch Wine	WJZ-TV	Al Paul Lefton Co.
Crusader Rabbit	Carnation Co.	WNBQ	Erwin Wasey
Curiosity Club	Jewel Food Stores	WNBQ	Allied Enterprises
Custom Studio Theatre	Custom Upholstering	WAAM	AWL

D

Dance Party	Manchester Hosiery Mills	WNBK	Bahn Advertising Co.
Dancing School	I. G. A. (Independent Grocers Assn.)	WKY-TV	
Danger	Block Drug Co.	CBS-TV	Cecil & Presbrey, Inc.
Danny Williams	Participating	WKY-TV	
Darts for Dollars	Ward Baking Co.	WXEL	
Date With Judy, A	McKesson & Robbins	ABC-TV	J. D. Tarcher & Co.
	Tartan, Yodora, Calox Tooth Powder, Vitamins		
Day-Time Shopper	Dey Bros. Dept. Store	WHEN	
Decorators Workshop	Sach's Quality Stores	WPIX	William Warren, Jackson & Delaney
Dick Dunkle Football	White Rock Beverage Co.	WLW-C	
Dick Dunkle's Football Ratings	Adam Hat Stores	WPIX	Ward Wheelock Adv.
Dinah Shore Show,	Chevrolet Motor Div., General Motors Corp.	NBC-TV	Campbell-Ewald Co.
	Chevrolet Dealers		
Dining Out With Dana	Canada Dry	WJZ-TV	J. M. Mathes Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dinner Winner	Ward Baking Co.	WXEL	
Dixie Showboat	Los Angeles Brewing Co.	KTLA	Warwick & Legler, Inc.
Dixie Showboat	Louis Milani Foods, Inc.	KTLA	Marketors, Inc.
Dizzy Dean Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	WABD	Biow Co.
Dr. Carlo, Magician	Kuehmans Potato Chips	WSPD-TV	
Dr. Fixum	Harvey Lumber Co.	WENR-TV	M. M. Fisher
Dollar Derby	American Stores, Inc.	WHEN	
Dollar Derby	Big Bear Stores	WLW-C	
Dollar Derby	UBC Groceries—Food Products	WAVE-TV	
Dollar Talks to Fans	Dollar Federal Savings & Loan	WLW-C	
Don Ameche's Musical Playhouse	Cluett, Peabody & Co., Inc. Arrow Shirts & Ties	ABC-TV	Young & Rubicam
Don Ameche's Musical Playhouse	Packard Motor Co. Motor Cars & Trucks	ABC-TV	Young & Rubicam
Don Barksdale Sports Quiz	Archway Motors	WAAM	Dundon & Rosenbush
Don McNeil TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units	ABC-TV	Hutchins Adv. Agency
Dorsey Connors	Dean Milk Co.	WNBQ	Leo Burnett
Dorsey Connors	Fannie May Candy Co.	WNBQ	C. Wendel Muench & Co.
Dorsey Connors	First Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Dorsey Connors	Helene Curtiss Industries, Inc.	WNBQ	Gorden Best Co.
Dorsey Connors	Joanna Western Mills	WNBQ	George H. Hartman
Dorsey Connors	John M. Smyth & Co.	WNBQ	Herbert S. Laufman
Dorsey Connors	O'Connor & Goldberg	WNBQ	Dade B. Epstein
Dorsey Connors	Sawyer Biscuit Co.	WNBQ	George H. Hartman
Double "C" Canteen	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Double Thriller Movies	Maier Brewing Company	KTLA	Biow Co., Inc.
Double Thriller Movies	Taylor Motors	KTLA	Bishop & Associates
Down at Dulaney's	Dulaney Mfg. Co.	WKY-TV	Lowe Runkle
Down You Go	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lenner & Mitchell
Dragnet	Liggitt & Myers Tobacco Co. Fatima Cigarettes	NBC-TV	Cunningham & Walsh
Draw With Me	Arthur Brown & Bros., Inc.	WNBQ	Huber Hoge & Sons

WLW-C
WXEL
WABD

Irwin Company, Inc.
J. Franklin Viola
Campbell-Ewald Adv.
J. Walter Thompson Co.
Robert J. Enders, Inc.
Kronstadt Advertising Agency
Robert J. Enders, Inc.
Kal, Ehrlich & Merrick, Inc.
Kronstadt Advertising
Erwin, Wasey & Co., Inc.
Federal Advertising

WLW-C
WXEL
WABD

Bennett Distributors for Philco
Watkins Furniture Co.
A. C. Harrison Co.
Preen

Dugout Dope
Dugout Interviews
DuMont News

E

Eastside Kids Film
East Side-West Side
Ed Hayes Sports
Eddie Mann Trio
Electric Theatre
11:00 P.M. News
11:00 P.M. News
11:00 P.M. News
11:00 P.M. News
11:00 P.M. News
11:00 P.M. News
Elmer Peterson and the News
Eloise Salutes the Stars

Big Four Appliance Dealers
Pastene Products
Vitamin Corp. of America
United Moving & Storage
Detroit Edison
Friden Calculator Machine Co.
Jandel Furs, Inc.
Mazor Furniture Co.
Occidental Restaurant
Perpetual Building Assn.
Young Men's Shop
Carnation, Mpls. Honeywell
Doeskin Products
Doeskin Tissues
Doeskin
Doeskin Tissues
MacLevy Dance Studio System
Gaylord Products

KTLA
WPIX
WJFK-TV
WLW-C
WXY-TV
WNBW
WNBW
WNBW
WNBW
WNBW
WNBW
KNBH
DuMont

Irwin Company, Inc.
J. Franklin Viola
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Kronstadt Advertising
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Federal Advertising

WLW-C
WXEL
WABD

Johns-Manville Corp.
Building Materials & Industrial Products
Fairmont Foods Co.
Frozen Foods, etc.
Maiden Form Brassiere Co.
Maiden Form Brassiere
Voice of Prophecy, Inc.
Institutional
Royal Crest
Sears Roebuck & Co.
Bonded Oil
Burger Brewing Co.

Fairmeadow, U. S. A.
Fairmont Sat. Movie Matinee
Faith Baldwin Theatre of Romance
Faith for Today
Family Film Theatre
Family Showtime
Family Theatre
Family Theatre

Johns-Manville Corp.
Building Materials & Industrial Products
Fairmont Foods Co.
Frozen Foods, etc.
Maiden Form Brassiere Co.
Maiden Form Brassiere
Voice of Prophecy, Inc.
Institutional
Royal Crest
Sears Roebuck & Co.
Bonded Oil
Burger Brewing Co.

NBC-TV
KMTV
ABC-TV
ABC-TV
WPIX
WENR-TV
WLW-C
WLW-C

J. Walter Thompson
Buchanan-Thomas
Wm. H. Weintraub & Co.
Western Advertising Agency, Inc.
Product Service, Adv.
J. Walter Thompson

WLW-C
WXEL
WABD

Johns-Manville Corp.
Building Materials & Industrial Products
Fairmont Foods Co.
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Maiden Form Brassiere Co.
Maiden Form Brassiere
Voice of Prophecy, Inc.
Institutional
Royal Crest
Sears Roebuck & Co.
Bonded Oil
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Fairmeadow, U. S. A.
Fairmont Sat. Movie Matinee
Faith Baldwin Theatre of Romance
Faith for Today
Family Film Theatre
Family Showtime
Family Theatre
Family Theatre

Johns-Manville Corp.
Building Materials & Industrial Products
Fairmont Foods Co.
Frozen Foods, etc.
Maiden Form Brassiere Co.
Maiden Form Brassiere
Voice of Prophecy, Inc.
Institutional
Royal Crest
Sears Roebuck & Co.
Bonded Oil
Burger Brewing Co.

NBC-TV
KMTV
ABC-TV
ABC-TV
WPIX
WENR-TV
WLW-C
WLW-C

J. Walter Thompson
Buchanan-Thomas
Wm. H. Weintraub & Co.
Western Advertising Agency, Inc.
Product Service, Adv.
J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Family Theatre	Hazel Bishop Lipstick	WLW-C	Seberhagen, Inc.
Famous Jury Trials	Gretz Brewing Co.	WFIL-TV	Hontig, Cooper
Famous Jury Trials	National Distillers Corp. Italian-Swiss Colony Wines	DuMont	Batton, Barton, Durstine & Osborn, Inc.
Fantastick Studios, Ink	Penick & Ford, Ltd., Inc.	KTLA	
Farm Reporter	Participating	WKY-TV	George Knox
Fashions in Your Home	Participating	WAVE-TV	Biow Co.
Fashions in Your Life	Participating	WAVE-TV	Biow Co.
Fay Ann Show	Ozman & Co.	WKY-TV	W. B. Doner & Co.
Faye Emerson Show	Pepsi-Cola Co.	KECA-TV	Dorland, Inc.
Faye Emerson's Wonderful	Pepsi-Cola Co.	CBS-TV	Gettschal & Richards, Inc.
Faygo Comedy Time	Faygo Beverages	WXYZ-TV	Dorland
Feature Film	Busch's Kredit Jewelers	WABD	
Feature Film	Frost Refrigerators	WABD	
Feature Film	Sachs Quality Stores Furniture	WABD	
Feature Story	General Electric	KNBH	Ross, Gardner and White
Features for Women	Philadelphia Inquirer	WFIL-TV	Direct
Final Edition	Benson & Hedges	KTLA	Kudner Agency
Fire Fighters	Internation Show	WLW-C	
Fireside Theatre	Procter & Gamble Co.	KTLA	Compton Adv.
Fireside Theatre	Procter & Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv.
First Hundred Years	Procter & Gamble Co. Tide Products	CBS-TV	Benton & Bowles
Flash Gordon	Gordon Bread Company	KTLA	Mayers Co., Inc.
Flash Gordon	Variety Club Beverages	WSPD-TV	
Flavor to Taste	Participating	WAVE-TV	
Flip the Frog	Chicago Seven-Up	WENR-TV	Guenther-Bradford
Florascope	August Wagner Brewing Co.	WBNS-TV	Byer & Bowman Agency
Flying Tigers	Walter H. Johnson Candy Co. Powerhouse Candy	DuMont	Franklin Bruck
Foodini the Great	Bristol Myers Co. Ipana Tooth Paste	ABC-TV	Doherty, Clifford & Shenfield, Inc.
Foodini the Great	Sundial Shoe Co. Shoes	ABC-TV	Hoag & Provandie

Foods for Thought	Participating	KNBH	Fitzgerald Advertising
Football Fax	Jax Brewing Co.	WKY-TV	Neff Rogow
Football—College Games Highlights	Thom McCan Shoes	WENR-TV	Neff-Rogow Adv.
Football—College Games Highlights	Thom McCan Shoes	WPIX	
Football College Highlights	Thom McCan Shoes	WXEL	
Football Highlights	Westinghouse Distributor	WSPD-TV	
Football Review	Andrew Murphy & Son	KMTV	Bozell & Jacobs
	Cars		
Football Roundup	Wood-Nesbitt	WBNS-TV	
	Chrysler-Plymouth		
Ford Festival	Ford Motor Co.	NBC-TV	J. Walter Thompson
	Automobiles, Trucks, Parts & Service		
Ford Film Playhouse	Ford Dealers	WAAM	J. Walter Thompson
Foreign Intrigue	Drewry's Limited	WJBK-TV	
Foreign Intrigue	P. Ballantine & Sons	WNBW	J. Walter Thompson
	Ale & Beer		
Foreman Phillips Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Four O'Clock Frolic	Maison Blanche	WSDU-TV	Fitzgerald Adv. Agency
Four Star Review	Motorola, Inc.	NBC-TV	Ruthrauff & Ryan
	Radios, TV Sets		
Four Star Review	Norge Div., Borg-Warner	NBC-TV	J. Walter Thompson
	Home Appliances		
Four Star Review	Pet Milk Sales Corp.	NBC-TV	Gardner Adv.
	Evaporated Milk		
Frank Brookhouse Show	Motorola	WFIL-TV	Silver Advertising Agency
Frank Sinatra Show	EKCO Products	CBS-TV	Earle Ludgin
Fred Waring Show	General Electric	CBS-TV	Young & Rubicam
Freddy Martin Show	Hazel Bishop, Inc.	NBC-TV	Raymond Spector Co.
	Lipstick		
Friendly Theatre	State Sample	WJBK-TV	
Front Line Camera	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Front Page Detective	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Front Page Detective	Feld Motor Co.	WDAF-TV	Merritt Owens Adv. Co.
	Motor Cars		
Front Page Detective	Guild Wine	WENR-TV	Guild Bascom & Bon Figli
Front Page Detective	Guild Wine	WXEL	
Front Page Detective	Wine Growers Guild	WABD	Guild Bascom & Bon Figli
	Guild Wine		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Front Page News	Burkhardt Brewing Co.	WNBK	Fuller & Smith & Ross
Frosty Frolics	American Vitamin Associates, Inc. Thyvals, Orvita & 621	ABC-TV	Schwimmer & Scott, Inc.
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	
Gabby Hayes Show	Peter Paul, Inc. Candy	NBC-TV	Maxon, Inc.
Gabby Hayes Show	Quaker Oat Co. Cereals, Pancake and Cake Mixes	NBC-TV	Sherman & Marquette
Garroway At Large	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Garry Moore Show	Corn Products	CBS-TV	C. L. Miller Co.
Garry Moore Show	E. I. Du Pont	CBS-TV	Batton, Barton, Durstine & Osborn, Inc.
Garry Moore Show	General Electric	CBS-TV	Young & Rubicam
Garry Moore Show	Procter & Gamble	CBS-TV	Compton Adv. Agency
Garry Moore	Quaker Oats	CBS-TV	Price, Robinson & Frank
Garry Moore Show	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Garry Moore Show	Stokely-Van Camp, Inc.	CBS-TV	Calkins & Holden, Carlock, McCintion & Smith
Gaylord Hauser Show	Minute Maid Corp. Frozen Orange Juice & Frozen Lemon Juice	ABC-TV	Ted Bates & Co.
Gem Theater	Max's Jewelers	WJBK-TV	
Gene Autry	Brach Candy	WLW-C	
Gene Autry	Brach Candy	WAVE-TV	
Gene Autry	Metropolitan Dealers Assn.	KECA-TV	W. Gregory, Inc.
Gene Autry	Wrigleys	CBS-TV	Ruthrauff & Ryan
Gene Autry Show	Crescent Electric Co.	WHBF-TV	
Gene Norman Show	Toni Home Permanent—Participating	KNBH	Foote, Cone & Belding
Giant Movie No. 2	White Rock Company	KTLA	Davis & Company
Giant Movie No. 3	Hoffman Motor Company	KTLA	Davis & Company
Giant Movie No. 3	Payne Furnace Company	KTLA	Hixson & Jorgensen
Giant Movie No. 4	International Harvester	KTLA	Noble Advertising Co.
Gismo Goodkin Theatre	Grapette-General Beverage Co.	WKY-TV	Henri, Hurst & McDonald
Give and Take	Cannon Mills, Inc.	CBS-TV	Young & Rubicam, Inc.
Going Places With Betty Betz	Edgewood Shoe Co. Friendly Teen Shoes	ABC-TV	Anderson, Davis & Platte, Inc.

Grand Marquee	Hauser Nash Sales, Inc.	WNBC	Guenther-Bradford
Greatest Fights of the Century	Chesebrough Mfg. Co.	WSM-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	KTLA	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	NBC-TV	Cayton, Inc.
	Vaseline Cream Hair Tonic		
Greatest Fights of the Century	Chesebrough Mfg. Co.	WAVE-TV	Cayton, Inc.
	Vaseline Hair Tonic		
Groucho Marx—You Bet Your Life	DeSoto Div., Chrysler Corp.	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
	Automobiles		
Gruen Guild Theatre	Gruen Watch Co.	ABC-TV	McCann-Erickson, Inc.
	Wrist & Pocket Watches		
Gruen Theatre	Gruen Watches	DuMont	McCann-Erickson, Inc.
Guest Room	Participating	WKY-TV	

H

Hail the Champ	American Vitamin	WLW-C	Henri, Hurst & McDonald, Inc.
Hail the Champ	Fred W. Amend Co.	ABC-TV	
	Chuckles		
Half Pint Party	Sam Smith Shoe Co.	ABC-TV	Dancer-Fitzgerald-Sample
	Little Yankee Shoes		
Hands of Destiny	Coca Cola Bottling Co. of N. Y.	WABD	Wm. Esty Co., Inc.
	Coca Cola		
Hands of Destiny	Wiss Shears	WABD	Ellington & Co.
Hands of Mystery	Bond Clothes	DuMont	Grey Advertising
Happiness Exchange	White Rock Sparkling	WABD	Kenyon & Eckhardt
Happy Valley Folks	Hays Super Market	WTTV	
Harmony for Happiness	Brain Stationery & Sporting Goods Co.	KMTV	Anderson & Roll
Harry Owens	Servel, Inc.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Harry Owens	United Air Lines	KTLA	N. W. Ayer & Son
Hawkins Falls	Lever Bros.	NBC-TV	N. W. Ayer & Son
	Surf		
Hayride	Hoffman Radio Corp	WOAI-TV	Walter McCreery
	Radios & TV Sets		
Headline—Clues	Tidewater Associated Oil Co.	DuMont	Lennen & Mitchell, Inc.
	Tydol		
Healthy, Wealthy & Wise	Honey Kurst Bread	WAVE-TV	Doe-Anderson
Heart of America Newsreel	Home Federal Savings & Loan Assn.	WDAF-TV	Merritt Owens Adv. Co.
Heart of America Newsreel	Parkview Drug Stores	WDAF-TV	
	Drugs, etc.		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Henry Morgan Show	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
Herb Shriner Time	Cluett, Peabody & Co. Arrow Shirts & Ties	ABC-TV	Young & Rubicam Co., Inc.
H. Greer's Fashion Time	Raichert Sewing Machine	KECA-TV	W. B. Geissinger
Higgins Weatherman	Higgins Corporation	WDSU-TV	Fitzgerald Advertising Agency
Hit the Road	Hudepohl Beer	WLW-C	
Hobby Lane	Dairymen's Ohio Farmers Milk Co.	WXEL	
Hockey	Graybar Electric Co. Appliances	KMTV	
Hoffman Hayride	Hoffman Radio Corp.	WKY-TV	Walter McCreery, Inc.
Hollywood Film Favorites	Consolidated Royal Chemical	WLW-C	
Hollywood Jewels	Lord Jewelers	WXYZ-TV	Luckoff, Wayburn & Frank
Hollywood Junior Circus	Hollywood Candy Co. Hollywood Candy Bars	ABC-TV	Ruthrauff & Ryan, Inc.
Hollywood Junior Circus	Hollywood Candy Co. Candy	NBC-TV	Ruthrauff & Ryan, Inc.
Hollywood Newsteel	Meyer Jewelry Co.	WJBK-TV	
Hollywood on the Line	Industrial Bank	WXYZ-TV	Stockwell-Marcuse
Hollywood on the Line	Kobacker Furniture	WSPD-TV	
Hollywood Opportunity	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Hollywood Opportunity	White Rock Co.	KTLA	Kenyon & Eckhardt, Inc.
Hollywood Playhouse	Helzberg Jewelry Stores Jewelry	WDAF-TV	Schwimmer & Scott, Inc.
Hollywood Reel	Pacific Wine Company	KTLA	Calkins & Holden, Carlock, McClinton & Smith
Hollywood Screen Test	Ironite Ironers Corp. Ironing Machines	ABC-TV	Brooke, Smith, French & Dorrance
Hollywood Spotlight Revue	Crown Jewelers	WSAZ-TV	Friedmann & Rich
Hollywood Theatre Time	Harry Green, Inc.	KECA-TV	Arthur V. Jones
Hollywood Wrestling	Graybar Electric Co. Appliances	KMTV	
Home Theatre	General Electric	WJBK-TV	
Homemaker's HobNob	Participation	WBNS-TV	
Hopalong Cassidy	Beatrice Foods	WNBQ	
Hopalong Cassidy	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Hopalong Cassidy	Langendorf United Bakeries, Inc.	KTLA	Scholls Advertising Service

Hopalong Cassidy	Stewarts Dry Goods Co.	WAVE-TV
Hospitality Kitchen	Seattle Post-Intelligencer	KING-TV
Hotpoint House of the 50's	Graybar Electric Co.	KMTV
Hot Rod Races	Appliances	
Hour of Adventure	Floyd Rice Car Dealer	WXYZ-TV
Hour of Decision	Murphy Motors	KECA-TV
	Bill Graham Evangelistic Assn., Inc.	ABC-TV
	Institutional	
House Hunting	Housemart	WXEL
House Party	Pillsbury Mills, Inc.	CBS-TV
Housewares Fair	Brandeis Dept. Store	KMTV
Howdy Doody	Colgate-Palmolive-Peet Co.	NBC-TV
	Colgate Dental Cream	
Howdy Doody	Kellogg Co.	NBC-TV
	Rice Crispies, Cereals	
Howdy Doody	Mars, Inc.	NBC-TV
	Candy	
Howdy Doody	International Shoe Co.	NBC-TV
	Shoes	
Howdy Doody	The Wander Co.	NBC-TV
	Ovaltine	
Howdy Doody	Welch Grape Juice Co.	NBC-TV
	Grape Juice	

I

I Cover Times Square	Seeman Bros.	ABC-TV
	Air Wick	
I Love Lucy	Philip Morris & Co.	CBS-TV
Ina Ray Hutton	Altes Brewing Co.	KTLA
Ina Ray Hutton	American Vitamin Company	KTLA
It's Delicious	Sego Milk	KSL-TV
	Canned Milk	
It's Your Life	Medical Arts Pharmacy	WJBK-TV

J

Jack Benny Show	American Tobacco Co.	CBS-TV
Jack Carter Show	Bymart, Inc.	NBC-TV
	Tintair	
Jack Carter Show	Eversharp, Inc.	NBC-TV
	Pens, Pencils, Razors	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Jack Carter Show	Lehn & Fink Products Co. Hinds Honey & Almond Cream, Lysol Disinfectant	NBC-TV	Lennen & Mitchell
Jack Carter Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Jack Eigen Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jackson & Perkins Show	Jackson & Perkins Mt. Rainier Bulbs	WABD	Huber Hoge
Jamboree	Columbus General Electric Dealers	WBNS-TV	
Jane Hall Trio	Dulaney's Mfg. Co.	WKY-TV	Lowe Runkle
Jean's Kitchen Fair	Participation	WBNS-TV	
Jerry Colonna Show	Goebel Brewing Co.	KECA-TV	Brooke, Smith, French & Dorrance
Jessie DeBoth TV Notebook	Beatrice Foods La Choy Food Products	ABC-TV	Foote, Cone & Belding
Jessie DeBoth TV Notebook	Clorax Chemical Co. Clorax Bleach	ABC-TV	Honig-Cooper Co.
Jessie DeBoth TV Notebook	Crosley Div. Television Sets, Radios, Phonographs, Freezers	ABC-TV	Benton & Bowles, Inc.
Jim Crowley Show	Onondaga County Savings Bank	WHEN	
Jim Crowley Show	Wilson's Leading Jewelers	WHEN	
Jimmy Dudley Sports Page	Paterson & Jackson Motors Used Cars	WABD	Moss Associates
John Daly News	Pontiac Dealers	WJZ-TV	McManus, John & Adams Agency
John Kieran	Safeway Stores	WKY-TV	
John Keiran's Kaleidoscope	First Security Bank	KSL-TV	Francom Adv. Agency
John Keiran's Kaleidoscope	Rogers & Co.	WLW-C	
Jon Gnagy Art Show	Lewis Bros.	WJBK-TV	
Joyce Mathews Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jungle Adventure	General Electric Appliances	KTLA	Mays & Company
Junior Charades	Carvel Dari-Freeze	WPIX	Mann-Ellis Adv.
Juvenile Jury	Minnesota Mining & Mfg. Co. Scotch Cellophane Tape	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
Kaiser Frazer Theatre	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Kate Smith Evening Hour	B. T. Babbitt, Inc. Bab-O Cleanser	NBC-TV	Wm. H. Weintraub & Co.

K

Kate Smith Evening Hour	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Kate Smith Evening Hour	Norge Div.—Borg-Warner Corp. Home Appliances	NBC-TV	J. Walter Thompson
Kate Smith Evening Hour	Revlon Products Corp. Nail Enamel & Lipstick	NBC-TV	Wm. H. Weintraub
Kate Smith Evening Hour	Reynolds Metals Co. Aluminum & Aluminum Products	NBC-TV	Buchanan & Co.
Kate Smith Show	American Home Products Corp. Aerowax, Duff's Mixes, Clapp's Baby Foods	NBC-TV	W. Earl Bathwell, Inc.
Kate Smith Show	Andrew Jergens Co. Hand Lotion	NBC-TV	R. W. Orr & Associates
Kate Smith Show	Cannon Mills, Inc. Sheets, Towels, Hosiery	NBC-TV	N. W. Ayer & Son
Kate Smith Show	Chesebrough Mfg. Co. Vaseline Hair Tonic	NBC-TV	McCann-Erickson
Kate Smith Show	Durkee Famous Foods, Inc. Foods	NBC	Leo Burnett Co.
Kate Smith Show	Gerber Products Co. Baby Foods	NBC-TV	Federal Adv. Agency
Kate Smith Show	Glidden Co. Paints	NBC-TV	Meldrum & Fewsmith
Kate Smith Show	Hunt Foods, Inc. Foods	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Johnson & Johnson Surgical Dressings & Baby Products	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Knomark Mfg. Co. Esquire Boot Polish	NBC-TV	Emil Mogul Co.
Kate Smith Show	Minute Maid Corp. Orange Juice	NBC-TV	Ted Bates & Co.
Kate Smith Show	Pillsbury Mills, Inc. Food Products	NBC-TV	Leo Burnett Co.
Kate Smith Show	Procter & Gamble Co. Oxydol & Dreft	NBC-TV	Dancer-Fitzgerald-Sample
Kate Smith Show	Singer Sewing Machine Co. Sewing Machines	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Simmons Co. Bedding	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	The Simoniz Co. Self-Polishing Simoniz	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Keep Posted	Curtis Publishing Co. Saturday Evening Post	DuMont	Batton, Barton, Dursstine & Osborn, Inc.
Kelley-Moran Show	Participating	KNBH	
Ken Murray Show	Anheuser Busch	CBS-TV	D'Arcy Adv., Inc.
Ken Wright	Jenkins Music Co.	WKY-TV	
Kids & Company	International Shoe Co. Red Goose Shoes	DuMont	D'Arcy Adv., Inc.
Kieran's Kaleidoscope	Bonded Oil	WLW-C	
Kieran's Kaleidoscope	D. H. Holmes	WDSU-TV	
Kieran's Kaleidoscope	First National Bank	WAVE-TV	Griswold-Eschelmann
Kieran's Kaleidoscope	Wilson's Leading Jewelers G.E. Appliances	WHEN	Collican Agency
King's Camera	Participating	KING-TV	Participating
King's Community Workshop	Sustaining	KING-TV	
King's Crossroads	Citizens Fidelity Bank	WAVE-TV	Mulligan
King's Queen	Participating	KING-TV	Participating
Kit Carson	Coca-Cola Bottling Co.	WBAP-TV	McBride-Holmes
Kit Carson	Coca Cola of La.	WDSU-TV	Wisdom Agency
Kit Carson	Coca Cola Co.	WENR-TV	D'Arcy
Kit Carson	Coca Cola	WJBK-TV	
Kit Carson	S. A. Coca Cola Bottling Co.	WOAI-TV	By Station
Kit Carson	Coca Cola Bottling Co.	WSM-TV	
Kit Carson	Coca Cola Distributor	WSPD-TV	
Kitchen Close-Ups	Participating	WKY-TV	
Kitchen Kapers	Bramwell's Super Market	WSM-TV	
Komey Klub	Participating	KNBH	
Korla Pandit	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Kousin Kay	Red Goose Merry Go-Round Red Goose Shoes	WXEL	
Kraft Television Theatre	Kraft Foods Co. Cheeses	NBC-TV	J. Walter Thompson
Kreisler Bandstand	Jacques Kreisler Mfg. Corp. Watch Bands & Men's Jewelry	ABC-TV	Hirshon Garfield, Inc.
Kukla, Fran & Ollie	Ford Motor Div., Ford Motor Co. Automobiles, Trucks, Parts, Service	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	National Biscuit Co. Baked Goods, Cereal, Dog Food	NBC-TV	McCann-Erickson

Kukla, Fran & Ollie	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Kukla, Fran & Ollie	Radio Corp. of America Radios, TV Sets, Records & Players	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Sealtest, Inc. Ice Cream	NBC-TV	N. W. Ayer
Kukla, Fran & Ollie	Time, Inc. Life Magazine	NBC-TV	Young & Rubicam Co., Inc.
L			
Ladies Before Gentlemen	Crosley Corp.	WABD	Getschal & Richard
Ladies Before Gentlemen	Friendly Frost Stores	WABD	Getschal & Richard
Lamp Unto My Feet	Cluquot Club Co. Ginger Ale & Soft Drinks	CBS-TV	Frank Weston Advertising
Langford-Ameche Show	Cory Corp. Coffee Brewers, etc	ABC-TV	Dancer-Fitzgerald-Sample
Langford-Ameche Show	Dupont DeNemours Co. Orlon Curtains	ABC-TV	Batton, Barton, Durstine & Osborn, Inc.
Langford-Ameche Show	Warner-Hudnut, Inc. Richard Hudnut Products	ABC-TV	Kenyon & Eckhardt
Langford-Ameche Show	Northam Warren Corp. Cutex, Manicure Specialities, Odorono	ABC-TV	J. M. Mathes, Inc.
Laraine Day Show	Zenith Products	WJZ-TV	Albert Black Associates
Latin Carnival	Stokely-Van Camp	WLW-C	Gilham Advertising Agency
Laugh With the Ladies	Royal Baking Co.	KSL-TV	
Laurel & Hardy	Grayson's Department Store	WAAM	
Lazy H. Ranch	Kroger Stores	WSPD-TV	
Leave It to Lloyd	Torino Brand Foods	WPIX	Carlo Vinti Agency
Leave It to Papa	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	McCann-Erickson
Leave It to the Girls	Participating		
Lee Hogan Presents	Beal Motors Dodge, Plymouth Dealer	KNBH	Cohen-Miller Advertising
Leif Eid—News	American Vitamin	WNBW	
Leo Carrillo Dude Ranch	Leonard's Department Store	WLW-C	Direct
Let's Go Shopping	Benson & Rixon Co.	WBAP-TV	Dade B. Epstein
Let's Look at Sports	Card Industries, Inc.	WNBQ	Henri, Hurst & McDonald
Let's Look at Sports	General Cigar Company	WNBQ	Federal Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Look at Sports	Lucky Tiger Manufacturing Co.	WNBQ	Grant Advertising, Inc.
Let's Look at Sports	Mallernee's, McEwen Laundry	WSM-TV	
Life Begins at 80	Arnold Bakeries Bread, Rolls, Cakes	ABC-TV	Benton & Bowles, Inc.
Life With Linkletter	Green Giant Co. Niblets & Peas	ABC-TV	Leo Burnett Co.
Lifetime Theatre	Dye Home Improvements	WJBC-TV	
Lights Out	Admiral Corp. TV & Radio Sets, Refrigerators, Ranges	NBC-TV	Erwin Wasey & Co.
Linton TV Glee Club	Linton's Restaurants	WFIL-TV	
Let's Have Fun at the Zoo	Lit Brothers	WFIL-TV	Lamb & Keen, Inc.
Live It Again	Continental Baking	WLW-C	Al Paul Lefton Co., Inc.
Live It Again	Red Top Brewing	WLW-C	
Live Like a Millionaire	Grove Laboratories	CBS-TV	Gardner Adv. Co.
Live Wrestling	Grant's Home & Hardware Co.	WOAI-TV	By Station
Live Wrestling	South Texas Appliance Co. Admiral Appl.	WOAI-TV	Bernard M. Brooks
Local News	Lofgren Motorola Co.	WHBF-TV	
Lola & Circle Star Ranch Boys	Participating Sponsorship	WSPD-TV	
Lone Ranger, The	American Bakeries Bread & Bakery Products	ABC-TV	Tucker Wayne Co.
Lone Ranger, The	General Mills, Inc. Bisquick, Mixes	ABC-TV	Dancer-Fitzgerald-Sample
Lone Ranger, The	General Mills	WNBK	Dancer-Fitzgerald-Sample
Look to Lazarus	F. & R. Lazarus Dept. Store	WBNS-TV	
Looking With Long	Ohio Fuel Gas Co.	WBNS-TV	Byer & Bowman Agency
Lorraine Cugat Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Lorraine Cugat Show	Vitamin Corp. of America	WENR-TV	H. B. Cohen
Love of Life	American Home Products	ABC	Biow Co.
Lux Video Theatre	Lever Bros. Lux Soap	CBS-TV	J. Walter Thompson
Madison Square Garden	Onondaga County Savings Bank	WHEN	
Madison Square Garden	Sidles Co. Appliances	KMTV	Anderson & Roll
Maida's Kitchen	Tri-State Appliance	WSAZ-TV	Direct

M

Mainline Theatre	Mainline Distributor	WNBK	
Make It and Take It	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Agency
Mama	General Foods	CBS-TV	Benton & Bowles
Man About Music	Rabson's Stores	WABD	Lester Loeb
Man About Town	Erin Brew	WXEL	
Man Against Crime	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Man of the Week	CBS-TV		
Man's Best Friend	Kendall Foods, Inc.	KTLA	Kan B. Miner Co.
Man's Best Friend	Dr. Ross Company	KTLA	Rockett-Lauritzen
March of Time	Citizen's Fidelity Bank	WAVE-TV	Mulligan
March of Time	Citizen's National Trust	KECA-TV	Hixson-Jorgensen
March of Time	Detroit Bank	WXYZ-TV	Grant Adv.
Margaret Arlen	Participating	CBS-TV	
Martin Kane, Private Eye	United States Tobacco Co.	NBC-TV	Kudner Agency, Inc.
Mary McAdoo at Home	Model, Old Briar, Dill's Best	KECA-TV	Foote, Cone & Belding
Master Showroom	Security First National Bank	KMTV	
	Sidles Co.		
	Appliances		
Matinee Playhouse	Oscar Mayer & Co.	WNBQ	Sherman & Marquette
Matinee Theatre	Snowcrop	WLW-C	
Meet Corliss Archer		CBS-TV	
Meet the Press	Revere Copper & Brass, Inc.	NBC-TV	St. Georges & Keyes
	Copper, Brass, Steel Products		
Meet Your Children	Mode O'Day Corp.	KECA-TV	Caples Co.
Meet Your Community	New York Store	WHBF-TV	
	General Merchandise		
Meetin' Time at Moores	Moores Stores	WLW-C	
Mel Torme	CBS-TV		
Melody Man	Schiff Shoes	WLW-C	
Melody Time	Zephyr Ventilated Awning Co.	WDAF-TV	Merritt Owens Adv. Co.
	Permanent Awnings		
Melody Showcase	Crosley Corp.	WLW-C	
Michigan Outdoors	Altes Brewing	WSPD-TV	
Midnight Revue	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Midwestern Hayride	Bavarian Brewing Co.	WLW-C	
Mike and Buff	CBS-TV		
Miniature Theatre	Dr. Beauchamp Dentist	KTLA	Chas. Stahl Adv. Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Miss Susan	Colgate-Palmolive-Peet Co. Fab	NBC-TV	Wm. Esty Co.
Miracle Power	AP Parts	WNBK	Clark & Rickard
Mr. District Attorney	Bristol Myers Co. Drugs & Sundry Products	ABC-TV	Young & Rubicam Co., Inc.
Mr. I. Magnation	Mohawk Carpet Mills, Inc. Rugs & Carpets	CBS-TV	Geo. R. Nelson, Inc.
Mohawk Showroom	Merrill Turben & Co.	NBC-TV	
Money In Action	Livingstons Super Market Participating	WXEL	
Monroe County Ramblers	Lee Pharmacal Co.	WTTV	
Monty Margetts	Cherner Motor Co. Ford, Lincoln & Mercury Dealer	KNBH	M. Weinberg
Moonlight Movie Time	Chr. Heurich Brewing Co. Old Georgetown Beer	KECA-TV	Kal, Ehrlich & Merrick, Inc.
Morgan Beatty & the News	Gerber Food Products Gerber's Baby Foods	WNBW	Henry J. Kaufman & Associates
Morgan Beatty & the News	Rose Jewelers	WNBW	Henry J. Kaufman & Associates
Most Important People	Stag Beer	DuMont	Federal Advertising
Motion Picture Academy	Chrysler Dealers	WJBK-TV	Maxon, Inc.
Motion Picture Classics	Ford Motor Company	WKY-TV	Chas. Stahl Adv. Agency
Movie Classics	Twin Pines Dairy	KTLA	Chas. Stahl Adv. Agency
Movie Party	International Shoe Co.	KTLA	
Movies for Kids	Red Goose Shoes	WJBK-TV	Henri, Hurst & McDonald
Movies for Kids	First American National Bank	WSM-TV	
Movietime	Hudson Motor Co.	WJBK-TV	
Movietone News	Rexall Drug Company	WXYZ-TV	C. P. Clark & Co.
Movietown	C. Schmidt & Sons	WXYZ-TV	Brooke, Smith, French & Dorrance Adv.
Mummers Parade	Happy Day Laundry Service	WFLA-TV	Batton, Barton, Durstine & Osborn, Inc.
Music City, U.S.A.	Reeve Paint Co. Wallpaper & Paint	WSM-TV	Al Paul Lefton Co., Inc.
Music for You	Ohio Radiant Glass Heat Co.	WHEN	Noble-Dury & Associates
Musical Manor	Markel Motors Cars	WXEL	Osborn-Propst
Musical Motor Mart	R. J. Reynolds Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia	KMTV	Anderson & Roll
My Friend Irma		CBS-TV	Wm. Esty Co.
Mystery Theatre		ABC-TV	Dancer-Fitzgerald-Sample

Name the Star	Hudson Dealers Association	WFIL-TV	Ed Shapiro Advertising
Name the Star	Regina Cigar Company	WFIL-TV	Gresh & Kramer
Name's the Same, The	Bendix Home Appliances Washers, Dryers, etc.	ABC-TV	Tatham Laird, Inc.
Name's the Same, The	C. A. Swanson & Sons Canned & Frozen Poultry	ABC-TV	Tatham Laird, Inc.
Nash Theatre Hour	Nash Dealers	WXYZ-TV	Ceyer, Newell & Ganger Adv.
Nature Trails	Dr. Kenaga Optometrist	WSPD-TV	
NBC Sports Review	Union Co.	WLW-C	
NBC Weekly Newsreel	General Electric Supply	WNBK	Lang, Fisher & Stashower
NCAA- Football	Westinghouse Electric Corp. Electrical Appliances	NBC-TV	Ketchum, MacLeod & Grove
Neighborhood Theatre	Specialties Distributor	WJBK-TV	
New Orleans Cookbook	Participating	WDSU-TV	
New York Close-ups	Curtis Publishing Co.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
News	Cadillac Tank Plant	WXEL	
News	Fehrs Beer	WAVE-TV	McCann-Erickson
News	Rock Island Argus Newspaper	WHBF-TV	
News	Rock Island Bank & Trust	WHBF-TV	
News and Sports Roundup	DeSoto-Plymouth Dealers	WAAM	Batten, Barton, Durstine & Osborn, Inc.
News Final	Haltom's Jewelers	WBAP-TV	T. L. Yates Adv.
News Headlines	Diamond Milk Co.	WLW-C	
News of the Night	Chevrolet Cars and Trucks	CBS-TV	Campbell-Ewald Co., Inc.
News of the Night	Chevrolet Dealers Associates, Inc.	CBS-TV	
News Program	Hanna Print Co.	WLW-C	
News Program	Tums	WLW-C	
News Room	Central State Bank	WKY-TV	Thomas F. Conroy
Newsdesk	Ormsby Chevrolet Co.	WOAI-TV	By Station
Newsdesk	Sears Roebuck & Co.	WOAI-TV	Jeffrey Wade
Newspaper of the Air	Miles Laboratory	KNBH	Batton, Barton, Durstine & Osborn, Inc.
Night Owl Varieties	Rexall Drug Company	KTLA	Benton & Bowles Agency
Nightcap News	Brewing Corp. of America	WJZ-TV	Bozell & Jacobs
Nighthawk Movies	Metropolitan Utilities Dist.	KMTV	
Nocturne	Harbour-Longmire	WKY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Nord Playhouse	R. C. Cola	WDSU-TV	Whitlock-Swigert Agency
Norman Ross' Varieties	Sears Roebuck & Co.	WNBQ	Guenther Bradford
O			
Ohio National Bank Theatre	Ohio National Bank	WBNS-TV	Dancer-Fitzgerald-Sample, Inc.
Okay Mother	Sterling Drug Co. Drugs	DuMont	
Old American Barn Dance	American Snuff Co.	WSM-TV	Simon & Gwynn
Old Colony Adventure Theatre	Orange Crush	WENR-TV	Fitzmorris & Miller
Old Fashioned Meeting	Gospel Broadcasting Assn. Institutional	ABC-TV	R. H. Alber
Omaha Fashion Corner	Berg Clothing Co.	KMTV	Anderson & Roll
Omaha Fashion Corner	The Aquila	KMTV	
On Stage	Participating	WKY-TV	
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC-TV	Bozell & Jacobs, Inc.
One Man's Family	Manhattan Soap Co.	NBC-TV	Scheidler, Beck & Werner, Inc.
One Man's Family	Sweetheart Soap, Blu-White Flakes	NBC-TV	Geoffrey Wade Adv.
Opera Cameos	Miles Laboratories, Inc. Vitamins & Alka Seltzer	WPIX	Carlo Vinti Agency
Original Amateur Hour	Progresso Brand Foods	NBC-TV	Lennen & Mitchell
OSU Football Films	P. Lorillard Co.	WBNS-TV	
OSU Football Films	Old Gold Cigarettes	WBNS-TV	
	Borden Co.		
	Pure Oil Co.		
P			
Pacific Coast League Baseball	Ford Dealers	KING-TV	J. Walter Thompson Agency
Pacific Coast League Baseball	P. Lorillard Old Gold Cigarettes	KING-TV	Lennen & Mitchell Agency
Page One News & Sports	Corina—Cigars	WENR-TV	Guenther-Bradford
Page One News & Sports	Jose Escalante	KECA-TV	Guenther-Bradford
P.A.L. Fights	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Panorama Shop	Carson Pirie Scott & Co.	WNBQ	Guenther Bradford
Parade of Homes	Manhard Realty, Knuettel & Co., Reporter Agency	WHBF-TV	
Paradox	College Inn Foods	WJBK-TV	
Party Line	Everybody's Department Store	WBAP-TV	Direct

Party Line	Federal Department Stores	WJBK-TV	
Party Sweet Roundup	Cherrin-Bros. Candy	WXYZ-TV	W. B. Doner & Co.
Paul Dixon Show	Jene Sales Corp. Jene Home Permanents & Pink Love Lotion	ABC-TV	Sherwin Robert Rodgers
Paul Harvey News	Burton-Dixie Corp. Mattresses	WENR-TV	Turner
Paul Pierce	Participating	KNBH	
Paul Whiteman Goodyear Revue	Goodyear Tire & Rubber Co. Tires & Tubes	ABC-TV	Young & Rubicam Co., Inc.
Paul Whiteman TV Teen Club	American Dairy Assn. Milk	ABC-TV	Campbell Mithum, Inc.
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. Nash Automobiles, Kelvinator Electric Products	ABC-TV	Geyer, Newell & Ganger, Inc.
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. Electrical Appliances	NBC-TV	Benton & Bowles
Paul Winchell-Jerry Mahoney Show	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Pee Wee King Show	Taylor Drug Stores	WAVE-TV	
Peggy Wilson, Shopper	Joske's of Texas Dept. Store	WOAI-TV	Pitluk Advertising Co.
Penny Auction	Paramount Radio Shop Appliances	KMTV	Allen & Reynolds
Penthouse Party	Best Foods, Inc. Shinola Shoe Polish, Rit Tint Dyes	ABC-TV	Earle Ludgin & Co.
Peoples Playhouse	Peoples Drug Stores	WNBW	William D. Murdock Adv.
Perry Como Show	Liggett & Myers Tobacco	CBS-TV	Cunningham Walsh, Inc.
Person to Person	Pacific Tel. & Tel.	KNBH	Batten, Barton, Durstine & Osborn, Inc.
Personality Parade	Johnson Creamery	WTTV	
Planning for Tomorrow	Riggs-Warfield-Roloson	WAAM	
Play Time	Fred Astaire Studios	WAAM	Hanrihan
Polka Penthouse	Simms Bros. Furniture	WXEL	
Polka Revue	Krantz Brewery	WSPD-TV	
Polly Pickens	Pic 'n Pay Stores	WXEL	
Pop Handy	Beatrice Foods Co.	WKY-TV	
Pop the Question	Participating	WAVE-TV	
Postman Bill	New Model Laundry	KING-TV	Advertising Counselors
Premiere Playhouse	Kingsley Furs	WJBK-TV	
Prize Performance	MacLevy Salons	WPIX	Associated Artists Adv.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Pro-Football Games	Eagles Markets	WHBF-TV	
Pro Football Highlights	Drewrys Beer	WSPD-TV	
Pro-Football H.-Lites	Sinclair Products	WHBF-TV	
Prudence Penny Cooks	Detroit Times	WIBK-TV	
Public Life of Cliff Norton	Procter & Gamble	WNBQ	H. W. Kaster & Sons
Public Prosecutor	American Vitamin	WLW-C	
Public Prosecutor	American Ace Coffee	WSM-TV	Simon & Gwynn
Public Prosecutor	Bartley Co. Grocery Dist.	WSPD-TV	
Public Prosecutor	Besingers-Furniture	WAVE-TV	
Public Prosecutor	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Public Prosecutor	Crawford Clothes	WABD	Al Paul Lefton Co., Inc.
Public Prosecutor	Weidemann Brewing Co.	WLW-C	
Pulitzer Prize Playhouse	Frigidaire Div. of General Motors	ABC-TV	Foote, Cone & Belding
Pulitzer Prize Playhouse	Schlitz Brewing Co. Beer	ABC-TV	Young & Rubicam Co., Inc.

Q

Quarterback Club	Grove & Co. T.H. Maener Real Estate	KMTV	
Quarterback Club	TCU Pharmacy	WBAP-TV	McBride-Holmes Lennen & Mitchell
Queen for a Day	P. Lorillard Co.	KECA-TV	
Quiz Kids		CBS-TV	
Quiz Kids	Miles Laboratories, Inc. Vitamins & Alka Seltzer	NBC-TV	Geoffrey Wade Adv.
Quiz of Two Cities	Gunther Beer	WAAM	Biow Co.
Racket Squad	Philip Morris	CBS-TV	Biow Co.
Radio-TV Critics	American Vitamin	WLW-C	
Rainier Ranch	Sick's Rainier Brewery	KING-TV	Western Agency
Ralston Roundup	Ralston Purina Co.	WLW-C	
Range Rider	Holsum Division C. J. Patterson, Inc.	WDAF-TV	Allen Reynolds, Adv.
Range Rider	Illinois Meat Co.	WIBK-TV	

R

Range Rider	Stewarts Dry Goods Co.	WAVE-TV
Range Rider Film	Peter Pan Bakery	WHBF-TV
Ranger Joe	Ranger Joe, Inc.	CBS-TV
Ranger Joe	Ranger Joe, Inc. Ranger Joe Cereal	ABC-TV
Raving Beauty Doll Shop	Artisan	WXEL
Raving Beauty Doll Shop	Artisan Novelty Shop	WAVE-TV
RCA Victor Show	Radio Corp. of America Radio, TV Sets, Records & Players	NBC-TV
Red Skelton Program	Procter & Gamble Co. Tide	NBC-TV
Remember When	H. G. Hill Stores	WDSU-TV
Reisman's Magic Show	Reisman & Sons, Inc.	WFIL-TV
Relaxin' With Jackson	Dulaney Mfg. Co.	WKY-TV
Reserved for Drama	American Vitamin	WLW-C
Reserved for Drama	Wholesale Beverage Co.	WLW-C
Reuben & Rachel	Participating	WAVE-TV
Richard Hayes Show	Winston Radio & TV Radio and TV Sets	WABD
Ring the Bell	Bedford Radio & Sales Service	WABD
Ringside	Buckeye Brewing	WSPD-TV
Robin Chandler Show	Lydia O'Leary Spotstik	WABD
Rocky King, Detective	Clorets Chlorophyll Gum	DuMont
Rocky King, Detective	Emerson Drug Company Bromo Seltzer	DuMont
Rocky King, Detective	Industrial Tape Corp. Texcel	DuMont
Robert Montgomery Presents Your Lucky Strike Theatre	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC-TV
Roller Derby	Marlon Confections	CBS-TV
Rolling Rhythm	Schmidt Pies	WXYZ-TV
Rosalie Show	Michigan Wineries	WJBK-TV
Rossi Reports	Jackson M. Potter Real Estate	WHEN
		WAVE-TV
		WHBF-TV
		CBS-TV
		ABC-TV
		WXEL
		WAVE-TV
		NBC-TV
		NBC-TV
		WDSU-TV
		WFIL-TV
		WKY-TV
		WLW-C
		WLW-C
		WAVE-TV
		WABD
		WABD
		WSPD-TV
		WABD
		DuMont
		DuMont
		DuMont
		NBC-TV
		ABC-TV
		ABC-TV
		CBS-TV
		WXYZ-TV
		WJBK-TV
		WHEN
		Lamb & Keen, Inc.
		Lamb & Keen, Inc.
		C. R. Grimalbi
		J. Walter Thompson Agency
		Benton & Bowles, Inc.
		Fitzgerald Agency
		H. M. Dittman Adv., Inc.
		Lowe Runkle
		Sternfield-Godley, Inc.
		Judson Advertising
		Huber Hoge & Sons
		Dancer-Fitzgerald-Sample, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Kenyon & Eckhardt, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Kastor, Farrell, Chesley & Clifford, Inc.
		Zlowe Co.
		Otto and Abbs Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roundup Time	Pressel Sausage Co.	WXYZ-TV	W. B. Doner & Co.
Roving Camera	Sav-On Drugs	KTLA	
Roving Cameras	Gross Photo	WSPD-TV	
Roy Rogers Show	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Royal Brougham Show	Fahey-Brockman	KING-TV	MacWilkins, Cole & Weber Agency
Royal Crest Theatre	Royal Sales Co. Royal Crest Dinnerware	WABD	Product Services, Inc.
Royal Playhouse	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald
Royal Playhouse	Bank of America	KECA-TV	Chas. R. Stuart
Royal Playhouse	Falls City Beer	WAVE-TV	Prater
Royal Playhouse	Kroger	WSM-TV	Ralph H. Jones Co.
Royal Playhouse	Leonard's Dept. Store	WBAP-TV	Direct
Royal Playhouse	Oklahoma Gas & Electric Co.	WKY-TV	
Rumpus Room	California Fruit Growers Sunkist Oranges	WABD	Guild, Bascom & Bonfigli
Rumpus Room	Francis H. Leggett Co. Premier Foods	DuMont	Peck Advertising
Russ Hodges Sports Show	Sun Oil	WJZ-TV	Hewitt, Agilvy, Benson & Mathers Agency
Ruth Lyons 50 Club	Campana Sales Co. Ayds Vitamin Candy	NBC-TV	H. W. Kastor & Sons
Ruth Lyons 50 Club	Corn Products Refining Co. Mazola Salad Oil	NBC-TV	C. L. Miller Co.
Ruth Lyons 50 Club	G. F. Heublein & Bros. A-1 Sauce and Mustard	NBC-TV	Scheidler, Beck & Werner
Ruth Lyons 50 Club	Penick & Ford Ltd., Inc. My-T-Fine Desserts	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Rybutol Saturday Cinema	Vitamin Corp. of America	KECA-TV	M. Weinberg
Safeway Theatre	Safeway Stores, Inc. Meats & Coffee	WNEW	J. Gordon Manchester Adv.
Sam Levenson Show	General Motors	CBS-TV	D. P. Brother Co.
Sammy Kaye Variety Show	Lambert Pharmacal Co. Listerine Toothpaste	CBS-TV	Lambert & Feasley, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising

S

Santa Claus	F. & R. Lazarus Dept. Store	WBNS-TV
Saturday Matinee	American Motors	WXEL
Saturday Movie Night	Fletcher Jones	KECA-TV
Saturday Movie Night	Maier Brewing Co.	KECA-TV
Saturday Night at the Garden	Allen B. Du Mont Laboratories, Inc.	DuMont
	Du Mont Telesets	
Saturday Night at the Garden	Carter Products	DuMont
	Rise Shaving Cream	
Saturday Night at the Garden	Chesebrough Mfg. Co.	DuMont
	Vaseline	
Saturday Night at the Garden	Eversharp-Schick	DuMont
Saturday Night at the Garden	U. S. Armed Forces	DuMont
	Recruiting	
Saturday Night Movie No. 1	Globe Mills, Inc.	KTLA
Saturday Night Movie No. 2	Murphy Motors	KTLA
Saturday Night Theatre	G.E. Dealer	WKZO-TV
Saturday Night Wrestling	Strauss Stores Automotive Supplies	WABD
Sausage Sinema	Kowalski Sausage Co.	WIBK-TV
Say It With Acting	Brown Shoe Co.	ABC-TV
	Naturalizer Shoes	
Schlitz Playhouse	Schlitz Brewing Co.	CBS-TV
Scoreboard	Holland Furnace Co.	WHBF-TV
Scoreboard	Kaiser-Frazer Sales Corp.	WABD
Search for Tomorrow	Procter & Gamble	CBS-TV
See It Now	Aluminum Co.	CBS-TV
See-Saw Zoo	Vandervoort's Dairy	WBAP-TV
Shadow of the Cloak	Gretz Brewing Company	WFIL-TV
Shadows of Mystery	Lee Motors	WSPD-TV
	Ford Dealer	
Shaping Your Future	Participating	WKY-TV
Sharp Comments	Participating	WBNS-TV
Sheriff Tex	Participating	KING-TV
Sherman, Clay Music Room	Sherman, Clay Music Co.	KING-TV
Shoppers Corner	Sears, Roebuck	WABD
	Retail Outlets	
Shopping Guide	Union Co.	WLW-C
Shopping Time at A & S	Abraham & Strauss	WABD
	Department Store	
	C. N. Stahl	
	J. I. Edwards	
	Campbell-Ewald, Inc.	
	Sullivan, Strauffer, Colwell & Bayles, Inc.	
	Cayton, Inc.	
	Biow Co., Inc.	
	Honig Cooper Agency	
	Leo Burnett Co., Inc.	
	Chas. Stahl Adv. Agency	
	Product Services, Inc.	
	Leo Burnett Co., Inc.	
	Young & Rubicam Co., Inc.	
	Wm. H. Weintraub, Inc.	
	Biow Co.	
	Fuller Smith & Ross	
	Rowland Broiles	
	Seberhagen, Inc.	
	Participating	
	Pacific-National Agency	
	Keystone Advertising	
	Kiesewetter, Wetteram & Baker	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Shopping With Prissy	Participating	WKY-TV	
Short Story Theatre	Arnold Bakers	WJZ-TV	Benton & Bowles Agency
Short Story Theatre	Picadilly Tobacco Co. Picadilly Cigarettes	WABD	Hilton & Riggio, Inc.
Showcase	Participating	WKY-TV	
Showtime—U.S.A.	Chrysler Corp. Dodge Div.	ABC-TV	Ruthrauff & Ryan
Six-Gun Theatre	South Carolina Mills	WJBK-TV	
Skinner's Breakfast Meeting	Skinner Mfg. Co. Breakfast Foods	KMTV	Bozell & Jacobs
Sky King Theatre	Derby Foods, Inc. Peter Pan Peanut Butter, Salted Peanuts	NBC-TV	Needham, Louis & Brorby, Inc.
Skylark Safety Circus	Fairfax Bread Div. of Safeway Stores, Inc.	WNBW	Foote, Cone & Belding
Smilin' Ed's Gang	Brown Shoe Co.	CBS-TV	Leo Burnett Co.
Smilin' Ed McConnell & Say It With Acting	Brown Shoe Co. Shoes	NBC-TV	Leo Burnett Co.
Snack Time	Wm. Oakley Food Distributor	WSPD-TV	
Snow Crop Matinee	Snow Crop Marketeers	WABD	Maxon, Inc.
Snow Crop Matinee Theatre	Snow Crop Frosted Foods	WNBQ	Maxon, Inc.
So You Know Sports	Snowcrop Marketeers, Inc.	WJBK-TV	
Sohio Reporter	Plymouth Dealers	WLW-C	
Sohio Reporter	Standard Oil Co.	WSPD-TV	
Sohio Reporter—Warren Guthrie	Standard Oil Co.	WXEL	
Solo Drama	Standard Oil of Ohio	WJZ-TV	Silberstein-Goldsmith Agency
Somerset Maugham TV Theatre	Regens Lighters Bymart, Inc. Tintair	NBC-TV	Cecil & Presbrey
Songs for Sale	Carter, Products, Inc.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Sterling Drug, Inc.	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Songtime	Word of Life Fellowship Institutional	ABC-TV	Walter F. Bennett & Co.
Sooner Shindig	O. K. Storage	WKY-TV	Lowe Runkle
Southern Shindig	Southern Electric Co.	WSM-TV	Wilkinson-Schiwetz & Tip
Southwest Conference Football	Humble Oil Co.	WOAI-TV	Kenyon & Eckhardt, Inc.
Space Cadet, Tom Corbett	Kellogg Co. Corn, Flakes, Pep, Other Cereals	ABC-TV	
Space Patrol	Lewis Food Co.	KECA-TV	Rockett-Lauritzen

Space Patrol	Ralston Purina Wheat Chex, Rice Chex	ABC-TV	Gardner Advertising Co.
Space Patrol	Ralston Purina	WJZ-TV	Gardner Advertising Co.
Spade Cooley	Cepral Chevrolet	KTLA	Hunter Advertising Agency
Sport Show	Cherry Motor Co.	WHBF-TV	
Sports Camera	Pepsi Cola	WJBK-TV	
Sports Desk		WXEL	
Sports Desk		WXEL	
Sports Final		WXEL	
Sports Look		WTTV	
Sports on Parade	Cl. Pneumatic Tool Co.	WKZO-TV	
Sports Page	Cole Motors	WSPD-TV	
Sports Previews	Sullivan Clothiers	WBAP-TV	
Sports Quiz	Jewelry Co.	WXEL	
Sports Scholar	Edgewater Appliance	WOAI-TV	Grant Adv. Agency
	Skillern's Drug Stores		Fitzgerald Adv. Agency
	John C. Robert Shoes		
	Jackson Brewing Co.		
	Jax Beer		
Sports Scholar	VJ McGranahan TV Sets	WSPD-TV	
Sports Slants	Participating	WAVE-TV	
Sports Special	Lundquist-Lilly	KING-TV	Seattle Radio & TV
Sports Spotlight	Cole & Erwin Jewelers	WJBK-TV	
Sports Star Time	Ethyl Corp.	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Star Time	Refiners Distributing Co.	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Views	Athletic Supply	WSPD-TV	Direct
Sports With Sherman	Clyde Burns-Nash	WBAP-TV	
Sportman's Club	Strodel-Genesee Beer	WHEN	
Sportscholar	Ethyl Corp.	WXEL	
Sportscholar	Ethyl Corp.	WJBK-TV	
Sportscholar	Jim Reed Chevrolet Co.	WSM-TV	Walter Speight
Sportsman Club	Willard Storage Batteries	WNBW	Meldrum & Fewsmith, Inc.
Stage S.	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Star Maker Revue	Schiff Shoes	WLW-C	
Star of the Family	Ronson Art Metal Works, Inc.	CBS-TV	Grey Adv.
Star Time	Food Store Productions Food Stores	DuMont	Franklin Bruck
Starlight Film Theatre	Stern & Company	WFIL-TV	Otis Advertising Co.
Starlit Stairway	Delsoy Whipped Cream	WXYZ-TV	W. B. Doner & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Starting the Editors	Grand Union Co.	WABD	Badger, Browning & Hersey
Stars of Tomorrow	Tommy Thompson Studio Children's Shop	WHBF-TV	
Stars Over Hollywood	Armour & Co. Meats	NBC-TV	Foote, Cone & Belding
Steve Allen Show	Procter & Gamble	CBS-TV	Compton Adv.
Stop the Music	Admiral Corp. Radios, Television Sets, Refrigerators	ABC-TV	Kudner Agency, Inc.
Stop the Music	Hazel Bishop	ABC-TV	Raymond Spector Co.
Stop the Music	P. Lorillard Co.	ABC-TV	Lennen & Mitchell
Stop the Music	Toni Co. White Rain	ABC-TV	Foote, Cone & Belding
Stork Club	Liggett & Myers Fatima Cigarettes	CBS-TV	Cunningham & Walsh
Story Theatre	Black Lumber Co.	WTTV	
Story Theatre	Durkee Foods	KECA-TV	Meldrum & Fewsmith
Story Theatre	Huntington Wholesale Furniture Co.	WSAZ-TV	Direct
Story Theatre	Seally Mattress Co.	WXEL	
Story Theatre	Straus-Frank Co. RCA Victor	WOAI-TV	By Station
Strange Adventure	Meyer Jewelry	WJBK-TV	
Strange Adventure	Uddo & Taormina	WDSU-TV	
Stranger Than Fiction	Callant Lumber	WSPD-TV	
Strike It Rich	Colgate-Palmolive-Feet Co.	CBS-TV	Sherman & Marquette, Inc.
Stu Erwin Show	General Mills, Inc. Wheaties, Cold Medal Kitchen Tested Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WENR-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
Studebaker Tele-Movie	Chicago Land Studebaker Dealers	WNBQ	Roche, Williams & Clear
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Stud's Place	Manor House Coffee	WENR-TV	Earle Ludgin
Stumpus	Heckman Biscuit Co.	WZYZ-TV	George Hartman Adv.
Success Story	International Sterling Co. Sterling Silver	ABC-TV	Young & Rubicam Co., Inc.
Summer Theatre	General Electric Supply Corp.	WXEL	

Summers Serenade	Summers & Son Co.	WLV-C	Benton & Bowles, Inc.
Sunday Matinee	Best Foods, Inc. H. O. Quick Oat, Cream Farina, Presto Self-Rising Cake Flour	WABD	
Sunday Matinee	General Electric Products	WXEL	W. B. Doner & Co.
Sunday Movies	Studebaker Dealers	WXYZ-TV	Chas. Stahl Adv.
Sunday Night Movie	Chrysler Dealers	KTLA	Rhodes & Davis
Sunday Night Movie	French Sardine Company	KTLA	Scholts Advertising Service
Super Circus	Langendorf United Bakeries	ABC-TV	Leo Burnett Co.
Super Circus	Bauer & Black Curly Bandages	ABC-TV	J. M. Mathes, Inc.
Super Circus	Canada Dry Ginger Ale	ABC-TV	Wm. Esty Co.
Super Circus	M & M Ltd. Candy Coated Chocolate	ABC-TV	Henri, Hurst & McDonald, Inc.
Super Circus	Peters Shoe Co. Weatherbird Shoes	ABC-TV	Newton Advertising
Supply Sales Show	Supply Sales Co. Prolifers	WABD	Maxon, Inc.
Susan Adams	Clinton Foods	WABD	Blatt-Forbes
Susan Adams	Flako Baking Products	CBS-TV	Cecil & Presbrey
Suspense	Electric Auto-Lite Co.	WPIX	Free & Peters, Adv.
Swift's Movie-Time	Swift & Co.	KTLA	Irwin Company, Inc.
Swing Shift Theatre	Yeakel Bros.		
Talent Shop	Chunky Candy Corp. Chunkies	WABD	Peck Advertising
Talent Tussle	Baltimore News-Post	WAAW	W. B. Doner & Co.
Tales of the Hawk	Famous Furniture	WXYZ-TV	Hirshon-Garfield, Inc.
Tales of Tomorrow	Jacques Kreisler Mfg. Watch Bands, Men's Jewelry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	C. A. Swanson & Sons Margarine, Poultry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	General Mills, Inc. Cereals, Flours, Mixes, Electric Irons	ABC-TV	King & Cofferman
Teen Time Varieties	Schiff Shoe Stores	WSAZ-TV	
Tele-Bid	Sidles Co. Appliances	KMTV	

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TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telebuys, Inc.	Participating	KING-TV	Participating
Telenews	Dixie Brewing Co.	WDSU-TV	
Telenews	Joske's of Texas Frigidaire	WOAI-TV	Pitluk Advertising Co.
Telenews Ace	Cunningham Drugs	WJBC-TV	
Telenews Daily	International Harvester Co. Trucks, Refrigerators, Farm Machinery & Parts	WOI-TV	Aubrey, Moore & Wallace, Inc.
Telenews Weekly	Denver & Rio Grand R. R.	KSL-TV	Axelsen Adv. Agency
Telenews Weekly	Meyer Jewelry	WJBC-TV	
Telenews Weekly	Syracuse Savings Bank	WHEN	
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Buick Dealers Assn.	WFIL-TV	Jos. Lowenthal Adv. Agency
Telesports Digest	Ethyl Corp. Gas	WOAI-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Reynolds Metals Co.	WAVE-TV	Zimmer & McClaskey
Telesports Digest	Seztzer Motors Auto	WSPD-TV	
Fesports Digest	Sidles Co. Appliances	KMTV	Anderson & Roll
Television Newsreel	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
Television Playhouse	Goodyear Tire & Rubber Co. Tires		Young & Rubicam Co., Inc.
Television Playhouse	Philco Corp. Radio, TV Sets, Refrigerators	NBC-TV	Hutchins Adv.
Ten Minute Movie	Western Federal Savings & Loan Assn.	KTLA	Elwood J. Robinson Adv. Agency
10 P.M. News	Bloomington Lincoln-Mercury	WTTV	
Tennessee Jamboree	Logan Super Markets Philco, Admiral, Youngstown Kitchens	WSM-TV	Walter Speight, Noble-Dury & Assocs.
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co.	WBAP-TV	Rowland Broiles
Theatre Hour	Vitamin Corp. of America	WJBC-TV	
Theatre 79	Speedway Petroleum	WJBC-TV	
The Aldrich Family	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
The Aldrich Family	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
The Big Picture	Federation Bank & Trust Co.	CBS-TV	

The Big Question	American Cigarette & Cigar Co.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Big Story	Pall Mall Cigarettes	NBC-TV	
The Big Top	National Dairy Products Corp.	CBS-TV	N. W. Ayer & Sons
The Big Town	Lever Bros.	CBS-TV	Ruthrauff & Ryan
The Cases of Eddie Drake	Garrett Wine	WENR-TV	Ruthrauff & Ryan
The Chimps	Cargill, Inc.	WDAF-TV	Bruce B. Brewer, Agency
	Grass Seed, Dog Food		
The Chimps	S. S. Kresge	WJBK-TV	
The Cisco Kid	Frankel's Appliances	WSAZ-TV	Direct
The Clock	Emerson Radio & Phonograph Co.	NBC-TV	Foote, Cone & Belding
	Radios, TV Sets, Phonographs		
The Clue	Ford-Miller Motors	WSPD-TV	
	Auto		
The Comics	American Vitamin Associates	KTLA	The Counselors
The Comics	Girards, Inc.	KTLA	Lockwood-Shackelford
The Comics	Kern Food Products	KTLA	Mayers Co., Inc.
The Comics	Sav-On Drugs	KTLA	Ted Factor Agency
The Continental	Burlington Mills	CBS-TV	Masterson, Reddy & Nelson
	Bur-Mil Cameo Hosiery		
The Egg and I	Procter & Gamble	CBS-TV	Compton Advertising, Inc.
The Ford Film Playhouse	Ford Dealers Associates, Inc.	WFIL-TV	J. Walter Thompson Agency
The Game	Maison Blanche	WDSU-TV	Fitzgerald Adv. Agency
The Gaylords	Ohio China	WSPD-TV	
	Dishes		
The Little Show	Stokely-Van Camp, Inc.	NBC-TV	Calikins & Holden, Carlock, McClinton
	Canned Foods		
The Lorraine Cugat Show	Vitamin Corp. of America	WJZ-TV	Harry B. Cohen, Inc.
The M & M Candy Carnival	M & M Ltd.	CBS-TV	Wm. Esty & Co.
	Candies and Other Accepted Products		
The Magic Clown	Gold Medal Candy Corp.	WNBW	William H. Weintraub, Inc.
	Bonomo Turkish Taffy		
The Magic Door	MacLevy Dance Studio System	WJZ-TV	Associated Advertising Service
The Magic Lady	Lit Brothers	WFIL-TV	Al Paul Lefton Co., Inc.
The Newsreel	Shell Oil Company	KTLA	J. Walter Thompson Agency
The Open Door	Sunset Appliance Corp.	WABD	Arnold Cohan
The Plainclothes Man	Consolidated Cigar Co.	DuMont	Warwick & Legler, Inc.
	Harvester Cigars		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Plainclothes Man	Larus & Brother Co., Inc. Holiday Cigarettes, Holiday & Edgeworth Tobaccos	DuMont	Kenyon & Eckhardt, Inc.
The Ramblers	Joe M. Offil Motor Co. Nash Automobiles	WDAF-TV	Merritt Owens Adv. Co.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson Agency
The Show Goes On	Superior Feed Mills	CBS-TV	James Reece
The Singing Pastor	W. Va. Beer & Ale	WKY-TV	King & Cofferman
The Sports Almanac	General Mills	WSAZ-TV	Dancer-Fitzgerald-Sample, Inc.
The Stu Erwin Show	Stag Beer	WJZ-TV	Maxon, Inc.
The Weather Tonight	Purity Products	WKY-TV	Young & Rubicam Co., Inc.
The Weatherman	P. Lorillard Co. Embassy Cigarettes	WPIX	Geyer, Newell & Ganger Agency
The Web	International Harvester Co.	CBS-TV	Aubrey, Moore & Wallace, Inc.
The Week in Sports	Participating	WOI-TV	Participating
The World Today	Crawford Clothes	KING-TV	Al Paul Lefton Co.
They Stand Accused	American Tobacco Co.	DuMont	Batten, Barton, Durstine & Osborn, Inc.
This Is Show Business	Hauswald Bakery	CBS-TV	H. W. Buddmeier
This Is Your Zoo	Covert Ohio Sporting Goods	WAAM	
This Week in Sports	Jackson Brewing Co. Jax Beer	WSPD-TV	Fitzgerald Advertising Agency
This Week in Sports	Les Taylor Co.	WOAI-TV	
This Week in Sports	Mobray Finch Ford Dealer	KSL-TV	Evans Advertising
This Week in the News	Foster-Barker Co. Insurance	WJBK-TV	Anderson & Roll
This Week in the News	Ted Hicks Co. Insurance	KMTV	
Those Two	Procter & Gamble Co. Tide, Camay, Drene	KMTV	
Three City Final	Ted Top Brewing Co.	NBC-TV	Benton & Bowles
Three Sentinels	Moores Stores	WLW-C	
Thursday Night Boxing	Sunset Appliance Corp.	WLW-C	
Tiger Wives	People's Outfitting	WABD	Arnold Cohan
Tim McCoy	Kellogg Company	WJBK-TV	Leo Burnett Co., Inc.
Tim McCoy Film	Murphy Motors	KTLA	Chas. Stahl Adv. Agency
		KTLA	

Time for Beany	Bell Brand Foods, Ltd.	KTLA	McCann-Erickson, Inc.
Time for Beany	Cloverland Dairy	WAAM	St. Georges & Keyes
Time for Beany	Joliet 7-Up	WHBF-TV	
Time for Beany	Leigh Foods, Inc.	CBS-TV	Warwick & Legler, Inc.
Time for Beany	Maryland Co-Op Milk Producers	WAAM	
Time for Beany	Nehi Beverage Company	KTLA	Raymond Morgan Co.
Tip the Scales	South Texas Appliance Co. Admiral Appliances	WOAI-TV	Bernard M. Brooks
Tips for Tinkers	T. G. & Y.	WKY-TV	George Knox
Toast of the Town	Lincoln-Mercury	CBS-TV	Kenyon & Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's Teens	Hotpoint, Inc.	WENR-TV	Maxon, Inc.
Today's Top Story	National City Bank	WXEL	
Toledo Theatre Time	Foodtown Super Markets	WSPD-TV	
Tom Manning Sport Show	P. Ballantine & Sons	WNBK	J. Walter Thompson Agency
Tomorrow's News	Vim Stores	WPIX	William Warren, Jackson & Delaney
Tonight's Attractions	Dr. Kenaga Optometrist	WSPD-TV	
Top Views in Sports	August Wagner Breweries	WLW-C	
Top Views in Sports	Sterling Beer	WAVE-TV	Smith, Benson & McClure
Touchdown	Falls City Beer	WAVE-TV	Prater
Touchdown Prevue	Mallernee's	WSM-TV	
Town and Country Quiz	Staley Milling Co. Feeds	WDAF-TV	Bozell-Jacobs, Inc.
Trading Post	Moore's Stores	WLW-C	
Travels in Space	Lane Drug Co.	WSPD-TV	
Treasury Men in Action	The Borden Co. Instant Coffee	NBC-TV	Doherty, Clifford & Schenfield
Triple Feature Theatre	Chevrolet Dealers Service	KECA-TV	Campbell-Ewald
Tuesday Feature Film	Four Friendly Appliance Dealers	KTLA	Irwin Co., Inc.
Tuesday Movie	Pontiac Dealers Club of So. Calif.	KTLA	Taggart & Young
Tuesday Night Movie	Raichert Sewing Machine Corp.	KTLA	W. B. Geissinger & Co.
TV Auction	Sun Ray Drug Co.	WFIL-TV	Philip Klein Advertising, Inc.
TV Department Store	TV Department Store	WABD	Ben Sackheim, Inc.
TV Magazine	Lanes Drug Stores	WSPD-TV	
TV Ranch	Jersey Bread & Driggs Dairy Farm	WSPD-TV	
TV Rangers	Borden Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
TV Shopper's Revue	John A. Brown Co.	WKY-TV	Enders Advertising Agency
TV Theatre	Falstaff Brewing Co. Beer	KMTV	Dancer-Fitzgerald-Sample, Inc.
TV Theatre	Falstaff Brewing Co. Falstaff Beer	WOAI-TV	Dancer-Fitzgerald-Sample, Inc.
TV Travelogue	Butler Travel Service	WLW-C	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Simmons Agency
TWA Show	TWA	WABD	Batten, Barton, Durstine & Osborn, Inc.
Twenty Questions	The Mennen Company Mennen Products for Men	DuMont	Kenyon & Eckhardt, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	ABC-TV	Grey Advertising
Twin Movie Features	Shopping Bag Food Stores	KTLA	Jack Vaughn Adv. Agency

U

Uncle Amby's General Store	Royal Barry Carter Mills	WSM-TV	James F. Simons Co.
Uncle Mistletoe	Marshall Field Dept. Store	WENR-TV	Calkins & Holden
Uncle Roscoe's Playtime Party	Hotel Utah Coffee Shop	KSL-TV	R. T. Harris
Uncle Wip	Gimbels Dept. Store	WFIL-TV	Direct
Uebelhart & the News	Ohio Fuel Gas Co.	WSPD-TV	
Universal Homemaking	Landers, Frary & Clark Universal Appliances	DuMont	Gould, Tierney
U. of D. Football Films	Plymouth Dealers	WJBC-TV	

V

Vacation Land	Gerlinger Appliances	WSPD-TV	
Vanderbilt Football	Jamison Bedding Co.	WSM-TV	Max Beck
Versatile Varieties	Bonafide Mills - Floor Coverings	ABC-TV	Gibraltar Advertising Agency
Victor Borge Show	Kellogg Co.	NBC-TV	Kenyon & Eckhardt
V-I-D-E-O	Co-op. P. & C. Food Markets	WHEN	
Video Chef	Associated Food Stores	WPIX	Furman, Feiner & Co.
Views of the News	Murfree Mortgage Co., First American Natl. Bank	WSM-TV	George Doyne
Vincent Lopez Show	Lakewood Hotel & Land Assn.	WABD	Vincent Zepal
Voice of Firestone	Firestone Tire & Rubber Co. Tires, Tubes & Batteries	NBC-TV	Sweeney & James Co.

W

Wake Up & Live	Lowell Cosmetics	WLW-C	Steiner Adv.
Wally Jackson Show	Wally Jackson Studios	WPX	Ward Wheelock Co.
Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	George H. Hartman
Walt's Workshop	Edward Hines Lumber Co.	WNBQ	Elmer Free
Washington Senators Baseball	American Beer	WAAM	McCann-Erickson
Wayne King Program	Standard Oil Co. of Indiana Oil, Gasoline	NBC-TV	Young & Rubicam Co., Inc.
We the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires	NBC-TV	
Weather Report	P & G Shasta Shampoo	WJBK-TV	Buchanan-Thomas
Weather Sketches	Paxton & Gallagher Coffee	KMTV	
Weather Tele-Facts	The Fair	WBAP-TV	Julian Read
Weatherchart	Gulf Brewing Co. Grand Prize Beer	WOAI-TV	Foote, Cone & Belding
Weatherman	Paxton-Gallagher Co. Coffee	WDAF-TV	Buchanan, Thomas Co.
Weatherman	Purity Taystee	WJBK-TV	Leo Burnett
Weatherman—Clint Youle, Atchison, Topeka & Santa Fe Railway Sys.	Atchison, Topeka & Santa Fe Railway System	WNBQ	
Weatherman—Clint Youle	Campbell Cereal Co.	WNBQ	Campbell-Mithum
Weatherman—Clint Youle	Commonwealth Edison Co.	WNBQ	J. R. Pershall Co.
Weatherman—Clint Youle	Home Gas Industries	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	Jewel Food Stores	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	R. Cooper, Jr.	WNBQ	Maxon, Inc.
Weatherman—Clint Youle	Standard Milling Co.	WNBQ	J. W. Shaw Advertising
Weatherman—Clint Youle	Swift & Co.	WNBQ	J. Walter Thompson Agency
Weathervane	McCullough Chevrolet	WJBK-TV	
Weathervane	DeSoto Dealers	WJBK-TV	
Webber Motor Sportlog	Webber Motor Co. Dodge Cars	KMTV	Allen & Reynolds
Wednesday Feature Film	General Electric Appliance Co.	KTLA	Mays & Co.
Wednesday Move No. 2	Fletcher Jones	KTLA	Chas. Stahl Adv. Agency
Weekly Newsreel	Kurtz Furniture Co.	WNBK	Ed Hibshman & Associates
Western Adventure Film	Friedman-Shelby Div. of International Shoe Co.	KTLA	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Western Corral	Duckhead Overalls, Sealtest Milk	WSM-TV	Noble-Dury R. C. Fields
Western Feature Film	Murnat Motors	KTLA	Jack Vaughn Adv. Agency
Western Film Theatre	Quaker City Chocolate Co.	WPIX	Free & Peters
Western Jamboree	Belle Furniture Co.	WSAZ-TV	Direct
Western Roundup	Participation	WBNS-TV	
Western Theatre	Swan Cleaners	WLW-C	
What in the World	CBS-TV	WBAP-TV	Direct
What's Cooking	Participating	CBS-TV	Earle Ludgin & Co.
What's My Line	Jules Montenier Stopette		
What's the Weather	Omar Bakeries	WOI-TV	Fitzmorris and Miller
What's the Weather	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Leffon Co., Inc.
What's Your I.Q.?	Standard Life & Accident Insurance Co.	WKY-TV	
Whelan's Motion Picture Cavalcade	Vitamin Corp. of America	KECA-TV	M. Weinberg
Whistling Wizard	CBS-TV		
Whiz TV Theatre	R. M. Hollingshead Corp.	WFIL-TV	Campbell-Mithun, Inc.
Wild Bill Hickok	Kellogg Company	KTLA	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg-Cereal	WENR-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg	WJZ-TV	Leo Burnett Co., Inc.
Wild West Theatre	Allied Music Corp.	WJKB-TV	
Wiley Gene	Superior Feed Mills	WKY-TV	James Reece
Willie Fishers Fun Factory	Arlington Motors	WLW-C	
Wilson, Glickman & Lee	Adler Shoes	WABD	Frederick L. Clinton
Winters' Wonderland	Wolf & Marx	WOAI-TV	Bernard M. Brooks
Women's Supplement	^{Westinghouse} Nu-Maid Margarine P & G Shasta Shampoo	WSM-TV	Ralph Jones Dancer-Fitzgerald-Sample, Inc. Rex Adv. Agency
Woods & Waters	Harvey Mack Pontiac	WXYZ-TV	
Woody Hayes—Football	Philco Dealers	WBNS-TV	
World Adventure Series	Earl Bring—Mutual of Omaha	WXYZ-TV	
World News	Ormsby Chevrolet Co.	WOAI-TV	
World of Sports	Jackson Brewing Co.	WDSU-TV	Thomas F. Conroy Fitzgerald Adv. Agency
World of Yesterday	Hudson Dealers	WXEL	
World Tonight	Deseret News	KSL-TV	
Wrestling	American Vitamin	WLW-C	
Wrestling	Buick Dealers	KTLA	The Edwards Adv. Agency

Wrestling	Clinton Clothing	KTLA	Milton Weinberg Adv. Co.
Wrestling	Columbia Breweries	KING-TV	How Ryan & Associates
Wrestling	Falstaff	WDSU-TV	
Wrestling	Falstaff Brewing Co.	WKY-TV	Dancer-Fitzgerald-Sample, Inc.
Wrestling	General Electric Appliances, Inc.	KTLA	Mays & Company
Wrestling	Hazel Bishop & Pin Up	WJBC-TV	
Wrestling	Hudepohl Beer	WLW-C	
Wrestling	Hudson Dealers of Chicago	WENR-TV	Malcolm-Howard
Wrestling	Jerry Lynch Nash Dealer	WJBC-TV	
Wrestling	Maison Blanche	WDSU-TV	
Wrestling	Motorola Dealer	WKZO-TV	Kopmeyer
Wrestling	Oertels Brewing Co.	WAVE-TV	
Wrestling	Philco Dealer	WKZO-TV	
Wrestling	Red Top Brewing Co.	WLW-C	
Wrestling	Regal Amber Brewing Co.	KTLA	Abott Kimball Co.
Wrestling	University Chevrolet	WTTV	
Wrestling	Walker Motors	WXYZ-TV	Clark & Rickard Adv.
Wrestling	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Wrestling From Chicago	National Premium Beer	WXEL	
Wrestling From Hollywood	The Electric Company	WSM-TV	Thomas F. Conroy
Wrestling From Hollywood	Bohnet Baking Co.	WOAL-TV	
Wrestling Personalities	Mrs. Bohnet's Bread		
Wrestling With Dennis James	Bond Clothes	WABD	Grey Adv.
Wrestling With Dennis James	Boyle-Midway, Inc.	WABD	Earl Bothwell
	Auto-Brite		

Y

Yankee Baseball Games	P. Ballantine Sons Co.	WABD	J. W. Thompson
Yellow Cab Revue	Ballantine's Beer & Ale		
Yesterday's Newsreel	Yellow Cab Co.	WFIL-TV	Al Paul Lefton Co., Inc.
Yesterday's Newsreel	Handy Andy Supermarkets	WOAL-TV	Pitluk Advertising Co.
Yesterday's Newsreel	Miller-Pontiac	KMTV	
Yesterday's Newsreel	Cars		
Yesterday's Newsreel	Pancake Realty Company	WSAZ-TV	Direct
Yesterday's Newsreel	Standard-Humpty-Dumpty	WKY-TV	
Yesterday's Newsweek	Eberle Hardware	WTTV	
You Asked for It	Skippy Peanut Butter	ABC-TV	Guild, Bascom & Bonfigli, Inc.
	Peanut Butter		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co.	WJKB-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	WOAI-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter	WSM-TV	Guild, Bascom & Bonfigli, Inc.
Young Mr. Bobbin	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
Your Big Moment	Westinghouse Dealers	KNBH	The Tullis Co.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Junior Revue	George's Radio & TV Corp. Radios, TV Sets, and Appliances	WNBW	Robert J. Enders, Inc.
Your National Theatre	National Credit Clothiers	WENR-TV	Charles Temkin
Your Pet Parade	Ralston Purina Co. Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston	ABC-TV	Gardner Agency
Your Show of Shows	Benrus Watch Co. Watches, Clocks	NBC-TV	J. D. Tarcher & Co.
Your Show of Shows	Eversharp, Inc. Pens, Pencils & Razors	NBC-TV	Biow Co.
Your Show of Shows	Lehn & Fink Products Corp. Lysol, Hind's Honey and Almond Cream	NBC-TV	Lennen & Mitchell
Your Show of Shows	Libby, McNeill & Libby Pineapple Juice	NBC-TV	Foote, Cone & Belding
Your Show of Shows	R. J. Reynolds Tobacco Co. NBC-TV	NBC-TV	Wm. Esty Co.
Your Show of Shows	S. O. S. Co. S. O. S. Cleanser	NBC-TV	McCann-Erickson
Your Television Shopper	W. T. Grant Dept. Store	WHEN	
You're On Your Own	Courty Foods	WABD	Fairfax
Youth On the March	Young People's Church Institutional	ABC-TV	J. M. Camp & Co.
Youth On the March	Young People Church of the Air, Inc.	WFIL-TV	J. M. Camp & Co.

Z

Zoo Parade	Jewel Food Stores	WNBQ	Allied Enterprises
Zoo Parade	Quaker Oats Co. Ken-L Rations	NBC-TV	Ruthrauff & Ryan

COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adv. of Ozzie and Harriet	H. J. Heinz Co. 57 Varieties	ABC	Maxon, Inc
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey
A. L. Alexander's Mediation Board	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
A Life in Your Hands	H. J. Heinz & Co. 57 Varieties	ABC	Maxon, Inc.
Aldrich Family	General Foods Corp. Jell-O, Cornstarch	NBC	Young & Rubicam, Inc.
Alex Dreier—This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald
Alias Jane Doe	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding
Allen Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades & Gillette Razors	MBS	Maxon, Inc.
All-Star Football Game	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
A Memo From Molly	Lucerne Milk Co. Div. of Safety Stores Inc.—All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald-Sample, Inc.
American Forum of the Air	American Trucking Assn. Institutional	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
American Medical Assn. Presidential Inauguration Ceremonies	American Medical Assn. Institutional	MBS	Campaigns, Inc.
American Radio Warblers	American Bird Products Inc. American 3 Vee Bird Food	MBS	Weston-Barnett Inc.
Amos 'n' Andy	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
Armstrong of the S.B.I.	General Mills, Inc. Wheaties	ABC	Knox Reeves Advertising Agency
Armstrong Theatre of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Arthur Godfrey Show	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding Co.
Arthur Godfrey Show	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Arthur Godfrey Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett, Inc.
Arthur Godfrey	Reid-Murdoch Div. of Consolidated Grocers Corp.—Canned Fruits, Vegetables, Juices, Jams, Fish, etc.	CBS	Weiss & Geller, Inc.
Arthur Godfrey's Talent Scouts	Lever Brothers Co. Thomas J Lipton, Inc. Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Bab-O-News	B. T. Babbitt Inc. Bab-O & Glim	MBS	Wm. H. Weintraub Co., Inc.
Back to the Bible	Good News Broadcasting Assn. Institutional	ABC	J. M. Camp & Co.
Back to God	Christian Reformed Church Institutional	MBS	Glenn-Jordan-Sotetzel, Inc.

B

Backstage Wife	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & Moving	CBS	Brooks Advertising Agency
Benson, Bobby	Kraft Foods Co. Caramels, Dinners & Malted Milk	MBS	J. Walter Thompson Co.
Betty Crocker Magazine of the Air	General Mills, Inc. Gold Medal Flour, Soup Ingredients, Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Beulah	Procter & Gamble Co. Dreft, Lava, Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.
Big Show	Reynolds Metals Co. Aluminum & Aluminum Products	NBC	Buchanan & Co., Inc.
Big Sister	Procter & Gamble Crisco, Ivory Soap, Dreft, Spic & Span	CBS	Compton Advertising, Inc.
Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Lever Brothers Co. Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Adams—Talk on Gardening	Jackson & Perkins Co. New Patented Roses, Fruits, Perennials	CBS	Huber, Hoge & Sons
Bill Downs	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Bill Henry & the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang—News	Airways Corp. Rose Bushes & Dutch Bulbs	MBS	Dorland, Inc.
Bill Lang—Profiles in the News	Kipling Washington Agency Newsletter	MBS	Leo Burnett Co., Inc.
Bill Lang Show	Greystone Press Books:	CBS	Huber, Hoge & Sons
Bing Crosby Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Blatz Reporter	Blatz Brewing Co. Blatz Beer	ABC	Wm. H. Weintraub & Co.
Blue-Gray Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Bob Marclay, American Agent	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Bryar & Recorded Music	Airways Corp. Rose Bushes	MBS	Dorland, Inc.
Bob Carred and the News	Ben Hur Products Ben Hur Coffee, Tea, Extracts, Spices & Jell-A-Teen	ABC	Mogge-Privet, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camiel Cigarettes	CBS	Wm. Esty & Co., Inc.
Bob Hope Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Cunningham & Walsh, Inc.
Bobby Benson	American Chicle Co. Dentylne, Beeman's Pepsin & Chiclets Chewing Gum	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Shadel	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuels	CBS	Joseph Katz Co.
Bill Shadel	Animal Foundation, Inc. Hunt Club Dog Food	CBS	Moser & Cotins, Inc.
Bill Shadel	Campana Sales Co. Solitaire Cake Makeup, Lotion, DDD, Ayd's Vitamin Candy, Coolies	CBS	Wallace, Ferry, Hanly Co.
Bill Shadel	General Foods Corp. Log Cabin Syrup	CBS	Foote, Cone & Belding Co.
Bill Shadel	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Bill Shadel	Sterling Drug, Inc. Phillips Toothpaste, Haley's M-O	CBS	Dancer-Fitzgerald-Sample, Inc.
Bill Shadel	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Botany Song Shop	Botany Mills, Inc. Botany 500 Men's Suits & Ties	ABC	Silberstein & Goldsmith, Inc.
Break the Bank	Bristol Myers Co. Ipana Toothpaste, Sal Hepatica Trushay, Bufferin, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey, Inc.
Breakfast Club	General Foods Corp. Jello	ABC	Young & Rubicam
Breakfast Club	General Mills, Inc. Kix, Cold Medal Kitchen Tested Flour, Softasilk	ABC	Tatham-Laird, Inc.

Breakfast Club	Philco Corp. Refrigerators, Radios, Home Freezers, Ranges	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co. Meat, Shortening, Edible Dairy Products, Poultry	ABC	J. Walter Thompson Co.
Brighter Day	Procter & Gamble Co. Cheer, Ivory Flakes, Spic & Span	CBS	Compton Advertising, Inc. Young & Rubicam
Broadway Is My Beat	General Motors Corp. Pontiac Motor Division—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
C			
Cal Tinney's On	General Mills, Inc. Gold Medal Kitchen-Tested Flour	ABC	Dancer-Fitzgerald-Sample, Inc.
California Around the World	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Camel Football Scoreboard	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.
Can You Top This?	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co., Inc.
Carl Smith	Kellogg Co. Gold Medal Spaghetti & Macaroni	CBS	Leo Burnett Co., Inc.
Carling's Takes You to the Races	Brewing Corp. of America Carling's Red Cap Ale	MBS	Benton & Bowles, Inc.
Carroll Alcott	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Carroll Alcott	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cavalcade of America	E. I. duPont de Nemours & Co. Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
CBS Football Round-up	General Electric Co. All Products	CBS	Maxon, Inc.
CBS Newsroom—Sunday Desk	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
CBS Newsroom—Sunday Desk	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
CBS Newsroom—Sunday Desk	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cecil Brown—Commentary	State Farm Mutual Auto Insurance Co. Auto Insurance	MBS	Needham, Louis & Brorby, Inc.
Cecil Brown—News	Harrison Products, Inc. Shut-Eye	MBS	Sidney Garfield & Associates
Cedric Adams	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett Co., Inc.
Cedric Foster & the News	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the 50s—Years of Crises	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Challenge of the 50s—Years of Crises	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Detective	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Charles Collingwood	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chemical Engineering Society Dinner	Phillips Petroleum Co. Gasoline & Oil	MBS	Lambert & Feasley, Inc.
Chet Huntley and the News	Glorion Corp. Cosmetics	ABC	Milton Weinberg Adv. Co.
Chet Huntley	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chet Huntley, News	Lee Pharmacal Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Co.
Chet Huntley and the News	MJB Co. Coffee, Tree Tea, and Rice	ABC	Batten, Barton, Durstine & Osborn, Inc.
Chet Huntley, News	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Adv. Co.
Chet Huntley, News	VCA Laboratories Rybutol	ABC	Milton Weinberg Adv. Co.
Chicago Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.

Choraliers	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett Co.
Christian Science Monitor Views the News	Christian Science Publishing Society Newspaper	ABC	Walton Butterfield Adv.
Christmas Carol With Lionel Barrymore	A. O. Smith Corp. Hot Water Heaters	MBS	Henri, Hurst & McDonald
Christmas in the Air	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Cities Service Band of America	Petroleum Advisers, Inc. Petroleum Products	NBC	Ellington & Co., Inc.
City Hospital	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Strauffer, Colwell & Bayles, Inc.
Club 15 With Bob Crosby	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Clubtime	Club Aluminum Products Co. Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Clyde Beatty	Kellogg Co. Rice Krispies	MBS	Leo Burnett Co., Inc.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Ltd.
Corliss Archer	Electric Companies Adv. Program Program—Institutional	CBS	N. W. Ayer & Son, Inc.
Counterspy	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young & Rubicam
Curt Massey Time	Miles Labs., Inc. Alka Seltzer & One-A-Day Vitamins	MBS	Geoffrey Wade Advertising
Curt Massey Time With Martha Tilton	Miles Laboratories, Inc. Alka Seltzer, One-A-Day Vitamins	CBS	Geoffrey Wade Advertising

D

Dan Cubberly—News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
David Amity	Procter & Gamble Camay, Dreft and Oxydol	ABC	Pedlar & Ryan, Inc.
David Lawrence	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
David Vaile—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
David Vaile—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
David Vaile—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Defense Attorney	American Chiclo Co. Clorox	ABC	Dancer-Fitzgerald-Sample, Inc.
Dennis Day Show	Colgate-Palmolive-Peet Co. Palmolive Soap	NBC	Ted Bates & Co.
Dial Dave Garroway	Armour & Co. Dial Soap	NBC	Foote, Cone & Belding Co.
Dick Haymes Tune Time	Procter & Gamble Ivory Soap	ABC	Compton Advt., Inc.
Dick Joy—News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. Consolidated Vaseline Hair Tonic, Lip Ice, Petroleum Jelly	CBS	McCann-Erickson, Inc.
Dr. Paul	Wesson Oil & Snowdrift Sales Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Don Hollenbeck	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Don Hollenbeck	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Don Hollenbeck	Household Finance Corp. Personal Loans	CBS	Needham, Louis, Brorby, Inc.
Double Or Nothing	Campbell Soup Co. Campbell Soups, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Douglas Edwards—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC	Cunningham & Walsh, Inc.
Drew Pearson	Adam Hat Stores Adam Hats	ABC	Wm. H. Weintraub & Co.
Drew Pearson	Carter Products Carter's Pills	ABC	Ted Bates Co.
Dulany Daily Double	John H. Dulany & Son, Inc. Frozen Foods	ABC	Foote, Cone & Belding

F

East-West Football Game Motorola, Inc.
Radios, TV Sets Ruthrauff & Ryan MBS

East-West Football Game	Shrine East-West Football Committee	MBS	Direct
Eddie Cantor Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	Biow Co.
Edward Arnold, Story Teller	General Mills, Inc. Kix	ABC	Tatham-Laird, Inc.
Edward P. Morgan and the News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Edwin C. Hill and the Human Side of the News	Beltone Hearing Aid Co. "Beltone Mono-Pac" Hearing Aid	CBS	Olian Advertising Co.
Edward R. Murrow and the News	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Edward R. Murrow and the News	Green Giant Co. Canned Foods	CBS	Leo Burnett Co., Inc.
Edward R. Murrow and the News	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow and the News	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Edward R. Murrow and the News	Pan-Am Southern Corp. Lubricants	CBS	Fitzgerald Adv. Agency
Edward R. Murrow and the News	Planters Nut & Chocolate Co. Planters Peanuts & Peanut Oil	CBS	Raymond R. Morgan Co.
Eric Sevareid and the News	Chamberlain Sales Corp. Chamberlain's Lotion	CBS	Batten, Barton, Durstine & Osborn, Inc.
Ezzard Charles vs. Jersey Joe Walcott	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
F			
Fanny Brice—Baby Snooks	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Fat Man, The	American Cicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
F.B.I. in Peace and War	General Mills, Inc. Bisquick, Wheaties	CBS	Knox Reeves, Adv., Inc.
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F.B.I. in Peace and War	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Family Party	Carnation Co.	CBS	Erwin Wasey & Co., Ltd.
Fibber McGee & Molly	Pet Milk Sales Corp. Pet Evaporated Milk	NBC	Gardner Advertising Co.
Flying Feet	Dr. Hiss Shoe Stores Dr. Hiss Shoes	ABC	Hal Stebbins, Inc.
Frances Scully Show, The	Lee Pharmacal Co. "Shadow Wave", Home Permanent	ABC	Milton Weinberg Adv. Co.
Frank & Ernest	Dawn Bible Students Assn. Institutional	MBS	Wm. Gleeson & Co.
Frank Edwards—News	American Federation of Labor Institutional	MBS	Furman, Feiner Co., Inc.
Frank Goss—News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Frank Goss—News	Chemicals, Inc.	CBS	Sidney Garfield & Associates
Frank Goss—News	Manhattan Soap Co., Inc. Vano, Household Chemical All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Mennen Co.	CBS	Duane Jones Co., Inc.
Frank Goss—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Frankie Lane Show	U. S. Army & U. S. Air Force Recruiting Service	CBS	Grant Advertising, Inc.
Front Page Farrell	Whitehall Pharmacal Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Fulton Lewis At Home	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency & McCreery, Quick & McElroy

G

Gabriel Heatter	American School Home Study Courses	MBS	Olian Adv. Co.
Gabriel Heatter	Amurrol Products Co. Inc. Tooth Powder	MBS	O'Neil, Larson & McMahon
Gabriel Heatter	Beltrone Hearing Aid Co. Hearing Aids	MBS	Olian Adv. Co.
Gabriel Heatter	Noxema Chemical Co. Noxema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.

Gabriel Heatter	Pearson Pharmacial Co. Ennds & Eyegene	MBS	Harry B. Cohen, Adv. Co.
Gabriel Heatter	Personna Blade Co. Razor Blades	MBS	J. D. Tarcher
Gabriel Heatter	Rhodes Pharmacial Co. Indrin	MBS	O'Neil, Larson & McMahon
Gabriel Heatter—News	VCA Labs. Rybutol	MBS	Harry B. Cohen Adv. Co., Inc.
Calen Drake	Economics Laboratory, Inc. Solax	CBS	Cunningham & Walsh, Inc.
Calen Drake	Sonotone Corp. Sonotone Hearing Aid	CBS	Lloyd, Chester & Dillingham, Inc.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley, Jr. Co. Doublemint Gum	CBS	Ruthrauff & Ryan, Inc.
George Fisher, Hollywood Reporter	La Maur, Inc. Modart Creme Shampoo	CBS	Hilton & Riggio, Inc.
Georgia Crackers	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	CBS	Thwing & Altman, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	MBS	Thwing & Altman, Inc.
Giant in a Snare	Time, Inc. Time Magazine	CBS	Young & Rubicam
Giants-Dodgers Playoff Games	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co.
Gillette Fights	Gillette Safety Razor Co. Gillette Blue Blades Brushless & Lather. Creams	ABC	Maxon, Inc.
Gillette Warm-Up Time	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Gillette Warm-Up Time	Toni Co. Toni Home Permanent & Shampoo	MBS	Foote, Cone & Belding Co.
Give and Take	Cannon Mills, Inc. Cannon Hosiery, Sheets, Towels	CBS	Young & Rubicam
Give and Take	Gillette Safety Razor Co.—Toni Div. Toni Home Permanent, Cream Shampoo	CBS	Foote, Cone & Belding Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey Digest	Reddi-Wip Inc. "Reddi-Wip", Cream	CBS	Ruthrauff & Ryan, Inc.
Golden West Trotting	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Grady Cole	General Foods Corp. Calumet	CBS	Foote, Cone & Belding Co.
Grady Cole	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Grand Central Station	Gillette Safety Razor Co.—Toni Div. Prom Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
Grand Central Station	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll and Cake Mix	CBS	Leo Burnett, Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty Co.
Grand Slam	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Grantland Rice—Sport News	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Great Gildersleeve	Kraft Foods Co. Parkay, Velveeta, Kraft DeLuxe Sliced Cheese	NBC	Needham, Louis & Brorby
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Kudner Agency
Griffin Bancroft	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Griffin Bancroft	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Guiding Light	Procter & Gamble Co. Ivory Flakes, Duz	CBS	Compton Advertising, Inc.
Guy Lombardo Time	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hal Peary Show	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Sons
Hal Peary Show	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising, Inc.
Hallmark Playhouse	Hall Brothers Co. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding

Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young & Rubicam
Hambletonian Stakes	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	Duane Jones Co., Inc.
Harry Babbitt Show	S. & W. Fine Foods, Inc. Foods & Coffee	CBS	Foote, Cone & Belding Co.
Headline News	S. C. Johnson & Son, Inc. Waxes & Finishes	MBS	Needham, Louis & Brorby
Headlines in the News	Serutan Co. Serutan, Nutrex, Lemel, Histaline, RDX, Hi-V	ABC	Roy S. Durstine, Inc.
Health Quiz	American Protam Corp. Protam, A Food Supplement	MBS	Dowd, Redfield & Johnstone, Inc.
Heartbeat in the News	Serutan, Inc.	ABC	Roy S. Durstine, Inc.
Hearthstone of the Death Squad	General Motors Corp. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	CBS	MacManus, John & Adams, Inc.
Henry J. Taylor	Pontiac Motor Div.—Pontiac Cars General Motors Cars and Services	ABC	Kudner Agency
High Life Revue	Miller Brewing Co. Beer	ABC	Mathison & Associates, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Geoffrey Wade Advertising
Hollywood Gold Cup Handicap	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Party	The LeBlanc Corp. Hadacol	MBS	Majestic Adv. Agency
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Stars on Stage	Ronson Art Metal Works Lighters & Accessories	ABC	Grey Advt. Agency
Hopalong Cassidy	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Horace Heidt Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hour of Decision	Billy Graham (Evangelistic Assn.) Institutional	ABC	Walter F. Bennett Co.
House Party	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll, and Cake Mix	CBS	Leo Burnett Co., Inc.
Hudson Coal Miners	Hudson Coal Co. Coal	NBC	Clements Co., Inc.
Human Side of the News, The	Pan American Coffee Bureau Coffee	ABC	Federal Advt. Agency
Human Side of the News, The	Serutan Co. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	ABC	Roy S. Durstine, Inc.

I

Ice Follies of 1952	Shipstad & Johnson Institutional	MBS	Walter McCreery, Inc.
Inner Sanctum	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.
Inside News of Hollywood	Hazel Bishop, Inc. Lipstick	ABC	Raymond Spector Co.
Inside the Doctor's Office	Wafex, Inc. Wafex Reducing Tablet	MBS	Grady & Wagner Co., Inc.
International Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Happens Every Day	Gillette Safety Razor Co. Toni Div.—Prom Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.

J

Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jacques Fray and His Piano	Book Associates Books	MBS	Huber Hoge & Sons
Jay Stewart Fan Mail	North American Van Lines, Inc. Transportation of Household Goods	CBS	Castor & Associates

Jay Stewart Fan Mail	North American Van Lines Dealers and Services	ABC	Joseph Castor & Associates
Jergens-Woodbury Journal	Andrew Jergens Co. Hand Lotion, Face Cream, Face and Body Powders	ABC	Robert W. Orr & Associates
Joe Emerson's Hymn Time	General Mills, Inc. Red Band Flour	ABC	Knox Reeves Adv.
Joey Maxim vs. Bob Murphy Bout	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
John B. Kennedy	Serutan Co. Serutan, Nutrex, RDX, Hi-V, Sedagel, Ceritol	ABC	Roy S. Durstine, Inc.
John Cameron Swayze	Belmont Radio Corp. Raytheon Television Sets	NBC	Henri, Hurst & McDonald
Johnny Dollar	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Joyce Jordan, M.D.	Lever Bros. Surf	ABC	N. W. Ayer & Son
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo	NBC	Ted Bates
Julian Bentley	Puritan Co. of America Foods, Food Packers, Importers	CBS	Schwimmer & Scott, Inc.
Just Plain Bill	Whitehall Pharmacal Co. Div of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Juvenile Jury	General Foods Sales Corp. Gaines Dog Food	MBS	Benton & Bowles, Inc.
K			
Kenneth Banghart and the News	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kentucky Club, Lineup Time & Football Scoreboard	Mail Pouch Tobacco Co. Kentucky Club Pipe Tobacco	MBS	Chas. W. Hoyt
Kentucky Derby	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Kid Gavilan vs. Billy Graham	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	CBS	Wm. Esty & Co., Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	NBC	Wm. Esty & Co., Inc.

L

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	Sterling Drug, Inc. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Danderine, Energene & Ionized Yeast	MBS	Dancer-Fitzgerald-Sample, Inc.
Lanny Ross	Curtis Circulation Co. Ladies Home Journal	MBS	Batten, Barton, Durstine & Osborn, Inc.
Larry Lesueur and the News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
Larry Lesueur and the News	Richfield Oil Corp. of N. Y. Richfield Gas & Oil	CBS	Morey, Humm & Johnstone, Inc.
Les Griffith and the News	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Les Higbie and the News	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Go With Ralph Flanagan	U. S. Army & U. S. Air Force Recruiting	ABC	Grant Adv.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Tide	NBC	Benton & Bowles, Inc.
Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Life With Luigi	Wm. Wrigley, Jr. Co., Inc. Spearmint Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett & Co.
Light Crust Dough Boys	Burrus Mill & Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Live Like a Millionaire	General Mills Bisquick, Crustquick, Wheaties	NBC	Knox Reeves Adv., Inc.
Lone Journey	Lever Bros. Surf, Detergent	ABC	N. W. Ayer & Son
Lone Ranger, The	American Bakeries Co. Merita Bread, Cake, Soda Crackers	ABC	Tucker Wayne & Co.
Lone Ranger, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Dancer-Fitzgerald-Sample, Inc.
Lorenzo Jones	Procter & Gamble Co. Cheer	NBC	Young & Rubicam

Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima, Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Louis-Walker Fight	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising Inc.
Lucky U Ranch	Planters Nut & Choc. Co. Planter's Salted Peanuts	ABC	Raymond R. Morgan Co.
Luncheon Club	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Lutheran Hour, The	Lutheran Laymen's League Institutional	ABC	Gotham Adv. Co., Inc.
Lutheran Hour	Lutheran Laymen's League Institutional	MBS	Gotham Adv. Co., Inc.
Lux Radio Theatre	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Man Next Door	U. S. Tobacco Co. Copenhagen, Banjo Snuff, Rooster Red Seal Snuff	MBS	Kudner Agency
Man on the Farm	Quaker Oats Co. Mother's Premium Oats & Ful-O-Pep Feed	MBS	Sherman & Marquette, Inc.
Maria Webster	Bank of America National & Savings Association Banking Services	CBS	Chas. R. Stuart Adv., Inc.
Mario Lanza Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Mario Lanza Show	Coca-Cola Company Coca-Cola	NBC	D'Arcy Advertising Co., Inc.
Mark Trail	Kellogg Co. Cereals, Dog Foods, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Mark Trail	Kellogg Co. All Products	MBS	Kenyon & Eckhardt, Inc.
Martin Kane—Private Eye	U. S. Tobacco Co. Old Briar, Model, Tweed & Dill's Best	MBS	Kudner Agency
Martin Kane—Private Eye	United States Tobacco Co. Tobacco & Tobacco Products	NBC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Frank Sinatra	Bymart, Inc. Tintair	CBS	Cecil & Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Meet the Missus	Leslie Sale Co. Salt	CBS	Long Adv. Service
Mel Allen's Popsicle Clubhouse	Joe Lowe Corp. Popsicles & Other Frozen Confection Products	MBS	B'aine-Thompson Co.
Memory Book	Book Associates Books	CBS	Huber Hoge & Sons
Metropolitan Opera	Texas Co. Gasoline and Motor Oils	ABC	Kudner Agency
Mr. and Mrs. Blandings	Trans World Airlines, Inc. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Mr. and Mrs. North	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol Myers Sal Hepatica, Vitalis, Ipana Toothpaste	ABC	Young & Rubicam, Inc.
Mr. District Attorney	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Young & Rubicam, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin, Kolyros, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Mr. Mercury	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Modern Romances	Norwich Pharmacal Co. Pepto Bismol, Unguentine	ABC	Benton & Bowles
Modern Romances	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Monday Morning Headlines	Seeman Bros. Air Wick	ABC	Wm. H. Weintraub & Co.
Music With the Hormel Girls	George A. Hormel Co. Hormel Meat Products	NBC	Batten, Barton, Durstine & Osborn, Inc.
Musical Merry-Go-Round	Radio Corp. of America Radios and Television Sets	NBC	J. Walter Thompson
Mutual Newsreel	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherten Adv. Agency

Mutual Newsreel	Blatz Brewing Co. Blatz Beer	MBS	Wm. H. Weintraub Co., Inc.
Mutual of Omaha Calling	Mutual Benefit Health & Accident Assn. Insurance	MBS	Bozell & Jacobs, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Toothpaste	CBS	Foote, Cone & Belding Co.
My True Story	Sterling Drug, Inc. Phillips Milk of Magnesia, Bayer Aspirin	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Singer	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Mystery Theatre	Sterling Drug Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Adv.
News of the World	Miles Laboratories, Inc. Alka-Seltzer	NBC	Geoffrey Wade Adv.
News of Tomorrow	Sterling Drug, Inc. Molle, Bayer Aspirin, Phillips Milk of Magnesia	ABC	Dancer-Fitzgerald-Sample, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc.
Nick Carter	Pontiac Motor Div.—General Motors Corp. Pontiac Autos	MBS	MacManus, John & Adams, Inc.
No School Today	Block Drug Co. Amm-i-dent Tooth Paste & Powder	ABC	Cecil & Presbrey
Nona From Nowhere	B. T. Babbitt, Inc. Bab-O-Glim	CBS	Duane Jones Co., Inc.

O

Old Fashioned Revival Hour	Gospel Broadcasting Assn. Institutional	ABC	R. H. Alber Co.
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. Bactine, Alka-Seltzer, Tabcin, One-A-Day Vitamins	NBC	Geoffrey Wade Adv.
One Man's Opinion	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razor, Blades, Shaving Cream	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency, Inc.
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Palmolive Shave Cream	CBS	Ted Bates & Co.
P			
Pabst Blue Ribbon Bouts	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Paul Harvey—News	Burton-Dixie Corp. Mattresses & Pillows	ABC	Turner Adv. Agency
Peggy Lee Show	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
People Are Funny	Mars, Inc. Mars Candy Bars	CBS	Leo Burnett Co.
People, Places & Things	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Pepper Young's Family	Procter & Gamble Camay Soap	NBC	Peldar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson Co.
Phil Regan Show	Pepsi-Cola Co. Pepsi-Cola	CBS	The Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Philip Morris Playhouse on Broadway	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	The Biow Co., Inc.
Piano Book	Book Associates Books	CBS	Huber Hoge & Sons
Portia Faces Life	General Foods Corp. Corn Starch, Tapioca, Jell-O	NBC	Young & Rubicam, Inc.
Protam Quiz	Protam Corp. Protam	CBS	Dowd, Redfield & Johnstone, Inc.

Preakness Stakes				Maxon, Inc.
Pursuit	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream		CBS	Dancer-Fitzgerald-Sample, Inc.
Pursuit	Sterling Drug Inc. Double Danderine, Ironized Yeast, Phillips Milk of Magnesia		CBS	Arthur Meyerhoff & Co.
	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum		CBS	

Q

Queen for a Day	Kraft Foods Co. Various Kraft Products		MBS	J. Walter Thompson Co.
Queen for a Day	P. Lorillard Co. Old Gold Cigarettes		MBS	Lennen & Mitchell, Inc.
Quick as a Flash	Block Drug Co. Amm-i-dent Tooth Paste and Powder, Mimipoo		ABC	Cecil & Presbrey
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer		NBC	Wade Advertising Agency

R

Radio Bible Class	Radio Bible Class Institutional		MBS	Stanley G. Boynton Co.
Ralph Story Show	Bank of America National Trust & Savings Assn. Banking Services		CBS	Chas. R. Stuart Adv.
Rate Your Mate	Wm. Wrigley, Jr. Co. Doublemint Chewing Gum		CBS	Arthur Meyerhoff & Co.
Red Skelton Program	Borg-Warner Corp. Norge Div.—Norge Refrigerators, Washers, Water Heaters, Gas & Electric Ranges & Freezers		CBS	Russel M. Seed Co., Inc.
Red Skelton Program	Packard Motor Car Co. Packard Cars		CBS	Young & Rubicam, Inc.
Red Skelton Program	Procter & Gamble Co. Tide		CBS	Benton & Bowles, Inc.
Refreshment Time With Morton Downey	Coca-Cola Co. Coca-Cola		CBS	D'Arcy Adv. Co., Inc.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut		CBS	Benton & Bowles, Inc.
Renfro Valley—Country Store	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut		CBS	Benton & Bowles, Inc.
Rex Allen Show	Phillips Petroleum Co. "Phillips 66" Gasoline & Motor Oil		CBS	Lambert & Feasley, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Richard Diamond, Private Detective	R. J. Reynolds Camel Cigarettes, Prince Albert Tobacco	ABC	Wm. Esty Co.
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duz	NBC	Compton Advertising, Inc.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robert Hurleigh—News	Miller Brewing Co. Miller "High Life" Beer	MBS	Mathison & Associates, Inc.
Robert Montgomery Speaking	Frank H. Lee Co. Lee Hats	ABC	Grey Adv.
Robert Q. Lewis Show	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Robert Q. Lewis Show	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Robert Q. Lewis Show	Liggett & 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. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll & Cake Mix	CBS	Leo Burnett Co., Inc.
Rod & Gun Club of the Air	Pal Blade Co., Inc. Pal Razor Blades	MBS	Al Paul Lefton Co., Inc.
Romance	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	John F. Murray Adv., Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	W. Earl Bathwell, Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	Duane Jones Co., Inc.
Rose Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shave Cream	CBS	Maxon, Inc.
Rosemary	Procter & Gamble Co. Ivory Snow, Prell	CBS	Benton & Bowles, Inc.
Ross, Lanny	Acousticon Div. of Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Roy Rogers	General Foods Corp. Post Cereals	NBC	Benton & Bowles, Inc.

Sammy Kaye Sunday Serenade	Sylvania Electric Products Television Receivers and Radios	ABC	Roy S. Durstine, Inc.
Sanka News Roundup	General Foods Sanka Coffee	ABC	Young & Rubicam, Inc.
Second Mrs. Burton	General Foods Corp. Post's Cereals, Postum, Swans Down Flour, Pectin	CBS	Young & Rubicam, Inc.
Sergeant Preston of the Yukon	Quaker Oat Co. Quaker Puffed Grains and/or Other Products	MBS	Sherman & Marquette, Inc.
Sheriff, The	American Chicle Co. Clarets	ABC	Dancer-Fitzgerald-Sample, Inc.
Sheriff, The	Pacific Coast Borax Co. Mule Team Borax and Boraxo	ABC	McCann-Erickson, Inc.
Sheriff, The	Procter and Gamble Ivory Soap	ABC	Compton Adv.
Sid Walton Show	Nirsek Industries "Baby Blue Eyes" Doll	CBS	Huber Hoge & Sons, Inc.
Sidney Walton	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Sidney Walton—News	Book Associates Books	MBS	Huber Hoge & Sons
Silver Eagle, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Silver Sports Edition	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Sing It Again	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Sing It Again	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter & Peanut Products	MBS	Needham, Louis, & Brorby, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co.
Soap Box Derby	General Motors Corp. Chevrolet Motor Div.—Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
Somerset Maugham Theatre	Byrnat, Inc. Tintair	CBS	Cecil & Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Somerset	Maugham Theatre	NBC	Cecil & Presbrey, Inc.
Songs for Sale	Bymart-Tintair, Inc. Tintair, Lightning Change	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	N. W. Ayer & Son, Inc.
Space Patrol	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	ABC	Gardner Adv. Agency
Stars Over Hollywood	Ralston Purina Co. Wheat Chex, Rice Chex, Instant Cereal	CBS	Foote, Cone & Belding Co.
Stars Over Hollywood	Armour & Co. Canned Meats, Sausage, Franks, Dial Soap	CBS	Erwin Wasey & Co., Ltd.
Stella Dallas	Carnation Co. Evaporated Milk	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	Sterling Drug, Inc. Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Mars, Inc. Milky Way, Forever Yours, Mars	ABC	Leo Burnett, Inc.
Stop the Music	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson, Inc.
Strange Romance of Evelyn Winters, The	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Strike It Rich	Colgate-Palmolive-Peet Co. Palmolive Soap, Vei, Colgate Dental Cream, Halo	CBS	Wm. Esty & Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Vei, Halo, Colgate Dental Cream	NBC	Wm. Esty & Co., Inc.
Sunoco Three Star Extra	Sun Oil Company Oil, Fuel Oil, Synoco Gas	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil & Presbrey, Inc.
Symphonette	Longines-Wittnauer Watch Co. Longines Watches	CBS	Victor A. Bennett Co.

T

Talent Scouts With Herb Shriner	Lever Brother Co. Thomas J. Lipton, Inc.—Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam, Inc.
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Talk Back With Happy Felton	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
The Bickersons	Philip Morris & Co., Ltd., Inc. Phillip Morris Cigarettes	CBS	The Biow Co., Inc.
The Bill Lang Show	Book Associates Books	MBS	Huber Hoge & Sons
The Falcon	Kraft Foods Co. Kraft DeLuxe Slices	NBC	J. Walter Thompson Co.
The Gabby Hayes Show	Quaker Oat Co. Quaker Oats, Mother's Oats and/or Other Products	MBS	Sherman & Marquette, Inc.
The Green Hornet	Orange-Crush Co. Orange-Crush & Old Colony Beverages	MBS	Fitzmorris & Miller Adv.
The Law and You	Book Associates Books	CBS	Huber Hoge & Sons
The Law and You	Book Associates Books	MBS	Huber Hoge & Sons
The Lineup	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
The Lineup	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising Inc.
The Lineup	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff Co.
The Magic of Believing	Book Associates Books	CBS	Huber Hoge & Sons
The Magic of Believing	Book Associates Books	MBS	Huber Hoge & Sons
The Railroad Hour	Association of American Railroads Institutional	NBC	Benton & Bowles
The Red Foley Show	Swift & Company Jewel Shortening & Salad Oil	NBC	J. Walter Thompson Co.
The Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman & Marquette, Inc.
The Shadow	U. S. Army & U. S. Air Force Recruiting	MBS	Grant Adv. Agency
The Shadow	Wildroot Co., Inc. Wildroot Toilet Preps, & "Frostilla" Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
The \$64 Question	Radio Corporation of America Radio and Television Sets	NBC	Biow Co., Inc.
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Tide Show Starring Jack Smith, Dinah Shore, Ginny Simms	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
The Whistler	Signal Oil Co. Gasoline & Oil	CBS	Barton A. Stebbins Adv. Agency
The Woman in My House	Manhattan Soap Co., Inc. Sweetheart Soap	NBC	Schneideler, Beck & Werner
Theatre Guild on the Air	United States Steel Corp. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Theatre of Famous Radio Players	Lewis Food Co. Dog & Cat Food Products	CBS	Rockett-Lauritzen
This Is Nora Drake	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
This Is Nora Drake	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub Co., Inc.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Warwick & Legler
This Thing Called Life	Institute of Religious Science Institutional	ABC	Raymond R. Morgan Co.
This Was 1951	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Today in Hollywood	General Mills, Inc. Kix	ABC	Tatham-Laird
Tom Hanlon's Press Box	Apple Valley Inn Hotel Hotel	CBS	Swafford & Co.
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Top Guy, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Top of the Week	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Tom Harmon's Pigskin Predictions	Brewing Corp. of America Carling's Red Cap Ale, Black Label Beer	CBS	Benton & Bowles, Inc.
Tom Harmon—Sports	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Trotting Races, The	Reynolds Metals Co. Institutional	ABC	Buchanan & Co.
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Finlay, Marley & Hodgson, Inc.
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Blow Co., Inc.

Tums Hollywood Theatre	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters & Ronsonol Fuel	MBS	Grey Adv. Agency

U

Under Arrest	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
Under Arrest	Airways Corp. Rose Garden	MBS	Dorland, Inc.

V

Vandevanter and the News	Capehart-Farnsworth Corp. Television Sets	MBS	J. M. Mathes, Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Victor Borge	Kellogg Co. Cereals, Spaghettii, Macaroni	ABC	Kenyon & Eckhardt
Victor Borge	Kellogg Co. Gro-Pup & Cold Medal Spaghettii & Macaroni	MBS	Kenyon & Eckhardt, Inc. Leo Burnett Co.
Victor H. Lindlahr	Serutan Co. Serutan, Nutrex, RDX, Lemel	ABC	Roy S. Durstine, Inc.
Visitin' Time	Morton Salt Co. Morton Salt	CBS	Kalu-Van Pierson-Dunlap Associates, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy, The	The Voice of Prophecy, Inc. Institutional	ABC	Western Adv. Agency
Voice of Prophecy, The	Voice of Prophecy, Inc. Institutional	MBS	Western Advertising, Inc.

W

Waite Winchell	Warner-Hudnut, Inc. Richard Hudnut Products	ABC	Kenyon & Eckhardt
War Front, Home Front	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
We Love and Learn	Manhattan Soap Co., Inc. Sweetheart Soap	NBC	Duane Jones Co., Inc.
Welcome Travelers	Procter & Gamble Co. Lava, Spic & Span, Joy, Prell	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee, Instant Coffee	CBS	Benton & Bowles, Inc.
When a Girl Marries	General Foods Instant Maxwell House Coffee	ABC	Benton & Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Regular Swansdown	NBC	Benton & Bowles, Inc.
Wild Bill Hickok	Kellogg Co. All Products	MBS	Leo Burnett Co., Inc.
Wildroot Sports Summary	Wildroot Co., Inc. Wildroot Cream Oil Hair Tonic	MBS	Batten, Barton, Durstine & Osborne, Inc.
Will Rogers	American Chiclo Co. Dentyne, Chiclets and Beeman's Gum	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Wisner's Wildroot Scoreboard	Wildroot Co. Wildroot Hair Preparation	ABC	Batten, Barton, Durstine & Osborn, Inc.
Witness Time	American Soul Clinic Institutional	ABC	J. M. Camp & Co.
World News Roundup	Greystone Press Books	CBS	Huber Hoge & Sons
World Series of 1951	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
World Today	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.

X

You Bet Your Life	De Soto-Plymouth Dealers Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco, Joy	CBS	Compton Advertising, Inc.
Young Widder Brown	Sterling Drug Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints & Varnish	MBS	St. Georges & Keyes, Inc.
Your Legal Adviser	Book Associates Books	MBS	Huber Hoge & Sons

Z

Zeke Manners	Western Stove Co. Western Holly Gas Ranges	ABC	Brooks Adv. Agency
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FM STATIONS IN OPERATION

As of Jan. 1, 1952

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.....	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.....	106.1	James L. 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. Ayers, 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	B. C. Eddins
Decatur	WHOS-FM	N. Ala. Bcstg. Co.....	92.5	B. C. Shelton, Chief Exec.
Gadsden	WJBY-FM	Gadsden Bcstg. Co., Inc.....	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.....	95.1	J. F. Neal, Gen. Mgr.
Lanett	WRLD-FM	Valley Bcstg. Co., Inc.....	102.9	J. C. Henderson, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.....	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester.....	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Estate of G. W. Covington.....	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.....	104.7	Dwight Harkins, Pres.
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ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury.....	96.1	Harold L. Sudbury, Pres. & Gen. Mgr.
Conway	KCON-FM	Conway Bcstg. Co.....	97.7	J. E. Clayton, Pres.
Fort Smith	KFPW-FM	Tulsa Bcstg. Co.....	94.9	John Esau, Vice Pres. & Gen. Mgr.
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.
Siloam Springs	KUOA-FM	KUOA, Inc.....	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

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	Pacific Foundn.....	104.5	Lewis Hill, Exec. Dir.
Berkeley	KRE-FM	Central Calif. Bcsters.....	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co. Inc.....	101.2	Mrs. Hugh McClung, Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.....	96.3	William B. Smullin, 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	KRMF	Calif. Inland Bcstg. Co.....	93.7	Paul 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 Entpr.....	101.1	Willet H. Brown, Pres.
Long Beach	KFOX-FM	Nichols & Warinner, Inc.....	102.3	Hal G. Nichols, 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	Calvin J. Smith, Pres.
Los Angeles	KMGM	MGM Studios, Inc.....	98.7	Wm. F. McCrystall, Gen. Mgr.
Los Angeles	KNX-FM	Columbia Bcstg. System.....	93.1	Wm. D. Shaw, 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 Bldg. Co.....	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Report Co.....	93.5	Mrs. Jerene Appleby Harnish, Pres.
Pasadena	KWKW-FM	S. Calif. Bcstg. Co.....	98.3	Marshall S. Neal, Pres.
Redding	KYRE	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	KFBX-FM	McClatchy Bcstg. Co.....	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.....	107.9	Lincoln Dellar, Pres.
San Bruno	KSBR	Radio Diablo, Inc.....	100.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.....	94.1	Thomas E. Sharp, Pres.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.....	103.7	Frank Stanton, Pres.
San Francisco	KDFC	Sundial Bcstg. Corp.....	102.1	William R. Crocker, 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	KNBC-FM	National Bcstg. Co.....	99.7	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.....	96.5	Charles Theriot, Gen. Mgr.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
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.
Stockton	KGDM-FM	E. F. Pepper	92.9	E. F. Pepper, Pres.

COLORADO

Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.

CONNECTICUT

Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRG-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Morency, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Haven	WBIB	The Colony 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

Georgetown	WJWL-FM	Rollins Bcstg. Co.	101.5	John W. Rollins, Pres.
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	The Good Music Sta., 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.
Gainesville	WRUF-FM	U. of Florida	104.5	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida 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	WLDR	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.
Orlando	WORZ-FM	Cent. Fla. Bcstg. Co.	100.3	W. O. Murrell, Owner
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
Panama City	WOLP-FM	Panama City Bcstg. Co.	98.9	John H. Perry, Pres.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WTAL-FM	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	100.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	Harold A. Dunlap, Gen. Mgr.

GEORGIA

Athens	WGAU-FM	J. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	Mike Benton Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Codartown	WGAA-FM	Timm, Inc.	96.1	B. F. J. Timm, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp.	95.1	Walter M. Windsor, Gen. Mgr.
Columbus	WRFL-FM	Columbus Bcstg. Co.	93.3	J. W. Woodruff, Sr., Pres.
Dawson	WDWD-FM	Dawson Bcstg. Co.	101.1	Ed. Stevens, Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	Mrs. John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTQC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Swainsboro	WJAT-FM	Jack A. & Nancy N. Thompson	101.7	Jack A. Thompson, Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WVOG-FM	WVOG, Inc.	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	J. C. Henderson, Pres.

FM Stations in Operation

IDAHO

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Edward Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
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	WROY-FM	Carmi Bcstg. Co.	97.3	Roy Clippenger, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Mgr.
Chicago	WAAF-FM	Corn Belt Pub. Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBK	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	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WMFT	Gale Bcstg., Inc.	105.9	Bernard Jacobs, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	L. B. Melnick, 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 Zarnecki, 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	WEBQ-FM	Harrisburg Bcstg. Co.	99.9	Englis M. Taylor, Gen. Mgr.
Jacksonville	WJDS-FM	Jacksonville Radio & TV	100.5	Robert A. Fay, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village 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. Caley, 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. Potter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	Gerald F. Kraus, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Sterling Bcstg. Co.	103.3	Robert E. J. Snyder, Ptr.
Waukegan	WKRS-FM	News Sun Bcstg. Co.	106.7	F. Ward Just, Pres.

INDIANA

Columbus	WCSI	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr.
Evansville	WKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Lebanon	WINL	Lebanon Bcstg. Co.	107.1	Percy M. McGhee, Pres.
Madison	WORX	Pioneer FM Co.	96.7	Frances Knight, Gen. Mgr.
Marion	WMRI	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93.5	Wm. N. Udell, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Scott Chambers, Gen. Mgr.
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99.9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Warsaw Times Union	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFGQ-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	KSWI-FM	Nonpareil Bcstg. Co.	96.1	Col. B. J. Palmer, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Karl Peters, Pres.
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	

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Muscatine	KWPC-FM	Muscatine Bcstg. Co.	99.7	George Volger, Gen. Mgr.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	Oscar J. Graub, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Hutchinson	KWBW-FM	Bess Marsh Wyse	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	WLBJ-FM	Bowling Green Bcstg. Corp.	101.1	Ken D. Given, Pres.
Henderson	WSOJ-FM	Henderson Bcstg. Co., Inc.	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	F. E. Lackey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Corp.	94.5	J. E. Willis, Gen. Mgr.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Madisonville	WFMW	Messenger Bcstg. Co., Inc.	93.9	Edgar Arnold, Sr., Pres.
Owensboro	WOMI-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WYJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	WKYC, Inc.	93.3	Edward J. Paxton, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Charles C. Barnard, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	R. F. Cangelosi, Pres.
Lafayette	KVOL-FM	Evangeline Bcstg. Co., Inc.	96.1	George H. Thomas, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Jr., Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc.	97.1	Chester F. Owens, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

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 W. Milbourne, Pres.
Baltimore	WTH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WWIN-FM	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co.	102.9	Karl F. Steinmann, Owner
Frederick	WFMD-FM	Menocacy Bcstg. Co.	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WESN-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.

MASSACHUSETTS

Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Baker, Beaman & Whisnand	100.7	Roy V. Whisnand, Gen. Mgr.
Boston	WEEL-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	Thomas S. Lee Enterprises	98.5	Linus Travers, Exec. V.-P.
Brackton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Holyoke	WHYN-FM	Hamden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bcstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc.	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald P. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Allan C. Tindal, Pres.
West Yarmouth	WGCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WOCR	Thomas S. Lee Enterprises, Inc.	99.1	William O'Neil, Pres.
Worcester	WTAG-FM	WTAG, Inc.	96.1	Robert W. Booth, Vice-Pres.

FM Stations in Operation

MICHIGAN

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Mildred M. Jeffrey, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJRM-FM	WJR, The Goodwill Stations, Inc.	96.3	John F. Patt, Pres.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Versluis Radio & Tele., Inc.	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	Arch Shawd	98.9	Arch Shawd, Pres.
Owasco	WOAP-FM	Owasco Bcstg. Co.	103.1	J. E. Campbell, Pres.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Gen. Mgr.
Royal Oak	WOMC	Royal Oak Bcstg. Co.	104.3	Jacob B. Sparks, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.

MINNESOTA

Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KTIS-FM	Northwestern Schools	98.5	Dr. William Graham, Pres.
Minneapolis-St. Paul	WTCN-FM	Mid Continent Radio-Tele. Inc.	97.1	W. J. McNally, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, Gen. Mgr.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Gen. Mgr.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schilplin, Pres.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WMBH-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kennett	KBOA-FM	Kennett Bcsta. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	KXOK, Inc.	93.7	Elzey Roberts, Pres.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.

NEBRASKA

Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.

NEVADA

Las Vegas	KENO-FM	Nev. Bcstg. Co.	103.9	Maxwell Kelch, Owner
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NEW HAMPSHIRE

Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.

NEW JERSEY

Alpine	WFMM	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	Fred Weber, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Boyd, Gen. Mgr.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, Pres.
Trenton	WTOA	Mercer Bcstg. Co.	97.5	Jerome P. McCarthy, Gen. Mgr.

FM Stations in Operation

NEW YORK

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc.	93.9	Dr. John J. Quinlan, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dapping, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	95.1	C. E. Snyder, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106.5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson	92.9	Roy L. Albertson, Pres.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co.	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WYCV	Rural Radio Network, Inc.	101.9	C. E. Snyder, Pres.
Corning	WCLI-FM	Elmira-Corning Bcstg.	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Radio Cortland, Inc.	99.9	Leighton A. Hope, Pres.
De Ruyter	WYCN	Rural Radio Network, Inc.	105.1	C. E. Snyder, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Gadofsky, Sta. Mgr.
Hornell	WWHG	The W. H. Greenhow Co.	105.3	Louis G. Buisch, Pres.
Ithaca	WHCU-FM	Cornell University	97.3	Michael R. Hanna, Gen. Mgr.
Jamestown	WJTN-FM	James Bcstg. Co.	93.3	Jay E. Mason, Pres.
Lockport	WUSJ-FM	Union-Sun & Journal, Inc.	99.3	Egbert D. Corson, 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	Ira A. Hirschmann, Pres.
New York	WCBS-FM	Columbia Bcstg. System	101.1	Frank Stanton, Pres.
New York	WFDR	WFDR Bcstg. Corp.	104.3	Frederick F. Umhey, Pres.
New York	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	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	WHLD-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	Capital Bcstg. Co., Inc.	101.1	Leonard L. Asch, Pres.
Schenectady	WGFM	General Electric Co.	99.5	Chester H. Lang, Vice-Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	Franklin H. Small, Vice-Pres.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret Brown Stevens, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Bradley C. Barnard, Pres.
Watertown	WVNY-FM	The Brockway Co.	100.5	John Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	107.7	C. E. Snyder, 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	Ray A. Furr, Mrg. Dir.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WIFM	Yadkin Valley Bcstg. Co.	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	Catherine T. McSwain	101.9	Catherine T. McSwain, Pres.
Goldsboro	WEQR	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WFMY	Greensboro News Co.	97.3	E. B. Jeffress, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	92.5	S. S. Stevenson, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	R. B. Terry, Pres.
High Point	WMFR-FM	Radio Station WMFR	99.5	Frank S. Lambeth, Pres.
Leaksville	WLOE-FM	Douglas L. Craddock	92.7	D. L. Craddock, Pres.
Lexington	WRUY-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, Pres.
Raleigh	WPTE-FM	WPTF Radio Co.	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capital Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREY-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Rocky Mount	WFMA	Eastern Carolina Electronics, Inc.	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	W. A. Wynne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	106.5	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Piedmont Bcstg. Corp.	103.1	Thomas E. Barker, Pres.
Sanford	WGWG	Sandhills Bcstg. Corp.	105.5	J. R. McIver, Pres.
Shelby	WQHS-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.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea.	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

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.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Roy D. Moore, Pres.
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.
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	Dispatch Printing Co.	92.3	Charles Sawyer, 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	WKVO	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.	96.7	Andrew Emerine, Pres.
Fremont	WFRO-FM	Wolfe Bcstg. Corp.	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	WLOK, Inc.	103.3	L. A. Pixley, Pres.
Newark	WLCT	Advocate Prtg. Co.	100.3	Thomas A. Rogers, Gen. Mgr.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Steuensville	WSTV-FM	WSTV, Inc.	103.5	John J. Laux, Gen. Mgr.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WVST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
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.
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	R. M. Mountcastle, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	94.7	John Toole Griffin, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd.	97.1	Stanley M. Gaard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WJSW-FM	Altoona Bcstg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co.	95.1	Rolland L. Adams, Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	Phillip B. Hirsch, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co.	97.7	(Mrs.) Georgia Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc.	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co. Inc.	102.1	H. T. Grav, Pres.
Easton	WEEX	Easton Pub. Co.	98.3	Nelson S. Rounsley, Gen. Mgr.
Easton	WEST-FM	Associated Bcstrs., Inc.	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp.	97.9	Leo J. Omelian, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc.	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.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Lancaster	WLAN-FM	Peoples Bcstg. Co.	96.9	F. H. Altdoerffer, Pres.
Lebanon	WLBR-FM	Lebanon Bcstg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co.	97.9	J. S. Woods, Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMGW-FM	Meadville Bcstg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bcstg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1	Paul F. Harron, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co.	102.9	William H. Sylk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc.	99.7	H. K. Brennen, Pres.
Pittsburgh	WKJF	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Shanks, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs.	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	Pottsville Bcstg. Co.	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc.	101.3	M. E. Megargee, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co.	102.9	John Fahline, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WRRN	Northern Allegheny Bcstg. Co.	92.3	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	96.1	Dr. I. C. Morgan, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co.	105.1	John K. Keliher, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	George E. Joy, Gen. Mgr.
York	WNOW-FM	Bcstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	George O. Griffith, Vice-Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.
Woonsocket	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 Bcsta. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Bcstg. Co. of the South	94.5	G. Richard Shaffo, V.-P.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Greco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	The Bcstg. Co. of the South	98.9	Roger A. Shaffer, Mrg. Dir.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WDOD-FM	WDOD Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.

TEXAS

Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore Nunn, Pres.
Baytown	KREL-FM	Tri-Cities Bcstg. Co.	92.1	Robert Matherne, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Gen. Mgr.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	Frank Magers, Prog. Dir.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	WRR-FM	City of Dallas	101.1	Durward J. Tucker, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.3	Harwell V. Shepard, Gen. Mgr.
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	Ovryn Tucker, Pres.

FM Stations in Operation

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. G. Letourneau, Inc.	105.9	R. G. Letourneau, Pres.
Lufkin	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
San Antonio	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank C. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Wichita Falls	KWFT-FM	Rowley-Brown Bcstg. Co.	99.9	Kenyon Brown, Pres.

UTAH

Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	C. Richard Evans, Vice-Pres.

VIRGINIA

Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	Lou Poller, Pres.
Crew	WSVS-FM	Southern Va. Bcstg. Corp.	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.	97.5	Edward A. Allen, Pres.
Lynchburg	WVOD-FM	Old Dominion Bcstg. Corp.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Ramond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Newspapers Inc.	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	WROY-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebery, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Richland	KALE-FM	Yakima Bcstg. Co.	103.9	Robert S. McCaw, Pres.
Seattle	KING-FM	King Bcstg. Co.	98.1	Mrs. A. Scott Bullitt, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.	100.7	Saul Hoas, Pres.
Seattle	KISW	Ellwood W. Lippincott	99.9	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishers' Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tribune Pub. Co.	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Bekley	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.
Huntington	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co.	94.3	C. Leslie Golliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg., Co.	97.3	John B. Reynolds, Pres.
Wheeling	WWVA-FM	The Fort Industry Co.	98.7	George B. Storer, Pres.

WISCONSIN

Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOV	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc.	98.1	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc.	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, Gen. Mgr.
Neanah	WNAM-FM	Neanah Menasha Bcstg. Co.	98.5	Don C. Wirth, Vice-Pres.
Poynette	WWCF	William C. Forrest	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp.	100.7	Harry R. Le Poidevin, Gen. Mgr.
Rice Lake	WJMC-FM	WJMC, Inc.	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc.	100.3	A. Matt Werner, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.

TECHNIQUE FOR TV SPORTCASTING

By HARRY WISMER, General Executive of MBS

THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both medias can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.



Wismer

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the line-ups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.

INTERNATIONAL

International Broadcast Stations
In The United States



Stations of Mexico



Radio Cadena Nacional, S. A.



Radio Programas de Mexico, S. A.



AM Stations of Cuba



TV Stations of Cuba

INTERNATIONAL STATIONS IN THE UNITED STATES



<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Ownership</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, California	KWID-1 -2	Government owned Government owned	100 kw. 50 kw.
Columbia Broadcasting System, Inc. Brentwood, Long Island, N. Y.	WABC-1 -2 -3 -4	Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 10 kw.
Columbia Broadcasting System, Inc. Wayne, N. J.	WABC-5 -6	Government owned Government owned	50 kw. 50 kw.
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR-1 -2 -3	Government owned Government owned Government owned	200 kw. 50 kw. 50 kw.
The Crosley Corporation Mason, Ohio	WLWO-1 -2	Government owned Privately owned	75 kw. 50 kw.
The Crosley Corporation Bethany, Ohio	WLWO-3 -4 -5 -6 -7 -8	Government owned Government owned Government owned Government owned Government owned Government owned	200 kw. 200 kw. 200 kw. 200 kw. 200 kw. 200 kw.
General Electric Company Schenectady, New York.	WGEO-1 -2 -3	Privately owned Privately owned Jointly owned	100 kw. 50 kw. 25 kw.
General Electric Company Belmont, Calif.	KEGI-1 -2	Privately owned Government owned	50 kw. 100 kw.
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA-1 -2 -3 -4 -5 -6	Government owned Government owned Government owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 50 kw. 50 kw. 50 kw.
National Broadcasting Co., Inc. Dixon, Calif.	KRCA-1 -2 -3	Government owned Government owned Government owned	50 kw. 50 kw. 200 kw.
Westinghouse Radio Stations, Inc. Hull Mass.	WBOS-1	Privately owned	50 kw.
World Wide Broadcasting Corp. Scituate, Mass.	WRUL-1 -2 -3 -4 -5	Privately owned Privately owned Privately owned Privately owned Privately owned	50 kw. 50 kw. 50 kw. 20 kw. 7 kw.

STATIONS OF MEXICO



Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Carlos Blando
XEJ	1420	250	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	150000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	1000-D 250-N	Morelia, Mich.	
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	1000-D 500-N	Mexico, D. F.	Arturo Martinez
XEL	1260	5000-D 1000-N	Mexico, D. F.	Herdez S. A.
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	1000	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	150000-D 50000-N	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1460	1000	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A
XEX	730	500000	Mexico, D. F.	Radio de Mexico, S. A. de C. V.
XEY	1360	1000-D 250-N	Celaya, Gto.	
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	50000-D 500-N	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	1000	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	1000	Mexico, D. F.	G. N. Medina y Loc., Ag. Ramos
XEAM	1450	1000-D 250-N	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1480	250	Monterrey, N. L.	Jesus O. Gonzalez
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	3000-D 500-N	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez Avendano
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1550	1000	Tijuana, B. C.	Octavio B. Lelevir

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBH	920	5000-D 1000-N	Hermosillo, Son.	Carlos Balderrama
XEBI	790	1000-D 250-N	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1340	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	1000-N 500-D	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1310	5000-D 250-N	Torreon, Coah.	La Voz de la Laguna, S. A.
XEBS	1410	1000	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	620	1000-D	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	1000-D 600-N	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodif Coahuila, S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	1000-D 250-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1300	1000-D 500-N	Culiacan, Sin.	
XECZ	1430	1000	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A.
XEDE	1400	250	Saltillo, Coah.	Blas Narro Dune
XEDF	790	1000-D 500-N	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Oscar Gonzalez Galindo
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500-D 250-N	Guaymas, Son.	Refugio Ortega
XEDS	1420	1000-D 500-N	Mazatlan, Sin.	Alejandro A. Schober
XEDU	860	1000-D 500-N	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. de Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	5000-D 500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	1000	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	5000-D 1000-N	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	
XEFO	1480	5000-D 500-N	Poza Rica, Ver.	
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz

Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordo Rocha
XEFW	810	50000-D 30000-N	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	2500	Tijuana, B. C.	Gustavo Faist Fernandez
XEGW	1270	250	Acambaro, Gto.	
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	5000	Nogales, Son.	Gaston Mascarenas
XEHL	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	10000-D 5000-N	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz Ver.	Sucs. de Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	980	250	Cuernavaca, Mor.	Ed Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Difusoras de Occidente
XEJP	1150	1000-D 600-N	Mexico, D. F.	Radio America, S. A.
XEJW	1270	250	Jalapa, Ver.	Marino Caraza
XEJX	1520	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	1000-D 250-N	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1330	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	5000-D 1900-N	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	10000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	150000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	1000	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Eduardo Reynoso Gonzales
XELW	1340	1000-D 250-N	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	250	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1490	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	920	1000-D 250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	1000-D 250-N	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	5000-D 500-N	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	5000-D 250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	5000	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Herald del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1340	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
XEON	710	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula



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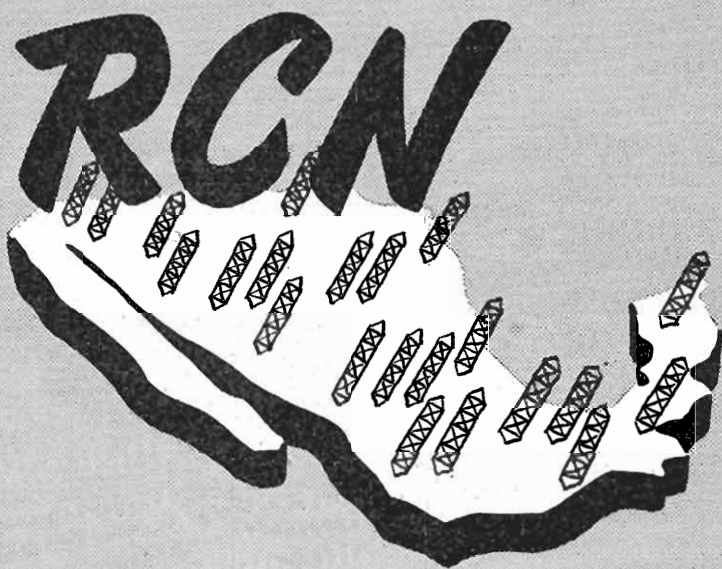
RADIO PROGRAMAS DE MEXICO
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Stations of Mexico

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEOX	1430	1000-D 500-N	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	50000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Cea Mexico de Radiodif., S. A.
XEPK	760	250	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Comp Mexicana de Radio, S. A.
XEQW	1450	250	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Rosarito	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	150000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S. A.
XERH	1500	5000-D 500-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	1000	Mazatlan, Sin.	Oscar Perez E.
XERK	1380	500	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	C6lima, Col.	J. Roberto Levy
XERT	590	5000-D 250-N	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Augustin Obregon Padilla
XERZ	1240	250	Leon, Gto.	Carlos Obregon Padilla
XESA	1360	500	Culliacan, Sin.	Pablos 7 Elizalde
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	500	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	250	San Luis Potosi, S. L. P.	Josefina Delgado Sucs.
XESM	1470	500	Mexico, D. F.	Salvador San Martin
XETB	1350	5000-D 500-N	Torre6n, Coah.	Radio Laguna, S. A.
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1390	1000-D 500-N	Mazatlan, Sin.	Radio Emisora de Occidente
XETL	1390	1000	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XETO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. de Francisco Campos H.
XETR	1120	1000	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	500-D 250-N	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	980	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A.
XETX	1400	1000-D 250-N	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XEUF	610	500	Uruapan, Mich.	Ignacio Navarro
XEVV	970	1000-D 500-N	Villahermosa, Ta'	
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	250	Tehuacan, Pue.	
XEXT	980	1000	Tepic, Nay.	State Government
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

all MEXICO
will hear your message through
R C N
Affiliated 75 Broadcasting
Stations



ACAPULCO, GRO.
AGUASCALIENTES, AGS.
AGUA PRIETA, SON.
CAMARGO, CHIH.
CIUDAD JUAREZ, CHIH.
CIUDAD OBREGON, SON.
COATZACOALCOS, VER.
CUAUTLA, MOR.
CULIACAN, SON.
CHIHUAHUA, CHIH.
DELICIAS, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
LOS MOCHIS, SIN.
MAGDALENA, SON.
MATAMOROS, TAMPS.
MAZATLAN, SIN.
MERIDA, YUC.
MEXICALI, B. C.
MONTERREY, N. L.
NUEVO LAREDO, TAMPS.
PARRAL, CHIH.
PIEDRAS NEGRAS, COAH.
POZA RICA, VER.
PUEBLA, PUE.
REYNOSA, TAMPS.
SAHUAYO, MICH.
SALTILLO, COAH.
SAN LUIS POTOSI, SLP.
SAN LUIS
RIO COLORADO, SON.
SANTA ANA, SON.
SANTA BARBARA, CHIH.
TAMPICO, TAMPS.
TEPIC, NAY.
TIJUANA, B. C.
SAN PEDRO
TLAQUEPAQUE, JAL.
TORREON, COAH
URUAPAN, MICH.
VERACRUZ, VER.
VILLA ACUNA, COAH.
ZACATECAS, ZAC.
ZAMORA, MICH.

RADIO CADENA NACIONAL S.A.

Vallarta 1 Sixth Floor Mexico D.F.

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
 General Offices: Vallarta #1
 Phones:
 Head Office: 21-01-78—36-84-68
 General Offices: 10-39-09—21-38-62
 P. O. Box 7892
 Mexico City, Mexico

— PERSONNEL —

President & General Manager..... Rafael Cutberto Navarro
 Sub-Manager..... José Horacio Septién
 Assistant Manager—Accounting Raquel Burgos Romero
 Assistant to President María Vázquez
 Sales Manager..... Héctor Ventura de Castro
 Head of Control..... Valente Garza Garcia
 Advertising Department..... Jorge Suarez Lozano

AFFILIATED STATIONS IN MEXICO

Call Letters	City	Call Letters	City
XELJ	Acapulco, Gro.	XEAA	Mexicali, B. C.
XERO	Aguascalientes, Ags.	XET	Monterrey, N. L.
XEFH	Agua Prieta, Son.	XEAW	Monterrey, N. L.
XEAO	Agua Prieta, Son.	XEAR	Monterrey, N. L.
XEHA	Camargo, Chih.	XEG	Monterrey, N. L.
XEJ	Ciudad Juarez, Chih.	XEOK	Monterrey, N. L.
XELO	Ciudad Juarez, Chih.	XESF	Morelia, Mich.
XEWG	Ciudad Juarez, Chih.	KNOG	Nogales, Arizona
XEF	Ciudad Juarez, Chih.	XEDF	Nuevo Laredo, Tamps.
XEAP	Ciudad Obregon, Son.	XEAS	Nuevo Laredo, Tamps.
XEGB	Coatzacoalcos, Ver.	XERG	Nuevo Laredo, Tamps.
XEWF	Cuautla, Mor.	XEJS	Parral, Chih.
XECO	Culiacan, Sin.	XEMJ	Piedras Negras, Coah.
XESA	Culiacan, Sin.	XEFO	Poza Rica, Ver.
XEM	Chihuahua, Chin.	XECD	Puebla, Pue.
XEBW	Chihuahua, Chin.	XEOR	Reynosa, Tamps.
XEJK	Delicias, Chih.	XEGC	Sahuayo, Mich.
XEDU	Durango, Dgo.	XEKS	Saltillo, Coah.
XEHL	Guadalajara, Jal.	XEPO	San Luis Potosi, SLP.
XEHK	Guadalajara, Jal.	XECB	San Luis Rio Colorado, Son.
XEJE	Guadalajara, Jal.	XEAB	San Ana, Son.
XEAD	Guadalajara, Jal.	XESB	Santa Barbara, Chih.
XEBA	Guadalajara, Jal.	XEFW	Tampico, Tamps.
XEDL	Hermosillo, Son.	XETO	Tampico, Tamps.

Radio Cadena — Radio Programas

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHX	Huatabampo, Son.	XEXT	Tepic, Nay.
XEJW	Jalapa, Ver.	XEBG	Tijuana, B. C.
XIELB	La Barca, Jal.	XEAU	Tijuana, B. C.
XERZ	Leon, Gto.	XEXX	Tijuana, B. C.
XECU	Los Mochis, Sin.	XESP	Tlaquepaque, Jal.
XEDJ	Magdalena, Son.	XETB	Torreón, Coah.
XEO	Matamoros, Tamps.	XEOB	Torreón, Coah.
XEMT	Matamoros, Tamps.	XEFN	Uruapan, Mich.
XERJ	Mazatlan, Sin.	XETF	Veracruz, Ver.
XEDS	Mazatlan, Sin.	XERF	Villa Acuna, Coah.
XEZ	Merida, Yuc.	XEDH	Villa Acuna, Coah.
XEMQ	Merida, Yuc.	XEXZ	Zacatecas, Zac.
XEMH	Merida, Yuc.	XEZM	Zamora, Mich.
XED	Mexicali, B. C.	XEGT	Zamora, Mich.

AFFILIATED STATIONS IN MEXICO CITY

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEX	Mexico, D. F.	XEDA	Mexico, D. F.
XEB	Mexico, D. F.	XEBS	Mexico, D. F.
XELA	Mexico, D. F.	XERH	Mexico, D. F.
XEL	Mexico, D. F.	XEN	Mexico, D. F.
XEK	Mexico, D. F.	XEJP	Mexico, D. F.
XEAI	Mexico, D. F.		
XEBZ	Mexico, D. F.	Radio Mil	Mexico, D. F.
XELZ	Mexico, D. F.	XERC	Mexico, D. F.
XEMX	Mexico, D. F.	XEQR	Mexico, D. F.
Radio 6.20	Mexico, D. F.	XEQB	Mexico, D. F.
Radio 590	Mexico, D. F.	XEQK	Mexico, D. F.
XESM	Mexico, D. F.		
XEMC	Mexico, D. F.		

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

— PERSONNEL —

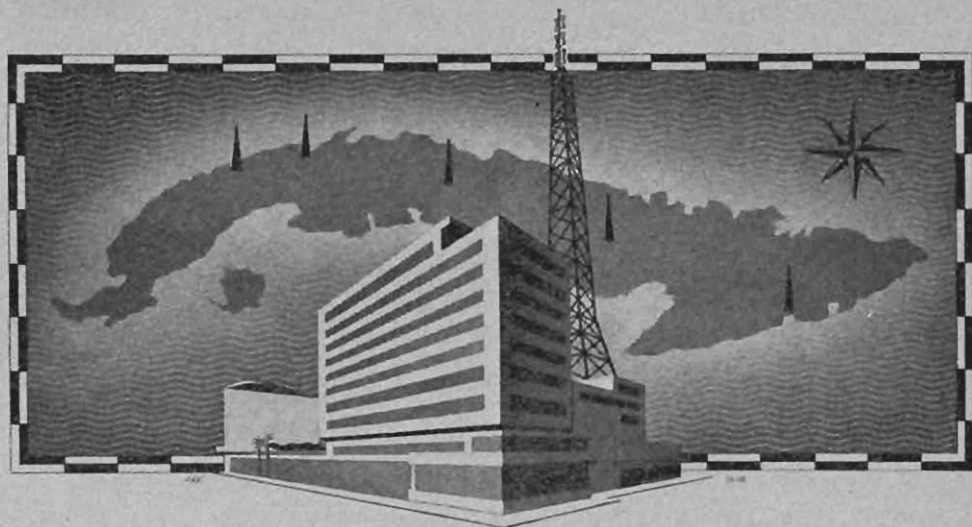
President & General Manager.....Clemente Serna Martínez
 Assistant Manager—Commercial.....Antonio Eufrazio Ontiveros

Radio Programas de Mexico

Assistant Manager—Accounting.....Horacio Niño Medina
 Executive.....V. Mundz Ayarza
 Executive.....Victor Rivero
 Assistant to Pres. & Gen. Mgr.....Joaquin de la Garza
 Advertising Department.....Homero Rios D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEDW	Minatitlan, Ver.
KEYZ	Aguascalientes, Ags.	XEMF	Monolova, Coah.
XEA	Campeche, Camp.	XEFB	Monterrey, Coah.
XEFQ	Cananea, Son.	XEMR	Monterrey, N. L.
XENC	Celaya, Gto.	XEI	Morelia, Mich.
XEJK	Ciudad Delicias, Chih.	XELQ	Morelia, Mich.
XEBC	Ciudad Guzman, Jal.	XETM	Naco, Son.
XEP	Ciudad Juarez, Chih.	XEGL	Navojoa, Son.
XEOX	Ciudad Obregon, Son.	XEHF	Nogales, Son.
XETR	Ciudad Valles, S. L. P.	XETX	N. Casas Grandes, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XEOM	Coatzacoalcos, Ver.	XEAN	Ocotlan, Jal.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEJC	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XEBL	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEFI	Chihuahua, Chih.	XEAT	Parra, Chin.
XEBU	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XERA	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XENA	Queretaro, Qro.
XEPF	Ensenada, B. C.	XERT	Reynosa, Tamps.
XEMA	Fresnillo, Zac.	XEBX	Sabinas, Coah.
XEAV	Guadalajara, Jal.	XERX	Salamanca, Gto.
XELW	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEDK	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEWZ	Guanajuato, Gto.	XECZ	San Luis Potosi, S. L. P.
XEGS	Guasave, Sin.	XEBM	San Luis Potosi, S. L. P.
XEDR	Guaymas, Son.	XETU	Tampico, Tamps.
XEBH	Hermosillo, Son.	XES	Tampico, Tamps.
XEHT	Huamantla, Tlax.	XETS	Tapachula, Chis.
XEBO	Irapuato, Gto.	XEWJ	Tehuacan, Pue.
XEWE	Irapuato, Gto.	XERK	Tepic, Nay.
XEKL	Jalapa, Ver.	XEC	Tijuana, B. C.
XEJA	Jalapa, Ver.	XECH	Toluca, Mex.
XELC	La Piedad, Mich.	XEBP	Torreon, Coah.
XELG	Leon, Gto.	XEDN	Torreon, Coah.
XERW	Leon, Gto.	XEUX	Tuxpan, Nay.
XER	Linares, N. L.	XETL	Tuxpan, Ver.
XECF	Los Mochis, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEAM	Matamoros, Tamps.	XEUF	Uruapan, Mich.
XETK	Mazatlan, Sin.	XEU	Veracruz, Ver.
XEQW	Merida, Yuc.	XEHV	Veracruz, Ver.
XEFC	Merida, Yuc.	XEZU	Zacapu, Mich.
XECL	Mexicali, B. C.	XELK	Zocatecas, Zac.
		XETA	Zitacuaro, Mich.



CMQ Television HAVANA, CUBA

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!



In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:

Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

STATION	CHANNEL	POWER	HEIGHT OF ANTENNA ABOVE SEA LEVEL	RADIATED POWER	
				VIDEO	AUDIO
HAVANA	6	5000 watts	385 feet	9382 W.	18765 W
MATANZAS	9	500 "	760 "	1507 "	3015 "
S.TA. CLARA	5	5000 "	1020 "	8439 "	16878 "
CAMAGÜEY	6	500 "	650 "	896 "	1793 "
STGO. DE CUBA	2	5000 "	1760 "	7802 "	15604 "

IN CUBA... LET CMQ-TV SELL FOR YOU

STATIONS OF CUBA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Pinar Del Rio.....	CMAR	1170	.25
Artemisa	CMAD	1240	.25
Bayamo	CMKX	1390	.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	5.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	880	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	1040	1.0
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	720	.25
Ciego de Avila	CMJD	1190	.25
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	840	.5
Ciego de Avila	CMJH	1370	.25
Ciego de Avila	CMJO	1470	0.25
Havana	CMZ	1560	10.
Colon	CMGU	1340	.25
Cruces, L. V.	CMHK	1210	0.25
Enrucijada	CMHE	1090	.25
Florida	CMJI	1400	0.25
Guantanamo	CMKI	1560	.25
Guantanamo	CMKA	1250	.25
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	CMCA	1560	10.
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1420	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.—d; .25 n

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw.)</i>
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMCF	910	10.0
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1590	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CMKJ	730	5.0
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Camaguey	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	1460	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	760	5.
Pinar del Rio (Circuito CMQ)	CMAQ	920	1.0
Pinar del Rio	CMAN	840	1.0
Pinar del Rio	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	10.0
Puerto Padre	CMKY	1350	1.0
Havana	CMBZ	830	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1010	25.0
Havana	CMBC	690	10.0
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25

Stations of Cuba

Location	Call Letters	Frequency (Kcs.)	Power (Kw.)
Sancti Spiritus	CMHB	780	.25
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
Santa Clara (Circuito CMQ)	CMHQ	640	10.0
Santa Clara	CMHW	810	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	2.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	.25
Havana	CMOX	1490	.25
Havana	CMBS	1090	0.25
Havana	CMBG	1360	0.25
Victoria de las Tunas	CMKE	1320	.25
Victoria de las Tunas	CMKG	1490	.25
Santiago de Cuba	CMDA	650	1.

Television Stations of CUBA

UNION TELEVISION, S. A

Mazon 52, Habana, Cuba

Cable: Unratel

Telephone: U-6056 — U-5323

CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba

Director General Goar Mestre

Director of News and Public Relations

Abel Mestre

General Sales Manager Arturo Chabau

Director of Personnel Rene Puig

Manager of TV Program Dept.

Ramiro Gomez Kemp

Manager of Advertising and Promotion

Miguel A. Martin

Manager of Film Procurement Dept.

Jenny Torres

U. S. REPRESENTATIVE

Melchor Guzman Company

45 Rockefeller Plaza

New York City — Circle 7-0624

STATIONS

Call Letters	City	Channel	Licensee
CMUR-TV	Havana	Union Radio
CMQ-TV	Havana	6 CMQ
CMQ-TV	Santa Clara	5 CMQ
CMQ-TV	Camaguey	6 CMQ
CMQ-TV	Santiago	2 CMQ
CMQ-TV	Matanzas	9 CMQ

What's in a Name?

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency — GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

GATES PRODUCTS

- Commercial broadcasting equipment
- Commercial communications transmitting equipment
- Television transmitting equipment
- Frequency modulated transmitting equipment
- Mobile transmitting equipment
- Audio equipment including: broadcast, recording, public address
- Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment
- And many other items.



GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada



15,000 watt High Speed Telegraph Transmitter for Inter-continental service



Turntable



F.C.C. Approved Frequency Monitor



Dual Channel Speech Input System



GATES Supercabe Co-ax



GATES Inductor



Tube Sockets for High Powered Tubes

EQUIPMENT

Radio-TV Equipment Manufacturers



RTMA Personnel — Committees



Consulting Engineers



8

reasons why engineers everywhere select PRESTO above all others.



TAPE RECORDERS

PRESTO rack mounted RC-10/24

Three-motor drive eliminates take-up clutch. Solenoid type brakes operated by push button. Three magnetic heads. Accommodates 10½" reel.



PRESTO portable RC-10/14

High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.

PRESTO portable PT-920

The top buy in portable tape recorders, 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.



PRESTO tape reproducer TL-10

New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into standard speech input equipment.



DISC RECORDERS

PRESTO studio console 8 D-G

Direct gear drive, twin motors, 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.



PRESTO portable 6-N

Low mechanical noise level; excellent accuracy at 78 and 33½ rpm; 1-D cutting head. Micro-groove attachment available.



RECORDING AMPLIFIERS

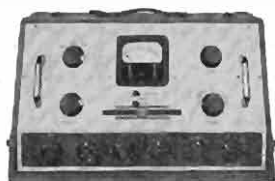
PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.



PRESTO portable 90-B

Distortion of less than 1.5% at maximum output, 3 microphone input with mixer and master gain control. Complete facilities for remote recording.



PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS



Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.

Phone: Spaulding 2-0100

N. Y. Phone: PLaza 7-7500

President Ross D. Siragusa
 Exec. Vice-Pres. John B. Huarisa
 Vive-Pres., Appliance Div. Lee H. D. Baker
 Vice-Pres., Real Estate. Richard F. Dooley
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 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, Wisc.

Phone: Mitchell 5-5151

Pres.-Sales Manager. F. F. Look
 Radio Sales Mgr. D. S. W. Kelly
 Chief Engineer. J. J. Mellon
 Credit Manager. E. M. Kroening
 Purchasing Agent. Theron C. Child
 Advertising Mgr. A. H. Fensholt
 Industrial Relations Mgr. George Megow
 Export Mgrs. Rockne Intern't Corp.
 Service Mgr. G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

Allied Radio Corp.

833 W. Jackson Blvd., Chicago 7, Ill.

Phone: HAYmarket 1-6800

Pres. & Gen. Mgr. A. D. Davis
 Treasurer. A. E. Davis
 Merchandising Manager. Alex Brodsky
 Sales Manager. S. H. Levey
 Sales Promotion Mgr. J. W. Rubin

Gen. Superintendent. W. M. Kordsiemon
 Office Manager. A. Shapiro
 Operations Manager. Fred Schnurstein

PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

American Structural Products Co. subsidiary of

Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.

Phone: FA. 6543

President S. J. McGiveran
 Gen. Sales Mgr. E. B. Dennis, Jr.
 Industrial & Electronics

Sales Mgr. J. P. Kearney
 Sales Promotion Mgr. Harlan Hobbs
 Advertising Mgr. W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.

Phone: MAIn 5-2050

Pres. & Sales Manager. Sam Norris
 Dir. of Engineering. Simeon Weston
 Purchasing Agent. Arnold Fricke
 Advertising Mgr. Louis Shappe
 Export Managers. Rocke International

PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrons, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

Ampex Electric Corp.

934 Charter St., Redwood City, Calif.

Phone: EMerson 8-1471

Chmn. of Board. T. Kevin Mallen
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 V.P.-Gen. Mgr. George I. Long
 Secretary. C. E. McSharry
 Mgr. Prod. Engr. Dept. Harrison Johnston
 Comptroller. Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.

Phone: Cedar 3791

Pres. & Sales Mgr. Albert A. Goffstein
 Chief Engineer. Albert A. Goffstein
 Credit Manager. Henry Blehert
 Purchasing Agent. Albert A. Goffstein

Equipment Manufacturers

Export Managers.....Lincoln Export Co.
 Service Manager.....Allan Degnan
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.
 Phone: LOngacre 5-6622

PresidentErnest V. Amy
 Pur. Agt. & Credit Mgr.....Frank King
 Chief Engineer.....Julius G. Aceves
 Sales Manager.....F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.I., N.Y.
 Phone: STillwell 4-5411

PresidentFrank A. D. Andrea
 Sales ManagerLynn Eaton
 Gen. Sec. & Chief Engineer.....H. J. Heindel
 Plant Mgr.....Joseph A. Poitras
 Service Mgr.....Joseph Haug
 Credit Manager.....Victor J. Buck
 Purchasing Agent.....Bruce B. Donald
 Industrial Relations Mgr.....John Andrea
 Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
 Phone: TRiangle 4-4400

Chairman, Bd. of Dir.....Dr. V. J. Andrew
 PresidentMrs. A. S. Andrew
 V.P. & Gen. Mgr.....C. R. Cox
 Production Mgr.....D. M. Smith
 Chief Engineer.....J. S. Brown
 Contoller.....H. L. Coltman
 Sales Manager.....J. A. Estelle
PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.
 Phone: 5-0660

President.....T. S. Harris
 Vice-President.....R. G. Kramer
 Chief Engineer.....J. Sieger
PRODUCTS: Television Receivers, AM-FM Radios, Phonograph Combinations.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.
 Phone: 12-656

President.....L. D. Cahoon
 Vice-Pres. & Gen. Mgr.....George B. Fraser

Vice-Pres. & Sec.....C. M. Chorpeneing
 Vice-Pres. & Asst. Sec.....F. H. Kuhlman
 Chmn. of Bd. & Asst. Treas...James H. Ross
 Sales Manager.....W. J. Doyle
 Chief Engineer.....G. A. Morrell, Jr.
 Plant Superintendent.....R. G. James
 Purchasing Agent.....H. J. Greene
PRODUCTS: All channel TV & FM boosters, U.H.F. converters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
 Phone: LA 4-3723-3724

PresidentMaximilian Weil
 Vice-PresidentGeo. V. Sullivan
 AdvertisingHart Lehman
 SecretaryJ. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-0973

PresidentWm. C. Speed
 Vice-President-Sec.Bryce Haynes
BRANCH OFFICE: Allan H. Bodge, West Coast, Mgr., 1006 N. Fairfax Ave., Hollywood 46, Calif.

Phone: HOLlywood 9-8902

PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape).

Audio Masters Co.

341 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-3881

PresidentHerbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-3091

President.....Charles E. Rynd
 Vice-President.....Percy L. Deutsch
 Vice-President.....Russell O. Hudson
 Vice-President.....Thomas P. Robinson
 Vice-President.....W. Oliver Summerlin
 Vice-President.....Fred M. Thrower
 Vice-Pres., Treas. & Assistant Secretary.....Richard S. Rynd
 Secretary.....Norah K. Donovan
 Director of Adv. & Sales Promotion.....Leon A. Wortman

PRODUCTS: Sales and engineering representatives for the finest line of magnetic tape and disc recording equipment manufactured by: Altec Lansing Corp., Ampex, Audioidisc, Cinema Engineering Co., Editall Tape Splicer, Electric-Voice, Fairchild Disc Recorders and Playbacks, Langevin Mfg., Jim

Equipment Manufacturers

Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Telefax TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.

Phone: Humboldt 5-2100

President Martin H. Benedek
 Vice-Pres., Charge of Sales.. Bert E. Smith
 Chief Engineer..... Joseph A. Mazzola
 Credit Mgr..... M. E. Silver
 V.P. Charge of Mfg..... J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

John F. Beasley Construction Co.

P. A. Box 1624, Muskogee, Okla.

Phone: 4762

President John F. Beasley
 Vice-President..... Marvin W. Kyger
 Secretary-Treas. James H. Beasley
 Assistant Secretary..... Andrew B. Lytle
 Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

Bendix Television & Broadcast Receiver Division

(Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland

Phone: Towson 2200

General Manager W. A. Mara
 General Sales Manager..... R. W. Fordyce
 Merchandise Manager..... C. J. Hassard
 Adv. & Sales Prom. Mgr..... W. C. Lederer
 Credit Manager H. F. B. Kerr
 Chief Engineer J. M. Miller, Jr.
 Service Manager W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.

Phone: TUxedo 4020

General Manager W. A. Mara
 Sales Manager R. W. Fordyce
 Chief Engineer J. Miller
 Advertising Manager W. C. Lederer
 Purchasing Agent J. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co.

North and Valley Sts., Willimantic, Conn.

Phone: Willimantic 3-1661

President William Brand

Vice-President..... A. W. Brand
 Sales Manager..... R. H. Robinson
 Purchasing Agent..... J. R. Garey
 Office Manager..... E. F. Low
 Credit Manager..... H. K. Lathrop

Chicago Office, 1313 W. Randolph St.

E. W. Brinson, Mgr.; Phone: SEeley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbo-sil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambrics, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbo-therm insulation.

Turbo Extruded Plastic Tubing: Turbo-therm 105, UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolex 63, meets MIL-I-631 requirements. Turbolex 85, general purpose tubing for moderate heat and occasional exposure to oil.

Turbo Wire and Multi-Conductor Cables: Turbotherm 60, types SRIR and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 15-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C., 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white. Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

Turbo Mica Products: Heater Plate, with-stand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

Equipment Manufacturers

or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 284° F., on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: ELizabeth 2-7600

PresidentN. Dinion
Vice-Pres. & Chief Eng.....Lincoln Walsh
Purchasing Agent.....Frank Hill
PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WINchester 6-2121

PresidentG. H. Browning
Vice-PresidentR. L. Purrington
Chief EngineerF. A. Spindell
Production ManagerJ. C. Sullivan
PRODUCTS: FM tuners; FM-AM tuners; Frequency meters, cathode ray oscilloscopes. Regulated power supplies and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Vice-President.....Mary G. McGillen
Vice-President....Danforth W. Comins, Jr.
PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thru, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

PresidentJ. G. Best
V. P. & Gen. Sales Mgr.....W. A. Nicely
V. P. & Gen. Mgr.....B. S. Turner
Chief EngineerW. H. Budd
Credit ManagerM. F. Schenck
Purchasing AgentF. A. Bundy
General Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily

Export Manager.....W. A. Nicely
Traffic ManagerR. I. Corner
PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street
Dover, N. H.
Phone: DOver 975

Chairman of the Bd.....John Mucher
PresidentVictor Mucher
Sales Mgr. Distributors
Div.Fran Chamberlain
SecretaryArthur Richenthal
Exec. Vice-Pres. &
Chief Engineer.....George Mucher
V.P. in Chg. of Sales....I. J. Youngblood
Jobber Sales Mgr.....Fran G. Chamberlain
N. Y. Phone: MURray Hill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glassohms, resistor tubes, voltage dividers, L & T pads, attenuators. Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANTHONY 5301

PresidentFred D. Wilson
Chairman of the Bd.....Wm. H. Harrison
Vice President (Research)

Philo T. Farnsworth
Vice President (Engineering) .Antony Wright
TreasurerPaul H. Hartmann
ComptrollerW. F. Hoepfner
Secretary and Asst. Treas....C. H. Wiggan
Director of Sales.....E. Patrick Toal
Merchandise Mgr.....I. C. Hunter
Director of Advertising.....S. A. Morrow
Director of Purchases.....R. B. Brown
Traffic Mgr.R. M. Hoey
Credit Mgr.A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855-35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

PresidentArthur A. Collins
Executive V. P. (New York) .W. J. Barkley
Vice-Pres.-Gen. Mgr.R. S. Gates
V.P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-TreasurerS. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: BRidgeport 6-0181

Equipment Manufacturers

PresidentEdward 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
 TreasurerWilliam Wilkins
 Dir. of Purchases...Robert P. Robinson, Jr.
 Advertising Mgr.Albert Earl
 Export Mgr.....L. V. Ruyschaert
 Ind. Rel. Mgr.....K. Raine
 Order Service Mgr.....E. P. Eldridge
 Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
 Phone: GENEVA 4140

PresidentH. R. McIlvaine
 Credit ManagerJ. E. DeVlshower
 Chief Engineer.....J. H. Cone
 Sales EngineerJ. S. Kirk
 Sales ManagerE. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
 Phone: EVERGREEN 1137

PresidentJames O. Weldon
 Vice-PresidentLester H. Carr
 General Mgr.W. M. Witty

PRODUCTS: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus.

Corning Glass Works

Corning, New York
 Phone: CORNING 372

PresidentW. C. Decker
 V.P. & Controller.....George D. Macbeth
 V.P. & Secretary.....William H. Curtiss
 V.P. & Treasurer.....Chas. D. LaFollette
 Vice PresidentHarry M. Hosier
 Vice PresidentJesse T. Littleton
 Vice PresidentWilliam C. Taylor
 Asst. SecretaryWm. W. Sinclair
 Asst. SecretaryFrederick H. Knight
 Asst. TreasurerC. H. Kruidenier
 Mgr. Elec. Products Div.....J. L. Hanigan
 Mfg. Mgr. Elec. Products Div....N. J. Yang
 Sales Mgr. Electronic Sales Dept.

J. S. Muller

Purchasing AgentF. S. Conable
 Mgr., Public Relations Department

Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
 Phone: BARCLAY 7-5140

PresidentJohn Cook
 Vice-Pres. & Gen.
 Sales Mgr.W. F. Osler, Jr.
 TreasurerJ. C. Stagg
 SecretaryJ. E. Hoffman
 Sales Mgr. (Electric Wire

Products Div.)J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
 Phone: KIRBY 6600

N. Y. Phone: MURRAY Hill 3-0202
 Vice-Pres. & Gen. Mgr.....John W. Craig
 Vice-Pres. & Gen. Sales Mgr...Wm. A. Bles
 Gen. Works Mgr.....F. L. Meacham
 General Controller.....L. W. Adkins
 ControllerW. A. Smith
 Director of Purchases....Frank W. Warner
 Director of Industrial

RelationsPaul W. Deubery
 Asst. Gen. Sales Mgr. in Chg.
 Sales Prom. & Service.....R. K. White
 Asst. Gen. Sales Mgr.-In

Charge of Adv.....V. C. Havens
 Asst. Gen. Sales Mgr. Prods...Inwood Smith
 Dir. of Public Relations...Varley P. Young
 Mgr. Radio Sales Section....H. F. Koether
 Mgr. TV Sales Section...H. E. McCullough
 Mgr. Radio & TV Section.....L. E. Septer
 Mgr. Appliance Eng.....O. E. Norberg
 Mgr. Electronic Eng.....D. B. Nason
 Credit ManagerJohn J. Hope, Jr.
 Director of Exports.....Tye M. Lett, Jr.
 Service Dept. Mgr..Richard H. Scheneberger
 Traffic Dept. Mgr.....Frank C. Partlan

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
 Phone: RADCLIFFE 3-4100

PresidentE. M. Doolittle
 Genl. ManagerM. 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.

Equipment Manufacturers

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.

Phone: Mulberry 4-7400

for all divisions

President Allan B. Du Mont
Vice-President Stanley F. Potter
Director of Research

Thomas T. Goldsmith, Jr.

Asst. to President M. W. Loewi

Asst. to President Keeton Arnett

Mgr., Mfg. Divisions except

TV Receiver & Elect.

Pts. C. Edwin Williams

Controller B. L. Graham

Credit Manager M. Morgan

Director of Industrial Rela-

tions Harry Houston

General Supt. Bruce T. Du Mont

Director of Advertising Douglas Day

TV Receiver Manufacturing Div.

35 Market St., East Paterson, N. J.

Manager Paul Eshleman

Manufacturing Mgr. Charles Seelig

Chief Engineer Robert Cavanagh

Purchasing Agent William Paton

TV Receiver Sales Div.

35 Market St., East Paterson, N. J.

Manager Ernest A. Marx

Sales Manager Walter L. Stickel

Advertising Manager George Hakim

Sales Promotion J. Calvin Affleck

Service Manager Harold J. Schulman

TV Transmitter Division

1000 Main Avenue, Clifton, N. J.

Manager Herbert E. Taylor

Sales Manager James Tharpe

Chief Engineer Gordon Gregory

Manufacturing Mgr. Chester E. Greenwood

Purchasing Agent Lawrence A. Fuller

Cathode-Ray Instrument Div.

1000 Main Avenue, Clifton, N. J.

Manager Rudolf Feldt

Sales Manager G. Robert Mezger

Chief Engineer P. Samuel Christaldi

Manufacturing Mgr. Robert Svozil

Purchasing Agent C. Paul Martin

Cathode-Ray Tube Div.

750 Bloomfield Ave., Clifton, N. J.

Manager Irving G. Rosenberg

Asst. Manager F. P. Rice

Sales Manager Bill C. Scales

Purchasing Agent A. R. Dutcher

Chief Engineer A. Y. Bentley

Manufacturing Mgr. William Carlin

Du Mont TV Network

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

Phone: MUrray Hill 8-2600

Director C. J. Witting

General Manager C. J. Witting

Administrative Asst. Norman W. Drescher

Director of Sales Theodore Bergman

Asst. Dir. of Sales John Bachem

Dir. of Programings &

Production James L. Cadigan

Dir. of Network Oper. C. G. Alexander

Chief Eng., Network R. Chipp
Mgr., WTTG, Wash., D. C. Walter Compton
Mgr., WDTV, Pittsburgh Harold Lund
Station Relations Elmore B. Lyford

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Hugh H. Ebey, Inc.

4700 Stenton Ave., Philadelphia, Pa.

Phone: DAvenport 4-7000

President James L. Hawley

Vice-President Bernard Offerman

Secretary-Treasurer Jules Sussman

Personnel Manager A. H. Hankinson

Chief Engineer E. E. Ritter

Credit Manager William T. Lodwig

Sales Manager W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.

Phone: NO. 2-2168

Chicago Phone: SUperior 7-7572

President William H. Burgess

Sales Mgr. (Shavex Div.) .. Wm. F. Edwards

Div. Mgr., TV Service W. B. Terrill

Div. Mgr., Contracts D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila., Pa.

Phone: Chestnut Hill 7-6800

Pres. Edward D. Gray

V.-P.-Chief Engineer Henry S. Bamford

Credit Mgr. C. John Seez

Purchasing Agent J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gum and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Equipment Manufacturers

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President.....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P. Works Manager.....E. J. Kelly
Controller.....A. Vogel
Dir. of Engineering.....R. T. Capodanno
Director of Sales.....S. M. Abrams
Distribution Manager.....Joseph Kattan
Sales Promotion Mgr.....Gerald Light
Public Relations Mgr.....E. F. Solow
Export Manager.....Joseph Kattan
Personnel Manager.....P. R. Certo
Parts Sales-Service Mgr.....Fred Abrams

PRODUCTS: Emerson Television Receivers: 17 in., 19 in., 20 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas.....Nathan Pinsley
V.-P. & Sales Advtg.....W. Walter Jablon
Vice-Pres. Production.....Sol Pinsley
V.-P. Eng.....Sam Sack
Secretary.....Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver 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.....Ray F. Crews
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; pickup equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUTley 2-3600

Executive Vice-Pres.....H. C. Roemer
Vice-President.....W. Hatton
Vice-President.....F. B. Powers
Asst. to the Exec. V.-P.....G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levett
Treasurer.....W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div.....W. Happe, Jr.
Dir. of Selenium Intelin Div.....S. J. Powers
Works Mgr.....T. M. Douglas
General Sales Mgr.....R. S. Perry
Advertising Mgr.....Crump Smith
Sales Mgr. Vacuum Tube Div.....C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770

President.....Arthur Freed
Vice-Pres. & Director of
Eng. & Res.....Adolph H. Rosenthal
Purchasing Agent.....Gerald Ganly
Adv.-Sales Prom.....Harold S. Boxer

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 3202

President.....P. S. Gates
Executive V.-Pres.....L. I. McEwen
V.-P. Sales & Engr.....F. O. Grimwood
Executive Secretary.....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Mgr. Eastern Zone Sales...O. J. McReynolds
N. Y. Sales Engr.....L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President.....D. E. Replogle
Gen. Mgr.....C. G. Hampson, Jr.
Purchasing Agent.....Edward Newman
Chief Engineer.....Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

Equipment Manufacturers

Vice-Pres. & Gen. Mgr. Dr. W. R. G. Baker
 Mgr. of Engineering I. J. Kaar
 Mgr. of Marketing E. H. Vogel
 Mgr. of Finance G. L. Chamberlin
 Mgr. of Mfg. W. M. Barker
 Mgr. of Govt. Sales V. M. Lucas
 Counsel R. M. Estes
 Gen. Mgr., Components Dept. E. L. Hulse
 Gen. Mgr., Receiver Dept. W. H. Sahloff
 Gen. Mgr., Comm. & Govt.

Equipment Dept. G. F. Metcalf
 Gen. Mgr., Tube Dept. J. M. Lane

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
 Phone: 2235

President Allan W. Fritzsche
 V.-P.-Sales Mgr., Motor Div. H. E. Moon
 V.-P.-Factory Mgr., Plastic Div. O. W. Marsh
 Sales Mgr., Plastic Div. Steve Hiltbrant
 Factory Mgr., Motor Div. Charles Walsh
 Purchasing Agent Clete Heidrich
 Treasurer C. F. Russert
 Chief Eng. Motor Div. Howard Shumaker
 Chief Eng. Plastic Div. Russell Smith
 Dir. of Industrial Relations. George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
 Phone: ELizabeth 3-4400

Chairman of the Board A. Blumenkrantz
 Pres. & Treas. R. E. Laux
 Secy. & Controller W. M. Torgersen
 General Manager E. A. Freed
 Director of Eng. W. P. Hilliard
 Chief Engineer B. N. Fisher
 Credit Manager J. T. Lenihan
 Dir. of Purchases C. B. L. Townley
 Export Agents Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
 Phone: Victory 2-0707
 N. Y. Phone: DIgby 9-1330

President Morris Perlman
 Chief Engineer Albert Krivo
 Purchasing Agent Robert Smith
 Sales Mgr. L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board As-

semblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
 Phone: Pleasantville 2-2000

President H. G. Place
 Exec. Vice-Pres. Herbert Barnett
 Vice-Pres. & Dir. of Res. Dr. R. L. Garman
 Comm. Engr. Mgr. Blair Foulds
 Chief Engineer W. P. Short
 Mgr. Theatre TV Dept. John Sims
 Mgr., TV Bcstg. Dept. E. A. Hungerford, Jr.
 Govt. Contract Rep. Walter Cooper
 Mgr. Field Service Div. A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Video-film Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
 Phone: TRowbridge 6-4400
 N. Y. Phone: WOrth 2-5837

Chairman of Board H. B. Richmond
 President E. H. Locke
 Vice-Pres. for Sales A. E. Thiessen
 Vice-Pres. for Mfg. C. C. Carey
 Secretary-Treasurer F. L. Tucker
 Sales Engng. Mgr. M. T. Smith
 Export Mgr. C. E. Hills, Jr.
 Chief Engineer D. B. Sinclair
 Publicity Mgr. C. E. Worthen
 Service Mgr. H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
 Phone: LE 2-4000

President A. H. Nicoll
 Vice-President G. F. Hessler
 Genl. Communications

Sales Mgr. J. W. La Marque
 Mgr., Electronic Sales R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
 Phone: Van Buren 6-6300

President Wm. J. Halligan
 Exec. Vice-Pres. R. W. Durst
 Gen. Sales Mgr. Michael D. Kelly
 Chief TV Engineer H. J. Adler
 Advertising Mgr. Chas. J. Nesbitt
 Service Manager Norman Cooper
 Credit Manager Cal A. Sheara
 Export Agents Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave

Equipment Manufacturers

"Ham" Xmtrs. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Vice-Pres. & Treas.....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Manager...Hugh A. McCloskey
Chief Engineer.....George H. Phelps
Sales Manager.....Walter E. Darden

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

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, galvanoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

President.....George K. Haydu
Secy.-Treas.....Zoltan Haydu
Chief Engineer.....Ben Artau
Sales Manager.....Joseph Bozzelli
Purchasing Agent.....Frank del Olio

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 Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, 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
Superintendent.....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....F. Lester
Purchasing Agent.....H. Weston
Production Chief.....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles

Equipment Manufacturers

and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; 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 2, O.
Phone: MICHigan 0367

President.....Paul F. Jackson
Vice-President.....Robert Apple
Sales Manager.....J. M. Fulkerson
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multimeters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANSfield 6-7161
N. Y. Phone: BARclay 7-8972

Chairman of Board.....J. C. Daley
President.....J. M. Bennan
Vice-Pres., Treas.....W. S. Minter
Vice-Pres., Engineering.....L. Mauerer
Vice-Pres., Works Mgr.....E. J. Bennan
Credit Manager.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7-7600

President.....Thomas A. White
Sales Manager.....Charles A. Hausen
Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BENsonhurst 6-9200

President.....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and . . wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midjet jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LEXington 2-7600

Commodity Manager.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
Phone: HEMlock 4-5500

General Manager.....Robert A. Guichard
PRODUCTS: Home receivers.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary.....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

Equipment Manufacturers

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COLUMBUS 5-0130

President.....J. H. Kliegl
Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer.....Alfred Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....George V. Rosenquist
Chief Engineer.....Myron R. Coe
Secretary-Treasurer.....Harold Kondolf
Asst. Sec.-Treas.....L. Ward Frey

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STAmford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Vice-President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor

President.....Frank F. Freimann
V.P. & Secretary.....Gerard M. Ungaro
Treasurer.....J. S. Sturgeon
Radio-Phonograph & TV

Factory Manager.....Harold M. Detrick
Factory Mgr.-Components

Division.....L. E. Quinnell
Chief Television Engineer.....Frank Norton
Chief Radio-Phonograph

Engineer.....R. H. Dreisbach
Mechanical Engineer

R.P. & TV.....W. E. Kierulff
Asst. Sales Mgr. & Merch. Mgr.-

Radio & TV Div.....Stewart Roberts
Dir. of Adv. & Public

Relations.....Lauren K. Hagaman
Sales Manager—

Components Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz

Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President.....Leonard Ashbach
V.P. & Gen. Mgr.....M. Raphael
Secretary.....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Sales Manager.....Louis A. Root
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Equipment Manufacturers

Chief Eng. I. W. Kuhlik
 Purchasing Agent. J. V. Conniff
 Treasurer. H. B. Kuhlik
 Advertising Mgr. B. Burns
 Dr. of Pub. Rel. George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 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
 V.P. Cons. Prod. Div. ... Elmer H. Wavering
 V.P. in Charge of Comm. &

Electronics Div. D. E. Noble
 V.P. Finance. E. P. Vanderkremt
 V.P. in Charge of

Procurement. Frank J. O'Brien
 Sales Mgr. Cons. Goods Div. Wm. H. Kelley
 Special Mdse. Mgr. E. A. Holsten
 Mgr. Natl. Defense Div. ... J. Benton Minnick
 Prod. Mgr., Radio Div. Jack Davis
 Prod. Mgr., TV & Handie

Talkie Units. E. Passow
 Dir. Adv. Sales Prom. Ellis L. Redden
 Sales Mgr. Comm. &

Electronics Div. Eugene S. Goebel
 Credit Manager. Henry Kleinhans
 Export Manager. J. C. Weidemann
 Service Manager. A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM,

AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and busses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: WAbash 2-8800

President. Leslie F. Muter
 Vice-Pres. & Sales Mgr. K. E. Rollefson
 Vice-Pres. & Credit Mgr. A. A. Dailey
 Purchasing Agent. A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-8000

Chairman of Board. J. M. Spangler
 President. A. S. Johnson
 Vice-President. C. O. Kleinsmith
 Gen. Sales Mgr. Cons. Prods. A. C. Bryan
 Mgr. Battery Eng. Dept. W. H. Fritz
 V.-P., Adv. Sales Mgr. H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: ORange 2-6600

President. K. C. Menken
 V.P. in Charge of Research. ... A. M. Skellett
 Equipment Sales Manager

Western Division. K. C. Meinken, Jr.
 Renewal Sales Mgr. V. K. Ulrich
 Treasurer. W. H. Carey
 Secretary. J. V. Deevy
 Credit Manager. H. A. Pope

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
 Phone: PHilippsburg 5-1143

President. Joseph B. Schaefer
 Sales Manager. Thomas B. Armstrong
 Chief Design Eng. Ernest D. Belanger
 Chief Engineer. George Pappas
 Purchasing Agent. Carl Seefter
 Plant Superintendent. A. H. Coover
 Controller. Kenneth Llewelyn

PRODUCTS: Transformers and reactors

Equipment Manufacturers

for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 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
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales

Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Dir.....Charles Askin
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.
Phone: Victory 2-7234

President.....Irving Rossman
Treasurer.....Bernard Sahlens
Secretary.....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mechanical Engineering.....Robert Parnell
Quality Engineer.....David Oberlander
Contract Officer.....Ray R. Hutmacher
Chief Industrial Engineer.....Joseph Jenz

PRODUCTS: Tape recorder, playback units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
President.....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of

Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio
Division.....Joseph H. Gillies
V.P.....Russell L. Heberling

V.P.-Sales-TV & Radio

Div.....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtney Pitt
V.P.-Watsontown

Cab. Div.....Fred D. Rombach
V.P.-Service & Quality..Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-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

President.....Philip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....P. Schwartz
Export Manager.....Morris L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isador Goldberg
Executive Vice-Pres.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....E. J. Manning
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: DIamond 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber

Equipment Manufacturers

Treasurer A. Benjamin
 Comptroller Ruth B. Sholes
 Sales Manager Thomas B. Aldrich
 Asst. Sales Mgr. Austin B. Shules

PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
 Phone: STagg 2-3464

President Dr. D. L. Jaffe
 Chief Engineer P. H. Odessey
 Chief Systems Engr. Leo Gross
 Production Manager Victor 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, Sr.
 V.P., Charge of Sales. . Russell E. Cramer, Jr.
 V.P., Sec.-Treas. William W. Paul
 Chief Engineer J. S. Robb

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
 Phone: WOODLAWN 3-8000

V.P. & Gen. Mgr. W. A. Buck
 Operating V.P. C. M. Odorizzi
 V.P. in Chge. of

Tech. Prod. L. W. Teegarden
 V.P. in Chge. of Cons. Prod. J. B. Elliott
 V.P. in Chge. of Dis. R. A. Seidel
 VP. in Chge. of Materials. . V. deP. Goubeau
 V.P. in Chge. of Eng. D. F. Schmit
 V.P. in Chge. of Eng. Prod. W. W. Watts
 In Charge of Organ Dvlp. E. M. Tuft
 V.P. & Gen. Mgr. of Home Inst.

Dept. H. G. Baker
 V.P. & Dir. Finance Dept. J. S. Carter
 V.P. & Western Mgr. H. R. Maag
 V.P. & Gen. Mgr. of Tube Dept. . R. T. Orth
 V.P. & Gen. Mgr. of Record

Dept. P. A. Barkmeier
 Pres., RCA Service Co., Inc. E. C. Cahill
 Pres., RCA Victor Dist. Corp. . W. M. Norton
 V.P. & Dir. of Pub. Rel. Dept. . J. M. Toney

Dir. of Acctg. D. L. Trouant
 Dir. of Dist. H. M. Winters
 Dir. of Plant Eng. Frank Sleetor
 Gen. Attorney S. E. Ewing
 Chief Eng. Home Instruments

Dept. D. D. Cole
 Chief Eng. Eng. Prod. Dept. . M. C. Batsel
 Chief Eng. Tube Dept. G. R. Shaw
 Gen. Sales Mgr. Home

Instruments. A. B. Mills
 Gen. Sales Mgr. Eng. Products . T. A. Smith
 Mgr. Comm. Sales, Records

Dept. L. A. Kanaga
 Gen. Sales Mgr. Tube Dept. L. S. Thees
 DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
 Phone: STillwell 6-2100

President. C. R. Runyon, Jr.
 V. P. & Mgr. of Sales. Frank A. Gunther
 Secy. & Dir. of Purchases. Joseph Behr

Equipment Manufacturers

Chief Engineer.....Joseph Tennis
 Director of Research.....James R. Day
 Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
 Phone: HUmboldt 5-2550

President.....R. H. Ranger
 V.P. Charge Eng.....P. M. Brubaker
 Secretary.....H. Gallina
 Asst. Treasurer.....A. V. Colabella
 Sales Engineer.....C. H. Wirth
 Purchasing Agent.....A. C. Willms

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled 60 cycle Power, and Magnetic Heads. Tape-to-Film Editor.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.
 Phone: 5-5860
 Branch Office:

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

Manager.....Henry J. Giest
 Phone: MUrray Hill 7-1550

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
 Phone: PLaza 9-2644

President.....Hazard E. Reeves
 Vice-President-Sales.....Frank B. Rogers
 Vice-Pres.-Production.....Homer Clapper
 V.P. Springdale Pl.....Edward Schmidt
 V.P. Allentown Pl.....Harry F. Scheirer
 Advertising Manager.....David O. S. Ruark

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
 Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
 Plant Supt.....S. Simonson
 Credit Manager.....F. Wein
 Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
 Phone: UNiversity 4-2400

President.....E. Alschular
 Vice-President.....M. D. Block
 Secretary.....R. S. Lawton
 Production Manager.....I. J. Jacobsen
 Chief Engineer.....W. J. Schnell
 Purchasing Agent.....J. L. Jones
 Director of Sales.....E. G. May
 Sales Manager.....R. B. Parks
 Export Manager.....H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.
 Phone: HYacinth 7-2820

President.....P. H. Sherron
 Vice-President.....J. W. Hunter
 Senior Vice-President.....R. M. Stock
 Dir. Electronic Res.....J. G. Littell
 Director of TV.....P. J. Golhofer
 Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
 Phone: WEBster 8-9181

President.....Gerald King
 Vice-President.....Milton M. Blink
 V.-P. in Chg. of Sales—Eastern Office

Alex Sherwood
 Sales Mgr.—Central States Office

Gus Hagenah
 Business Mgr. & Counsel...Lewis TeeGarden
 Production Manager.....Harry Bluestone
 Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1826 W. Diversey Pkway., Chicago 14, Ill.
 Phone: LAkeview 5-6000

President.....J. S. Knowlson
 Sr. Vice-President.....F. A. Hiter
 General Manager.....E. G. Fossum
 Gen. Sales Mgr.....E. L. Taylor

Equipment Manufacturers

Advertising Mgr.....J. B. Ottman
 Service Mgr.....R. W. Felber
 Chief Engineer.....S. C. Kolanowski
 Credit Manager.....A. W. Grossklags
 Publicity Mgr.....C. W. Grange
 Export Mgr.....J. E. Burke
 Purchasing Agent.....J. S. Burress
 Industrial Relations Mgr.....W. W. Miller
 Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers, TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
 Phone: CULver 0260

President.....Robert C. Tait
 Vice-Pres., Finance.....Gordon G. Hoit
 V.P. & Gen. Mgr.
 Broadcasting Div.....William Fay
 V.P. & Gen. Mgr.
 Radio-TV Div.....Sidney R. Curtis
 V.P. Public & Industrial
 RelationsLee McCanne
 Gen. Mgr. Tele. Div.....Arthur F. Gibson
 Secretary.....Edwin C. Roworth
 Treasurer.....Wilbur W. Hetzel
 Controller & Asst. Treas....J. Lester Gasser
 Mgr. Industrial Relations

& Asst. Secy.....George E. Eyer
 Mgr., Sound Equip. Div.....A. G. Schifino
 General Sales Manager,

Radio-Tele. Div.....Clifford J. Hunt
 Sales Mgr. Tele. Div.....T. C. Thompson
 Mgr. Adv. & Public Rel. Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
 Phone: JUDson 6-2424

Chairman of Board.....Max F. Balcom
 President.....D. G. Mitchell
 Vice-President.....E. Finley Carter
 Vice-President.....R. H. Bishop
 Exec. Vice-President.....H. Ward Zimmer
 V.P. Charge of Sales.....B. K. Wickstrum
 General Sales Mgr., Radio Div.

G. R. Sommers
 Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

Plant Manager.....Albert W. Franklin
 Works Manager.....Henry M. Randall
 Chief Engineer.....Milton King
 Credit Manager.....Albert Pappert
 Purchasing Agent.....Jack Blau
 Service Manager.....Andrew Ruge

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Sylvania Electric Products, Inc.

Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
 Phone: Victoria 2450

Vice-Pres. & Gen. Mgr.....A. L. Chapman
 General Mfg. Manager.....H. E. Riordon
 General Sales Manager.....J. K. McDonough
 Chief Engineer.....N. L. Harvey
 Div. Controller.....L. C. Guest
 Div. Personnel Manager.....H. S. Hagen
 Asst. Sales Manager.....B. O. Holsinger
 Adv. & Prom. Mgr.....William Stroben
 Sales Mgr.—Auto Sales.....C. H. Symington
 (Detroit)

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
 Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
 Asst. Gen. Mgr.....J. L. Lahey
 SecretaryMargaret 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 38, N. Y.
 Phone: BEekman 3-6750

Equipment Manufacturers

President.....John B. Milliken
 Vice-President.....Seward Heaton
 Secretary-Treasurer.....Peter H. Milliken
 Chief Engineer.....Harold A. Levine
 Purchasing Agent.....Lee Seiler
 Sales Manager.....Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose electronic equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
 Phone: WAtkins 4-1550

President.....Morton B. Kahn
 Treasurer.....Morton B. Kahn
 Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
 Phone: LIncoln 3-2705

General Manager.....Joseph Tait
 Plant Manager.....Robert L. Kaufman
 Chief Engineer.....Henry P. Meisinger
 Sales Manager.....Eugene Rosen
PLANT: 1347 South Capitol St.
 Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
 Phone: CIRCLE 6-4255

President.....Hamilton Hoge
 Vice-President.....Francis H. Hoge, Jr.
 Purchasing Manager.....Jack Gordon
 Chief Engineer.....N. Maradino
 Chief Mechanical Engr.....Henry Strahlman
 Credit Manager.....Herbert Slote

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15".

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
 V.P. (Cons. Prods.).....J. M. McKibbin
 Ass't to V. P. (Cons. Prods.).....Roger Bolin
 Home Radio Division

Manager.....F. M. Sloan
 Asst. Mgr.....A. G. Rogers
 Asst. to Mgr.....L. J. Fitzpatrick

Chief Engineer.....G. C. Larson
 Mgr. of Mfg.....F. H. Barnett
 Purchasing Agent.....J. R. Todd
 Sales Manager.....J. F. Walsh
 Asst. Sales Mgr.....J. W. Hitchcock
 Adv. & Sales Prom. Mgr.....Earl L. Hadley
 Asst. to Adv. Mgr.....Robert Austin
 Sales Prom. Mgr.....F. S. McCarthy
 Service Manager.....W. H. McKnew

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
 Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.
 President.....Earl R. Mellen

Exec. Vice-Pres.....Ross Nichols
 V.P. & Plant Mgr.....A. H. Lamb
 V.P. & Treasurer.....H. L. Gerstenberger
 V.P. & Chief Engineer.....John H. Miller
 Controller & Sec.....F. Gerald Hawthorne
 Director of Sales.....Philip Barnes
 Advertising Manager.....Chas. B. Denton
 Purchasing Agent.....A. L. Morrison

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
 Phone: GReat Neck 2-7806

President.....Harold A. Wheeler
PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics,—microwave waveguide components on special order.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
 Phone: Berkshire 7-7500

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
 Exec. V-P and Treas.....Hugh Robertson
 V-P and Dir. of Sales.....H. C. Bonfig
 V-P in Chg. of Eng.....G. E. Gustafson
 V-P in Chg. of Prod.....Donald MacGregor
 V-P and Cont.....S. Kaplan
 V-P in Chg. of Purchases.....J. E. Anderson
 V-P in Chg. of Res.....Dr. Alexander Ellett
 V-P in Chg. of Household Receiver

Sales.....Leonard C. Truesdell
 V-P in Chg. of Speaker Prod.....W. Dumke
 Secty. and Asst. V-P.....Karl E. Hassel
 Asst. V-P.....J. E. Brown
 Asst. Treas and Asst. Secty.....J. Kuhajek
 Asst. Secty.....H. M. Chesser
 Adv. Mgr.....D. H. Grigsby
 Public Relations Director.....Ted Leitzell

PRODUCTS: Table model radios, table radio-phonographs, portable radios, clock radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.

RADIO—TELEVISION MANUFACTURERS ASSN.

Officers and Executive Personnel—1951-1952

777 14th Street, N.W., Washington 5, D. C.

Chairman of the Board of Directors

Robert C. Sprague, Sprague Electric Company, North Adams, Mass.

President

Glen McDaniel, 777 14th Street, N.W., Washington 5, D. C.

Gen. Mgr. and Secretary

James D. Secrest, 777 14th Street, N.W., Washington 5, 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

(Set Division)

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio

(Tube Division)

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

(Parts Division)

A. D. Plamondon, Jr., The Indiana Steel Products Co., Chicago 2, Illinois.

(Transmitter Division)

W. J. Barkley, Collins Radio Company, New York 18, New York.

(Amplifier & Sound Division)

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

RTMA Headquarters Staff

Information Director

Peter H. Cousins

Attorney

Ray S. Donaldson

Assistant Secretary

Ralph M. Haarlander

Director of Statistics

William F. E. Long

Office Manager

Anna M. Chase

RTMA BOARD OF

Directors

Term Expiring 1952

A. Blumenkrantz, General Instrument Corporation, Elizabeth 3, New Jersey.

Lloyd H. Coffin, Hytron Radio & Electronics Co., Salem, Massachusetts.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc., Clifton, New Jersey.

J. B. Elliott, RCA Victor Division of RCA, Camden, New Jersey.

Walter Evans, Westinghouse Electric Corporation, Baltimore 3, Maryland.

Frank Freimann, The Magnavox Company, Fort Wayne, Indiana.

Paul V. Galvin, Motorola, Inc., Chicago 51, Illinois.

W. R. G. Baker, Director of Engineering, General Electric Company, Syracuse 1, New York.

George R. Haase, DuKane Corporation, St. Charles, Illinois.

W. J. Halligan, The Hallcrafters Co., Chicago 24, Illinois.

Larry F. Hardy, Philco Corporation, Philadelphia 34, Pennsylvania.

Arie Liberman, Talk-A-Phone Company, Chicago 23, Illinois.

E. A. Nicholas, Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana.

J. Hall Stackpole, Stackpole Carbon Company, St. Marys, Pennsylvania.

R. L. Triplett, Triplett Electrical Instrument Co., Bluffton, Ohio

Leslie S. Muter, Treasurer, The Muter Company, Chicago 5, Illinois.

Term Expiring 1953

Robert S. Alexander, Wells-Gardner & Co., Chicago 39, Illinois.

A. Alschuler, Sentinel Radio Corporation, Evanston, Illinois.

Robert S. Bell, Packard-Bell Company, Los Angeles 64, California.

R. E. Carlson, Tung-Sol Electric Inc., Newark 4, New Jersey.

H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

H. L. Hoffman, Hoffman Radio Corporation, Los Angeles 7, California.

H. C. Mattes, Belmont Radio Corporation, Chicago 39, Illinois.

Raymond S. Perry, Federal Telephone and Radio Corp., Clifton, New Jersey.

Ray F. Sparrow, P. R. Mallory & Co., Inc., Indianapolis 6, Indiana.

Robert C. Sprague, Sprague Electric Company, North Adams, Mass.

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

Radio-Television Manufacturers Assn.

Raymond G. Zender, Lenz Electric Manufacturing Co., Chicago 47, Illinois.

Term Expiring 1954

Benjamin Abrams, Emerson Radio & Phonograph Corp., New York 11, New York.

Max F. Balcom, Sylvania Electric Products Inc., Emporium, Pennsylvania.

W. J. Barkley, Collins Radio Company, New York 18, New York.

H. C. Bonfig, Zenith Radio Corporation, Chicago 39, Illinois.

Herbert W. Clough, Belden Manufacturing Company, Chicago 44, Illinois.

John W. Craig, Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.

E. G. Fossum, Stewart-Warner Electric Division, Chicago 51, Illinois.

Harlan B. Foulke, Arvin Industries, Inc., Columbus, Indiana.

G. Richard Fryling, Erie Resistor Corporation, Erie, Pennsylvania.

J. J. Kahn, Standard Transformer Corporation, Chicago 18, Illinois.

F. R. Lack, Western Electric Company, Inc., New York 5, New York.

W. A. MacDonald, Hazeltine Electronics Corporation, Little Neck, Long Island, New York.

A. D. Plamondon, Jr., The Indiana Steel Products Company, Chicago 2, Illinois.

RTMA DIVISION ORGANIZATION

Set Division

John W. Craig, Chairman.

Tube Division

R. E. Carlson, Chairman.

Peter H. Cousins, Staff Assistant.

Parts Division

Raymond G. Zender, Chairman.

Ralph M. Haarlander, Staff Assistant.

Transmitter Division

H. J. Hoffman, Chairman.

Ralph M. Haarlander, Staff Assistant.

Amplifier & Sound Equipment Division

Director: Arie Liberman, Talk-A-Phone Co.

Chairman: A. K. Ward, Radio Corporation.

Advertising Committee

(Set Division)

Chairman: L. E. Pettit, General Electric Company.

Credit Committee

Chairman: H. N. Henrye Saller, John E. Fast & Company.

Directorate Representation

Committee (Special)

Chairman: Leslie F. Muter, The Muter Company.

Export Committee

Chairman: V. S. Mameyeff, Raytheon Manufacturing Company.

Finance Committee

Chairman: Leslie F. Muter, The Muter Company.

FM Policy Committee

Chairman: John W. Craig, Crosley Division, Avco Mfg. Corp.

Industrial Relations Committee

Chairman: Leslie E. Woods, Raytheon Manufacturing Company.

Industry Statistics Committee

Chairman: Frank W. Mansfield, Sylvania Electric Products, Inc.

Legal Committee

Chairman: John W. Van Allen, RTMA General Counsel.

Membership Committee

Chairman: J. J. Kahn, Standard Transformer Corporation.

Policy Committee

Chairman: Glen McDaniel, RTMA President.

Promotion Committee

Chairman: J. J. Kahn, Standard Transformer Corporation.

Sales Managers Committee

(Set Division)

Chairman: R. J. Sherwood, The Hallcrafters Company.

School Equipment Committee

Chairman: Fred D. Wilson, DuKane, Corporation.

Service Committee

Chairman: Ray J. Yeranko, The Magnavox Company.

Small Business Committee

(Special)

Chairman: A. D. Plamondon, Jr., The Indiana Steel Products Company.

Sports Broadcasting Committee

(Set Division)

Chairman: J. B. Elliott, RCA Victor Division.

Tax Committee

Chairman: A. M. Freedman, RCA Victor Division.

Television Committee

Chairman: W. R. G. Baker, General Electric Company.

Trade Practice Conference Committee

(Special)

Chairman: Benjamin Abrams, Emerson Radio & Phonograph Corp.

Traffic Committee

Chairman: John B. Swan, Jr., Phileo Corporation.

Radio-Television Manufacturers Assn.

**JOINT ELECTRONICS
INDUSTRY COMMITTEE
of RTMA and NSIA
(JEIC)**

Co-Chairman

Fred R. Lack, Western Electric Company, Inc., New York 5, New York.

Co-Chairman

Robert C. Tait, Stromberg-Carlson Company, Rochester 3, New York.

Counsel

Sullivan, Bernard, Shea & Kenny, 1200 18th Street, N.W., Washington 6, D. C.

Secretary

H. G. Beauregard, 1200 18th Street, N.W., Washington 6, D. C.

**JOINT TECHNICAL
ADVISORY COMMITTEE
of RTMA and IRE
(JTAC)**

Ira J. Kaar, Chairman, General Electric Company, Electronics Park, Syracuse, New York.

Donald G. Fink, Editor of Electronics, 330 West 42nd Street, New York 18, New York.

John V. L. Hogan, Hogan Laboratories, Inc., 155 Perry Street, New York 14, New York.

Philip F. Siling, RCA Frequency Bureau, 1625 K Street, N.W., Washington 6, D. C.

Dr. Raph Brown, Vice-Chairman, Bell Telephone Laboratories, Murray Hill, New Jersey.

Dr. T. T. Goldsmith, Jr., Allen B. Du Mont Laboratories, Inc., 2 Main Avenue, Passaic, New Jersey.

A. V. Loughren, Hazeltine Electronics Corporation, 58-25 Little Neck Parkway, Little Neck, Long Island, N. Y.

David B. Smith, Philco Corporation, Tiooga and C Streets, Philadelphia 34, Pa.

L. G. Cumming, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th Street, New York 21, N. Y.

**RTMA ENGINEERING
DEPARTMENT
1951-1952**

Dr. W. R. G. Baker, Director, General Electric Company, Electronics Park, Syracuse, New York. (Syracuse 76-4411), (Schenectady 4-2211).

David B. Smith, Vice-Director, Philco Corporation, Philadelphia 34, Pennsylvania. (NEbraska 4-5100).

Virgil M. Graham, Associate Director, Sylvania Electric Products, Inc., 40-22 Lawrence Street, Flushing, New York. (FLushing 8-1600), (JUdson 6-2424).

**General Standards
Committee**

Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp., New York 11, New York.

Observer: R. A. Hackbusch, RTMA of Canada

**JOINT ELECTRON TUBE
ENGINEERING COUNCIL
of
RTMA and NEMA**

Directors (JTCD)

W. R. G. Baker, General Electric Company, Syracuse 1, New York.

H. J. Hoffman, Machlett Laboratories, Inc., Springdale, Connecticut.

Council (JTCC)

Virgil M. Graham, Chairman, Sylvania Electric Products, Inc., Flushing, New York.

V. L. Ronci, Bell Telephone Laboratories, Allentown, Pennsylvania.

F. D. Langstroth, Pioneer Electronics Corp., New York, New York.

D. D. Knowles, Westinghouse Electric Corporation, Bloomfield, New Jersey.

A. C. Gable, General Electric Company, Schenectady, New York.

G. R. Shaw, RCA Victor Division of RCA, Harrison, New Jersey.

A. K. Wright, Tung-Sol Electric, Inc., Bloomfield, New Jersey.

**NATIONAL TELEVISION
SYSTEM COMMITTEE
(NTSC)**

Chairman

Dr. W. R. G. Baker, General Electric Company, Syracuse, New York.

Vice-Chairman

David B. Smith, Philco Corporation, Philadelphia 34, Pennsylvania

Secretary

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RADIO AND TV—A REVIEW

By *BILL NOBLE*, Associate Editor, *RADIO-TELEVISION DAILY*

WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations come to the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independ-



Bill Noble

ent stations have consistently found new ways to cut their budgets—this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV—that of being able to bring its visual picture into every home across the country.

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Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsy Barton, Jacques Barzun, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hersey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Robert J. Landry, John Lardner, William J. Lederer, Richard Lockridge, Henry F. Pringle, Budd Schulberg, Grace Zaring Stone, Rex Stout, William Shirer, John T. Winterich, Herman Wouk.

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.....Rex Stout
 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.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
 Plaza 9-8425

OFFICERS

Chairman of the Board.....John W. Hubbell
 (Vice-Pres., Simmons Co.)
 Vice-Chairman.....Julius Ochs Adler
 (Vice-Pres., The N. Y. Times)
 Chairman of the Exec. Comm.....W. W. Wachtel
 Vice-Chairman.....Theophil H. Mueller
 (Pres., Calvert Distillers Corp.)
 President.....Henry E. Abt
 (Pres., Julius Kayser & Co.)
 Treasurer.....Frank White
 (Pres., Mutual Bcstg. System, Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
 Circle 7-0656

OFFICERS

North American Rep.....Basil Thornton
 Program Director.....Alec Sutherland
 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.
 Natl. Press Bldg., 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.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
 Murray Hill 8-4020

President.....William B. Ryan
 Vice-President.....Kevin B. Sweeney
 Dir. of Local Prom.....John F. Hardesty

BOARD OF DIRECTORS

Chairman: Edgar Kobak, WTWA, Thomson, Ga.
 William B. Ryan, President, BAB
 William Beaton, KWKW, Pasadena, California
 Kenyon Brown, KWFT, Wichita Falls, Texas
 Gene L. Cagle, KFJZ, Fort Worth, Texas
 Charles C. Caley, WMBD, Peoria, Illinois
 Martin B. Campbell, WFAA, Dallas-Ft. Worth, Texas
 Robert E. Dunville, WLW, Cincinnati, Ohio
 Walter Evans, Westinghouse Radio Stations, Inc.,
 Washington, D. C.
 Simon Goldman, WJTN, Jamestown, New York
 George C. Hatch, KALL, Salt Lake City, Utah
 Eugene Katz, Katz Agency, New York, N. Y.
 Robert Kintner, ABC, New York, New York
 William B. McGrath, WHDH, Boston, Mass.
 John F. Meagher, KYSM, Mankato, Minnesota
 Howard Meighan, CBS, New York, New York
 J. Archie Morton, KJR, Seattle, Washington
 John Patt, WGAR, Cleveland, Ohio
 H. Preston Peters, Free & Peters, New York, N. Y.
 William B. Quarton, WMT, Cedar Rapids, Iowa
 George B. Storer, Fort Industry Co., Birmingham,
 Mich.
 Theodore C. Streibert, WOR, New York, N. Y.
 Robert D. Swezey, WDSU, New Orleans, La.
 Donald W. Thornburgh, WCAU, Philadelphia, Pa.
 Niles Trammell, NBC, New York, New York
 Frank White, Mutual, New York, New York
 Allen Woodall, WDAK, Columbus, Georgia
 Frederic W. Ziv, Ziv Company, New York, N. Y.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.
 Oregon 9-2968

OFFICERS

Chairman.....Truman B. Douglass
 Vice-Chairman.....Rome Betts
 Vice-Chairman.....S. Franklin Mack
 Vice-Chairman.....Paul Calvin Payne
 Vice-Chairman.....Mrs. Norman Vincent Peale
 Vice-Chairman.....Bishop Donald H. Tippet
 Secretary.....Edith E. Lowry
 Treasurer.....Stanley I. Stuber
 Exec.-Director.....Ronald Bridges
 Dir. Radio & Tele.....Albert Crews
 Director Films.....Paul E. Heard

Organizations

Business Manager..... Arthur W. Rhinow
 Production Asst..... Wesley B. Goodman
 Educational Director..... Charles H. Schmitz
 Research Director..... Everett C. Parker
 Supervisor Special Events..... Arthur Austin
 Director Promotion..... Marjorie Hyer

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hillside 7464, Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
 Elgin 0040

OFFICERS

President..... Carl Haverlin
 Vice-President..... Donald Manson
 Vice-President..... Harry Sedgwick
 General Manager..... Robert J. Burton
 Asst. General Manager..... William Harold Moon
 Treasurer..... Charles A. Wall
 Secretary..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Oumet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Sobie, CHML, Hamilton.

CANADIAN ADMINISTRATIVE STAFF

Publicity..... Jean L. Howson
 Research & Accounting..... M. E. Hewitt
 Distribution..... M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
 Plaza 7-1800

OFFICERS

President..... Carl Haverlin
 Vice-President—General Counsel..... Sydney M. Kaye
 Vice-Pres. in charge of Finance & Treasurer..... Charles A. Wall
 Vice-Pres. in charge of Publisher Relations..... Robert J. Burton
 Vice-Pres. in Charge of Non-Radio License..... Harry P. Somerville
 Vice-Pres. in charge Station Relations..... Roy Harlow
 Vice-Pres. in charge Foreign Relations..... Jean Geiringer
 Secretary..... M. E. Tompkins
 Comptroller..... Alexander D. Nicol
 Assistant Treasurer..... Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; 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 Reinsch, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Glenn Solberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President..... Harry P. Somerville
 Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
 Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
 Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.
 Hollywood, Calif. Office: Willis Walters, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST

MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
 Empire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, Ont.; E. D. Cooper, Imperial Oil Limited, Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF

BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
 3-4036

Chairman of the Board..... D. Malcolm Neill
 Vice-Chairman of the Board..... F. H. Elphicke
 Manager..... T. J. Allard
 Secretary-Treasurer..... T. A. Evans
 Director of Adv. & Research..... Patrick Evans
 General Counsel..... Joseph Sedgwick, K.C.
 Associate Counsel..... Guy Roberge

Organizations

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; Harry Sedgwick, Toronto, Ont.; Murray Brown, London, Ont.; W. B. C. Burgoyne, St. Catharines, Ont.; H. Gordon Love, Calgary, Alta.; Phil Lalonde, Montreal, Que.; Dr. Charles Houde, New Carlisle, Que.; E. Finlay MacDonald, Halifax, N. S.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research.....Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Tess Sheehan
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. Gustav de Leon
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....William Fay
Vice-Pres.....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West,
Montreal, Que. Phone:: HA 4472.
branch manager.

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
Mus. D. (Oxon.), Hon R.A.M., F.R.C.M.,
F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

David Adams, Rosaire Archambault, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, H. T. Jamieson, G. de La Chapelle, Dr. J. Eugene Lapierre,

Sir Ernest MacMillan, Louvigny de Montigny, Richard F. Murray, Gordon V. 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-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MURray Hill 9-4950

President.....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

800 World Center Bldg., Washington 6, D. C.
STerling 3200

OFFICERS

President.....William A. Porter
1st Vice-President.....Arthur W. Scharfeld
2nd Vice-President.....Fred W. Albertson
Secretary.....R. Russell Eagan
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. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education,
Chairman
Edwin H. Armstrong, FM Inventor and Professor of
Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office
of Education, representing Assn. of Education by
Radio
William C. Eddy, Director of Television, Station WBKB,
Chicago
John Elmer, President, Baltimore Broadcasting Corpora-
tion
Judith C. Waller, Director Public Affairs and Educa-
tion Department, Central Division National Broad-
casting Company
Willard E. Givens, Executive Secretary, National Educa-
tion Association
Clyde Hissong, State Supt. of Public Instruction (Ohio)
representing National Council of Chief State School
Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, De-
partment of Education, National Catholic Welfare
Conference

Organizations

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
 Sig Mickelson, Director of Public Affairs (CBS)
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
 Justin Miller, President, National Association of Broadcasters
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
 Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
 Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education 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..... Stephen J. Spingarn
 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.
 Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.
 Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.
 Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
 Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
 Room 904, Customs House, Second and Chestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
 Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.
 Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
 408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which

otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
 RRegent 4-1501

Director..... Pierre Crenesse
 Ass't. Dir..... Alice Lewitn
 Manager..... Suzanne Weltman
 Program Director..... Jacqueline Landry
 Director Public Relations..... Shelly Dobbins

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
 UN. 3148 Ext. 280

OFFICERS

Honorary Dir..... W. W. Charters
 Director..... I. Keith Tyler
 Secretary..... Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
 RRegent 7-9600

OFFICERS

President..... D. B. Sinclair
 Vice-President..... H. L. Kirke
 Treasurer..... Dr. W. R. G. Baker
 Secretary..... Haraden Pratt
 Editor..... Dr. A. N. Goldsmith
 Executive Secretary..... G. W. Bailey

DIRECTORS

S. L. Bailey, K. C. Black, G. H. Browning, I. S. Coggeshall, H. F. Dart, W. H. Doherty, A. W. Graf, R. F. Guy, W. R. Hewlett, P. L. Hoover, A. V. Loughren, J. W. McRae, A. B. Oxley, W. M. Rust, Jr., J. D. Ryder, R. L. Sink, G. R. Town, Ernst Weber, Irving Wolff.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

Organizations

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President Goar Mestre
 Vice-Pres. Emilio Azcarraga
 Secretary Eneas 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 St., S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Ave., N.W., Washington 9, D. C.; Business Manager: James R. Wylie, R.D. 2, Winsted, Conn.; Station Relations Manager: Anne E. McClerkin, 2801 Quebec St., N.W., Washington, D. C.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, IBS Public Relations Office, Bethany, West Va.; Regions Coordinator; E. J. McClarty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Richard E. Pittenger, Station WKCR, Columbia University, New York 27, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

George Abraham, Herbert B. Barlow, David W. Borst, John C. Crabbe, Roy J. Flynn, Howard C. Hansen, Donald F. Istvan, E. J. McClarty, Donald J. Nores, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Edward J. Hayden, WHUS. Region 2—New York State, Eric Teddlie, WYBR. Region 3—Middle Atlantic, Charles Shaffran, WRTI. Region 4—Capital, W. Fletcher Tarr, WAFT, Region 5—Southern, Jeannine Roberts, WABP. Region 6—Great Lakes, Jane Hansen, WRMU. Region 7—Midwestern, Sharlene Agerter, KCLC. Region 8—Southwestern, Carl Baker, KSMU. Region 9—Rocky Mountain, Patricia Phillips, KVDU, Region 10—Western, Ramona Miner, KEWC.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS

130 W. 44 St., New York 18, N. Y.

LUXemburg 2-1515

OFFICERS

Shepherd Bert Lytell
 Boy Walter N. Greazzi
 Corresponding Secretary Bobby Clark
 Recording Secretary Russ Brown
 Treasurer James E. Meighan
 Librarian Harold G. Hoffman

DIRECTORS

Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Emil Friedlander, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle, Happy Felton, Horace McMahon, Joseph Downing, Ralph Bellamy.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.
 MANAGER: Louis Cline

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.

KENmore 6-6522

OFFICERS

Trustee Ralph Lowell
 Dir.-Gen. Mgr., Station WGBH Parker Wheatley
 Assistant Mgr. for Programs Lawrence Creshkoff
 Assistant Mgr. for Operations Hartford N. Gunn, Jr.
 Chief Engineer Richard E. Johnson
 Program Manager Ralph J. Tangney
 Production Manager Jack D. Summerfield
 Music Manager Maureen M. Mosher

COORDINATORS

Boston College, Rev. Thomas F. Fleming, S.J.; Boston Symphony Orchestra, Symphony Hall, George E. Judd, Jr.; Boston University, Samuel B. Gould; Boston Museum of Fine Arts, William G. Dooley; Harvard University, Cambridge, Mass., John E. Burchard; New England Conservatory of Music, Harrison Keller; Northeastern University, Milton P. Tilton; Tufts College, John P. Tilton.

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

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

Circle 6-3084

OFFICERS

Chairman of the Board Walter G. Douglas
 President Lewis Bernstein
 Vice-President Jack Mills
 Secretary J. J. Bregman
 Treasurer Abe Olman
 Agent and Trustee Harry Fox

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section—250)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

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

LUXemburg 2-5130

OFFICERS

National Chairman Oliver W. Nicoll

Organizations

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUXem-
burg 2-5130. Oliver W. Nicoll, Chairman, New York
Council: 341 Menomonee St., Chicago 11, Ill. Phone:
DElaware 7-7017, J. Walter Thompson, Chairman,
Chicago Council: 6331 Hollywood Blvd., Hollywood 28,
Calif. Phone: HILLside 5125. Claude McCue, Chairman,
Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta,
Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio;
Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.;
Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort-Wayne,
Ind.; Independence, Mo.; Kansas City, Mo.; Indian-
apolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Mad-
ison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.;
Minneapolis-St. Paul, Minn.; New Orleans, La.; Nor-
folk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh,
Pa.; Portland Ore.; Pueblo, Colo. Raleigh-Durham,
N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schen-
ectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle,
Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast
Unions and Guilds in the radio and television indus-
try, organized on behalf of their respective mem-
berships for the solution of parallel problems and the
working together of the unions and guilds in those
directions—cultural, legislative, economic—where their
mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

2500 Municipal Building, New York 7, N. Y.
Whitehall 3-3600

OFFICERS

President.....Seymour N. Siegel
Vice-President.....Graydon Ausmus
Secretary.....Burton Paulu
Treasurer.....Frank Schooley
Executive Director.....James Miles

BRANCH OFFICE

119 Gregory Hall, U. of Illinois, Urbana, Ill.
Phone: 2611, James Miles, Exec. Director

FUNCTIONS

Representing non-commercial, educational AM and
FM radio stations, workshops and production centers
owned and operated by colleges, universities, school
systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President.....Fred Waring
Treasurer.....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing
artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, James Bormann, WCCO, Minneapolis,
Minn.; Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.;
Executive Sec., Soren Munkhof, WOW-TV, Omaha,
Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.;
Editor NARND Bulletin, Art Barnes, University of
Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November with 1952
site not set. Publishes monthly bulletin and booklets
on radio news. Basic purpose to advance standards
of radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
Columbus 5-7362

OFFICERS

President.....Robert Miller
Vice-President.....Joseph Santly
Treasurer.....Charles Lang
Members Executive Board.....Harry Santly,
Sam Smith, Mickey Garlock, Irving Tanz, Bernie
Pollack, Jack Spatz.
Exec. Secty.....Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors Lucky Wilber, Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
MURray Hill 5-4141

OFFICERS

President.....Robert D. C. Meeker
Vice-President.....Max Everett
Secretary.....Eugene Katz
Treasurer.....Joseph Timlin
Managing Director.....Murray Grabhorn
Directors.....Lewis Avery,
Joseph Weed, Russell Woodward

FUNCTIONS

To develop the use and increase the sale of Spot
Radio and Television.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
MURray Hill 6-3535

OFFICERS

Chairman of Board.....R. P. Clayberger
President.....Edward L. Greene
Vice-Pres.....Warren Agry
Secretary.....Lowell Shumway
Treasurer.....Frank E. Soule

FUNCTIONS

This organization assists the public, advertisers
and publishers to avoid false and deceptive advertising.
It cooperates with law enforcement agencies in this
work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
COLUMbus 5-3934

OFFICERS

President.....Judge Sarah T. Hughes
1st Vice-Pres.....Helen G. Irwin
2nd Vice-Pres.....Marguerite Rawalt
3rd Vice-Pres.....Elaune C. Barnes
Treasurer.....Mrs. Anita F. Calhoun
Recording Secretary.....Mrs. Eunice C. Hennessy

FUNCTIONS

National Federation is the largest organization in
the world created to serve business and professional
women. Its aims and purposes are to elevate the
standards, to promote interest, bring about spirit of
cooperation, and to extend opportunities to business
and professional women, through education along
lines of industry, scientific, and vocational activities.

Organizations

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
Murray Hill 7-3076
Room 504

OFFICERS

President.....Irvin Paul Sulds
Vice-President.....Charles Basch
Secretary.....Arthur Erlich
Treasurer.....Jack Levine

DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy,
Richard Jordan, Oliver Nicoll, Sandy Howard, West
Hooker.

COUNSEL

James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS

President.....J. Paul Sulds
1st Vice-Pres.....Mike Stokey
2nd Vice-Pres.....Bob Oakley
Secretary.....Glady's Rubens
Treasurer.....Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, Glady's Rubens, Maleese
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 manu-
facturers or producers of live, filmed, or iconoscope
recorded tele. programs. Membership in NSTP is
open to all such independent producers or production
firms provided they are not a part of, or associated
with, an advertising, agency, tele. network, or local
tele. station.

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York 19, N. Y.
Judson 2-2928

President.....Andrew Jaeger
(Prockter Syndications International)
Vice-President.....Paul White
(Prockter Syndications International)
Secretary.....Connie Lazar
(Unity Television Corp.)
Treasurer.....William Holland
(Hyperion Films)

BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle,
Public Relations Counsellor; Robert Paskow, WATV,
Newark; William Holland, Hyperion Productions; Ed
Carroll, WABD, Dumont Transcription; Joseph Seiden,
Cinema Service; Elaine Phillips, WSPD, Toledo, O.;
Helen Buck, WCAU, Philadelphia; Jack Kopfstein,
Atlantic Television; Eugene Scharin, Ambassador
Films; Waldo Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
Columbus 5-0956

OFFICERS

Honorary President.....George Jessel
President.....Louis Handin
First Vice-Pres.....Jack O'Brien
Second Vice-Pres.....Lou Kaufman
Treasurer.....Lester Rose
Secretary.....Dorothe A. Masters

FUNCTIONS

The function of National Variety Artists, Inc., is
to promote Americanism, fraternal and welfare
activities among the members of the theatrical pro-
fession.

OHIO ASSOCIATION OF BROADCASTERS

550 S. Market St., Canton 2, Ohio

OFFICERS

President.....L. A. Pixley, WCOL, Columbus
Vice-President.....Robert Ferguson, WTRF, Bellaire
Sec.-Treas.....Robert Fehlman, WHBC, Canton
Directors.....Joel Stavall,
WKRC, Cincinnati; Len Nasman, WFMJ, Youngs-
town; Al Heiser, WLEC, Sandusky; John McCormick,
WTAM-WNBK, Cleveland.

FUNCTIONS

A trade association serving the interests of radio
and television broadcasters in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street, Harrisburg, Pa.
4-0191

Pres.....John S. Booth, WCHA
Vice-Pres.....Roger W. Clipp, WFIL
Secretary.....David J. Bennett, Jr. WKBO
Treasurer.....George E. Joy, WRAC
Immediate Past Pres.....Victor C. Diehm, WAZL

DIRECTORS

Frank H. Ahdoerffer, WLAN; Charles E. Denny,
WERC; George D. Coleman, WGBI; C. G. Moss; Louis
H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger,
WMRF; W. J. Thomas, WCPA.

FUNCTIONS

To promote closer cooperation and understanding
among the members; To promote customs and prac-
tices which will be for the best interests of the pub-
lic and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Columbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Treasurer.....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Mickey Garlock,
Bernie Pollack, Harry Santly, Sam Smith, Jack
Spatz, Irving Tanz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
516 Glenrock, Los Angeles, Calif.
Regional Director.....Lucky Wilbur
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

RADIO EXECUTIVES CLUB OF NEW YORK

3948 Grand Central Terminal, New York 17, N. Y.
Murray Hill 6-0238

OFFICERS

President.....I. E. Showerman
(Free & Peters, Inc.)
Vice-Pres.....C. H. Cottington
(Advertising Executive)
Secretary.....Claude Barrere
(Program Representative)
Treasurer.....S. R. Dean
(Columbia Broadcasting System)

FUNCTIONS

The purpose of the Radio Executives Club of New
York is to provide a common meeting place for all
who are concerned with the administration and de-
velopment 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 dis-
posal, the Club will disseminate information concern-
ing broadcasting which will provide a better under-
standing of its problems, not only to the industry, but
to the public at large.

Organizations

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
ORegon 3-5120

President Melvin Gordon
Vice-Pres. Richard H. Dade, Jr.
Vice-Pres. Herman Cowen
Secy.-Treas. Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

777 14th St., N.W., Washington 5, D. C.
NAational 3902

OFFICERS

Chairman of Board Robert C. Sprague
(Sprague Electric Co.)

President Glen McDaniel
Gen. Mgr. & Sec James D. Secrest
Treasurer Leslie F. Muter
(The Muter Co.)

General Counsel John W. Van Allen
Vice-Presidents John W. Craig,
Crosley Div., Avco Mfg. Corp.; R. E. Carlson, Tung-
Sol Electric Inc.; A. D. Plamondon, Jr., The Indiana
Steel Products Co.; W. J. Barkley, Collins Radio
Co.; Arie Liberman, Talk-A-Phone Co.

HEADQUARTERS STAFF

Information Director Peter H. Cousins
Attorney Ray S. Donaldson
Assistant Secretary Ralph M. Haarlander
Director of Statistics William F. E. Long
Office Manager Anna M. Chase
(See Complete Listing Equipment Section)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President R. A. Hackbusch
Vice-President A. B. Hunt
Executive Secretary S. D. Brownlee
Chairman, Parts and Accessory Division L. M. Price
Chairman, Receiver Division A. B. Hunt
Chairman, Transmitter Division S. G. Paterson
Chairman, Engineering Committee F. H. R. Pounsett
Chairman, Transmitter Engineering Committee C. G. Lloyd

Chairman, Service Committee G. B. Elliott

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS

President Carl Haverlin
First Vice-Pres. J. R. Poppele
Vice-Pres. P. W. Morency
Vice-Pres. Arthur B. Church
Vice-Pres. Raymond Guy
Vice-Pres. O. H. Caldwell
Secretary Sydney M. Kaye
Treasurer Herbert V. Akerberg

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about

the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
EExecutive 6300, Ext. 2897

Chief Franklin Dunham
Radio Education Specialist Gertrude C. Broderic/2

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
Plaza 3-4300, Ext. 214

OFFICERS

International President Dick Mack
Int. First Vice-Pres. Oliver W. Nicoll
Int. Second Vice-Pres. Arthur Hanna
Int. Third Vice-Pres. Hal Miller
Int. Secretary Kenneth W. MacGregor
Int. Treasurer Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver Nicoll, New York; Charles Powers, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director Newman H. Burnett
General Counsel Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, Plaza 9-0875. President, Ernest D. Ricca.
Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif., GRanite 5866. President, Max Hutto.
Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill., Delaware 7-4867. President, Alan M. Fishburn.
Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, Woodward 2-1422. President, Shields Dierkes.

Washington Local—101 N. Wayne St., Arlington, Va., OWens 7-4573. President, Joseph W. Browne.

Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
Murray Hill 6-5252

Organizations

OFFICERS

National President.....Milton Merlin
 Eastern Region Vice-Pres.....Ira Marion
 Western Region Vice-Pres.....Larry Marks
 Midwestern Region Vice-Pres.....Hugh Jones
 Eastern Region Exec.-Sec.....May Bolhower
 Western Region Exec.-Sec.....Michael Davidson
 Midwest Region Exec.-Sec.....George Faber

BRANCH OFFICE

1521 Sherwin Ave. C., Chicago 26, Ill.
 George Faber, Executive-Secretary

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
 Murray Hill 5-5365

OFFICERS

President.....Paul Heinecke
 Secretary-Treas.....R. C. Heinecke
 General Manager.....K. A. Jadssohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed 15-minute open-end shows.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

342 Madison Ave., New York 17, N. Y.
 MU 2-2185

OFFICERS

President.....Peter Mole
 Past President.....Earl I. Sponable
 Executive Vice-Pres.....Herbert Barnett
 Engineering Vice-Pres.....F. T. Bowditch
 Editorial Vice-Pres.....John G. Frayne
 Financial Vice-Pres.....R. B. Austrian
 Convention Vice-Pres.....W. C. Kunzmann
 Secretary.....R. M. Corbin
 Executive-Sec.....Boyce 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.....Charles Tobias
 Vice-Pres.....Louis Alter
 Secretary.....Joseph Meyer
 Treasurer.....Abel Baer
 Counsel.....John Schulman
 Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman, Edgar Leslie, Stanley Adams, Fred E. Ahlert, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein II, Otto Harbach, Milton Ager, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Sam H. Stept, Charles Tobias, Jack Yellen.

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Rm. 329, Hollywood 28, Calif.
 Hollywood 9-7254

OFFICERS

Managing Director.....Robert J. McAndrews
 Asst. Mgr. Directors.....Eleanor Nichols, Peggy Wood
 Pres., & Dir. Oper. CBS, Hollywood.....A. E. Joscelyn
 Vice-Pres. & Mgr. KFXM, San Bernardino.....Ernest L. Spencer
 Sec'y.-Treas. & Mgr. KFMV, Hollywood.....Cliff Gill
 Dir., & Mgr. KFVB, Hollywood.....Harry Maizush
 Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler
 Dir., & Mgr. KMPC, Hollywood.....Robert O. Reynolds
 Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

FUNCTIONS

Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

c/o 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

TELEVISION AUTHORITY

15 West 44th St., New York 18, N. Y.
 VANDerbilt 6-1810

OFFICERS

National Exec.-Secretary.....George Heller
 Chairman.....Lawrence Tibbett

FUNCTIONS

Trade union affiliated with American Federation of Labor, representing performers in the television field; collective bargain agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
 Plaza 4-1234

OFFICERS

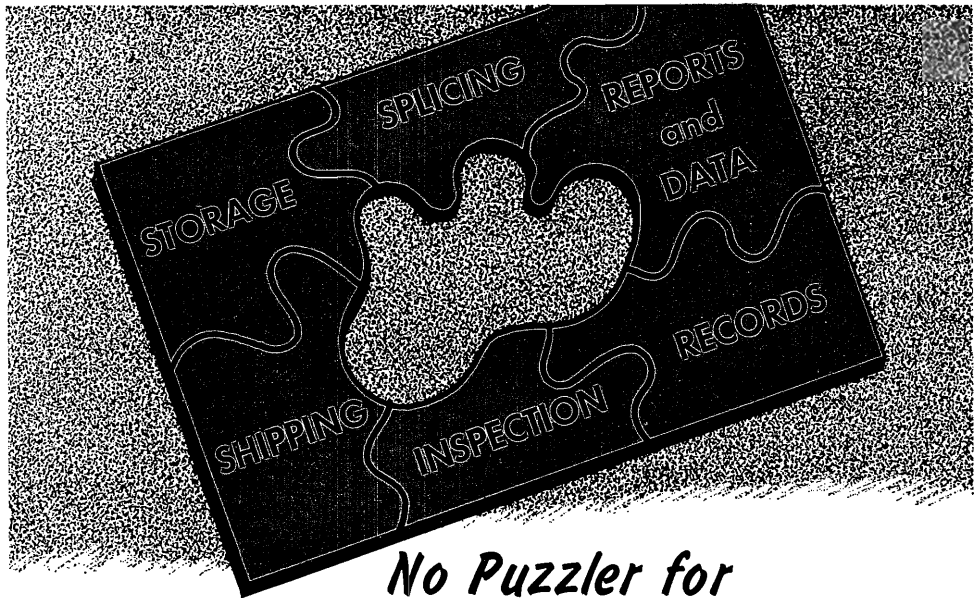
Asst. Sec'y. Gen.....Benjamin Cohen
 Principal Director.....Tor Gjesdal
 Dir., Radio Div.....Peter Aylen
 Deputy Dir., Radio Div.....Carlos Garcia Palacios
 Chief of Production.....W. Gibson Parker
 Sup. of Special Projects.....Norman Corwin
 Sr. Broadcast Engineer.....Arthur E. Barrett

BRANCH OFFICES

Moscow, Prague, Warsaw, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City.

FUNCTIONS

Also helps telecast important meetings of United Nations organs, for which purpose it has specialized staff and three cameras.



No Puzzler for TV FILM USERS and DISTRIBUTORS

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?
Where can we store surplus film? Where can we consign returned film? Who
will examine and repair damages? Who will remove out-dated commercials?*

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

FILM STORAGE—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

PHYSICAL DISTRIBUTION & HANDLING—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

SCREENING—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call JUDson 6-1030.



BONDED FILM STORAGE
CO., INC.

630 NINTH AVENUE, NEW YORK CITY

JUDson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS

1000 TITLES

from **UNITY!**

★ **200 FEATURES**

starring - CAREY GRANT • GENE TIERNEY • VICTOR MATURE
LINDA DARNELL • JAMES MASON • MERLE OBERON • "ROCHESTER"
CONSTANCE BENNETT • ROLAND YOUNG • JOAN BLONDELL
EMLYN WILLIAMS • FRANCES LANGFORD • WALTER HUSTON, *etcetera*

★ **52 LAUREL & HARDY comedies**

★ **52 CHARLIE CHASE comedies**

★ **100 CARTOONS**

★ **40 WESTERNS**

★ **30 SERIALS**



UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • LOngacre 4-8234

Top Variety for TV film programs

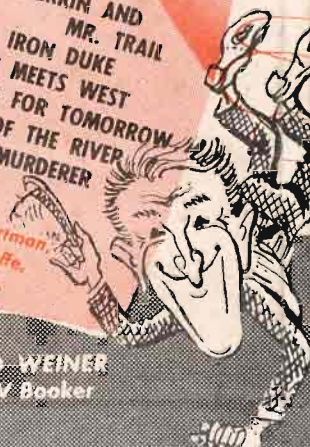


Special!

"THE INTERNATIONAL GROUP" 13 GREAT PICTURES—GREAT STARS —GREAT CASTS

- | | |
|---------------------|--------------------------|
| MY BROTHER'S KEEPER | MR. PERRIN AND MR. TRAIL |
| MAGIC BOW | THE IRON DUKE |
| MR. EMMANUEL | EAST MEETS WEST |
| AGAINST THE WIND | SONG FOR TOMORROW |
| THE BROTHERS | END OF THE RIVER |
| THE GUV'NOR | DEAR MURDERER |
| CORRIDOR OF MIRRORS | |

featuring such noted players as
Stewart Granger, Yehudi Menuhin, Eric Portman,
Sabu, Marius Goring, Patricia Roc, Will Fyffe,
Roland Young, George Arliss and Others.



ARCHE MAYERS
President

"BOB" WORMHOUDT
Sales Manager

"CONNIE" LAZAR
Program Director

SID WEINER
TV Booker

