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TELEVISION
Year Book

1955

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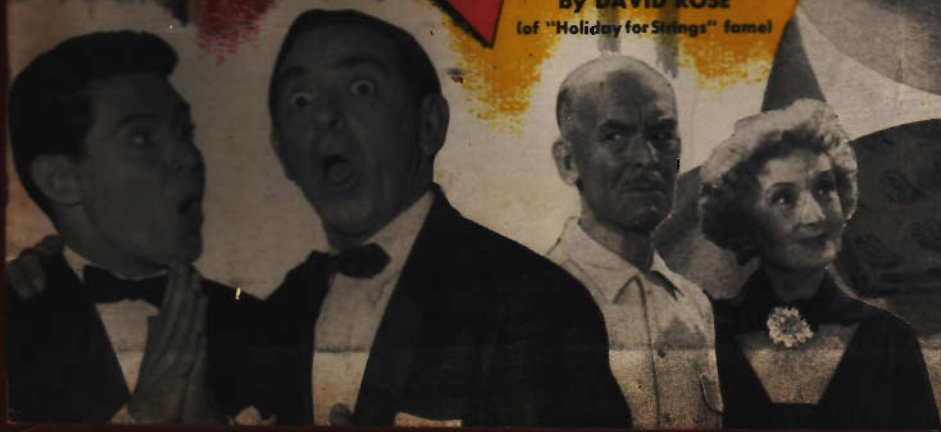
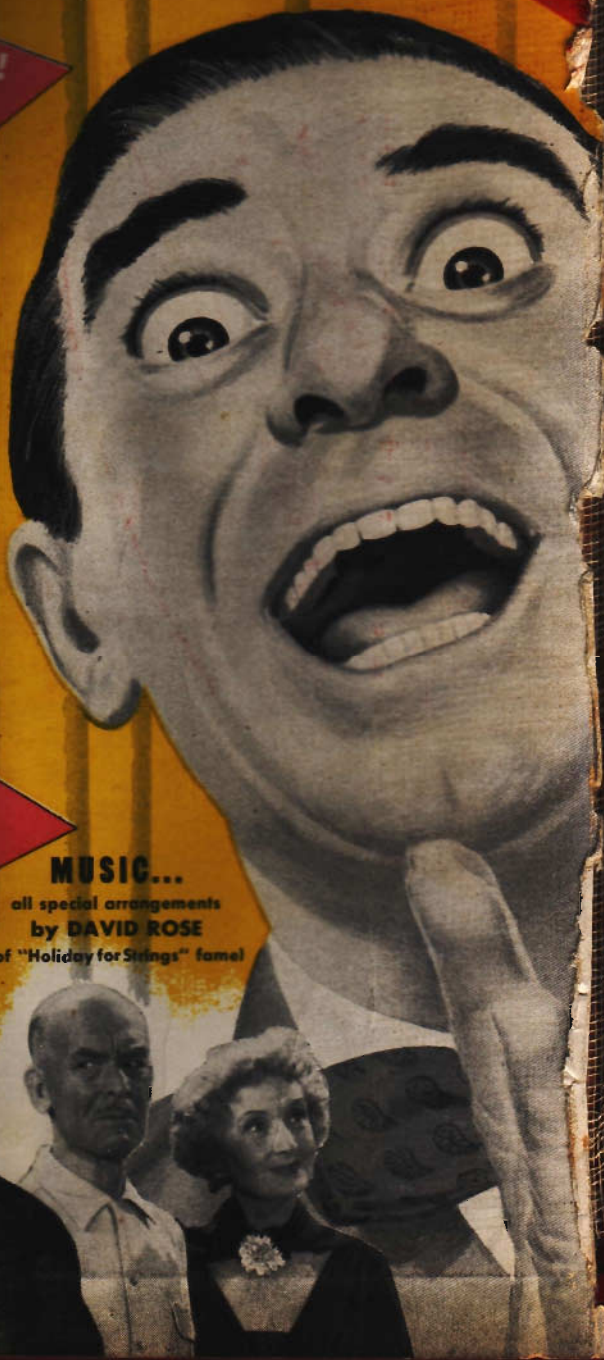
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TELEVISION DAILY

Presents



1955
Radio



Annual

EIGHTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

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Foreword

KEEPING pace with the era of broadcasting and its promise of vest pocket and wrist-watch radio receivers in an age of transistors and other electronic miracles, **Radio-Television Daily** is proud to present this stream-lined compact volume of facts and figures. Another year of the day-to-day advances of radio are chronicled in the pages of this volume which also record the predictions of electronic miracles in the year ahead.

AGAIN we are grateful to the men and women—the who's who of broadcasting—for their many contributions which have made this 1955 edition the most authoritative and complete reference volume ever published by the broadcasting industry. Page after page is replete with factual information gained from the storehouse of knowledge of many in the communications field. To them we dedicate this 1955 volume.

JACK ALICOATE
Editor-in-Chief

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A P

FOR

RADIO and TELEVISION

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

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1955

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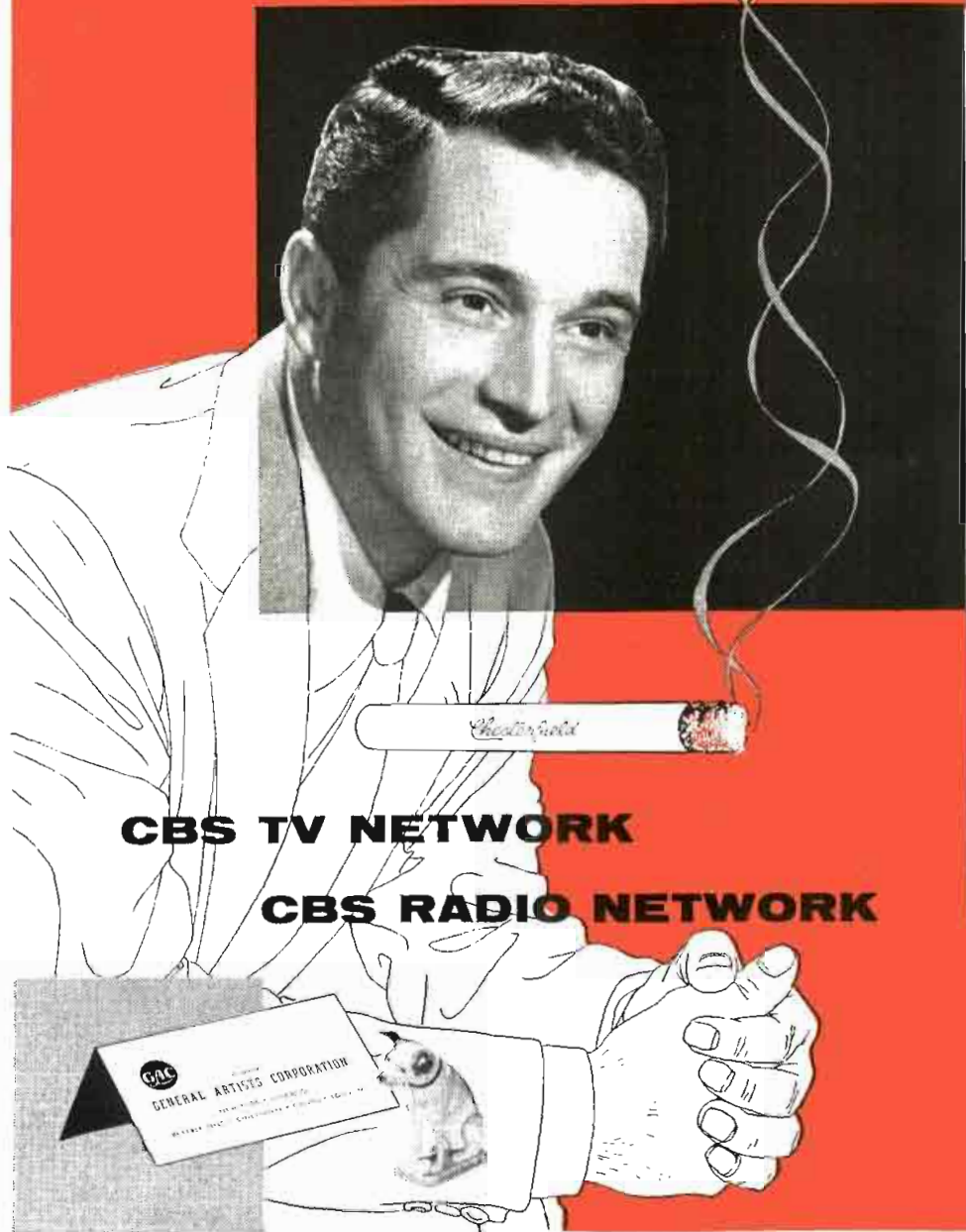
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Broadcasting and Telecasting

TOP SPORTING EVENTS

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United Press news programs for radio

BASIC NEWS	World News Roundup	Weekdays, 8 times; Sun., 4 times
	The World in Brief	Weekdays, 13 times; Sun., 18 times
	United Press Headlines	Weekdays, 8 times; Sun., 4 times
SPORTS	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Great Moments in Sports	Monday through Friday
	Sizing Up Sports	Sunday
	Sports-at-a-Glance	Twice daily
FOR WOMEN	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
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HUMAN INTEREST	Your Home	Saturday
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	Flashback	Monday through Saturday
	United Press Almanac	Every day
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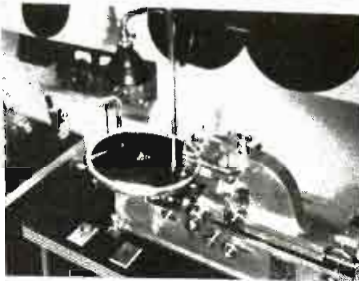
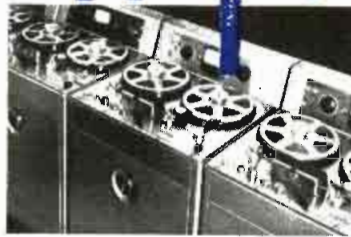


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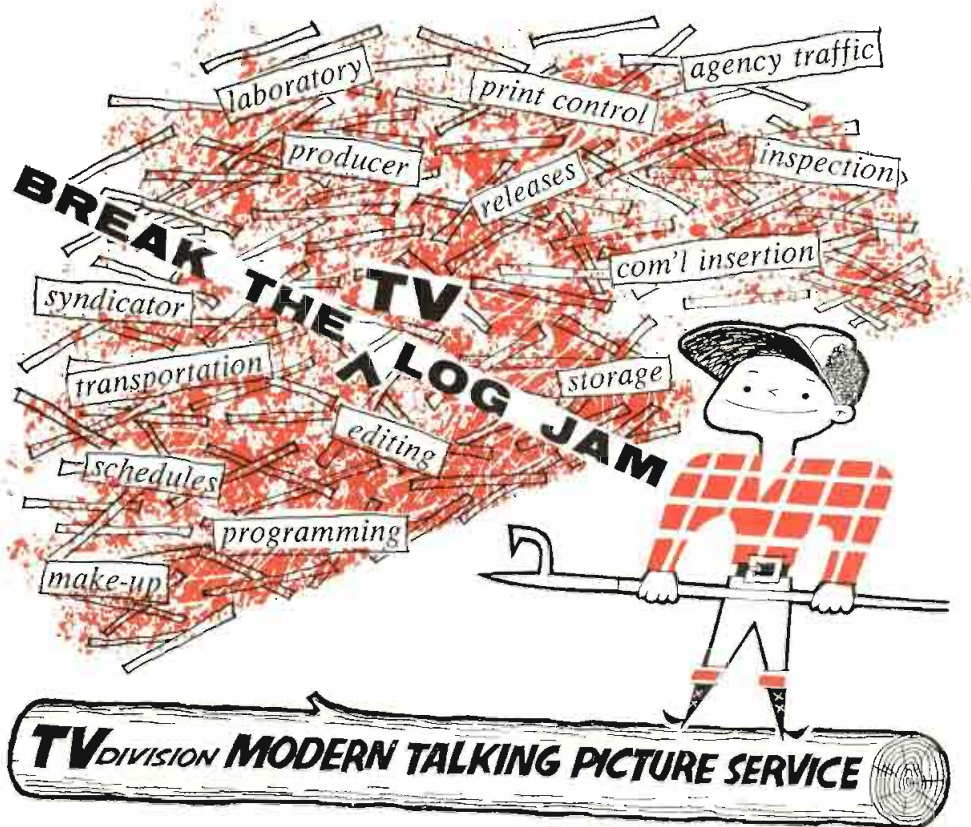
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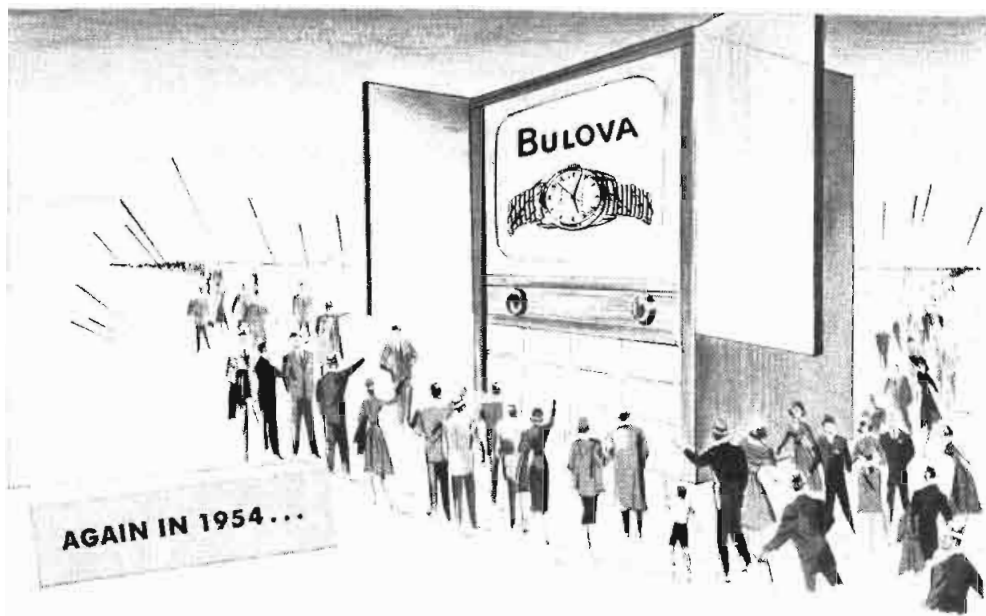
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of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

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. • BULOVA PARK, FLUSHING 70, N. Y.

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and

BARNUM & BAILEY

CIRCUS

BEVERLY KELLEY
DIRECTOR of RADIO and
TELEVISION PUBLICITY

CHARLES B. SCHULER
ASSOCIATE

THE GREATEST SHOW ON EARTH



George C. McConaughy
Chairman

Communications Growth Reflected By Increase of FCC Applications



For Fiscal Year Ended June 30, 1954

SPOTLIGHTING the 20th anniversary year of the Federal Communications Commission is the fact that the Nation is now studded with and served by more than 700,000 radio transmitters; 50 different nonbroadcast services; and 11 categories of broadcast station authorizations nearing the 6,000 mark. Program service was being rendered by two types of aural stations plus an expanded video service to which compatible color had been added.



Statistically, broadcasting authorizations totaled 5,838 at the end of fiscal 1954, which was a net gain of 408 for the year. Broadcast applications received during the year totaled 8,200, which was 1,220 more than the previous year.

For television there was a net increase of slightly more than 100 broadcast station authorizations during the year as compared to the banner number of nearly 400 in fiscal 1953, which was the first year following the lifting of the temporary freeze. The result was that, as of the end of the fiscal year 1954, the Commission had granted construction permits to 603 TV broadcast stations. Of this number, 573 were for commercial operation and 402 such stations were on the air or authorized to go on the air. The total grants represented 340 VHF and 233 UHF stations, of which 265 VHF and 137 UHF stations had operating authorizations. They were bringing TV service to a vast audience over most of the United States and in Alaska, Hawaii, and Puerto Rico.



By the end of the fiscal year, all non-competitive applications which were in a position to be granted had been so acted upon by the Commission. Consequently, of the 200 still-pending commercial applications, 186 were in hearing status.

Action on TV applications was, in large measure, speeded by continued study and adjustment of the Commission's temporary processing procedure.

As adopted in April of 1952, it set up a priority system based upon the availability of TV service. After many grants had been made, the Commission felt that emphasis should be placed on local outlets rather than upon availability of outside service. Accordingly, on July 14, 1953, it gave primary consideration to cities which had no local TV stations.



The new rules for color do not specify a minimum number of hours during which TV stations must transmit color programs. However, the number of colorcasts has been increasing as more stations install color equipment and the telephone company extends its color relay facilities to additional cities and stations. Most of the color receivers produced initially had the equivalent of a 15-inch picture tube. But larger tubes are in production, and indications are that as more color sets become available there will be a resultant reduction in cost to the public.

During the year the Commission granted 142 additional AM authorizations, making a total of 2,697 such authorizations at its close. Most of the new AM assignments were to the smaller communities without local stations.



The year closed with 569 commercial FM authorizations outstanding. Authorizations were issued for 22 new stations while 54 authorizations were deleted, leaving a net loss for the year of 32 stations.

At the close of the fiscal year the number of construction permits granted for noncommercial educational TV operation had increased to 30, of which 14 were VHF and 16 UHF. Six educational TV stations were operating — three in VHF and three in UHF. While several shifts of educational reservations were made upon petition, and after rulemaking, the Commission continued to frown upon any effort to transfer educational channels to commercial use.



GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

TV — "LIVE"
WRCA-TV, N. Y.
for
LINCOLN-MERCURY

Hotel Roosevelt, N. Y.

TV — "FILMED"
"THE GUY LOMBARDO SHOW"
Syndicated by
M. C. A.

Decca Records



Publicity: DAVID O. ALBER ASSOC., INC., Gene Sheirin



Advertising Outlay Scheduled In 1955 To Reach All-Time Mark

□ □ □ □ □ □

By **FRANK BURKE**

Editor

Radio-Television Daily

IT'S foolhardy to try to forecast what is in store for the broadcasting industry during 1955. However one thing is certain, with government agencies predicting a good year and the advertising outlay expected to reach a new all-time high, the radio and TV broadcasters should have a progressive and prosperous year.

The outlook in the advertising field is a pretty good barometer of the broadcasting business. The wise ones are predicting that this year's expenditures will pass the \$8,000,000,000 mark by a good margin. This is big money and already the radio and TV networks as well as the local stations are making their bid for a part of it.

□ □ □

Along with prospects for a banner year comes word that television worked wonders in 1954 and radio didn't fare so badly either. Gross TV billings were estimated at more than \$500,000,000 for time as compared to \$450,000,000 in 1953. Adding talent and production costs it is estimated that the figure was about \$900,000,000.

Radio billings for 1954 were estimated at \$415,000,000 by the Radio Advertising Bureau. The web billings were figured at \$142,000,000 as compared to \$144,600,000 in 1953 and the local advertising at \$273,000,000 as compared to \$257,300,000 in 1953.

□ □ □

The new year of advertising in both radio and television got off to a flying start with the regional and national spots and special programs bought by the automotive industry. The manufacturers, particularly General Motors, spent a great deal on the national and local level and indications are that their spot business and those of others will continue throughout the year.

Another aspect which brought optimism to both the radio and television fields was the increased use of spot business by national advertisers. Among these accounts are included drugs, home appliance, foods and cosmetics and

amounts of their billings has been steadily growing upward. The trend, according to one time buyer, seems to be toward the purchase of regional time with merchandising tie-ins.

□ □ □

An interesting development of the new year is the formation of the Quality Radio Group composed of 43 stations who are banked together to sell circulation as a package. The president of this group is Ward Quall of Crosley and William B. Ryan, formerly president of BAB, is executive vice-president and director. These stations, representing most of the clear channel outlets, have sales offices in both New York and Chicago and plan to open another on the west coast.

□ □ □

Television forges ahead at an accelerated clip with color TV fast taking over the spotlight from conventional black and white. RCA and NBC have led the field in the promotion of compatible color and have asked other networks and manufacturers to intensify their support. In the meantime the black and white TV service enjoys further station and circulation expansion and the battle of survival of UHF in many markets continues.

All in all the outlook for 1955 is most promising and both radio and TV networks should turn in a good business year. Some forecast the decline of nighttime radio network programming as we know it today, and others envision a new era in which midget transistor portable radios will revolutionize the business and bring new energy to the radio broadcasting industries. On the television side the coming year is certain to be the biggest ever and before year's end the schedule of color TV programming on networks will probably reach the proportions of competition for some black and white. However, the color TV audience is still limited, and it will be several years before the more than 34,000,000 black and white receivers are replaced.

JACK BENNY

TEN TOP RADIO-TV NEWS EVENTS OF 1954

RADIO-TELEVISION DAILY's selections of the top ten news events of 1954, covered by Radio and Television follow:

- 1—The Supreme Court decision on segregation in the public schools.
-
- 2—The Army-McCarthy hearings and condemnation of the Senator.
-
- 3—The shooting of five Congressmen by Puerto Rican Nationalists.
-
- 4—The East Coast hurricanes.
-
- 5—Roger Bannister breaks the four minute mile.
-
- 6—The mid-term elections.
-
- 7—Geneva conference-truce in Indo-China.
-
- 8—Chinese Reds jail American airmen.
-
- 9—Illness of Pope Pius XII.
-
- 10—French agreement on rearming West Germany.
-

Outstanding Broadcasts

- ABC Radio-TV—The Army-McCarthy hearing.
-
- CBS Radio—Man's Right to Knowledge.
-
- CBS TV—"The Search" Series.
-
- Du Mont Network—Pro Football Championship Game.
-
- Mutual—World Series Coverage.
-
- NBC TV—"Three, Two, One—Zero" Documentary.
-
- NBC Radio—Coverage of Hurricanes.



MR. TELEVISION

Favorites of 1954

As Selected by Nation's Radio-TV Editors

RADIO	TELEVISION
— MAN OF THE YEAR —	
JACK BENNY CBS	JACKIE GLEASON CBS-TV
— WOMAN OF THE YEAR —	
EVE ARDEN CBS	LUCILLE BALL CBS-TV
— COMEDY SHOW OF THE YEAR —	
JACK BENNY CBS	GEORGE GOBEL NBC-TV
— DRAMATIC SHOW OF THE YEAR —	
LUX RADIO THEATER CBS	U.S. STEEL HOUR ABC-TV
— MUSICAL SHOW OF THE YEAR —	
VOICE OF FIRESTONE ABC	HIT PARADE NBC-TV
— COMMENTATOR OF THE YEAR —	
EDWARD R. MURROW CBS	EDWARD R. MURROW CBS-TV
— DOCUMENTARY OF THE YEAR —	
CHURCHILL BIRTHDAY SALUTES CBS	"THREE, TWO, ONE—ZERO" NBC-TV
— QUIZ SHOW OF THE YEAR —	
YOU BET YOUR LIFE NBC	"WHAT'S MY LINE?" CBS-TV
— SPORTSCASTER OF THE YEAR —	
BILL STERN ABC	MEL ALLEN NBC-TV
— CHILDREN'S SHOW OF THE YEAR —	
"LET'S PRETEND" CBS	"DISNEYLAND" ABC-TV
— VOCALIST OF THE YEAR —	
Male EDDIE FISHER MBS	Male PERRY COMO CBS-TV
Female ROSEMARY CLOONEY CBS	Female DINAH SHORE NBC-TV
— SONG HIT OF THE YEAR —	
"THIS OLE HOUSE" BMI	"LET ME GO, LOVER" BMI

HOPE



1955

**GENERAL FOODS
AMERICAN DAIRY ASSOC.**

BROADCAST REVENUES CONTINUE SPIRAL TO NEW RECORD HIGH



IN the calendar year 1953, the grand total revenues of the broadcasting industry (radio and television) passed \$900 million, the highest on record. Total revenues, which comprise revenues derived from the sale of time, talent, and program materials to advertisers, were reported at \$908 million. Radio revenues increased from \$469.7 million in 1952 to \$475.3 million, in 1953, while aggregate TV revenues of \$432.7 million in 1953 were 33.5 percent greater than the \$324.2 million for 1952.

Broadcasting profits of \$123 million in 1953 were 6.4 percent greater than those of 1952. The industry reported a profit from television broadcast operations of \$68 million, 22.5 percent higher than in 1952. Earnings from radio AM and FM broadcast operations decreased by 8.4 percent from \$60.1 million in 1952 to \$55 million in 1953. All profit figures are before payment of Federal income tax.

The following tables show the comparable calendar year 1952-53 radio and television financial data for the radio and television broadcast industries:

ALL NETWORKS AND STATIONS, 1952-53

Item	1952	1953	Percent increase or (decrease) in 1953
	Millions	Millions	
Total broadcast revenues.....	\$793.9	\$908.0	11.3
Radio ¹	469.7	475.3	1.1
Television	324.2	432.7	33.5
Total broadcast expenses.....	678.3	785.0	15.7
Radio	409.6	420.3	2.6
Television	268.7	364.7	35.7
Broadcast income (before Federal income tax).....	115.6	123.0	6.4
Radio	60.1	55.0	(8.1)
Television	55.5	68.0	22.5

¹ Radio includes AM and FM broadcasting.

NOTE:—1953 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,434 AM and AM-FM and 45 independent FM stations. 1952 data are for the same networks and 2,324 AM and AM-FM and 56 independent FM stations. 1953 TV data cover the operations of 4 networks and 334 stations; 1952 data are for the same networks and 122 stations.

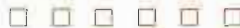
* Reproduced from advance release of Federal Communications Commission 20th Annual Report for fiscal year ended June 30, 1954.



George Liberace
Musical Director



Electronics Industry Advances Nation's Economy and Welfare



By **BRIG. GENERAL DAVID SARNOFF**

Chairman of the Board
Radio Corporation of America

TELEVISION in 1954 — its eighth year as one of the country's fastest growing industries — established new records in retail sales of TV receivers and widened the scope of programming, especially in color. These accomplishments and advances in related fields once again mark the electronics industry as a leader in advancing the nation's economy and welfare.



Some of the major developments during 1954 were:

- **Compatible Color Television:** NBC's "Introductory Year" during which it broadcast many types of programs in color and featured "Spectacular" shows, dramatically revealed the potential scope of color TV.

- **Color TV Tube and New Set:** The RCA 21-inch color tube and a new TV color receiver using this tube, were placed on the market and production will be increased in 1955.

- **RCA's Magnetic TV Tape Recorder:** Brought to commercial design stage. NBC will commence, early in 1955, field tests in both black-and-white and color television tape recording.

- **Electronic Light Amplifier:** When further developed, this will have important applications in television, and other fields. In television, for example, techniques used in the light amplifier will eventually make it possible to see a TV picture in black-and-white or in color on a thin, flat TV screen that can be framed and hung on the wall like a picture.



During 1954 basic progress was made in carrying all these developments forward. New knowledge was gained through research and experimentation in these fields at RCA Laboratories. The results achieved will have a profound effect on further progress during 1955.

For 1955, industry production of television receivers is estimated around 6,000,000. This will lift the total of TV receivers in the United States to approximately 38,000,000 by the end of the year.

Television is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-inch color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well, and will lift color TV "off the ground" and into the market.



Magnetic tape recording for black-and-white and color television, demonstrated by RCA at the end of 1953, was developed further during 1954 and will make its debut during the coming year as a new tool for the broadcasting industry.

The electronic light amplifier, which uses the principle of electronic light, under development in RCA Laboratories during 1954, will glow more brightly during 1955. Light amplification by this means has been achieved experimentally in ratios of more than 20 to 1; when that figure reaches 100 to 1, a practical amplifier of light will mark a significant step forward in the science of illumination and television.

In television, this new form of light amplification will bring bigger and brighter pictures; it will revolutionize television as we know it today.

It is estimated that more than 10,000,000 new radio sets, including auto radios, will be sold at retail during the coming year, increasing the total of radios in the United States to more than 125,000,000.



Achievements in science, art and industry during 1954 marked the year in radio-television and electronics as one of progress, and the advances augur well for even greater accomplishments in 1955.

The new and promising developments of the Electronic-Atomic Age open the way for the creation of new businesses, new jobs, and higher standards of living.



R. R. Bonché

SONG HITS OF 1954

January 1, 1954 to January 1, 1955



The 35 song hits with the largest radio and television audiences listed below in order of total ACI points received in the ACI SURVEYS during 1954. (Songs in stage or film productions are indicated; songs currently active are marked with an asterisk; songs whose activity began on the ACI SURVEYS during the Fall of 1953 are noted by the 1953 date.)

SONG TITLE, PRODUCTION AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS ON ACI SURVEY
Secret Love (1953) (Calamity Jane) (Remick).....	44,184	30
Young at Heart (Sunbeam).....	41,009	34
*Hey There (Pajama Game) (Frank).....	37,765	31
Stranger In Paradise (1953) (Kismet) (Frank).....	33,624	32
Wanted (Witmark).....	33,378	27
Make Love to Me (Melrose).....	31,018	31
*If I Give My Heart to You (Miller).....	28,528	28
*Hernando's Hideaway (Pajama Game) (Frank).....	27,706	31
Three Coins in the Fountain (Same Title) (Robins).....	27,462	25
*Count Your Blessings (Instead of Sheep) (White Christmas) (Berlin).....	27,404	18
Little Things Mean a Lot (Feist).....	26,893	34
Answer Me My Love (Bourne).....	26,273	31
I Get So Lonely (Melrose).....	25,660	29
High and the Mighty (High and the Mighty) (Witmark).....	25,594	27
*I Need You Now (Miller).....	22,794	22
*Papa Loves Mambo (Shapiro-Bernstein).....	22,151	17
That's Amore (1953) (The Caddy) (Paramount).....	20,225	16
Heart of My Heart (1953) (Robbins).....	19,127	20
Little Shoemaker (Bourne).....	19,064	26
*This Ole House (Hamblen).....	18,715	22
Oh My Papa (1953) (Shapiro-Bernstein).....	18,709	21
Cross Over the Bridge (Laurel).....	18,189	23
*Mister Sandman (E. H. Morris).....	16,156	12
Happy Wanderer (Sam Fox).....	16,044	28
Green Years (Harms).....	15,024	21
Changing Partners (1953) (Porgie).....	14,023	16
*Teach Me Tonight (Hub-Leeds).....	13,391	13
*Man That Got Away (A Star Is Born) (Harwin).....	13,222	25
Sh-Boom (Hill & Range).....	12,939	25
Sway (Peer).....	12,341	23
I Love Paris (1953) (Can Can) (Chappell).....	12,078	26
I Speak to the Stars (Lucky Me) (Witmark).....	11,947	27
If You Love Me (Really Love Me) (Duchess).....	11,815	26
Man with the Banjo (Mellin).....	11,595	21
Skokiaan (Shapiro-Bernstein).....	11,513	19

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

MANAGEMENT:
WILLIAM MORRIS AGENCY
NEW YORK — CHICAGO — HOLLYWOOD

1954 NETWORK NEWS SELECTIONS



The networks' evaluations of the top ten news stories follow:

— ABC —

- 1—Condemnation of Senator McCarthy.
- 2—Democrats regain control of Congress.
- 3—London Conference: key to West German re-armament.
- 4—Fanatics shoot five Congressmen.
- 5—The Oppenheimer case.
- 6—Fall of Dien Bien Phu, including the important Geneva Conference.
- 7—Supreme Court outlaws segregation.
- 8—Hurricane Hazel.
- 9—Japanese fisherman H-bomb victim.
- 10—Guatemala Red regime overthrown.

— CBS —

- 1—The Army-McCarthy Hearings and subsequent censure of Sen. McCarthy.
- 2—Supreme Court Decision on segregation.
- 3—Public concern over power of hydrogen bomb.
- 4—Struggle over rearming of West Germany.
- 5—Armistice in Indochina.
- 6—Chinese Reds jail 11 American airmen.
- 7—Illness of Pope Pius XII.
- 8—Shootings in House of Representatives by Puerto Rican Nationalists.
- 9—Roger Bannister breaks four-minute mile.

— DU MONT —

- 1—Return of POW's from Korea.
- 2—Shooting of Congressmen by Puerto Rican Nationalists.
- 3—McCarthy-Army Inquiry.
- 4—Roger Bannister Runs Mile in 3:59.4
- 5—Fall of Dien Bien Phu.
- 6—Death of Emilie Dionne.
- 7—Vishinsky Dies.

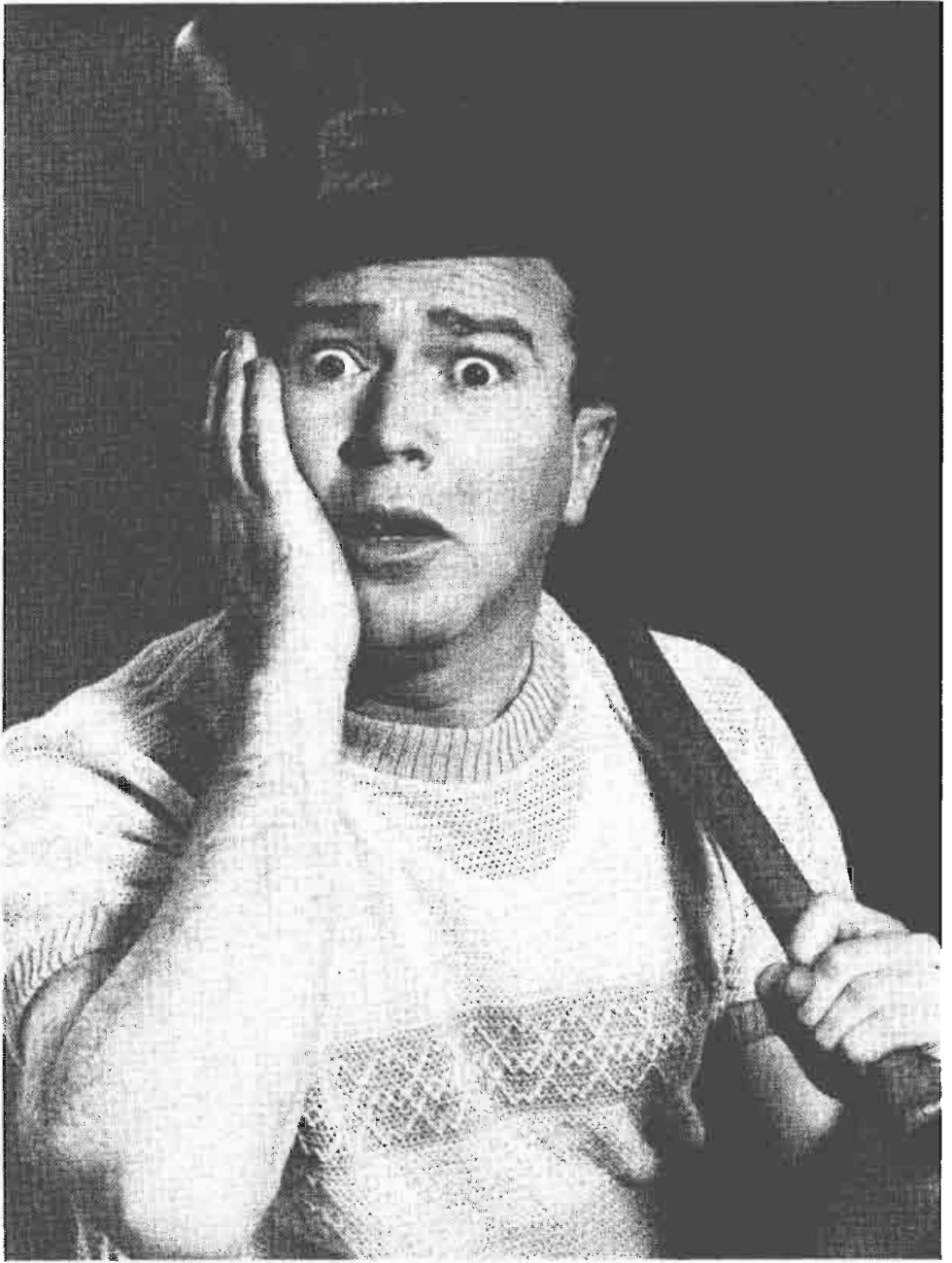
- 8—Radio Peiping Announces Prison Sentences Passed on Thirteen Americans Accused of Espionage in Red China.
- 9—Senate Censures Senator McCarthy by Vote of 67-22.
- 10—Sheppard Trial.

— MUTUAL —

- 1—Sen. Joseph R. McCarthy.
- 2—Democratic Party gains control of Congress.
- 3—West Germany rises towards sovereignty.
- 4—Armistice reached in Indo-China; Reds press against Formosa; but lost Guatemala.
- 5—Supreme Court ends segregation in public schools.
- 6—Puerto Rican Nationalists attempt assassinations, wound five Congressmen.
- 7—Financial scandals exposed in Federal Housing.
- 8—Hurricanes sweep East Coast; drought grips Midwest; unusual weather staggers Europe.
- 9—President Eisenhower proposes plan to share atomic energy with other nations.
- 10—Sheppard found guilty in Cleveland murder trial.

— NBC —

- 1—Supreme Court segregation decision.
- 2—McCarthy hearings; censure, break with the Administration.
- 3—The hurricanes.
- 4—Geneva conference; the Indo-China truce.
- 5—Paris agreements on the re-armament of Germany.
- 6—Shooting in the House of Representatives.
- 7—Revoking of the Oppenheimer security clearance.
- 8—The rise of Mendes-France.
- 9—The mid-term elections.
- 10—American prisoners held by Red China.



RED BUTTONS



Color Television Will Spurt 1955 Industry Dollar Volume



By **JAMES D. SECRET**

Executive Vice President

Radio-Electronics-Television Manufacturers Association

THE radio-television industry continued to mark up new production and sales records in 1954 although the total dollar volume of business, except for retail sales of TV sets, was slightly under that of 1953.

Among the records achieved in 1954 were new peaks for weekly and monthly television receiver production, a new high for retail sales of TV sets, and the first commercial manufacture and sale of color television receivers. Toward the end of the year the manufacturing industry was operating at peak capacity and turning out television sets at the rate of 11 million a year.



Preliminary tabulations of the RETMA Statistical Department indicated retail sales of television receivers in 1954 were about 7,000,000 units with production closely paralleling this figure. The previous highest retail level was 6,370,500 TV sets in 1953, while the highest production was 7,463,800 in 1950.

Radio set sales in 1954 were down sharply from 1953 despite a growing public interest in high fidelity. Home and portable radio retail sales were about 6,250,000 compared with 7,000,000 in 1953, while auto set purchases were approximately 4,000,000 representing a decline of 1,000,000 units under the previous year.



Sales of transmitting equipment and accessories were off about 20 per cent due to a slowdown in the construction of television stations.

By the end of the year there were about 32.5 million television receivers and over 100 million radios in use. Approximately 88 per cent of the nation's homes are in TV areas and practically all are available to radio.

While only 25,000 color television receivers were manufactured in 1954, considerable progress was made in the technological development of a large screen color tube.

Although uncertain factors prevent

accurate forecast of color set production, the industry generally expects color to begin a steady rise toward volume production in 1955 and thereafter to go upward sharply. Many more manufacturers are expected to get into color, and production is estimated at several hundred thousand.



The transition from black and white to a mixture of color and monochrome will be accomplished smoothly and without any obsolescence of present monochrome receivers.

Further strides were made in industrial and commercial uses of electronics, and all indications are that this phase of the business is just beginning. The development of computers for department stores, manufacturers, and other business organizations opens a huge market for this electronically operated device.

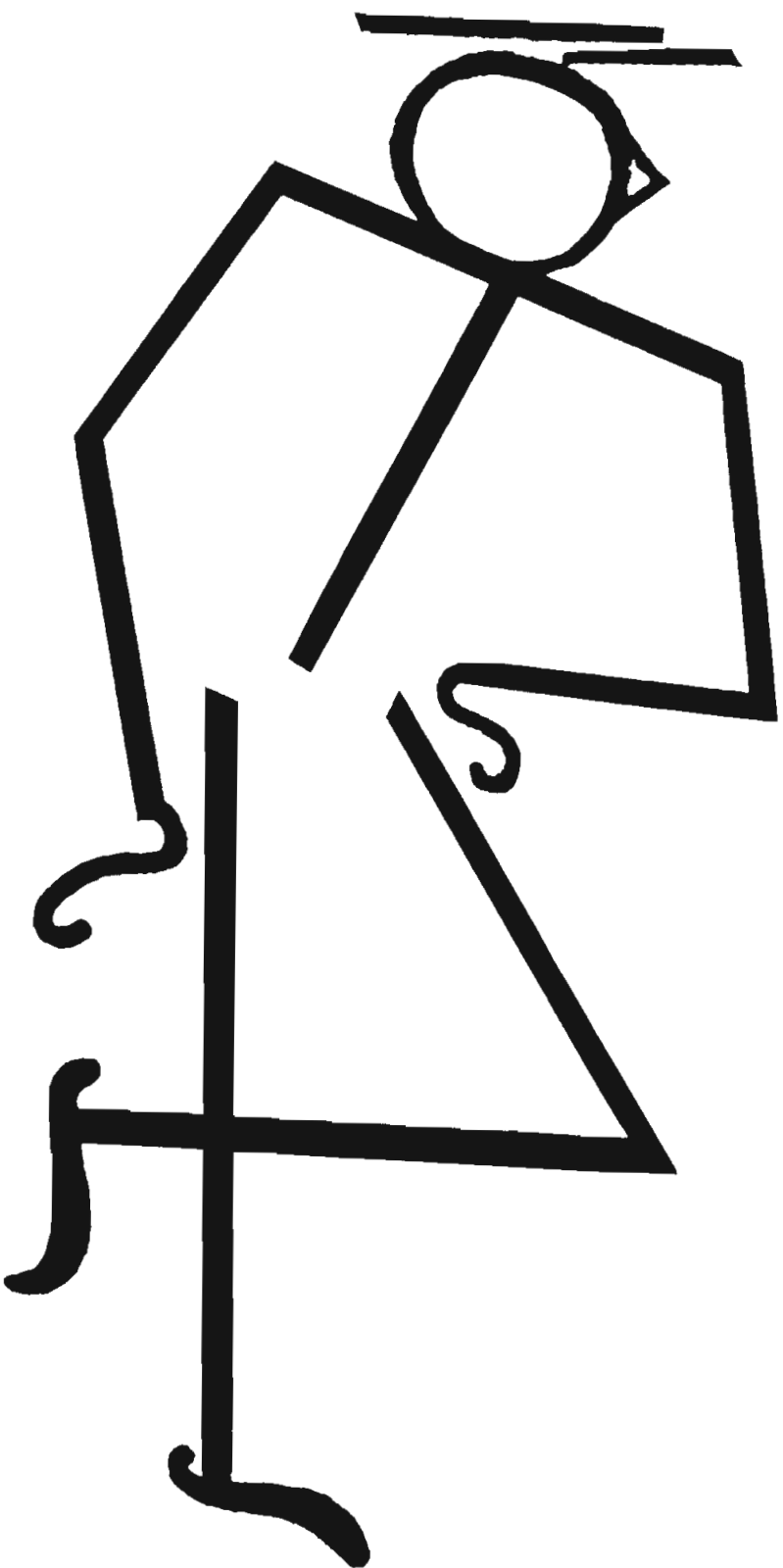
Capital investment in the electronic industry, largely through the purchase of smaller manufacturing concerns by large non-electronic corporations seeking diversity of operations, continued to rise in 1954.



The outlook for the radio-television-electronics industry in 1955 is excellent. While some decline in TV set production and sales is expected, any substantial output of color receivers will more than offset a loss in monochrome receiver sales because of the 4-to-1 price advantage of color.

Radio receiver sales are expected to remain steady in 1955 with probable increases in auto sets, paralleling the rise in new car purchases, and a continued growth in radio-phonograph demand in the high fidelity field.

From a long range point of view the industry looks forward with confidence to a steady rise in its total dollar volume and production capacity as color television hits its stride and industrial and military uses of electronics increase.



JACKIE GLEASON ENTERPRISES



JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

Best Wishes



DEAN & JERRY



Advertising's 'Philadelphia Story' Points Up Main TvB Function



By **OLIVER TREYZ**

President

Television Bureau of Advertising

RECENTLY, I addressed the Television Association of Philadelphia. This occasion marked my first official appearance on behalf of the Television Bureau of Advertising. The event occurred exactly three days after TvB itself was officially launched as a going concern.



The purpose of this get-together was to explain the general objectives of TvB and to relate them to the Philadelphia television story, and in doing the research for my talk one salient fact came to light that, more than anything else, pointed up the 'raison d'etre' for the Bureau. While it is true that the Philadelphia fact is strictly a local one, it can — and does — happen elsewhere. This is the rather startling item: national advertisers spend three dollars in TV for every dollar they spend in newspapers; local advertisers in Philadelphia spend five dollars in newspapers for every dollar they invest in television.

The Philadelphia market is a big one, one of the biggest in the country and the spending accordingly is giant-sized. Let's see just how much in terms of actual expenditures. Total television spending in Philadelphia for 1954 amounted to \$43,500,000. This represents what advertisers laid out for time, talent, and production. Of this amount, \$36,000,000 came from national sources of which \$28,000,000 was network and \$8,000,000 was national spot. Local advertisers spent \$7,500,000 in the medium.



Now let's look at the other side of the picture. Total newspaper expenditures amounted to \$50,000,000, of which national sources contributed \$12,500,000 and local "put it on the barrelhead" for a resounding \$37,500,000.

Why? Who's right, national or local? To discover ("uncover" would be more appropriate) the pros and cons of the national vs. the local advertisers' positions is, I believe, one good reason for

the Bureau's existence. That, and what to do about it.

We can suspect the reason for the local advertisers' attitude, their apparent shyness of the medium. Conversely, we believe we can put our finger on the lack of resistance to TV that the national advertisers show. But the Bureau doesn't function according to suspicions, hunches or guesstimates.



We "suspect" that the local advertisers have never been told the true story about TV; we "believe" they've never given it a fair chance to prove itself; we "have a hunch" their approach to the use of the medium is basically unsound; we "feel" they've never researched-out their full market potentialities properly. Our ideas on the subject are compounded of a bit of slight research tinged with a light smattering of metaphysics. They may or may not be the facts. TvB will DIG for the facts and there lies the crux of the Bureau's operation . . . to dig.



TvB was set up for the sole purpose of selling and promoting television, without doubt the greatest tool for mass selling ever devised.

We believe the best method is to take a specific problem, turn an expert (or team of experts) loose on that problem, gather the facts, analyze them and come up with an answer. Then, present that answer in a lucid, intelligent and dramatic manner without benefit of blue-sky, hocus-pocus or promise of miracles.

TvB knows of no better way whereby reluctant advertisers can be brought out of their shells. In the final analysis, an advertiser is a business man. He'll buy TV if he can be shown that the medium, properly used, soundly backstopped with research, his case authoritatively documented, is the way to make sales for him.

TvB's basic job is to function as the guidepost.



Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES



Prosperous Co-Existence Marks 1955 Radio-TV Interim Report



By **BEN DUFFY**

President and Chairman Executive Committee
Batten, Barton, Durstine & Osborn, Inc.

SUPPOSE we leave the latest television statistics to other parts of this book and sum them all up now in a rather obvious manner:

As an advertising medium, television in 1955 will surpass one's fondest expectations. And it will achieve for many succeeding years what may now seem improbable.

It has been my happy experience in the past thirty-five years to take an active part in the growth of every major medium of advertising. What surprises me most is that whenever we arrive at that point in our history where a great new carrier appears—then grows and prospers—it is not at the fatal expense of another. Our standard of living seems eager to make room for it.



And I am definitely one of the number who insists that the outlook is not at all dark for radio in 1955. A marked readjustment of thinking on the parts of the advertisers, agencies and networks as regards radio's present values has been the vital key to saving radio as a major medium. Flexibility of planning has been called for more than once in this business to get the most sales per dollar. And now that we see radio in a new light—and know new ways to buy it and use it—it is ours to profit by. I haven't met a consumer yet who's thrown away his radios (see the figures on projected radio sales for 1955) nor an advertiser who dares to erase it from his mind.



Granted, television is riding higher and higher. Never before has the copywriter behind the typewriter ventured so close to the consumer behind the set. They are now as intimate as they ever will be without touching each other. If ever there came to one man or woman the opportunity of influencing millions on a personal basis, television is affording that opportunity now to the copywriter. Television advertising is doing big things—building new businesses, enlarging others,

and keeping still others abreast in a hot competitive race.

It is difficult to try to figure when this adolescent monster is going to stop growing. When I reflect, I suddenly realize that we in advertising, being sort of parents to this oversized fireball, are faced with a few man-sized responsibilities.



There is always much noise where television is concerned, and noise breeds confusion and confusion breeds looking for the easy way out. As with radio, successful TV programs tend to be imitated. Ingenious, new commercial techniques remain new and ingenious today only so long as it takes for production of a carbon copy by another advertiser. The more sameness of technique in commercials, the less attention on the part of the viewer. More tragic, the less sales for the advertiser. Never was the virtue of pure creativeness and a willingness to adventure more important on the part of a copywriter.



So long as television continues to entertain and inform in new and fresh methods, it will never overstay its welcome in the American home. But for the sake of all its advertisers, who pay to make it possible, stations and networks have the greatest responsibility of all in making certain that the advertiser's efforts will not be neutralized by two or three twenty or ten second spots following his program.

And now a new chapter—color television. Projected figures for color set ownership in the years directly ahead are astonishing but credible since we are talking television and TV is the kind of a medium that surprises. Our experience with it to date has already justified our planning efforts we have put behind color. Many advertisers are waiting for it . . . the automobile industry this year has styled its models with color in the forefront . . . the advertiser and the advertising agency are ready.



JIMMY NELSON
DANNY O'DAY

and
HUMPHREY HIGSBYE

PERSONAL MANAGEMENT

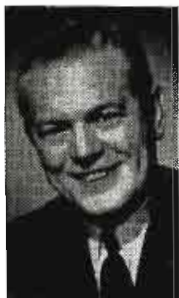
LOUIS W. COHAN

1776 BROADWAY
203 N. WABASH AVE.

NEW YORK, N. Y.
CHICAGO, ILL.



FARFEL



Broadcasting Industry Realizes Necessity Of Aggressive Selling



By HAROLD E. FELLOWS

President and Chairman of the Board
National Association of Radio and Television Broadcasters

PERSONALLY, I liked 1954 and I hope 1955 does as well by the broadcasting industry.

In 1954, the television station population increased from 334 stations to 434 stations.

In the same year, the radio station population increased from 2509 stations to 2650 stations.

It is true, of course, that some television stations, faced by uncertainties growing out of set circulation problems, closed their doors.



On the other hand, those TV operations thus beset by circulation problems which have found ways of staying on the air now can look forward to a brighter future. More programs are becoming available; manufacturers are recognizing the necessity for all channel tuning; the Federal Communications Commission appears to be liberalizing its regulations in such a way as to encourage the strong, economic development of "community" stations.

In radio, that perennial marvel of mass communications, growth was still the order of the day. More stations were added—and one need only examine the vast promotion put behind the development of new types of radio receivers to appreciate the confidence of manufacturers in the sturdy health of the medium.

Of course, none of these pleasant and profitable developments could be reported had not the radio and television media realized the necessity for aggressive selling in today's highly competitive market.



Two evidences of this trend toward more informed selling is the growing strength of the Broadcast Advertising Bureau (which became the Radio Advertising Bureau on January 1st) and the organization of the Television Bureau of Advertising. Both of these groups were fostered by The National Association of Radio and Television Broadcasters—

and I mention this fact in order to make a point, and a significant one, about the distribution of leadership in the broadcasting industry.



That will be one of my treasured memories about 1954—a year in which more and more broadcasters not only contributed financially to the support of their sales organizations and their national business association, but contributed their energies and talents as well.

Believe me, it was this kind of contribution which made it possible for us to demonstrate our sincerity of purpose before the Senate Subcommittee on Juvenile Delinquency. So well was this demonstrated by the Television Code Review Board and by the Code subscribers that Senator Hendrickson, chairman of the Committee, publicly praised the broadcasters.



And 1954 will be remembered, too, for the hearings on the Bryson Bill, which sought to outlaw or limit the advertising of alcoholic beverages on radio and television. As broadcasters, we met the issue squarely by defending our case intelligently—and by promising to give the Committee such industry statistics as it needed to arrive at an honest decision.

The survey which led to the development of that statistical information represents a new milestone in broadcasting.

We end this year with nearly all of the 48 states having state associations, a development which bolsters the strength of broadcasters.

In the last twelve-month period, over 350 new members—including radio and television stations, networks and associates—have joined NARTB.

Generally, then, it would seem to me that we can look at 1955 as a year which promises further progress—and upon 1954 as a good friend that it was nice to be with.



MEL ALLEN



Improved Products Should Spark Outstanding 1955 Sales Volume



By **FRANK M. FOLSOM**

President

Radio Corporation of America

NEW and improved products in virtually all lines of radio and TV — coupled with continued vigor in merchandising that proved so successful during the past year — should spark an outstanding sales volume in the next twelve months.



Volume should be particularly good in black-and-white television receivers, TV transmitting equipment, radio sets, "Victrola" phonographs and records, also industrial TV. Development of color television into its commercial phase in 1955 will move ahead. Advances in color TV demonstrated by RCA in 1954 and incorporated in production models of RCA Victor's 21-inch color sets will contribute importantly to the transition over the next few years to a nation-wide color television service, with a steadily increasing demand for color sets.



In a forecast a year ago, I said I believed that sales opportunities for electronic products and services during 1954 would be excellent. I pointed out that American merchandising had reached a significant turning point — that the 14-year-old sellers' market had been supplanted by a buyers' market, necessitating extra hard work and careful sales planning to maintain volume.

My estimate a year ago was that 1954 could be good for business. This most certainly has proven true for the companies in the industry that heeded the changing trends and new challenges of the buyers' market.



Television attained new heights of service in 1954 as more than 90 additional stations went into operation and consumer demand for receivers led to the seven-million-plus boom in set sales. For RCA Victor, unit production and sales of TV sets surpassed the top year of 1950.

Engineering advances, which provided continuously larger screen sizes in the six-year span since 1948, have been par-

alleled by production efficiencies providing lower priced units without sacrifice of quality. In 1954, 95 per cent of RCA Victor TV sales were of receivers of 21 inches or larger, as compared with the 96 per cent average of 10-inch sets in 1948. Sets of 24 inches are increasing in popularity.



Opening of new television service areas and the trend to multiple TV sets in homes, will give added impetus to sales in the years ahead. In fact, estimated retail sales of black-and-white and color receivers during the next five years is expected to exceed 33 million units, thus exceeding by more than a million units sales during the past five years.

The phonograph record industry continued its impressive growth in 1954 and showed a rise of nearly 20 per cent in record sales. During 1955, record sales are expected to increase an additional 15 per cent.



Acceptance of the 45-rpm recording system, introduced by RCA in 1949, can be measured by 200 million "45" records that have been sold in five years. Today, more than 50 per cent of all records sold are in the 45-rpm speed, and "Victrola" phonographs of three speeds are increasingly popular in acceptance.

The coming year is expected to produce a substantial upward trend in radio set sales, with business in portables and clock radios exceeding by a good margin the volume in 1954.



Growth of the radio-television and electronics industry, at its present rapid rate, is highly significant. The record of progress shows that the increasing usage of electronic products and services represent a strong and stimulating factor in the growth possibilities of industries employing these modern scientific devices and technical advances. Because of this broadening horizon of usefulness the sales outlook for electronics grows steadily brighter.



SID CAESAR

CARL REINER



HOWARD MORRIS

ROBERT MONTGOMERY

Presents

THE AMERICAN TOBACCO THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION

MONDAYS 9:30 - 10:30 PM EST



Mexican TV Developments Act As School For Latin America



By **EMILIO AZCARRAGA**

President

Inter-American Association of Broadcasters

AMERICANS interested in television who come to Mexico and try honestly to judge our TV, cannot adjust themselves to our peculiar conditions and they get out of focus. For a man who deals with or enjoys TV programs with a cost of 100,000 dollars, our TV is still in the bushes.

When we succumbed to the lure of this harassing business, somebody in New York said: "What about American kines? We can find more than one way to pass them on to you." Well, we thought that might be an idea. We were beginning and had lots of empty time to sell. So we tried as hard as we could to sell American kines of the best programs. And very soon we found that here in Mexico nobody wanted to see Mister Godfrey, no matter how popular he is north of the Rio Grande, or "I Love Lucy" unless it were 100 per cent in Spanish.



Beginning from scratch, because we decided not to bring in foreign experts so as to give our men a chance to learn by themselves, we are now, in our third year of operation, fairly well satisfied with what we show on the little screen. Our TV programming has, step by step, adjusted itself to our psychology, our habits, beliefs and traditions. Our theatre, our panels, sports events, musicals, newscasts and our children's programs are well received by the audience. We also have access to about one thousand Mexican, Spanish and Argentinian long feature pictures. We have very good and plentiful theatrical talent—as good and plentiful as anywhere else. We have 3,000 actors from all Spanish speaking countries, and we use this talent in the type of theatre that appeals to our national taste and our Spanish-Indian heritage.



With only about 150,000 sets in a country of low national income, the only way to get out of the red (and we are almost out by now) is to have many

spots. We are perhaps running twice as many in the breaks as you do in the United States. Usually we fill two minutes between programs, but instead of running two or three long spots, we run from five to seven short ones. Of course we do not like it and we know the audience does not like it, but we make it our business to tell the people that they have to be tolerant with commercials for some time if they want to have TV. Within the programs we allow from 10 to 12 per cent of the total time for commercials.

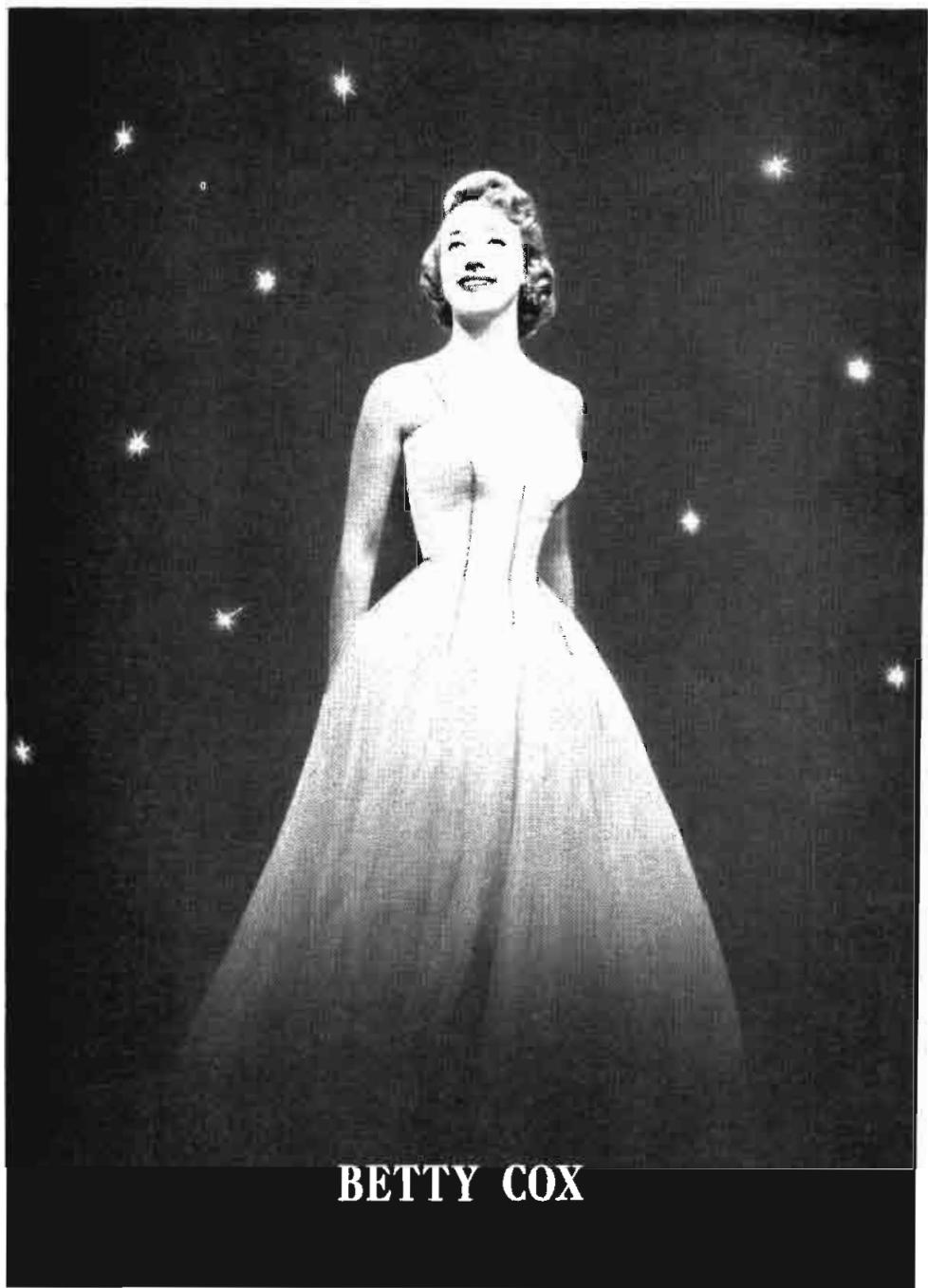


Our TV set designing is very good, in fact we are proud of it. One of our set designers discovered that painting with chalk, in colors, was faster and cheaper than the use of water colors, oil or any other painting process. So today all our sets are painted with chalk. Our engineers can prove that this type of painting gives more depth to the image on the screen. Audio and illumination are well under control.

One thing we can say, so far as operation is concerned—engineering, production and maintenance—we are now out of danger. We feel that after close to three years of experience, we have today full control of the abstruseness in the technical, economic and artistic fields. So even if we operate with small money, there is nothing in sight to stop us. We feel pretty sure about the future.



What we have achieved in Mexico has been achieved or bettered, in Cuba. We think that Mexican and Cuban television will be the school for Latin America. So far Venezuela, Colombia, Argentina, Peru, Santo Domingo and Puerto Rico are on the starting line, ready to go. It is our contention that the exchange of kines, showing the talent peculiar to each country will, if we know how to develop it in the next two or three years, help to establish and make fast TV in Latin America, and will also yield reasonable profits.



BETTY COX

CBS TELEVISION

PLaza 9-2954



Walt Disney Views His First TV Season as Most Challenging



By **WALT DISNEY**
Chairman of the Board
Walt Disney Studios

WHEN the "Disneyland" TV series begins its second season on ABC in September, the premiere show will come from the 160-acre "Disneyland" near Anaheim in Orange County, California.

This is an event all of us at the studio are looking forward to because it marks the merger of two long-standing dreams-come-true. "Disneyland" the park fulfills a 20-year-old dream of a place for people to find happiness and knowledge. The "Disneyland" television productions fulfill a more recent dream of a video series combining entertainment and information.



Whoever said the first year is the hardest could have been reading a TV producer's mind. If our first season wasn't the hardest, it surely will remain among the most challenging to us.

Happily, the four realms that we envisioned for "Disneyland" the park — Frontierland, Tomorrowland, Adventureland and Fantasyland—gave us the general format for the television series. Our job then was to develop programs from those realms. This was more than met the eye. We had to produce 21 hour-long shows—the equivalent of 10 full length motion pictures—in a matter of months. It takes us about three years to complete one feature length cartoon film.



Our staff met the challenge admirably. As an example, in September a production unit headed by Bill Walsh and director Norman Foster travelled to Tennessee and there began shooting the first of three programs based on the life of Davy Crockett. "Davy Crockett, Indian Fighter" was televised in December, with prints having been delivered to ABC two weeks earlier.

This same gratifying response occurred on all levels of the "Disneyland" television operation, both at the studio and the network. It has never diminished.

Our full scale entry into TV led to a good many surprises, not the least of which was the discovery that our creative

staff was amazingly versatile. As ideas for programs hardened into shooting scripts and finally into scheduled productions, most of our TV force began doubling in brass. Artists revealed unsuspected skill as writers, writers as directors. And almost everybody who was called upon did very well at acting.

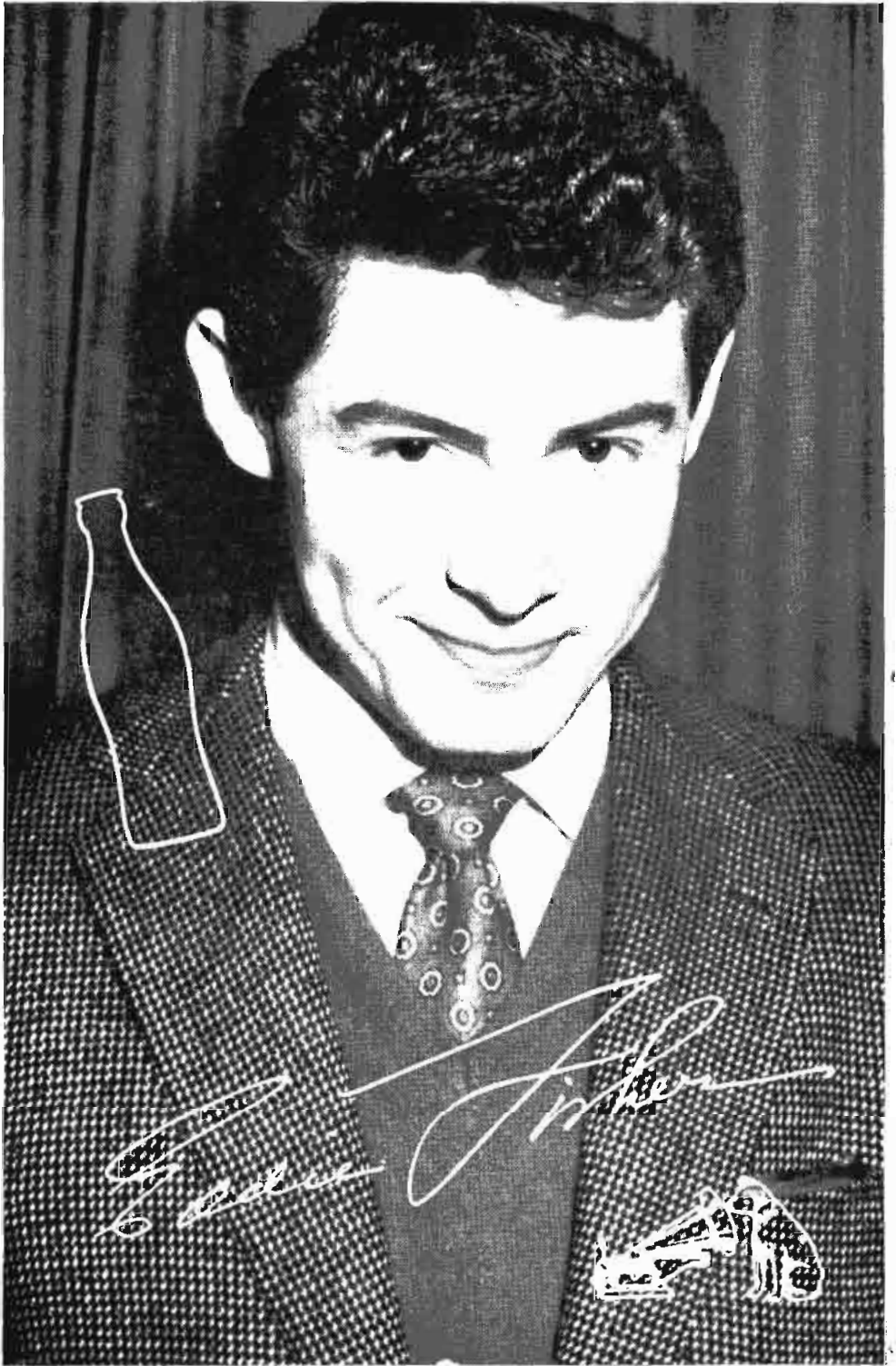


Ideas for the "Disneyland" shows, something that we wrestled with at the start of our opening season, have been strongly defined for the next series. There will be three programs emanating from "Disneyland" itself; four from Tomorrowland; four from Frontierland; four from Adventureland; and 11 from Fantasyland. We are going into our second year on television prepared well in advance to produce 26 instead of 21 new shows.

Foremost among them will be a realistic depiction of an expedition to Mars and a rocket flight around the moon. We also are planning a program illustrating the development of atomic energy and the constructive uses to which it may be put. These are informative subjects. We know, however, that people like to be informed, especially if they are being entertained at the same time. We learned this from the public reaction to our True-Life Adventure films, which have been among the most successful of our theatrical attractions and which will continue to be features of our television series.



The most obvious result of our baptism into continuous television production has been an increased tempo and excitement at the studio. This is stimulating to everyone concerned with the "Disneyland" series—about 85 per cent of the overall staff at this point. The fact that such a high percentage of personnel is working on the TV project right now does not mean that we are abandoning in any way our motion picture activities. On the contrary, we are expanding them in many directions to create a fully-rounded entertainment program.



GROWTH OF BROADCASTING REVEALED IN FCC TABLES



Editor's note: In its 20th annual report to Congress, released late in 1954, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. Following chart shows Commission's statistics from 1949 to 1954:

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	114	2,697
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	193	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	35	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
EDUCATIONAL FM								
1949	18	7	9	31	3	34	21	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30

THE STATLER HOTEL
IN LOS ANGELES
CONGRATULATES
GEORGE GOBEL ON THE
FABULOUS SUCCESS OF
HIS RECENT ENGAGEMENT
IN ITS TERRACE ROOM



Independent Regulatory Body Urgently Sought by CARTB



By **E. FINLAY MacDonald**

President

Canadian Association of Radio and Television Broadcasters

THE Canadian Association of Radio and Television Broadcasters, in its 30th year of existence, now has a membership of 124 radio and 18 television broadcasting stations. These figures indicate that this has been a year of growth for the CARTB but it has also been a year of stabilization and consolidation necessary and valuable at this stage of The Association's development.



The Sales and Research office in Toronto has kept up a steady flow of statistics, research material and information to agencies, advertisers, reps and stations designed to give the maximum assistance in selling broadcast time and aid advertisers and their agencies in securing the best possible results from it. This year the Association has witnessed the growth and establishment of the comprehensive analytical survey of accounting and operating costs begun in 1953. The system, inaugurated by the CARTB to act as a basis against which the member stations can compare their sales figures and operational costs with those of other units similar in size, area coverage and power, has been widely adopted by the stations. It has been used in adapting the stations' existing accounting system, or obtaining the optimum working figures for operational costing and as a yard-stick of revenue potentials.



The CARTB met in 1954 with the Prime Minister of Canada and a group of his senior Cabinet colleagues, urging the enactment of legislation to ameliorate the now out-dated situation in which the Government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations. The brief presented at that time, an annual endeavor of the CARTB, stresses two major points vital to the cause of broadcasting in Canada—that there be established an independent governing body to regulate both the Government directed

and controlled CBC and the independent privately-owned stations, and secondly, that television stations operated by private enterprise be allowed to open in areas serviced at present only by the CBC television set-up. The long-sought institution of an independent regulatory body to direct the activities of both the CBC and the private stations is of great importance to the welfare of Canadian broadcasting. In the existing situation, the CBC not only acts as competitor for the same business and audience, while being subsidized by the Government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of non-CBC stations and controls the only national networks allowed in Canada.



In the field of legal representation, the Association this year carried an appeal to the Supreme Court of Canada against a judgment on copyright fees rendered in 1954 by the Copyright Appeal Board. The judgment upheld the power of that Board to give CAPAC (the Canadian equivalent of ASCAP) the right to assess stations for performance fees on a percentage-of-gross basis, with permission to inspect the stations' books to determine the gross. The CARTB prepared, previous to the decision of the Supreme Court, a brief to the recently appointed Royal Commission on Patents, Copyrights, Trade Marks and Industrial Designs. The Ilsey Commission on Copyright, as it is known, was established as a result of the concern expressed by members of the Government of Canada and many other groups directly affected by it, over the situation now existing in the field of copyright legislation. As a result of the adverse decision of the Supreme Court to the Association's appeal the CARTB was able to add further recommendations to the brief concerning amendments to the present powers of the Copyright Appeal Board and the complete brief will be presented to the Royal Commission this year.



THE FRANKIE LAINE SHOW — TV

Syndicated Nationally

Starred in "Bring Your Smile Along" — Columbia Pictures

COLUMBIA RECORDS



United Nations Radio Provides World With Impartial Information

By MICHAEL HAYWARD
Chief, English Language Service
United Nations Radio

THE United Nations is ten years old this year. For the last nine of these years there has been a United Nations Radio, one of the instruments of the Department of Public Information set up to inform the peoples of the world about what this world organization does and what it stands for.

Throughout this time many broadcasting organizations have served the public interest by devoting a considerable portion of time and talent to originating programs about the United Nations. Many stations, of course, have been hampered in covering the United Nations because they are far from U.N. Headquarters and because they are limited in budget and staff. As a service, U.N. Radio has supplied them with prepared programs (which are described below).

These programs, produced for rebroadcast, are distributed by transcription and by short wave transmitters leased from various national and commercial services. In the United States and Canada, all major networks and many independent stations are tied by radio line and, frequently, by coaxial cable to U.N. Headquarters.

From this center, the impact of U.N. Radio production has steadily increased, so that today its program, produced daily in 25 languages, are relayed regularly in 48 member states and in 20 other countries and territories. With the United States, Australia, Canada, New Zealand and South Africa rebroadcasting programs nationwide on a regular basis, and with at least some coverage wherever English is spoken, the English Language Service of United Nations Radio is one of the most significant English broadcasting services in the world.

Readers of this *Annual* may be particularly interested in U. N. Radio services available to United States broadcasters:

• **U.N. Radio Review:** a daily fifteen-minute review of United Nations news

and features carried by the Mutual Broadcasting System, the Don Lee Network and a number of independent stations.

• **U.N. on the Record:** a weekly, fifteen-minute program featuring candid interviews with leading world figures, carried by CBS Radio.

• **U.N. Assignment:** a weekly fifteen-minute feature describing the work of men and women building for peace, carried by NBC.

• **U.N. Story:** a weekly fifteen-minute dramatized human story of the impact on peoples' lives of the United Nations and the Specialized Agencies affiliated with it, distributed by platter to 600 stations.

• **U.N. Radio Newsreel:** a five-minute summary of the day's news with recorded excerpts from meetings, press conferences, etc., fed to ABC, CBS and MBS for integration into network news programs.

• **U.N. in Action:** a daily TV program covering the sessions of the General Assembly, with Winston Burdett as commentator, presented by CBS-TV.

United Nations Radio hopes to continue its steady growth during 1955, with each of the four major American Radio Networks carrying a U.N. series.

In addition to its regular series U.N. Radio also produces programs to commemorate special occasions, such as Human Rights Day — December 10th, United Nations Day — October 24th, etc. The year 1955 will see many special projects to mark the Tenth Anniversary of the United Nations.

The growing years of United Nations Radio have been successful — essentially because the story it has to tell is your story, the story of your United Nations. This story has thrilled many at times, disappointed some a times — but the changing story of man's effort to live in peace and good will with his neighbors is, after all, *your* story.

U.N. Radio wishes to express its appreciation to all the radio systems which have made it possible to tell this story to the peoples of the world.

ERNIE KOVACS



Radio Broadcasting Will Deliver New Effectiveness Peak in 1955



By RALPH N. WEIL

Executive Vice President, WOV

RADIO broadcasting, I say, is going to hit a new peak of effectiveness in 1955. And I am not committing a dramatic prognostication to print with that statement. On the contrary, judging by the ever fresh energy with which alert radio men have kept the medium toned up, and judging by the performance of my own station over the years, it is a logical analysis of the situation. Whenever and wherever specialized broadcasting is the rule—and the rule is diligently followed—the prognosis for radio in '55 (and in '56 and '65) is excellent.



WOV's own case history shows long use of specialization and concomitant increase in appeal and effectiveness. More recent converts to specialization have found it works for them too. In fact, only the pioneers and the recent converts have radio operations of sufficient stature to boast about. The laissez-faire, aim-for-a-cross-section group of broadcasters were left by the wayside several years back . . . weeded out by the dual challenges of specialized broadcasting and the novelty of TV. Local or network (and nowadays the format is well indistinguishable) the harvest has been great where the planting was specific.



At WOV for example, where our specialties break down to two major categories (Italian language and Negro-appeal) we know '55 is going to be big because we have only to glance over the record for '54. A Pulse Study of Negro listenership in the metropolitan New York area (conducted in October, 1954) showed that at any given time during our 6-hour long nightly broadcasting direct from Harlem we were in the number one position. Why? I feel it is because we're being specific. We specifically chose our audience. This is an evening audience . . . primarily devoted to entertainment. We keep posted on their current musical tastes and given them great quantities

of the music they want. We also give advertisers a bright showcase and top personalities to do their selling.



Lest this lead-off example of evening broadcasting sounds as though music and evening broadcasting combined to make the only prime, let me correct the impression fast. All broadcasting time can be prime. That is one of the qualities of specialized broadcasting. Direct yourself to a specific audience, program for that audience according to time of day and you'll end up doing a great job.

Now we come to daytime radio. For WOV that means a 10½ hour Italian language day. At no period in the station's long and successful history have overall ratings been higher! As specialists we're not surprised, for the Italian language WOV is a firmly entrenched habit with housewives and shopkeepers. News, drama, comedy, originated-in-Italy programs, phone quizzes and music are carefully developed into a harmonious whole. Incidentally, as the only U. S. station with full—and flourishing—studios in Italy, WOV produces ten features a day which are used by Italian language stations in other U. S. cities.



The prescription then for a bumper radio year in '55 is:

a) Aim for one particular community segment at a time; b) please its tastes and serve its specialized community interests; c) Replace a good feature with a better one as often as possible. (Obviously it must be in mood and substance an involvement which will whet fresh interest within the specialized framework.)



So, on behalf of my fellow specialized-broadcasters who are carefully following the prescribed course, I can unequivocally deliver a 1955 prognosis. It is simply this: "Excellent."





Continuing Strength of Radio Hinges On Programming Concept



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

THE key to the continuing strength and prosperity of radio lies in one word—programming. But this concept of programming is far removed from that of the heyday of network radio. This is programming aimed directly at the local advertiser and the local audience . . . the area of radio's greatest strength.

This concept of programming provides for depth and continuity. It means transcribing radio programs with top names, not on a once-a-week basis, but on a five-day-a-week, across-the-board basis. This is the key to our 1955 plans in radio as we launch our most ambitious plans to date, the Eddie Cantor Show—five full half-hours across the board for 52 weeks.



It is programming of this type that will build up loyal and devoted audiences at the local level, audiences that will continue to demand the respect not only of the local and the regional advertiser but of the national advertiser as well.

That this type of programming is a success can be demonstrated by the fact that sales of the Frederic W. Ziv Company in 1954 ran a full 31 per cent higher than in 1953, which had been one of the best years in our history.

A good measure of this record sales volume must be attributed to the heavy sales during 1954 of two programs which were produced with this type of depth and continuity, the Hour of Stars, starring Ginger Rogers, Peggy Lee, Tony Martin and Dick Powell, and the Red Skelton Show.



Introduced late in 1953, the Hour of Stars is a full hour, five-day-a-week, across-the-board program, while the Skelton Show is one half hour a day, five-day-a-week, across-the-board program.

Both of these programs offer advertisers an opportunity to purchase quarter hour segments, participating spot announcements or full programs.

Both advertisers and stations are well aware of the value of this type of pro-

gramming. Advertisers have been so quick to demand time on these programs, and to demand new programs with this depth and continuity, that it is an immediate tribute to the efficiency of this type of advertising vehicle.



The success we have had with these programs in depth has led us to produce the biggest and most ambitious radio program ever to be produced by a radio transcription company. The Eddie Cantor Radio Show. This program, starring one of the greatest names in show business, is also produced with our concept of depth programming. Five full half hour programs a week, 260 programs a year. This one program alone provides stations with the opportunity of selling 30 full commercials a week, plus opening and closing sponsor identifications.



It is programming of this nature that is the prime source of radio's strength. Programs like The Eddie Cantor Show, The Red Skelton Show and The Hour of Stars, with their top names, with their quality production and their depth and continuity, have the power to attract and hold the listener.

Advertisers do not want to talk about radio as an advertising vehicle. They want to talk about the kind of shows and showmanship that will deliver constant audiences and will pull sales responses.

Programs of the caliber of Ziv's new properties are the answer to this demand. These programs are more than radio. They are top quality, instant appeal programs, which will attract big audiences the moment they hit the airwaves. They are the answer to radio's need and the advertiser's demand.

To drive home radio's great selling strength in 1955, we have set up a quarter million dollar budget for advertising, promotion and development of radio sales plans on behalf of our products and the stations and advertisers we serve.

Best Wishes



Martha



Puerto Rican Station Profits By Errors of U. S. Television



By **JOSE RAMON QUINONES**

President

WAPA-WAPA-TV, San Juan, P. R.

TELEVISION in Puerto Rico, in comparison with television in the United States, is still an infant industry. At this writing, we still have less than one year of actual on the air "know how" in this newest and greatest medium of mass communication.

We have had the advantage of profiting by the mistakes and experience of the pioneers in the industry in the U. S., which has helped us make long strides toward as near perfect production as the present state of the art permits, in a very short time. Yet, we have had to overcome a number of obstacles not faced by the average U. S. television station.



Staffing of WAPA-TV, in the beginning, posed a serious problem since relatively few people in Puerto Rico had ever even seen television, much less worked with it. However, by carefully choosing from among a substantial number of local people who foresaw the possibilities in this field, and who had sought to educate themselves by attending schools in the U. S., and working, in many cases, in apprenticeship training in the U. S. stations, we were able to secure a nucleus with which to begin. We have to draw in addition from experienced U. S. personnel but in less than a year we have managed to put together a working organization that is today producing television programs in our own studios which compare favorably with the best being produced anywhere in the world. For this success we can thank the people making up our staff who are so fired with enthusiasm in this new and potent medium.



Approximately 85 per cent of our programming is done in the Spanish language. This means that much of the material in English from which we might otherwise draw is of no value. We are, therefore, compelled to operate using the rather limited supply of Spanish language film material and local live production. In this connection local talent

has not been readily available in large quantities and we, like many other stations in virgin territories, are having to seek out and develop local people to fulfill our requirements in the production of live entertainment.



WAPA-TV is affiliated with NBC, ABC and DuMont television networks and we are carrying a number of kinescope recordings from each of these. The problems of language difference has been partially overcome by programming in segments wherein several English language programs are presented consecutively. This technique is applied primarily in the case of Sunday evenings when WAPA-TV might almost be considered a continental station.

It is obvious to all of us in the industry here that television in Puerto Rico offers an opportunity to present educational material which, based upon our limited experience, is apparently readily accepted and actually in demand by our population. We shall, therefore, give serious consideration in expansion of our educational TV activities in the future.



We have approximately 50 thousand receivers in our service area and the number is growing daily. It is estimated that this year (1955) we will approach the one hundred thousand mark, which makes our primary area by no means a small television market.

And just so that no one will conclude that we are "youngsters" in the business just because we are barely getting started in black and white transmission, let me say that already we are seriously considering the advent of color transmission, so much so, in fact, that we have seen fit to include at least basic color equipment in our present transmitter so that when the demand for color becomes compelling, we will be ready with little loss of time to meet the demand.



ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio—NBC Coast-to-Coast
Sponsored by the
Dodge Division of Chrysler Corp.

Television—NBC Coast-to-Coast
Sponsored by Post Cereals
A Division of General Foods

Recordings—Bell Label and Little Golden Records

Exclusive Management
ART RUSH, INC.

Public Relations
A. L. RACKIN

Commercial Tie-Ups
ROY ROGERS ENTERPRISES

1418 North Highland Avenue — Hollywood — California



WQXR Power Increase to 50 Kw Signpost of Good Music Trend



By **ELLIOTT M. SANGER**
Executive Vice President, WQXR

GOOD music will, for the first time, join the "big time" in 1955. Before the summer of that year WQXR hopes to have its 50,000-watt transmitter on the air, and thereby hangs a tale.



The idea of a commercial good-music station goes back to the year 1936 when WQXR, then known experimentally as W2XR, went on the air for a couple of hours each day. The very idea of broadcasting good music in those days was regarded as hopeless. People who knew a lot more about radio than we did said that the station would not last six months, and there were many times when John Hogan and I, who owned the station then, thought that they might be right. Although we always managed to pull through, there were many paydays when we didn't know where the money was coming from for the next week's operations. There did not seem to be any demand for good music, but nonetheless we felt it was a sleeping lion and that someday it would break out with a roar. In 1936 the sales of good-music recordings hardly made a dent. It was a time when a person who listened to symphonic or operatic music was considered either a highbrow or an impecunious standee at the opera. When we talked about the advantages of high fidelity, only a few laboratory technicians even knew what it was, and the general opinion was that going to Carnegie Hall or the Metropolitan was something for the rich, but not for the masses.



Not only did the broadcast experts discourage us, but it was almost impossible to get any serious consideration from the advertiser or the agency. It took a lot of talking and promotion to prove over the years that the audience for good music as broadcast by WQXR was increasing rapidly and that those who liked good music were just as responsive to advertising as any other people. Fortunately, a few open-minded

sponsors tried us out and they all discovered that the "cost per thousand" on WQXR made their advertising profitable.



Those are all things that come to mind at this time when we look back over the years and realize that in 1936 good music was not the national institution that it is today. A lot of other things have happened since 1936, including a World War, a cold war and the Atomic Age, all of which may have something to do with the desire of millions of people to take refuge in the best in music. That is probably the most outstanding change in the taste of the American people in the past generation. Today the figures prove that more Americans pay admission to musical events than attend baseball games, strange as that may seem. This is a nation-wide development and not restricted to New York and other large cities. In almost every part of the country one finds that this radical change in culture has taken music out of the longhair class. It is the result of a series of developments which expose them to important network musical programs such as the New York Philharmonic on CBS, the NBC Symphony, heard over NBC until last year, the Telephone Hour, and the truly staggering increase in sales of classical-music records, particularly since the introduction of the LP and other microgroove discs.



The year 1955 is going to be very important to WQXR because we will be spreading our service area materially. The recent astounding growth of the suburbs of New York City has made this expansion of our facilities more important than ever, and in this way thousands of more homes in the New York area and neighboring states will hear more of the good music they want. We hope that our analysis of the demand for our kind of programs is just as correct now as it was back in 1936.



TENNESSEE ERNIE FORD

says

Hi Peapickers

Monday — Friday	NBC TV
Monday — Friday	CBS Radio
Everyday	Capitol Records

Personal Management
CLIFFIE STONE

MCA

Publicity
MICKEY FREEMAN



Radios in 99% of Farm Homes According to NATRFD Figures



By **FRANK ATWOOD**
President

National Association of Television and Radio Farm Directors

RADIO farm directors look to Frank Mullen, who was later to become executive vice-president of the National Broadcasting Company, as the founder of farm broadcasting. It was 1922 when Mullen went on the air over KDKA, Pittsburgh, with the first farm program. He opened the station, before dawn, rang a few bells to attract attention of sleepy listeners and then proceeded to read the weather reports, talk about the weather and summarize the day's farm news.

It was a local operation, but KDKA, with comparatively little competition on the air, was widely heard, and letters of appreciation came to Pittsburgh from all parts of the country.



The NATRFD, which has now added a "T" for television to its name, has grown in the years since 1944, the year it was organized, and also has grown up. Membership runs around 400 now, with 250 of these listed on-the-air radio or television farm broadcasters, and 150 as associate members.

The annual convention in Chicago, at the time of the international Livestock Exposition, is a three-day meeting, with programs that start at breakfast and are packed solid with discussion of farm radio and television, how they can best serve farm and city listeners, and how they can be commercially successful.



A Spring Meeting of the NATRFD is held at various locations around the country, and in 1955 is scheduled at Washington, D. C., Dallas, St. Louis, Detroit and Omaha have been host cities for the RFD's in recent years.

There is a regional organization also, with eight regions in this country and a ninth that includes all of Canada. Regional meetings are held in many of them, frequently as joint conventions with the Association of Agricultural College Editors.

On the commercial side, the change in farm broadcasting has been tremendous.

Farm radio now is pulling its full share of the load, and on many stations it is doing a lot better than that. During the recent period when total revenue from radio time sales was dropping, stations with strong farm departments saw their revenue from farm program sponsorship increase.



Across the country, farm radio and television are the favorite daily source of information on farm matters for the farmer and his family. Surveys indicate that members of farm families spend 25 per cent more time listening to the radio than do people in the city. As least one radio set is found in 99 per cent of the nation's farm homes, and actually we have many more farm radios than we have farms. In a typical farm home there is a radio or a TV set in the living room, more radios in the bedrooms, in the dairy barn, in the car, in the truck and even on the tractor.



The NATRFD has carried on an active program of sales promotion since 1953. Two regional and two national farm sales clinics have been held, with management backing, for agency people and potential advertisers. The farm director recognizes that his primary job is putting on a good farm service program, but he has found that there need be nothing inconsistent between farm service and commercial sponsorship.

The typical farm director is liked and respected by the farm community in which his voice and personality are known. He is a worker, frequently out in the field with a tape recorder and a camera to keep his program alive, up-to-date and full of interest.

He may still, as Frank Mullen did at Pittsburgh, open the station with a "Chanticleer" or a "Modern Farmer" show before the sun is up, but he or his assistant will be back on the air during the noon hour with the market news, and more than likely in the evening, once a week, on television.

I LOVE LUCY

starring **Lucille Ball and Desi Arnaz**

A DESILU PRODUCTION

CBS-TV—Monday 9:00 PM

PHILIP MORRIS CIGARETTES

PROCTER & GAMBLE

DECEMBER BRIDE

starring **Spring Byington**

A DESILU PRODUCTION

CBS-TV—Monday 9:30 PM

GENERAL FOODS

MAKE ROOM FOR DADDY

starring **Danny Thomas**

Filmed by **D.P.I.**—ABC-TV—Tuesday 9:00 PM

Pall Mall cigarettes and Dodge Automobiles

LINEUP

Filmed by

DESILU PRODUCTIONS INC.

CBS-TV—Friday 10:00 PM

VICEROY CIGARETTES

THE RAY BOLGER SHOW

starring **Ray Bolger**

Filmed by **D.P.I.**—ABC-TV—Friday 8:30 PM

LEHN & FINK PRODUCTS CORP.

WILLY

starring **June Havoc**

A DESILU PRODUCTION

CBS-TV—Saturday 10:30 PM

GENERAL MILLS

OUR MISS BROOKS

starring **Eve Arden**

Filmed by **DESILU PRODUCTIONS INC.**

CBS-TV—Friday 9:30 PM

GENERAL FOODS

ADDITIONAL PRODUCTIONS:

"Christmas Carol" — one hour in color (CBS)

First Jimmy Durante Film Show (NBC)

"The Aldrich Family" — pilot (CBS)

"The Web" — pilot (Goodson-Todman)

George Gobel — test film (NBC)

PLUS:

Four pilot films for Desilu Productions, Inc.
and Commercials

**Desilu
Productions
Inc.**



Central American Broadcaster Seeks Furtherance of Freedoms

□ □ □ □ □ □
By FERNANDO ELETA

President

Regional Organization IAAB's Central American Associations;
RPC Network of Panama

AT times, and specially of late, it is easy to forget that one of the strongest motivating forces behind the emancipating movements throughout this American Continent was the innate and common desire of all countries alike, whether from North, Central or South America, to gain the right to free speech. Some of our countries have been fortunate enough to attain, and maintain, such an elusive though fundamental privilege and, in so doing, have neglected, for various and complex, although not always valid reasons, to foster the enjoyment of such privilege by less fortunate neighbors.

□ □ □
It is needless to elaborate on the premise that free speech, together with free enterprise, are medular to that system of government which we care to call our own. Quite evident and elementary; and yet so very little is being done about it in a great many of our countries.

□ □ □
Our idea of grouping local associations into Regional Organizations dates back to 1951 when, at the Second General Assembly of IAAB held in Sao Paulo, Brazil, those instrumental in drawing up the revised by-laws of IAAB included a provision for the creation of such Regional Organizations. Latter, and at the Third General Assembly of IAAB gathered in San Juan, Puerto Rico, on April, 1953, a motion was approved to proceed with the organization of a Regional Organization for Central America. Still later, in Chicago, May, 1954, and during the meetings of the Board of Directors, Don Emilio Azcarraga, of XEW-Mexico City, and president of IAAB, suggested that a get together of Central American broadcasters be held in Mexico City, to implement the decision taken at San Juan.

The meeting on the tenth of September last, in the presence of such international broadcasting figures as Goar Mestre, of CMQ, Cuba, and ex-president of IAAB; Gilmore Nunn, NARTB repre-

sentative to IAAB; Malcom Neill, representing the Canadian Broadcasting Association; José Ramón Quiñonez, of WAPA, San Juan, Puerto Rico, first vice-president of IAAB; and others including, of course, IAAB's president Don Emilio Azcarraga and Jose Luis Fernandez, its director general.

□ □ □
Within its very short life quite a great deal has been accomplished. Let us take the case of Guatemala, for instance. Previous governments had not allowed the legal organization of a National Association of Broadcasters but, on the 16th of October, the Government decreed the new "Asociación Particular Guatemalteca de Radiofusión" as a legal entity. Up to the present, licenses to operate broadcasting stations were issued for one year only, hardly permitting their normal and proper development, but now, and by Resolution No. 3375 of the Ministry of Communications, licenses shall be issued on a permanent basis. Next in the program is to decommercialize the local government owned station which has been unfairly competing with privately owned commercial stations. There is a good reason to believe that the recent visit of the members of the Board of IAAB, together with the backing of the new Regional Organization, will again help significantly the very active and judicious intervention of the local Association in fulfilling its purpose. Last, and most important of the immediate goals in the agenda of the Guatemalan Association, is to have the Guatemalan Congress promulgate a new radio legislation based on the principles of free speech and free enterprise.

□ □ □
These are a few highlights of the joint efforts and activities of IAAB, and its new Regional Organization of IAAB's Central American Associations, in backing, wherever and whenever feasible and advisable, the aims and needs of the local broadcasters associations of Central America.

To the Many People Who Have Helped . . .

Thanks! Especially . . . UNC

MARK STEVENS



Award System Should Initiate Category for Special Events



By **JOHN DALY**
Past President
Overseas Press Club

IN ALL businesses and professions, awards are a wonderful stimulus. Certainly, that is true for the broadcasting and telecasting business. Some awards have greater value than others, but all are an added incentive to networks, producers and talent to aim for the best in their category. And for those that have arrived, it is a pat on the back.



However, when a system of awards tends to ignore the thing television handles best—public service special events—there must be something wrong with the award system. Generally these special events are eliminated from consideration because they are not regularly scheduled programs. This shouldn't be.

Perhaps the most important, the longest and best program of the year, the Army-McCarthy hearings, was not considered for an award since it fell in the realm of special events.

To bring this dramatic piece of history in the making to the American people, the American Broadcasting Company went to a great deal of effort and expense.

ABC-TV carried the whole story—186½ hours of it—on a network ranging from 55 to 79 stations. The actual out-of-pocket expense for the 36 days was well over \$300,000, and does not take into account loss of revenue from programs preempted.



Despite the financial burden ABC believes the series fulfilled the highest promises of the new medium's capacity to present history in the making to the American people. As was often pointed out during the hearings, the viewing public was the real jury, regardless of what the Committee decided. Thus it stands to reason the jury—the American people—were entitled to get the testimony complete in its physical setting and dramatic form at the time it was given.

The only medium that could do this visually was television. By the very nature of TV this is the thing it does best. Therefore, it becomes a responsibility

that cannot be passed off. That brings up another point. Since the people are entitled to see major events first hand, the networks should be permitted to seek sponsors to help bear the tremendous expense. True, in the case of the Army-McCarthy hearings, permission for sponsorship was granted. However, it wasn't given until 15 days after the hearing began. Had permission been given a few weeks before the hearings were scheduled to start, as should be the case in future hearings of this nature, the network in all probability would have been able to find some interested advertisers.



There is no doubt about the public's interest and that's what advertisers are interested in. The hearings on ABC-TV topped all daytime competition by 72.6 per cent according to the Nielsen Ratings for the two week period ending May 8.

Getting back to the subject of awards. Without a doubt this was THE television event of the year.

While it is true that ABC did not "produce" this event, it went to great lengths and expense to present it in its entirety. Through the outstanding work of ABC director Ed Scherer, the American people at home often saw and heard a great deal that even those present at the hearings missed. And the work of the commentators who handled the audio portions without interrupting the hearings themselves demonstrated the scope and value of spot TV reporting.



The intent of these remarks is not fault-finding about recognition of a past event, but to suggest that in the future the givers of awards set aside a special category for outstanding public service coverage of a significant event—as rendered by any network and by any individual station.

I believe it would aid materially in the desire and practicability of radio-TV to give further and even greater service to the backbone of the industry—and of the country—the viewers and the listeners



SAMMY KAYE

RADIO: Serenade Room — ABC
Sunday Serenade — ABC

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel

607 Fifth Avenue

New York City

PLaza 3-2636

Direction—MCA



Television Giant Among Canadian Consumer-Goods Manufacturing



By **JULES LAROCHELLE**

Canadian Correspondent
Radio Television Daily

TELEVISION, a six-year-old industry in Canada, has become a giant in the field of consumer-goods manufacturing.

Today there are some 1,400,000 sets in use or a set in one of every five Canadian homes and only one other consumer product, the automobile, attracts more buying dollars. Canada's national percentage of homes having a television set more than doubled in 1954 to 22 per cent, compared with 10 per cent in 1953. Twenty-eight per cent of Quebec homes have TV sets. Ontario tops this with 37 per cent and British Columbia has 14 per cent. By way of comparison, 96 per cent of Canadian homes have radios, 69 per cent have telephones, 71 per cent have refrigerators and 55 per cent have automobiles.



Production and sales of TV sets in 1954 continued to record substantial increases over the previous year and at the same time, the industry made inroads in its inventory the demand developing so rapidly.

In the past year a total of 612,000 units were sold, according to officials in the industry, having a nominal retail value of \$198,000,000, and indications are that the industry will manufacture and sell from 610,000 to 625,000 sets in 1955, at about the same dollar value as in 1954. It is stated that possibly some color television sets will be sold in the last quarter of the year, although no provision has yet been made by the Canadian broadcasting industry to broadcast color programs.



The radio set sales for the home did not fare as well as TV, due to the impact and competition of television. Even so, a total of 450,000 radio sets were marketed at an average retail value of \$75 each or a total of \$33,750,000, thus giving a total of both TV and radio sales for the year 1954 of \$231,000,000.

There are 23 companies in the field of producing television and radio sets and

about 25,000 workers are employed in the industry.

Of the 24 stations operating in Canada, seven are owned by the government agency, the CBC and 17 by private broadcasters. Four additional stations will be put on the air early this year and it is the hope of the industry, now that a Canadian system has been established, that licenses will be issued for additional stations, particularly in the large centers where programming time for sponsors is becoming difficult to obtain.

However, according to A. D. Dunton, chairman of the board of governors of CBC, it is the policy of the government to develop a coast-to-coast national system before duplication is allowed. The CBC has announced the Prairie Provinces will be linked by microwave system to Ontario and Quebec within two years and that the coast-to-coast system will be completed within three years.

The job will cost millions of dollars and take several years to complete but already work is under way on the toughest and longest link in the chain—the 1,250-miles between Toronto and Winnipeg. Bell Telephone Co. of Canada and the Manitoba Telephone are cooperating to bring microwave to Winnipeg by late 1956. Currently, microwave facilities exist between Quebec and London. There are also partial networks in Eastern Canada.



It is pointed out that the recording of black and white and color television programs on magnetic tape is rapidly approaching commercialization and will greatly simplify the production and distribution of television programs for broadcasting stations.

Anyway, closer to the present, manufacturers are working to capacity in order to build up inventories which were greatly depleted by the great demand in closing month of 1954 and all companies count on a substantial share of the some 600,000 to 625,000 sets estimated to be sold in 1955.



BARRY SISTERS
MERNA CLAIRE
TV'S NEW SINGING SENSATIONS



Freedom of Radio-Television Information RTNDA Objective



By **RUSS VANDYKE**

President

Radio-Television News Directors Association

WHEN the Radio-Television News Directors Association holds its annual convention in Denver in the fall of 1955, it will be marking its 10th anniversary. That makes ours a comparatively young organization — representing a rather young profession. Both have proven to be rather husky youths.



Many today can remember when radio news required only a scissors, a paste-pot and the latest edition of the newspaper. Those were the days when press wires for radio did not exist, when each brief sustaining newscast was followed with the admonition "see your local paper for full details."

Few today would deny that radio news, plus its new sister television news, has become a dominant factor in mass communication. And, growing up, it has had to learn its responsibilities, explore its possibilities and try to fulfill its capabilities. With that in mind a small group of news directors called the first meeting to form our organization in Cleveland some ten years ago.



At that time it was known as the National Association of Radio News Directors. But in a few years television entered the picture, and as with news itself, our membership spread across national boundaries to include nearly three dozen members from Canada and one from Australia. To recognize both television and the enlarged scope of our membership, the name was changed to that of Radio-Television News Directors. The members of RTNDA represent the working newsmen of both individual stations and networks, as well as those in closely allied fields such as the press associations, schools of radio and television journalism, and trade publications. RTNDA provides each member with an ever expanding list of contacts in his own field for the exchange of ideas, information and news reports. It is not uncommon for one member to provide broad-

cast "feeds" to half a dozen other members in all parts of the country—giving each an on-the-scene direct report on a big story.

Through the years our annual conventions have attracted leaders from every level of the government and industry—giving our members a more intimate knowledge of the news they report daily. Through seminars conducted jointly with the Medill School of Journalism at Northwestern University, and through workshop sessions at the annual conventions, there has been a wide exchange of the methods and the tools needed to better our work.



During this past year there have been heartening examples where hearings, legislative functions and court proceedings have been opened to microphones and cameras both on the national and on the local levels. In each case democracy benefited through the greater insight of her citizens into the workings of her government.

All such efforts must be supported and encouraged by RTNDA, not alone within our membership, but throughout the industry. We must also, in good conscience, oppose those who would deny to us free access and deny to the public the freedom to see and hear. Working with other groups of radio, television, the press, the legislative and the legal professions, we must strive for a mutually acceptable code of conduct to utilize electronics communication for the good of all.



We of RTNDA hope that great progress can be made during this coming year—through the Freedom of Information Committee; through our officers; through the board of directors; and through the office of the president, the Radio-Television News Directors Association offers its cooperation and help to all who share our desire to extend to the fullest the three Freedoms—the Freedom to Speak; the Freedom to Hear; and the Freedom to See.



MONICA LEWIS



Scholarship Fund Outstanding

As AWRT Enters Fourth Year



By JANE DALTON

President

American Women in Radio and Television

JANUARY 1, 1955 — after four years of proud and steady growth, AWRT again presents its credentials to the industry.



Emerson once said "The one base thing in the Universe is to receive favors and render none." AWRT in 1955 is proud not only of its thousand members drawn from all over America and its 15 strong chapters scattered from Texas to California to New England (four new ones within the past six months) — but proudest of all of the new annual AWRT scholarship initiated by the membership during the past year "to encourage the entrance of unusually able young women in the Broadcasting and Telecasting Industry."



This AWRT scholarship, to be awarded in 1955 for the first time, came about when the members attending the National Convention held in Kansas City last April voted to set up a \$500.00 scholarship to be awarded annually to an outstanding young woman in her Junior year of college, majoring in radio or television — the scholarship to be used for academic study in radio and/or television or for necessary expenses incurred in on-the-job training. Doris Corwith, past president of AWRT, heads the scholarship committee. Judges for this year's scholarship are: Leo Martin of Boston University, President of the University Association for Professional Radio Education; G. Richard Shafto, general manager, WIS, Columbia, S. C., member, TV Code Review Board; Mrs. Douglas Horton, member of the Board of Directors of the National Broadcasting Company; Mrs. Dorothy Lewis, United Nations and Honorary member of AWRT; and Harold Fellows, President of NARTB. The winner of the 1955 scholarship will be presented at the AWRT National Convention to be held in Chicago May 5-8.

The AWRT 1955 convention to be held in Chicago will be characterized by three

intensive days of fine workshops, top speakers and general high purpose. Opening speaker at the AWRT convention will be Mildred McAfee Horton, member of the Board of Directors of NBC, former president of Wellesley College and wartime head of the WAVES; Harold Fellows, President of NARTB, will sound the keynote on his Friday address at the Convention, and Bea Adams, Vice President of the Gardner Advertising Company, will speak on WOMAN'S ROLE IN THE INDUSTRY.



AWRT as an organization, continues to grow — with a net membership increase of 15 percent during the past year and the addition of four new strong AWRT chapters; the Sooner Chapter in Oklahoma (which grew from three to 31 members in seven months), the Ohio Chapter, Pittsburgh-Gateway Chapter and Maryland Chapter — making a total of 15 strong, active chapters — women engaged in radio and television from Maine to California.



During the past year AWRT continued the publication NEWS & VIEWS with Alice Heinicke of SESAC as Editor. The magazine published monthly contains news of the industry, news of AWRT members, success stories, sales ideas, book lists, job information and information designed to keep AWRT members alert and informed. (Subscription to NEWS & VIEWS is included in the annual dues.)

AWRT has a thousand members — drawn from all facets of the industry — 18 are station owners, 13 are sales department heads, three are industry consultants, 66 are producers, 68% of the members are at stations or networks. The largest percentage of the members are broadcasters or telecasters — active on the air or before the cameras — but all are joined together with a common purpose — to work as women to make a real contribution to the Radio and Television Industry — and to the country.



"THE IGOR CASSINI SHOW"



Soviets Spending More to "Jam" Than Voice Is Spending to Operate



By J. R. POPPELE

Assistant Director for Radio and Soviet Orbit
U. S. Information Agency

THE year 1954 was marked by the move of the Voice of America, the overseas radio service of the U. S. Information Agency, from New York City to Washington and the formal opening on December 1 of its new specially designed studios in the Nation's Capital.



From Washington, the Voice is now originating 75 daily programs in 38 languages as part of the Agency's responsibility of explaining to peoples everywhere the policies and objectives of the United States. Because radio is the only medium available to the Government to reach the enslaved peoples behind the Iron and Bamboo curtains, more than three-quarters of the Voice of America broadcasts are directed to Eastern Europe and Communist-controlled areas of the Far East.

Other parts of the U. S. Information Agency share the responsibility with the Voice of America in carrying out the program's objectives in the free nations of the world. The Agency operates 213 posts in 77 countries of the world, maintains libraries and information centers in foreign cities and supplies news, pamphlets, films and exhibits explaining various aspects of American policy and objectives. Other informational projects are carried out in the free world through the work of the Agency's Office of Private Cooperation with various business, civic and public groups in the United States.



The new Washington facilities of the Voice of America include 14 modern studios, a recording center capable of handling 40 recordings simultaneously and a master control designed to transmit 26 programs at one time to all parts of the world.

Increased efforts by the Kremlin to drown out the Voice by "jamming" our broadcasts testify to the effectiveness of our efforts. We estimate that the Soviet

Union is spending more each year in an attempt to "jam" the Voice than we spend in our world-wide broadcasting operations. During the last year, three new Soviet jamming techniques were introduced. They are: (1) the "ice box," a piece of equipment that looks like an ice box, plugs into an ordinary wall socket and can be shifted as the Voice shifts the direction of its signals; (2) the "vodka pump," a jamming signal that sounds like a choking gurgle, and (3) the "hot rod," a special antenna rigged to a receiving set so that when the set is turned on, it creates interferences affecting the other radio sets in the locality.



We are countering the Soviet "jamming" through new and expanded transmitting facilities. In Europe, our Munich, Germany Radio Center includes a million watt long wave transmitter and in the Far East, we have two million watt medium wave broadcasting transmitters—both 20 times more powerful than the highest power broadcast station in use in the United States today. These facilities are part of our network of 78 transmitters in all parts of the world.



As television facilities abroad are expanded, the Agency is stepping up its program to distribute news and feature programs overseas. As 1954 ended, we were supplying 29 stations in 21 countries of Europe, Latin America, and the Far East and Africa with material supporting American policies and objectives.

In our international broadcasting, we have received the complete cooperation of the United States broadcasting industry. Our coverage of many special events has been enhanced through the help of the American networks and individual stations in all parts of the country. With the continued support of the industry, we will continue to transmit the American story by radio and television to all parts of the world.



LEE GRAHAM

STAR OF

"LETTER TO LEE GRAHAM"

TR 3-7300

WABD

94



ARNA Maintains High-Level Standards Without Fan-Fare



By JOHN MacVANE

President

Association of Radio News Analysts

ARNA—the Association of Radio News Analysts—enters its fourteenth year of existence with a strong representative membership and an increased sense of its responsibilities to the profession.

At the annual business meeting and Christmas get-together in December, ARNA announced election of four new members, Martin Agronsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.



Officers elected for 1955 were: President, John MacVane; Vice-Presidents, William Costello, Ned Calmer; Executive Committee, H. V. Kaltenborn, George Fielding Eliot, Leon Pearson; Secretary, Merrill Mueller; Treasurer, Cesar Saerchinger; Assistant Secretary-Treasurer, John W. Vandercook.

It was on March 13, 1942 that a group of leading commentators from the four networks assembled under H. V. Kaltenborn and organized the Association. A few months later, one of ARNA's first two vice-presidents, Elmer Davis, became Director of War Information. During the war and in the years that have followed, ARNA with its carefully chosen membership has exerted a quiet but definite influence in maintaining the standards of the profession.



During these years, without publicity or fanfare, ARNA has entertained upwards of two hundred guests chosen from the most prominent American and foreign statesmen. Names such as Winston Churchill, Dwight D. Eisenhower, Dean Acheson, Field Marshal Montgomery, General Marshall, foreign ministers, and members of past and present Cabinets would have to be included.

During 1954, ARNA held a total of eighteen meetings and entertained at its headquarters, the Williams Club, 24 East 39th Street, New York, twelve major guests of honor and perhaps as many others of lesser importance. They included men in such varying fields as Dag Hammerskold, UN Secretary General; George Meany, President of the AF of L;

Agriculture Secretary Benson; and French Minister of Justice, Guerin de Beaumont, a close associate of Prime Minister Mendes-France.



Since all its members are under individual contracts with networks, ARNA can never resemble a labor union. Perhaps a better comparison would be something like the American College of Surgeons with its efforts to eliminate such medical evils as the "ghost surgeon" or fee-splitting. With a membership of only about fifty men, who come from all networks and who are known personally to one another, ARNA can exert a good deal of influence in its field without the necessity for public statements, although it has always been quick to publicize action on behalf of its own members, as happened last year when ARNA member Edward Murrow came under attack by Senator McCarthy.



Because it must necessarily remain small—in fact the idea of restricting membership to thirty-five was once discussed—ARNA cannot presume to represent all in the radio news analyst's field. Many men across the country undoubtedly would qualify for membership, but from its beginning new members have been selected from those known well by several ARNA members which almost limits membership to New York and Washington, main communication centers, with a scattering of men working abroad or in other big cities.

When the ARNA Constitution was written, the founders provided that two blackballs could exclude a candidate from membership; nor could the commentator be admitted if more than one-third of the members wrote "Don't Know" on the ballot. The provisions still apply. So the time will probably never come when the news analyst is identified on the air to public or sponsor with the initials ARNA. Yet members are as proud of their membership as the surgeon is of becoming FACS or a Diplomat of the Surgical Boards.



JEAN MARTIN
NBC
SINGING STAR



Membership, Activity Upward Trend Highlights RTES Report



By **ROGER PRYOR**

President

Radio and Television Executives Society

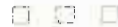
BEARING in mind that the RTES was formed only a little over two years ago by the uniting of the membership in the Radio Executives Club of New York and the American Television Society, its accomplishments are noteworthy. Even more so are its continual seeking of means of carrying out its objectives.



The activities of our personnel clearing house, the Listening Post, cannot be measured by mere statistics. While it is possible to trace the direct placement on an average of more than four persons a week and listing the nearly three times as many who have come to the Listening Post for interviews, it is not possible to estimate the values to these applicants of the willing ear, the interested discussions and the objective suggestions.



The word forum was probably used by both of the parent organizations and continues to be applicable to the monthly luncheons. In the year 1954, we were hosts to the former President of the United States, Harry S. Truman, in November to New York's Governor-Elect, W. Averell Harriman and, in May, to New York's Mayor, Robert F. Wagner. FCC chairman, George C. McConaughy; Harold E. Fellows, president of the NARTB; and Thomas F. O'Neil, president of Mutual Broadcasting System were amongst the Industry leaders heard. The Peabody Awards Luncheon in April, once again, was a highlight in this brilliant series of meetings.

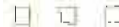


The monthly Workshop meetings, which since Spring have been luncheon meetings, continue to fulfill their function of affording an opportunity, to those in the Industry, of shirt-sleeve discussions. Topics ranged from analysis of TV commercials, through most of the phases of sales, self regulation and various types of special production, news, color, etc. The extremely important session on color television was completely

recorded by NBC and a full transcript published and disseminated at the annual AAAA's convention. The joint luncheon in connection with the National Association of Educational Broadcasters, in October, started out to be a Workshop session and ended up with the NAEB and the RTES being hosts to the new FCC Chairman, several other members of the Commission and an exceptional representation of Industry leaders.



The new project launched in the Fall also under the category of promoting higher standards for the Industry was the Time Buying and Selling Seminar. This session of thirteen weekly luncheon sessions was planned particularly for the junior element in the Industry but has been exceptionally supported by many veterans. A registration in the neighborhood of three hundred fifty and an attendance average well above the anticipated confirms the opinion that such a course would fill a need. The readiness of top flight people in advertising and broadcasting to serve on the "faculty" for the panel discussions was also gratifying.

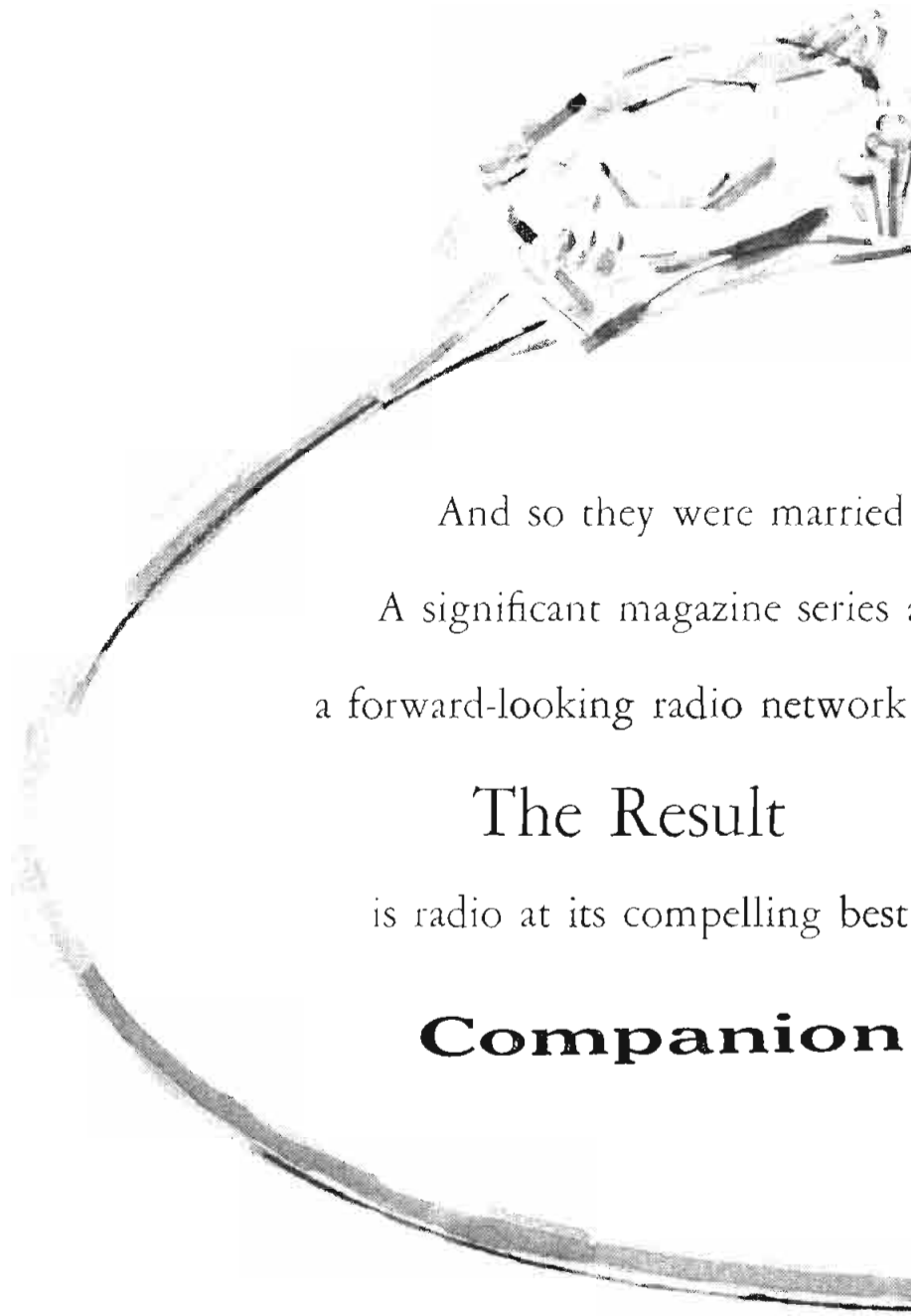


One word about our annual Christmas party which in 1954 topped even the record breaking affair of 1953 in raising money for our Welfare Fund. The Fund makes it possible for the RTES to operate properly the Listening Post and to contemplate other means of serving the individual in the broadcasting fields.



Two publications of the Society should be mentioned since they are the strong cement which helps to hold the Membership together. The first is the monthly RTES News bringing to the members notes on the over-all program of the Society. The other is the annual Membership Roster or Yearbook.

Through these many activities, the RTES feels it is achieving its purpose and fulfilling its desire to be of service to the Industry, and to its people.



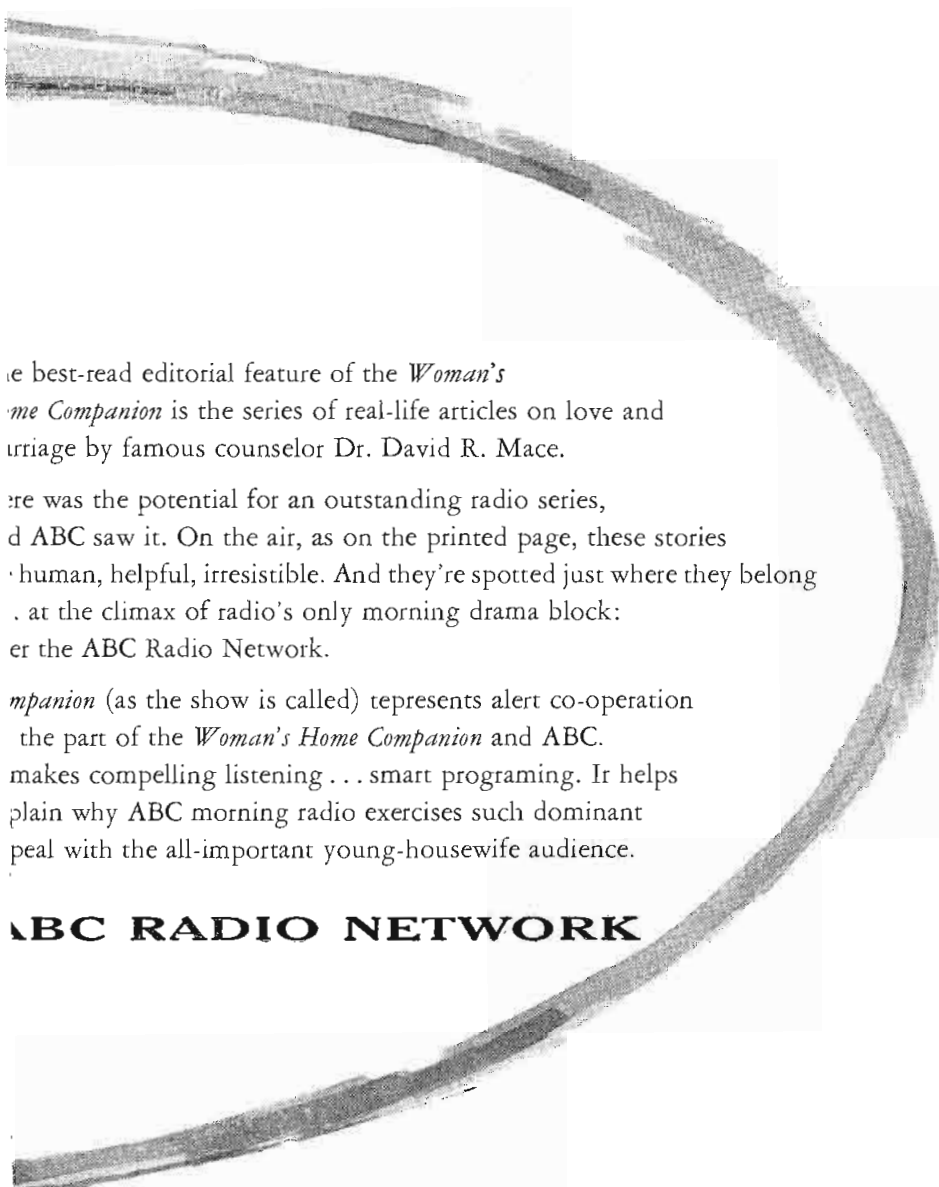
And so they were married

A significant magazine series
a forward-looking radio network

The Result

is radio at its compelling best

Companion



the best-read editorial feature of the *Woman's Home Companion* is the series of real-life articles on love and marriage by famous counselor Dr. David R. Mace.

There was the potential for an outstanding radio series, and ABC saw it. On the air, as on the printed page, these stories are human, helpful, irresistible. And they're spotted just where they belong: at the climax of radio's only morning drama block: the ABC Radio Network.

Companion (as the show is called) represents alert co-operation on the part of the *Woman's Home Companion* and ABC. It makes compelling listening . . . smart programming. It helps explain why ABC morning radio exercises such dominant appeal with the all-important young-housewife audience.

ABC RADIO NETWORK

Radio and Television

TELEPHONE NUMBERS

in New York

AM Radio Stations

WABC	SUSquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	Plaza	1-2345
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CRicle	6-3900
WINS	BRyant	9-6000
WKBS	OYster Bay	6-2500
WLIB	ORegion	9-2720
WMCA	CRicle	6-2200
WMGM	MURray Hill	8-1000
WRCA	CRicle	7-8300
WNEW	Plaza	3-3300
WNYC	Whitehall	3-3600
WOR	LOngacre	4-8000
WOV	CRicle	5-7979
WQXR	LAKawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABC-FM	SUSquehanna	7-5000
WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	1-2345
WFAS-FM	White Plains	9-6400
WGHF-FM	LEXington	2-4927
WGNR	New Rochelle	6-0800
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	CRicle	7-8300
WNYC-FM	Whitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAKawanna	4-1100

TV Stations

WABC-TV	SUSquehanna	7-5000
WABD	MURray Hill	8-2600
WATV	BARclay	7-3260
WCBS-TV	Plaza	1-2345
WRCA-TV	CRicle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-6500

National Networks

American Broadcasting Co.	SUSquehanna	7-5000
Columbia Broadcasting System	Plaza	1-2345
DuMont Television Network	MURray Hill	8-2600
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	LOngacre	4-8000
National Broadcasting Co.	CRicle	7-8300

Station Representatives

ABC Spot Sales	SUSquehanna	7-5000
Avery-Knodel, Inc.	JUDson	6-5536
Hil F. Best	LEXington	2-3783
John Blair & Co.	MURray Hill	2-6900
Blair-TV, Inc.	MURray Hill	2-5644
Guy Bolam	MURray Hill	2-0810
The Bolling Co., Inc.	Plaza	9-8150
The Brahm Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124

CBS Radio Spot Sales	Plaza	1-2345
CBS TV Spot Sales	Plaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co., Inc.	ELdorado	5-5666
Clark-Wandless-Mann, Inc.	MURray Hill	4-1910
Continental Radio Sales	LEXington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Deyney & Co.	MURray Hill	7-5365
Everett-McKinney, Inc.	Plaza	9-3747
Forjoe & Co., Inc.	JUDson	6-3100
Free & Peters, Inc.	Plaza	1-2700
Melchor Guzman Co., Inc.	CRicle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MURray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	Plaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	CRicle	7-8300
Pon American Bestg. Co.	MURray Hill	5-1300
John E. Pearson Co.	Plaza	1-3366
John H. Perry Associates	MURray Hill	7-5047
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
The Walker Representation Co., Inc.	MURray Hill	3-5830
Weed & Co.	Plaza	9-4700
Adam J. Young, Jr., Inc.	Plaza	9-1810

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	CRicle	6-0200
Bodger & Browning & Hersey, Inc.	CRicle	7-3719
Ted Bates & Co.	JUDson	6-0600
Botten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
The Biow Co., Inc.	Plaza	9-1717
Franklin Bruck Advertising Corp.	CRicle	7-7660
Bryan Houston	Plaza	7-6400
Leo Burnett	MURray Hill	8-9840
Calkins & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Somple	ORegion	9-0600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	WORTH	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	LEXington	2-8700
William Esty & Co.	OXford	7-1600
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 Advertising, Inc.	Plaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	Plaza	1-3500
Hirshon-Garficia, 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.	Plaza	1-1400
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.	Murray Hill	8-6700
Al Paul Lefton Co., Inc.	Murray Hill	9-7470
Lennen & Newell, Inc.	Murray Hill	2-5400
MacManus, John & Adams	PLaza	9-3221
Marschalk & Pratt Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	JUDson	6-3400
Emil Mogul Co., Inc.	JUDson	2-5200
Morey, Humm & Johnstone, Inc.	LONGacre	4-2240
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Peck Adv. Agency, Inc.	PLaza	3-0900
Fletcher D Richards, Inc.	JUDson	6-5400
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Street & Finney, Inc.	WATkins	4-8510
St. George & Keyes	PLaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	OREgon	9-2500
J. D. Tarcher & Co., Inc.	MURray Hill	8-1234
Tatham-Laird	PLaza	3-7057
J. Walter Thompson Co.	MURray Hill	3-2000
J. Franklyn Viola	CHickering	4-3254
Geoffrey Wade	PLaza	5-4156
Warwick & Legler, Inc.	MURray Hill	4-5800
William H. Weintraub & Co., Inc.	PLaza	1-0900
Weiss & Geller, Inc.	PLaza	3-4070
Young & Rubicam, Inc.	MURray Hill	9-5000

Publications

Advertising Age	PLaza	5-0404
Advertising & Selling	LONGacre	5-3320
Billboard, The	PLaza	7-2800
Broadcasting-Telecasting	PLaza	5-8354
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	MURray Hill	3-6500

RADIO-TV DAILY... Wisconsin 7-6336

Radio & Television Weekly	WALKer	5-2576
Sales Management	LEXington	2-1770
Sponsor	MURray Hill	8-2762
Standard Rate & Data Service	MURray Hill	9-6620
Television Magazine	PLaza	3-3671
Tide	MURray Hill	3-7700
Variety	JUDson	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	PLaza	3-1862
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	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
Marjorie Morrow	CHickering	4-0644
William Morris Agency, Inc.	JUDson	6-5100
National Concert & Artists Corp.	PLaza	9-6000
Robbins Bros.	MURray Hill	7-2033
Shaw Artists Corp.	MURray Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity	PLaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980

American Communications Assn.	CORTland	7-1374
American Federation of Musicians	PLaza	8-0600
AFTRA	VANDerbilt	6-1810
ASCAP	MURray Hill	8-8800
AMP	PLaza	9-8470
Broadcast Music, Inc.	PLaza	9-1500
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
Professional Music Men, Inc.	COLUMbus	5-7362
Writer's Guild of America	PLaza	7-8319
SESAC, Inc.	MURray Hill	5-5365
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	MURray Hill	5-4141

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Affiliated Program Service, Inc.	MURray Hill	7-1881
Air Features	JUDson	6-8500
Alton Alexander Productions	PLaza	9-3277
American Institute Food Products	JUDson	6-7600
Audio-Video Recording Co.	PLaza	7-3091
Barry, Enright & Friendly, Inc.	TEMPleton	2-8600
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. Service	JUDson	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
The Bruce Chapman Co.	WISconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Louis G. Cowan, Inc.	PLaza	9-3700
Frederic Demrau, M.D.	PLaza	5-3638
Gordon M. Day Productions	OREgon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGroot, Consultants, Inc.	MURray Hill	7-6865
Empire Broadcasting Corp.	PLaza	9-4500
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	PLaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	PLaza	7-5959
Harry S. Goodman Radio Productions	PLaza	5-6131
Arthur Henley Productions	PLaza	5-7145
Hummert Radio Features	JUDson	6-8500
International 16mm Corp.	PLaza	7-2265
Keystone Broadcasting System, Inc.	PLaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Phillips H. Lord, Inc.	PLaza	5-2211
Charles Michelson, Inc.	PLaza	7-0695
William Morris Agency, Inc.	JUDson	6-5100
Motion Picture Stages, Inc.	PLaza	3-4840
Music Corp. of America	PLaza	9-7500
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	PLaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Prockter Productions, Inc.	JUDson	6-6800
Radio Artists Corp.	MURray Hill	8-0940
Radio Features of America	JUDson	2-5130
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.	TRafalgar	3-1158
Richard Stark & Co.	REgent	7-9608
Television Screen Productions, Inc.	MURray Hill	2-8877
Transcribed-Radio Shows	JUDson	2-3530
Transfilm, Inc.	JUDson	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	ELdorado	5-0734
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	PLaza	5-3560
Wolf Associates	PLaza	5-2050
World Broadcasting System, Inc.	MURray Hill	8-4700
Wright, Wynn 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
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCORW	EAsgate	7-6860
WEAW	AMbassador	2-1128
WEDC	CR	7-4100
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	Mlchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	NEvada	2-2240
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	SUperior	7-0100
WNBC	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUperior	7-0100
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.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Copper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjac & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	RANdolph	6-6431
The Katz Agency	CEntral	6-7343
Joseph Hershey McGillyra, Inc.	STate	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494

John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William C. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
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, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	RANdolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Baumont & Hohman	RANdolph	6-6181
Blackett Hill	SUperior	7-6500
Bazell & Jacobs, Inc.	CEntral	6-0870
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RANdolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Jaice & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kaster & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RANdolph	6-9360
Malcolm-Howard	ANdover	3-0022
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 Brarby, Inc.	STate	2-5151
Olan 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
Rache, Williams & Cleary	RANdolph	6-9760
Ruthrouff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wode Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
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.	MOhawk	4-4800
Feature Productions	Mlchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Taogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	Financial	6-4474

Radio and Television

TELEPHONE NUMBERS

in Chicago

Herbert S. Laufman.....	RAndolph	6-4086
Jules Power Prod.....	DElaware	7-7422
Les Lear Productions Corp.....	FRanklin	2-7840
Modern Recording Studio.....	FINancial	6-4183
Monogram — Chicago.....	ANdover	3-7169
Morton Radio Productions, Inc.....	CENtral	6-4144
Music Corp. of America.....	DElaware	7-1100
NBC Radio Recording Division.....	SUPERior	7-8300
RCA Manufacturing Co.....	WHitehall	4-4600
Standard Radio Trans. Service, Inc.....	STate	2-5322
Hal Tate Radio Productions.....	FINancial	6-5450

News Agencies and Ass'ns.

Associated Press.....	STate	2-7700
International News Service.....	DE	2-0427
Press Associates, Inc.....	SUPERior	7-0907
RADIO-TV DAILY... RAndolph		6-3088
United Press.....	RAndolph	6-4172
City News Bureau.....	STate	2-8100
Community News.....	RAndolph	6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

Federal Departments and Agencies

American National Red Cross.....	REpublic	7-8300
Archives, National.....	REpublic	7-7500
Capital, U. S. (Senate, House of Reps.).....	NATIONAL	8-3120
Census, Bureau of The.....	LUdlow	4-3000
Commerce, Department of.....	STERling	3-9200
Copyright Office, Library of Congress.....	STERling	3-0400
Court of Customs and Patent Appeals.....	NATIONAL	8-4696
Defense, Department of.....	LIBerty	5-6700
Defense Mobilization, Office of.....	EXecutive	3-3300
Executive Mansion (White House).....	NATIONAL	8-1414
Federal Communications Commission.....	EXecutive	3-3620
Federal Trade Commission.....	EXecutive	3-6800
Government Printing Office.....	STERling	3-6840
Interior, Department of The.....	REpublic	7-1820
Justice, Department of.....	REpublic	7-8200
Labor, Department of.....	EXecutive	3-2420
National Labor Relations Board.....	STERling	3-7373
Department of Defense.....	LIBerty	5-6700
Air Force, Department of The.....	LIBerty	5-6700
Army, Department of The.....	LIBerty	5-6700
Navy, Department of The.....	LIBerty	5-6700
Business and Defense Services Administration.....	STERling	3-9200
National Research Council.....	EXecutive	3-8100
Patent Office.....	STERling	3-9200
Post Office Department.....	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....	NATIONAL	8-3120
State, Department of.....	REpublic	7-5600
Supreme Court of the United States.....	EXecutive	3-1640
United States Information Agency.....	REpublic	7-8340
White House.....	NATIONAL	8-1414

Non-Governmental

Clear Channel Broadcasting Service.....	EXecutive	3-0255
National Association of Radio and TV Broadcasters.....	DEatur	2-9300
National Press Club.....	REpublic	7-2500

RADIO-TV DAILY... EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association.....	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.).....	DISTRICT	7-1260
Westinghouse Radio Stations.....	STERling	3-0903

AM Radio Stations

WABL.....	JACKSON	7-7800
WEAM.....	JACKSON	7-7100
WFAN.....	REpublic	7-8000
WFAX.....	JEfferson	2-0900
WGAY.....	JUNiper	9-1050
WGMS.....	EXecutive	3-8676
WINX.....	POplar	2-4357
WMAL.....	KElllogg	7-1100
WOL.....	HObart	2-9300
WOOK.....	REpublic	7-8000
WPIK.....	OVERlook	3-3000
WRC.....	ADams	4-5400
WTOP.....	EMerson	2-9300
WWDC.....	STERling	3-3800

FM Radio Stations

WASH-FM.....	DISTRICT	7-1356
WBUZ.....	REdwood	6-8000
WCFM.....	REpublic	7-8688
WGAY-FM.....	JUNiper	9-1050
WGMS-FM.....	EXecutive	3-8676
WMAL-FM.....	KElllogg	7-1100
WOOK-FM.....	STERling	3-7265
WRC-FM.....	ADams	4-5400
WTOP-FM.....	EMerson	2-9300
WWDC-FM.....	STERling	3-3800

Television Stations

WMAL-TV.....	KElllogg	7-1100
WRC-TV.....	ADams	4-5400
WTOP-TV.....	EMerson	2-9300
WTTG.....	STERling	3-5300

News Services

Associated Press.....	DISTRICT	7-1500
International News Service.....	NATIONAL	8-1733
United Press.....	EXecutive	3-3430

Networks

ABC.....	REpublic	7-6013
CBS.....	EMerson	2-9300
MBS.....	METropolitan	8-1551
NBC.....	ADams	4-5400
DuMont.....	STERling	3-5300

Radio and Television

TELEPHONE NUMBERS

in Los Angeles

AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KBIG	Hollywood 3-3205
KABC	Hollywood 2-3141
KFAC	WEBster 0161
KFI	DUnkirk 2-2121
KFOX	DUnkirk 5-2927
KFVD	DUnkirk 8-2345
KFWB	Hollywood 3-5151
KGER	MADison 5-2551
KGFJ	Hollywood 4-0201
KGIL (Sherman Oaks)	STanley 7-3467
KHJ	Hollywood 2-2133
KIEV (Glendale)	CHapman 5-2388
KLAC	Hollywood 2-7271
KMPC	Hollywood 9-5341
KNX	Hollywood 9-1212
KOWL (Santa Monica)	EXBrook 4-6761
KRKD	MADison 5-2121
KUSC	Richmond 6362
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KUTE (Glendale)	Citrus 4-1414
KFWB-FM	Hollywood 3-5151
KHJ-FM	Hollywood 2-2133
KNX-FM	Hollywood 9-1212
KFOX (Long Beach)	DUnkirk 5-2927
KNOB (Long Beach)	Long Beach 8-5519
KECA	Hollywood 2-3141
KFAC-FM	WEBster 0161
KNX-FM	Hollywood 9-1212
KRKD-FM	MADison 5-2121
KUSC	Richmond 6-362
KWKW-FM (Pasadena)	RYan 1-6744
KC6H	CRestview 1-8124

Television Stations

KABC-TV	NORmandy 3-3311
KCOP	Hollywood 2-7311
KHJ-TV	Hollywood 2-2133
KRCA	Hollywood 9-6161
KNXT	Hollywood 9-1212
KBIC-TV	Hollywood 3-3205
KTLA	Hollywood 9-3181
KTTV	Hollywood 2-7111

Networks

American Broadcasting System (Television Center)	NORmandy 3-3311
American Broadcasting System (Radio Center)	Hollywood 2-3141
Columbia Broadcasting System	Hollywood 9-1212
CBS-Radio	Hollywood 9-1212
CBS Television—Television City	WEBster 8-3011
Mutual-Don Lee Broadcasting System	Hollywood 2-2133
National Broadcasting Company	Hollywood 9-6161

Station Representatives

American Jewish Broadcasting	Hollywood 2-2748
AM Radio Sales Co.	Hollywood 5-0695
Atkinson Co.	DUnkirk 8-8158
Avory-Knadell, Inc.	WEBster 3-9583
Walter Biddick Co.	Richmond 6184
John Blair & Co.	DUnkirk 7-1333

Blair-TV, Inc.	DUnkirk 1-3811
Bolling Company, Inc.	DUnkirk 8-8158
The Branham Co.	WEBster 1-1551
Burn-Smith Co., Inc	DUnkirk 2-3200
CBS-Radio Spot Sales	Hollywood 9-1212
Forjae & Co.	MADison 6-8329
Free & Peters	Hollywood 9-2151
W. S. Grant Co.	MADison 9-2653
Headley-Reed Co.	Hollywood 4-7738
H-R Representatives, Inc	Hollywood 7-1480
The Katz Agency	TUcker 8167
Kimball, Maurice A., Co, Inc	DUnkirk 8-6178
Tracy Moore	Hollywood 2-2351
NBC-KRCA Spot Sales	Hollywood 9-6161
Ookes, Harlan G., Associates	DUnkirk 2-3200
Lee F. O'Connell Co.	CRestview 5-2022
Paschall, Benton, Co.	Hollywood 2-2323
John Pearson Co.	DUnkirk 7-4388
Edward Petry Co.	MICHigan 9227
Radio TV Representatives, Inc	BRodshaw 2-6738
Wm. G. Rameau Co.	Hollywood 4-0388
Paul H. Roymcr	Hollywood 2-2376
Walker Co.	DUnkirk 2-3200
Weed & Company	Hollywood 4-8611
Western Radio Sales	Hollywood 5-1755
Young, Adam J., Jr	Hollywood 9-0965

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk 7-7305
Action in Advertising	DUnkirk 3-3115
Ad Associates	WEBster 3-7501
Advertisers Production Agency	PROspect 7761
Alber, R. H., Co.	Hollywood 9-8273
Allen & Marshall Adv., Agency	DUnkirk 7-5163
Allen, Marlin, Co.	WEBster 3-0734
Allied Advertising Agency	DUnkirk 7-7331
Altman, Bruce, Adv. Agency	WEBster 1-1761
Anderson-McConnell Adv. Agency	WEBster 1-1761
Arnold, Rupert, Adv. Agency	DUnkirk 2-0896
Asay, Wm. F., Agency, (Long Beach, California)	LB 7-2429
Associated Advertising Agency	CRestview 1-7227
Atchison, R. B., Adv. Agency	PROspect 2404
Atherton Advertising Agency	WEBster 3-8488
Aycr, N. W., & Son, Inc.	Hollywood 3-4871
Baldwin, Ben, Adv. Agency	CRestview 5-5146
Ball, Ted H., & Co	Hollywood 7-2966
Banning Co.	DUnkirk 8-3456
Barnes Chase Co.	DUnkirk 4-1193
Barnes, John, & Assoc	Hollywood 3-0387
Boran, Richard, Co	PL 1-4748
Bates, Ted., & Co	Hollywood 9-2161
Botten, Barton, Durstine & Osborn (Hollywood)	Hollywood 9-7337
(Los Angeles)	WEBster 1-1234
Beaumont & Hohman, Inc	MADison 9-2676
Beckman, Hamilton & Associates	WEBster 0106
Bejach, Leo Adv.	CRestview 4-4555
Bennett, Harry, Adv. Agency	DUnkirk 7-8371
Benton & Bowles, Inc	Hollywood 4-9151
Berghoff Associates, Inc.	CRestview 5-6151
Besel Advertising	AN 3-5121
Biow Co., Inc.	CRestview 4-7641
Bishop & Assoc. Inc.	NORmandy 2-1158
Black Advertising Agency	CRestview 2-5668
Bogarts, The	Hollywood 3-6871
Boyd, John R., Co.	Logan 1644
Bozell & Jacobs, Inc.	BRodshaw 2-2081
Brand, Michael, Assoc.	CRestview 6-2991
Brisacher, Wheeler & Staff	Hollywood 9-2197
Broadcasting Advertising	BRodshaw 2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUTual 8154
Brooks Advertising Agency	Hollywood 4-1158

Brown, Byron H., & Assoc. DUnkirk 7-1226
 Buchanan & Co., Inc. CRestview 5-5231
 Bull, Frank & Co. HOLLYWOOD 5-4195
 Burnett, Leo, Co., Inc. HOLLYWOOD 4-7347
 Buwald, Bill & Associates HOLLYWOOD 9-1161
 Buxton, Erwin SYIVan 4-7896
 California Adv. Agency HOLLYWOOD 3-3189
 Calkins, Holden, Carlock, McClinton
 & Smith, Inc. YOrk 5145
 Calvert, J. Russel ARIZONA 8-4253
 Campbell-Ewold Co. HOLLYWOOD 5-4136
 Caples Co., The DUnkirk 7-4255
 Carlson, Milton, Co. DUnkirk 8-9464
 Carson-Roberts Inc. BRadshaw 2-8366
 Case, Jack, Adv. Counselor NORmandy 1-1820
 Case, Roger T., Assoc. LOnG Beach 7-4474
 Castor & Assoc. CRestview 5-2292
 Cecil & Presby, Inc. HOLLYWOOD 3-2324
 Cinema Advertising Agency HOLLYWOOD 4-6146
 Citizen Advertising Agency, Inc. VAndyke 2463
 Clark, Darwin H., Co. MADison 9-1661
 Clowder, Velma, Advertising DUnkirk 4-2558
 Collard, Clark, Adv. Agency DUnkirk 7-3388
 Columbian Advertising Agency YOrk 7151
 Cole, Val Advertising Agency CRestview 5-8462
 Compton Advertising, Inc. HOLLYWOOD 9-8107
 Consolidated Adv. Directors CRestview 6-4012
 Craig & Reed Agency HOLLYWOOD 4-8218
 Crank Chat, Co. HOLLYWOOD 3-5128
 Crossley & Jeffries, Inc. CLevand 7-8271
 Culbertson, Robert C. Adv. BRadshaw 2-2344
 Culp, Earl R., Co. DUnkirk 2-8406
 Cunningham & Walsh, Inc. HOLLYWOOD 7-6131
 Dancer-Fitzgerald-Sample, Inc. HUDson 2-3256
 D'Arcy Adv. Co. DUnkirk 8-3462
 Davis, Charlie, Advertising AXminster 3-5508
 Davis-Harrison-Simmons, Inc. HOLLYWOOD 3-7101
 Degner & Assoc. DUnkirk 7-2273
 Donald, Dick, Adv. DUnkirk 8-2371
 Dazier & Eastman Adv. PRospect 7091
 Durstine, Roy S., Inc. DUnkirk 8-3411
 Ebberts, Dan, Adv. Serv. JE 4241
 Edwards, Adv. Agency, The BRadshaw 2-5616
 Ehlers, Grace MADison 6-2227
 Eisenberg, Ralph, Advertising VAndyke 0439
 Eisaman-Johns, Advertising CRestview 1-5196
 Enterprise Adv. Agency MADison 9-1477
 Erwin, Wasey, & Co., Ltd. WEbster 1-1211
 Ewell & Thurber Assoc. HOLLYWOOD 9-4994
 Factor, Breyer, Inc., Agency DUnkirk 8-8131
 Fagan, O. K. Advertising Agcy. VAndyke 2192
 Fehlman, Warren P. Adv. Co. KImball 9296
 Fennell Adv. Agency HOLLYWOOD 9-8351
 Foote, Cone & Belding (Hollywood) HOLLYWOOD 9-6265
 Foote, Cone & Belding (Los Angeles) MADison 9-3611
 Freiburg, John, & Co. NORmandy 3-2111
 Gardner, H. M., & Assoc. DUnkirk 5-1474
 Geissinger, W. B., & Co. WEbster 3-7178
 General Advertising Agency, Inc. HOLLYWOOD 3-5128
 Geyer Adv. Agency HOLLYWOOD 7-6114
 Gill Clifford Agency CRestview 6-1606
 Glasser-Gailey, Inc. DUnkirk 4-2141
 Glenn Advertising, Inc. WEbster 3-9369
 Goldstone, Nat C. Agency CRestview 6-1071
 Goodman, Mort Advertising WEbster 8-3993
 Gonda, Francis D., Adv. Agency DUnkirk 7-6126
 Goodman, Kent HOLLYWOOD 5-8821
 Grant Advertising, Inc. HOLLYWOOD 9-5371
 Grant, Will, Adv. Agency DUnkirk 7-3361
 Gregory-House, Inc. HOLLYWOOD 4-7511
 Gregory, Willard G., & Co. TRinity 0531
 Guerin-Johnstone Advertising DUnkirk 5-1788
 Hadlock & Associates HOLLYWOOD 2-6731
 Harrington-Richards WEbster 3-5577
 Harvey, William W., Inc. HOLLYWOOD 2-0874
 Hauser, Dave & Associates
 (Long Beach, Calif.) LOnG Beach 2-43408
 Heintz & Co., Inc. MADison 9-3181
 Hicks & Griest DUnkirk 5-1721
 Hill, Don MI 5149
 Hilton & Riggio, Inc. HOLLYWOOD 2-6343
 Hixon & Jorgensen, Inc. DUnkirk 8-3121
 Hoel, John D., Adv. Agency RYan 1-7131
 Houston Adv. Services Co. DUnkirk 9-4171
 Howard, Bob Advertising Agcy. WEbster 3-5701
 Hubley Adv. Agency MADison 6-0555
 Hunt, W. H. & Associates BRADshaw 2-8293

Hunter & Wilhite Advertising HOLLYWOOD 4-4191
 Irwin Co., Inc. BRadshaw 2-5455
 Irwin, Howard & Associates DUnkirk 8-1219
 Jaffee & Jaffee Adv. Agency CRestview 1-6211
 Jimmy Fritz & Associates HOLLYWOOD 3-3251
 Johnson, J. Howard MADison 8044
 Jordan Co., The DUnkirk 2-2248
 Juneau, C. B., Inc. WEbster 3-7131
 Kaufmann, Hans E., & Ca. HOLLYWOOD 3-3800
 Keane, Raymond, Adv. Agcy., Inc. WEbster 3-9221
 Kellogg, Edward S., Co. DUnkirk 7-5213
 Kelsa, M. H., & Co. DUnkirk 2-2072
 Kenyan & Eckhardt, Inc. HOLLYWOOD 3-2101
 Killingsworth Co., Inc. BRadshaw 2-7649
 Klitten, Martin R., Co., Inc. DUnkirk 7-8396
 Landsdale, The Company DUnkirk 5-2007
 Lannen & Sanders, Inc. HOLLYWOOD 9-1681
 Lawrence Co., The BRadshaw 2-5820
 Laws, Robert F., Adv. Agcy. HOLLYWOOD 9-3109
 Lennen & Newell, Inc. CRestview 1-7221
 Lenz, J. M., Advertising YOrk 1682
 Little & Co. DUnkirk 9-1267
 Logan, Dudley L., Adv. DUnkirk 2-8471
 Mack-Wharton, Advertising WEbster 8-5187
 MacManus, John & Adams, Inc. WEbster 3-9569
 Mann Advertising Co., Inc. DUnkirk 2-1179
 Martha's Adv. Service MADison 6-4897
 Marto, 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. WEbster 3-8261
 Mays & Co., Advertising TRinity 8534
 McCann-Erickson, Inc. (Los
 Angeles) HOLLYWOOD 4-8268
 McCarthy Co., The PRospect 7011
 McElroy Advertising Agency PRospect 2047
 McHugh, Phil D., Co. MADison 6-7186
 McKee, Burns Advertising HOLLYWOOD 7-4218
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 Allied Casting HOLLYwood 3-7124
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 American Copyright CRestview 60369
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 or BRADshaw 2-4531
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 Auer, Miles HOLLYwood 9-1691
 Bogwell, M. D., Agency HOLLYwood 4-0211
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 Bernie, Herman CRestview 50117
 Bloom, Phil, Agency CRestview 6-1339
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 Columbia Artists Management MAdison 62327
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 Frye, Clinton L. HOLLYwood 9-4567
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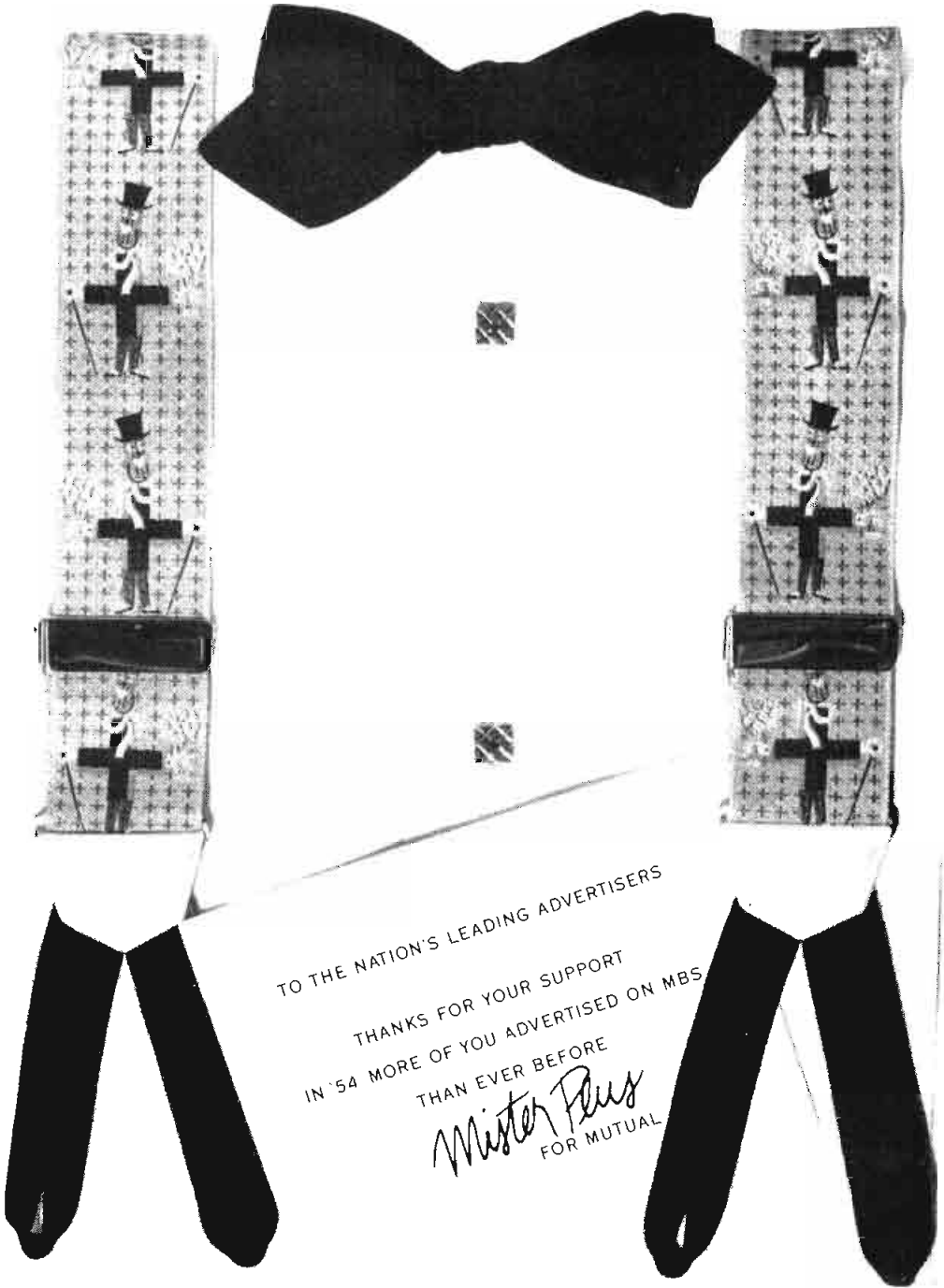
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IN '54 MORE OF YOU ADVERTISED ON MBS
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Exciting Expansion Predicted For 1955 International Television



By **PAUL TALBOT**
President

Fremantle Overseas Radio & TV, Inc.

THE year 1955 will be to International Television what the first "post freeze" year of 1952 was to the U. S. industry. The long heralded commercial service in Great Britain becomes a reality in the fall and for the first time, there will be competition for product in the world's second largest TV market—a market with almost four million licensed receivers. Important to American producers is another English language market, Australia, which will initiate video service late this year. On the European continent, schedules which have been extremely limited are being expanded particularly in Italy, France and Western Germany. At least three new TV markets will become active in Latin America, to make a total of eleven countries and 29 stations in that part of the world. Japan is manufacturing its own receivers and the plants are now geared up to permit lower priced sets and thus increase the audience. Also in the Far East, Malaya and Siam are planning stations.



One of the most exciting prospects in the future of International broadcasting, is the micro-wave TV relay between Miami and Cuba which is expected to be in operation this year. This is likely to be the first link in an international network which will eventually reach into South America.

Our lawmakers are aware of the potential of International Television and recently Senate Joint Resolution 96 was passed, setting up a commission to study the subject. The commission is to make its report by December, 1955.



Mindful of the vital role which export plays in the theatrical film release set-up—up to 50 per cent of a Hollywood film's income is earned overseas—many U. S. TV film producers have looked for a similar pattern in video; and with increasing production costs, the foreign market may well become an economic necessity for them. But the job of penetrating foreign TV markets presents

quite a different set of problems from those faced by theatrical distributors.

Firstly, because of the intimacy of the medium, far more attention must be paid to local tastes and customs than is the case with theatrical films. A movie patron goes perhaps once or twice a week to see a picture. If it is a film of American origin, he usually knows this in advance and the choice of seeing it or not is his. But TV entertainment comes into the home for several hours a day, seven days a week. The overseas viewer will certainly enjoy seeing a good U. S. show on occasion, but it is not difficult to appreciate how he might feel about the product of another country dominating his entire TV fare and thus, in a sense, his life.



In order to become an integral part of the local TV scene, our company, which specializes in international programming, has set up production offices in all important foreign television markets. Through these offices, American product is adapted to local needs. Where required, foreign language tracks are added to TV film shows. Complete packages, made up in part of U. S. film and part "live" local talent, are produced for sponsors and agencies in the particular foreign market.



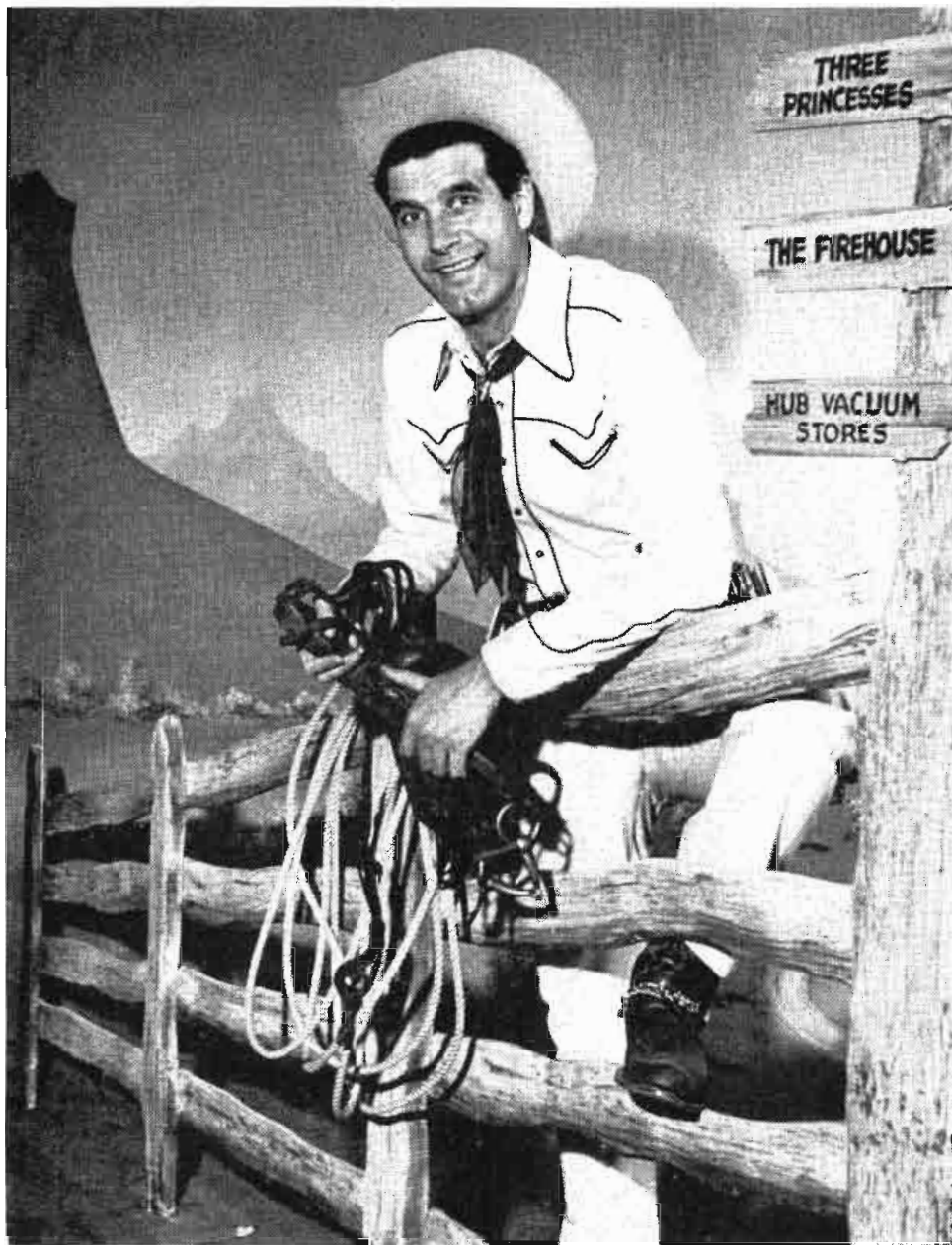
As of December, 1954, FORTV had 17 regularly scheduled weekly TV programs and 20 weekly radio programs running in eleven countries throughout the world. Seventy per cent of our TV shows employ U. S. film product. These shows are in addition to feature film and shorts libraries which have been placed by us with almost all overseas TV stations.

During 1955, the increased activity in International markets will require a large amount of additional film. And by continuing our system of local adaptation, coupled with on-the-spot selling, we are confident that much of this need for film will be filled by product from the United States.

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General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
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
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Philip G. Reed

Press Association, Inc. (Associated Press)

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

Executives

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V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

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

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Editor.....A. W. V. King
Accountant.....Miss Hathaway
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New York—630 Ninth Ave.....JUdson 6-2450

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

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V.P. & General Sales Manager.....Leroy Keller



RICHARD BOONE

star of
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Ziv Doubles Production Plans As Video Film Business Booms



By JOHN SINN

President

Ziv Television Programs, Inc.

AS 1954 drew to a close two important factors dominated the television film industry. The first was the fully expected but extremely rapid rate of the growth of television film as an important part of station programming. The second was the increasing number of stations interested in featuring regular colcasts of filmed programs.

The growth of the television film industry and its expanding market reflected itself in the number of new films produced, marketed, and sold to local and regional advertisers last year.



ZIV alone produced three of these new shows, each of which was sold in close to 200 markets, and in addition continued production on three other top selling features. These new series include "Mr. District Attorney," starring David Brian; "Meet Corliss Archer," with Anne Baker and Mary Brian, and "The Eddie Cantor Comedy Theater." Continued in production were "I Led Three Lives," with Richard Carlson; "Favorite Story" with Adolph Menjou, and "Cisco Kid."

The first of these programs, "Mr. District Attorney" reached saturation distribution in almost 200 cities within nine months after it was put on the market.



"Meet Corliss Archer" was purchased in more than 175 markets in only six months. The third of these programs, "The Eddie Cantor Comedy Theatre," was sold out in more than 180 markets even before the show went on the air. We confidently expect the Cantor program will set an all-time record in the industry for total markets sold.

These sales records demonstrate that more and more local and regional advertisers are coming to rely on television film programs as an ideal means of putting across their sales message in individual markets. And film programming is filling more and more hours of both network and local station time with

each succeeding season.

Because this trend towards television film has become so pronounced during the past year, Ziv has decided to double its production of program series during 1955. To achieve this goal more efficiently, with better product and quality control, we have purchased the American National Studios in Los Angeles, now to be known as the Ziv Television Studios. We are scheduling production of all program series at these new facilities.



Now in production for 1955 is our latest top appeal theatre type program "The Science Fiction Theatre" which opens up a host of stimulating new dramatic story lines of adventure, romance, mystery and imagination. Panel shows, dramatic programs, mystery, musical comedy, comedy and variety programs are now under consideration for 1955.

All of these programs will be produced in the Ziv tradition of high quality, top star film series, and all will be produced in Ziv's color process, Zivcolor.

Film in television programming is attaining greater importance each season. Color film in television is making important strides as well. And, just as 1954 witnessed significant expansion in the use of television film, so it also witnessed vital developments in color film programming.



We feel that the cost which color has added to our production expenses is not a risk but a wise investment. We are prepared today to provide advertisers and stations with fine color prints, prints which will be of the same high quality as our black and white programs, and prints which embody techniques far beyond the stage of trial and experimentation.

This investment we feel, will begin paying big dividends and soon. The number of stations which have already contacted us for color prints in 1955 indicate we may well be on the threshold of the exciting new color era.

"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*

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



Empire State Broadcasters Plan Only "On Ringing the Bell"



By **MICHAEL R. HANNA**
President

New York State Association of Radio and Television Broadcasters

IN the early nineteenth century in America, the church collection was taken in a bag at the end of a pole, with a bell attached to arouse sleepy contributors.

When people ask me why we New York broadcasters have formed a state association, my response is that all we're doing is ringing the bell. We have been, for the most part, "sleepy contributors"—and while we have snoozed, many unfortunate things have come to pass which might not have transpired had the Empire State's broadcasters been unified.



Among these incidents—not the only one, but illustrative—was the adoption of state legislation limiting the capacity of radio and television to cover public hearings. Individual broadcasters energetically attempted to halt this discriminatory legislation, but we did not have the strength born of cooperative action.

In New York, as in other states, we have a continuing problem in the broadcast of sports. Rights charges have soared beyond reason in some areas; in others, broadcasting has been flatly refused access to such events. This is a problem which requires unity, not only to develop the best strategy through the contribution of all of the ideas available, but unity to encourage the acceptance of the best ideas.



Other states are encountering now the threat, if not the reality, of municipal and state taxes on gross income, on advertising and on all categories of revenue needed to sustain broadcasting as a strong community force. Broadcasters must be organized and firm in their determination if they are to oppose successfully the general emergence of such needless and unfair assessment.

I say that we had to "ring the bell" to awaken ourselves to the necessity for getting together. The fact that New York broadcasters, residing in a state which was one of the very first to join the

union of states, are among the last to form their own association supports the point. Our association is the 43rd state group to be launched.

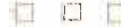
The fact that all sections of the state were represented in our original organizational meeting, held January 12th in Syracuse, demonstrates the awakening need for the existence of a state group.



Not least among the benefits which will accrue to each of us from this amalgamation—in many ways, the best that will accrue—is the opportunity to exchange ideas and opinions on all matters of problems which beset the industry. Public Relations. Public Service. Regulation. There are subjects aplenty, as other state associations have learned.

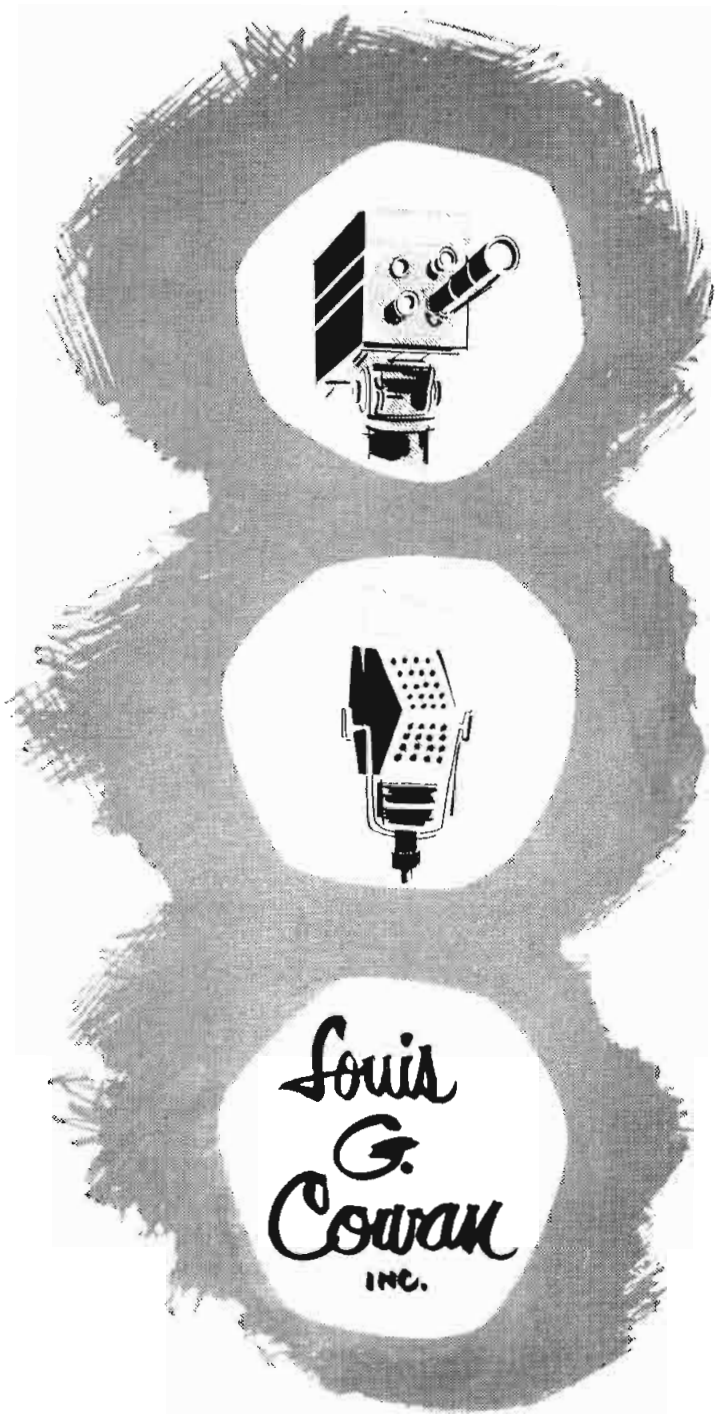
As a corporate group, we will have an opportunity to seek the counsel of advertisers, agencies, and government representatives who will address our various meetings. Although a state organization, in some cases insulated against the trials and tribulations within other states, we will offer our assistance to other similar state groups; and we will be able to escape complete provincialism, of course, by working with the NARTB and other bodies.

Is it worth the effort? I think it is. And of course my fellow officers—Bill Doerr (Buffalo), Gordon Gray (New York City), George Dunham (Binghamton) and Elliott Stewart (Utica)—think so, too.



The Board of Directors, which will establish policies for our guidance includes: Ham Shea (New York City), Sam Cook Digges (New York City), Fred Keese (Auburn), Joe Bernard (Buffalo), Morris Novik (New York City), William Fay (Rochester), Joel H. Scheier (Plattsburg) and E. R. Vadeboncoeur (Syracuse).

In our first year of activity we hope we may establish, as has been done in other states, such a society of mutual aid that none among us can escape the need for membership.



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

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



70-80% of Political Expenditures Allotted for Radio-Television Time



By **MARTIN ZUZULO**

Associate Editor

Radio Annual & Television Year Book

MORE than the advertising agency time buyers and even more than the newspaper space buyers, the political spot buyer, the person responsible for his party's victory or defeat, is a careful selector of all types of media. Keeping that in mind, an appraisal of the spending done by both major parties at the time of Congressional and presidential elections is a clear reflection of what the political analyst chooses to transform people into voters.



Radio and television have so changed this art of campaigning that a conservative estimate was put at 70% of the total Republican New York State outlay during the 1954 Congressional elections and the Democratic estimate climbed even closer to 80%. The New York State spending in behalf of both Republican candidate Irving M. Ives and Democratic candidate, Averell Harriman and the rest of their tickets hovered close to the \$1,000,000 mark.

Reports filed with the clerk of the House of Representatives showed that on a national level the Republicans spent \$800,000 more than the winning Democrats, who took over control of the House and Senate in the November election. The outlay by four Republican national organizations totaled \$3,716,184, the report showed. That was incidentally, more than Phillip Morris & Co. spent in radio and television for the first six months of 1954 and probably more than, for instance, a company like the Nestle Company will spend for the entire year of 1954 on radio and TV.



Big money, and in the biggest city, New York City, politicians in the know, people who want to move other people are estimated to have allotted 70 to 80% of that budget to radio and television!

Some could say then that the Republicans, who are supposed to have spent more money during the Congressional elections, still lost the election. It's worthwhile pointing out, using New York City as a gauge, that the Republican estimate

was put at 70% of the total amount allotted to radio and television whereas the Democratic estimate went further—to the 80% mark. Even this 10% difference could be attributed to one party's victory and another's defeat.

Win or lose, however, inroads of radio and television are being felt in the advertising expenditures of both major political parties. The old-time rallies and hoop-de-do have given way to the cables and microphones. An example of the bite into the expenditures of political thinking, Madison Square Garden, long remembered for its bedecked balconies and jammed capacity during election years, did not have a single party rally in the 1954 campaign—nor in 1953. Brooklyn's Academy of Music, site of many political shindigs in years gone by was also unused last Fall.



Easing up on these giant rallies affords television. Reports for the metropolitan area's seven television stations show that the Harriman forces began buying television time back in February. Republican purchase, on the other hand, began only after the September nominating conventions. Naturally, total expenditures of both major parties does not include free time. For example, some primary spots offered to the gubernatorial and Congressional nominees would normally be offered for \$1,500 each.



Reasonably then, one could deduct from these figures, that radio and television is heavily counted on by political big-wigs to motivate people. And it is only when one studies the amounts of time and money given over for this purpose that one asks why men who also purchase time to sell their products should not slice their budget in a similar manner? But yet to our way of thinking, with 1954 billings and revenue bringing in record totals, we predict that these people will soon begin to see what a tight and pulse-like grip radio and television have upon the nation.

"TIM-M-BER!"



If you listen to people talking about TV commercials sometimes you wonder why they haven't chopped their sets up before this. They're *that* mad.

But if you watch the products that those people buy, you realize that there

are a lot of TV commercials that *don't* make people mad— that *do* a great selling job.

Funny thing is, it doesn't cost the advertiser a bit more for the best television commercials than it does for the worst.

YOUNG & RUBICAM, INC.

ADVERTISING • New York • Chicago • Detroit • San Francisco
Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London



Business

NETWORK BILLINGS

ADVERTISING AGENCIES

AGENCY EXECUTIVES

**STATION
REPRESENTATIVES**

Year-round enjoyment from **Lever Brothers Company** in 1955

Lux Video Theatre

Top stars in "live" performances of outstanding movie successes, direct from Hollywood. Thursdays on NBC Television.

Lux Radio Theatre

20 years young and still going strong with famous stars recreating the greatest movie roles. Tuesdays on NBC Radio.

BIG TOWN

Exciting and realistic news stories starring Mark Stevens. Mondays in N. Y. and L. A. areas; Wednesdays most other areas, on NBC Television.

*And don't forget—
for leisurely daytime enjoyment*

● **ART LINKLETTER'S HOUSE PARTY**

Mondays-Wednesdays-Fridays, CBS Radio-Television

● **ARTHUR GODFREY TIME**

Mondays-Wednesdays-Fridays, CBS Radio-Television

● **AUNT JENNY**

Real life stories. Mondays through Fridays, CBS Radio

NETWORK RADIO BILLINGS

Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb. ...	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. ..	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. ...	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May ...	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June ..	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July ...	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. ..	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. ..	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. ...	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. ..	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. ...	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	\$29,054,147	\$54,245,056	\$20,345,032	\$34,014,356	\$137,641,169

* Revised as of Dec. 30, 1954.

January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,674,622	\$ 5,157,148*	\$ 1,786,134	\$ 4,260,555	\$ 13,878,459
Feb. ...	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar. ...	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr. ...	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May ...	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June ..	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July ...	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug. ..	1,958,633	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept. ..	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct. ...	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov. ...	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec. ...	2,854,169	5,554,313	2,145,329	3,630,971	14,184,782
Total	\$29,826,123	\$62,381,207	\$23,176,137	\$45,151,077	\$160,534,544

* Revised as of Jan. 1, 1954.

★ TV's award-winning
U.S. STEEL HOUR



1954 Dramatic Show of the Year*

**Selected by Radio-TV editors*

Network Television Billings

Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. ...	\$ 2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb. ...	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar. ..	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr. ..	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May ...	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June ..	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July ...	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug. ..	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept. ..	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct. ...	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov. ...	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec. ...	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	\$34,713,098	\$146,278,452	\$13,143,919	\$126,073,093	\$320,208,562

* Revised as of Dec. 30, 1954.

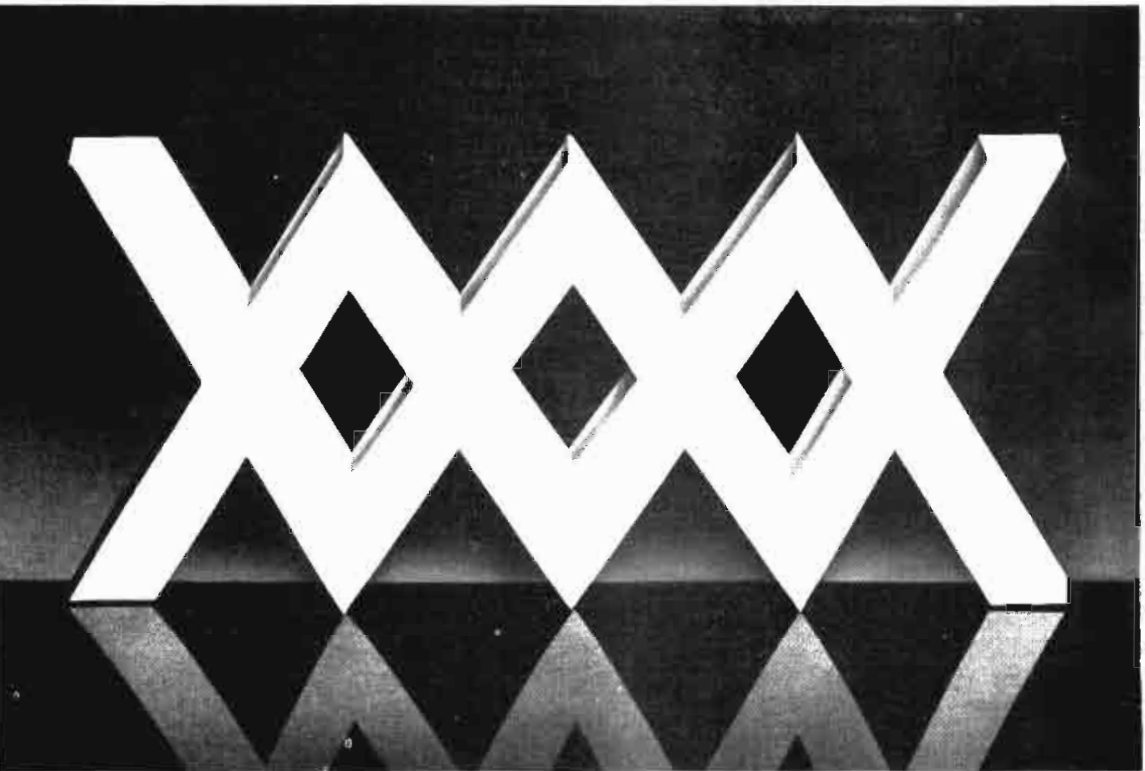
January-December 1953

	ABC-TV	CBS-TV	DuMont	NBC-TV	Total
Jan. ...	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb. ...	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar. ..	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr. ...	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May ...	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June ..	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July ...	1,299,471	7,422,337	592,890	6,902,092	16,217,790
Aug. ..	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept. ..	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct. ...	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov. ..	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec. ...	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
Total	\$21,110,680	\$97,466,809	\$12,374,360	\$96,658,551	\$227,610,400

* Revised as of Jan. 1, 1954.



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THE
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OF
THE
SHOW
WORLD**



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NEW YORK • CHICAGO • BEVERLY HILLS • LONDON • PARIS



**Mutual Broadcasting System
1954 Gross Network Sales
Advertisers***

S. C. Johnson & Son, Inc.	\$1,868,637
P. Lorillard Co.	1,572,342
American Federation of Labor	1,311,751
Johns-Manville Corp.	1,210,908
Florida Citrus Commission	982,790
American Home Products Corp.	949,530
Miles Laboratories	938,487
Liggett & Myers Tobacco Co.	846,227
Kellogg Co.	792,742
Quaker Oats Co.	713,044
Miller Brewing Co.	687,720
R. J. Reynolds Tobacco Co.	561,502
The Coca Cola Company	460,453
Wings of Healing, Inc.	432,111
Mutual Benefit Health & Accident	425,343
Lutheran Laymen's League	400,911
State Farm Mutual Auto. Ins. Co.	375,284
Falstaff Brewing Corp.	358,078
Radio Bible Class	348,027
Philip Morris Co. Ltd., Inc.	344,748
Credit Union National Assn.	320,808
Christian Reformed Church	311,623
Voice of Prophecy	302,503
Derby Foods, Inc.	299,672
General Tire and Rubber Co.	291,460
Union Pharmaceutical Co., Inc.	270,960
Deepfreeze Appl. Div.—Motor Prod- nets Corp.	267,000
Dawn Bible Students Assn.	195,532
Florida State Advertising	188,400
Gillette Safety Razor Co.	184,825
Murine Co., Inc.	170,710
No. American Van Lines, Inc.	150,659
National Home Corp.	144,670
Letnice, Inc.	138,922
Procter & Gamble Co.	138,000
Lennon Products Advisory Board	129,000
Billy Graham Evangelistic Assn.	122,948
Niagara Mfg. & Dist. Co.	118,002
S.O.S., Co.	111,500
Chevrolet Motor Div.	97,500
Beltone Hearing Aid Co.	88,428
Block Drug Co.	75,177
Pan American Coffee Bureau	66,200
Dodge Div.—Chrysler Corp.	61,795
Buick Motor Div.	54,300
Elsevier Press, Inc.	53,593
Jacques Kreisler Mfg. Corp.	41,300
Harrison Products, Inc.	39,900
Giant Animal Co., Inc.	39,338
Plymouth Div.—Chrysler Corp.	36,781
The Scholl Mfg. Co., Inc.	33,600
Jackson & Perkins Co.	33,123
All-State Ins. Co.	29,505
Republican Nat'l Committee	28,524
Manion Forum of Opinion	23,692
Esso Standard Oil Co.	23,268
The Barbasol Co.	23,088
White Horse Co.	19,936
Bridgeport Brass Co.—Aer-O-Sol Div.	18,000
Crowell-Collier Publishing Co.	16,500
Grand Duchess Steaks	12,468
Rexall Drug Co.	12,127
For America	11,388
National Assn. of Letter Carriers	10,266
Standard Oil Co. of Indiana	8,488
Committee for Constitutional Gov't.	7,478
American Chemical Paint Co.	6,000
Tidewater Associated Oil Co.	5,875
Atlantic Refining Co.	5,721
Cowles Publishing Co.	5,000
Artists Publications	3,973
Prentice-Hall, Inc.	3,356
Protam Pharnaceal Co.	2,070
Independent Citizens Committee	1,090

**Mutual Broadcasting System
1954 Agency Gross Billings***

J. Walter Thompson	\$2,514,506
Needham, Louis & Brorby, Inc.	2,352,454
Lennen & Newell, Inc.	1,572,312
Furman, Feiner & Co.	1,322,017
Sullivan, Stauffer, Colwell & Bayles, Inc.	949,530
Geoffrey Wade Advertising	938,487

Cunningham & Walsh, Inc.	912,427
Leo Burnett Co.	792,742
D'Arcy Advertising Co.	751,913
Sherrnan & Marquette, Inc.	713,044
Mathisson & Associates	687,720
William Esty Co., Inc.	551,502
McCann-Erickson, Inc.	461,056
Century Advertising Agency	432,111
Bozell & Jacobs, Inc.	425,343
Gotham Advertising Co.	400,911
Dancer-Fitzgerald-Sample, Inc.	358,078
J. M. Camp & Co.	348,627
The Blow Co.	344,748
Glenn-Jordan-Stoetzel, Inc.	311,623
Western Advertising, Inc.	302,503
Applegate Advertising Agency	295,329
Grey Advertising Agency, Inc.	270,960
Roche, Williams & Cleary, Inc.	267,000
Batten, Barton, Durstine & Osborn, Inc.	211,361
Olian & Bronner, Inc.	206,430
Wm. Gleeson & Co.	195,532
Direct	188,400
Maxon, Inc.	184,825
John Coban Advertising, Inc.	138,922
Benton & Bowles, Inc.	138,000
Walter F. Bennett Co.	122,948
Campbell-Evald Co.	97,500
Emil Mogul Co., Inc.	75,177
Kudner Agency, Inc.	67,800
Grant Advertising, Inc.	64,795
Mann-Ellis, Inc.	53,593
N. W. Ayer & Son, Inc.	42,502
Duane Jones, Inc.	41,408
Foote, Cone & Belding	41,300
Sidney Garfield & Associates	39,900
Donahue & Coe, Inc.	33,600
Maxwell Sackheim & Co.	33,123
Christiansen Advertising Agency	29,505
Ervin Wasey & Co.	23,088
E. Ross Humphrey & Assoc.	22,004
Victor & Richards, Inc.	19,936
Hazard Adv. Co.	18,000
Victor Advertising, Inc.	13,076
Phil Di Nuocio Advertising	12,468
Marschalk & Pratt, Inc.	10,339
French & Preston, Inc.	7,478
Grey & Rogers Advertising	6,000
Buchanan & Co.	5,875
Artists Publications	3,973
Albert Frank-Guenther Law	3,486
Ellington & Co., Inc.	1,090

**Mutual Broadcasting System
1954 Industrial Classifications***

Cigarettes & Smoking Materials	\$3,314,819
Food & Food Products	3,134,838
Soaps, Cleaners & Polishes	3,067,667
Institutional	2,098,628
Drugs & Toiletries	1,957,374
Religion	1,682,144
Building Materials	1,355,678
Beer	1,045,798
Insurance	830,132
Automotive	544,836
Soft Drinks	460,453
Miscellaneous	298,185
Household Supplies	285,000
Transportation	150,659
Publications	82,522
Gasoline & Petroleum Products	43,352
Jewelry	41,300
Political	37,092

**Mutual Broadcasting System
Gross Time Sales—1954**

	Monthly	Cumulative
January	\$1,889,990	\$1,889,990
February	1,783,452	3,673,442
March	2,034,961	5,708,403
April	1,891,998	7,600,401
May	1,908,198	9,508,599
June	1,658,196	11,066,795
July	1,481,767	12,548,562
August	1,491,422	14,039,984
September	1,523,161	15,563,145
October	1,605,042	17,168,187
November	1,633,999	18,802,186
December	1,628,191	20,430,377

* December billings estimated.



**PROGRESS REPORT
ON COLOR TV**

More than half of BBDO network clients have enjoyed seeing their shows broadcast coast to coast in color. More are on the way. In the film department, footage of BBDO 16-mm and 35-mm commercials can be measured in miles and the color cameras are still rolling.

Consumers are moving fast, too. A recent check shows that the number of color sets in use leaped from less than 10,000 on September 1, 1954, to more than 20,000 on January 1, 1955. This 100% increase in four months is a good indication of things to come.

No wonder we look forward to using this brilliant selling tool for more and more of our clients.

**Batten, Barton, Durstine
& Osborn, Inc.**

BBDO

Advertising

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



Advertising Agencies

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

NEW YORK DETROIT WASHINGTON
LOS ANGELES SAN FRANCISCO

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.
 Phone: Clrche 6-2940
 ABP

Owner.....A. D. Adams
Radio Accounts: Spirling Products Co. (indoor TV antenna), New York; Dynavox Corp. (phonographs), Long Island City, N. Y.
TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.; Spirling Products (indoor TV antenna), New York.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
 Phone: HlGate 4-6580
 AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer....Janet Schuster
 Music Dir., & Librarian.....Elaine Fried
 TV Art Dir.....Gerhardt Jacobi
 Prod. Dir.....Phil Martinez
 Acct. Executives.....Ad Fried, Phil J. Martinez, Janet Schuster, L. G. Mendershansen, Roherta Madonna Dane, Elaine Fried, Gerhardt Jacobi

Branch Office

260 Kearny St., San Francisco 8, Calif.
 Phone: YUKon 2-1291

ManagerPhil J. Martinez
Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemen

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TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, Calif.; Bell Smoked Fish Co. (Tarabell Brands), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Geo. Collins, Candidate for California State Controller (1954 Election), Agency handled all TV for entire state of California; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; Lo Fare Cab Co.

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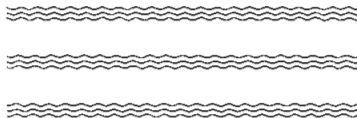
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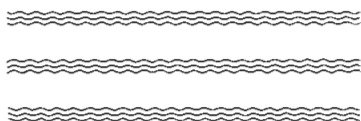
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For the
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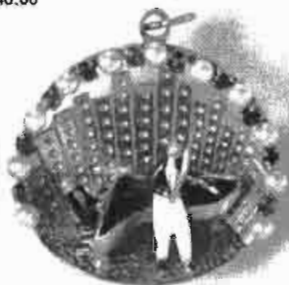
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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Bank of California, Seattle, Wash.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

STANLEY G. BOYNTON & SON

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

President.....Stanley G. Boynton
Secretary.....Amelia E. Silvestri
Radio Time Buyer.....Ruth A. Speelman
Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour.

BOZELL & JACOBS, INC.

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

AAAA-ABP-ANPA-AFA

Pres. & Bd. Chairman.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller

Branch Offices

205 N. LaSalle St., Chicago 6, Ill.
Phone: Central 6-0870

President.....Nathan E. Jacobs
V.-P., Dir. Radio-TV.....Philip Rouda
1803 N. Meridian St., Indianapolis 2, Ind.
Phone: Wabash 4524

V.-P. & Manager.....Chas. A. Gallup
1301 Tower Building, Seattle 1, Wash.
Phone: MUtual 6027

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

President & Manager...Donald D. Hoover
401 WCCO Building, Minneapolis 2, Minn.
Phone: Main 4527

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

V.P., Manager.....Walter T. Pfeiffer
421 Caroline, Houston 2, Texas
Phone: Fairfax 4106

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

Manager.....Don Underwood
2100 North Charles St., Baltimore 18, Md.
Phone: BELmont 2083

Manager.....Arthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BALtimore 4997

340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRAdshaw 2-2081

Manager.....Archie Jacobs

Radio and TV Accounts: Adams & Kelly Co. (Millwork), Omaha; Bartell Drug Co., Seattle; Golden Gift, Inc. (Orange Juice), Deland, Fla.; Houston Shell & Concrete Co., Houston, Texas; General Appliance Company, Omaha; Skinner Mfg. Co., Omaha; Mutual Benefit Health & Accident Association; Louisville Gas & Electric Company, Louisville, Ky.; Rio Grande Valley Gas Company, Brownsville, Texas, United Gas Corporation.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
Phone: DEXter 1-5313, 1-4115
ABP-APA-ANPA-NAP

Radio Director.....Arthur Braitsch
 Secretary.....Frances N. Goodwin
 Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Sally's Fur Studio, Strand Theater, Weybosset Markets, R. J. Hospital Trust Co.; White Pontiac Co. (Automobile Agency); Baker Ford Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

TV Accounts: R. I. Hospital Trust; White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

THE J. CARSON BRANTLEY ADV. AGENCY

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

Pres.-Radio Dir.....J. Carson Brantley
 Sec.-Treas.....A. R. Monroe
 Production.....June Brantley
 Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C.; L. B. Coulter Co. Cosmetics), Free Enterprise Train, Banna Co. (Proprietary).

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.
 Phone: HEmlock 2-4650
 ABP-ANPA-APA

President.....R. C. Breth
 Vice-President.....Victor G. Geisel
 Vice-President.....Blaine Williams

Radio Accounts: Woodlot Seed Co., Norway, Mich.; Fairmon Foods, Green Bay, Wisconsin; D. J. Murray Mfg. Co., Wausau, Wisconsin; Miller Electric Mfg. Co., Appleton, Wisconsin.

TV Accounts: Fairmont Foods, Green Bay, Wisconsin.

J. F. BRINLEY ADVERTISING AGENCY SERVICES

4602 Cedar Street, Bellaire 1, Texas
 Phones: MAdison 8886 & MOhawk 4400
 ABP-SNPA-APA-NBP

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Resch.....J. F. Brinley
 Sec., Treas.....V. H. Brinley
 Assoc. Radio Dir.....R. G. Dunn
 Associate TV Dir.....T. E. Light
 Assoc. Art Dir.....D. Ackley

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.
 Phone: PRospect 6-2600
 AAAA-ABC-ABP-ANPA-APA-PPA
 NOAB

President.....Franklin C. Wheeler
 Exec. Vice-President.....Walter Purdon
 Vice-President.....Robert Brisacher
 Vice-Pres. & Art Dir.....Ettore Firenze
 Secy.-Treasurer.....Mrs. Emil Brisacher
 Copy Chief.....Lester Friedman
 Space Buyer.....Gladys King
 Media Director.....Ted Pearson
 Radio & TV Time Buyer.....Mary Liz Loeber
 Prod.-Traffic Mgr.....Jules P. Daniel
 Radio & TV Producer.....Humphrey Ireland

Branch Offices

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

V.P. & Mgr.....Richard Ide

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, Oakland, Calif.

TV Accounts: Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Pict-Sweet Foods, Inc., Mount Vernon, Wash.; California Dairy Industry Advisory Board; San Francisco Milk Industry; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

BROADCAST ADVERTISING

170 S. Beverly Dr., Beverly Hills, Calif.
 Phone: Bradshaw 2-4840

President.....Van C. Newkirk
 Production Manager.....John G. Fryer
 Office Manager.....Betty Lester

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; King's Ambassador, Los Angeles, Calif.; Messianic Hour.

TV Accounts: Bible Institute of Los Angeles; Calif. Inst. of Social Welfare.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

East Jefferson at Burns, Detroit 14, Mich.
 Phone: VALley 2-9700

AAAA-ABP-NOAB-ANPA-APA-PPA
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 President.....Willard S. French
 Secretary-Treasurer.....Guy C. Smith

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 Vice-Presidents.....Wm. F. Austin, Jr.,
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 George Johnston, H. Kenneth Jones,
 C. Allison Monroe, Richard Reins, Blount
 Slade, J. G. Williams.

Director of Radio-TV.....Willard Smith
 New York Division
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone: MUrray Hill 6-1800

Chairman of Board.....Sturges Dorrance
 Exec. Vice-President.....Thayer Ridgway
 Vice-President.....H. E. Pengel
 149 California St., San Francisco 11, Calif.
 Phone: YUkon 6-6836

PresidentRoyce Russell
 TreasurerKing Harris
 SecretaryParker Wood
Radio Accounts: Goebel Brewing Co.,
 Hudson Motors Div., Mullins Mfg. Corp.
 (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The
 Ironite Ironer Co., Hudson Motor Div.,
 Goebel Brewing Co.

BROOKS ADVERTISING AGENCY

1610 Argyle Ave., Hollywood 28, Calif.
 Phone: TRinity 0558
 ANPA-APA-ABP-PPA

RadioMary McCauley
 Time Buyer.....A. R. Brooks
 SecretaryBarbara Vosburgh
Radio-TV Accounts: Bekins Van and Stor-
 age Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
 Phone: TRinity 2-8250
 APA-AAAA-ANPA-ABP
 NOAB-PPA-ABC-AFA

President.....D. P. Brother
 Executive Vice President. Clarence Hatch, Jr.
 Vice Presidents.....Joseph S. Howell,
 Carl Georgi, Jr., Guy S. Warren, Jr.
 Media Director.....Carl Georgi, Jr.
 Dir. of Marketing....Vincent H. Bergmann
 Art Directors.....L. R. Mange, E. J. Bowen
 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.**

Americas Bldg., Rockefeller Center,
 New York 20, N. Y.
 Phone: CIrcle 7-7660

PresidentFranklin Bruck
 Secretary.....M. J. Kleinfeld
 TreasurerMort Heineman
 Radio-TV Time Buyer.....Alice Ross

Mdse. Director.....Herbert Gold
 TV Director.....David Davidow

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
 Phone: HOLlywood 3-1153

ManagerHoward Blake
Radio Accounts: North American Accident
 Insurance Co., Fashion Frocks, Sitruie Tis-
 sues.

TV Accounts: Walter H. Johnson Candy
 Co., Chicago; Fashion Frocks, Inc., Cincin-
 nati; Bishop & Co., Los Angeles; Rexor
 Corp., New York; Hi-V Corp., Newark;
 Sitruie, Inc., New York; Coty, N. Y.; Artistic
 Card Co., Elmira, N. Y.

BUCHANAN & CO.

1501 Broadway, New York, N. Y.
 Phone: BRyant 9-7900
 APB-ANPA-APA-PPA-AAAA
 ABC-NOAB

Exec. Vice President.....William Dasheff
 Exec. V.P.....Roy Winkler
 V.P. & Account Executives.....George
 Richardson, John McEvoy, W. Boley, A.
 Van Brunt
 Sec'y-Treas.....A. Grance Barrett
 Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Hollywood, Cal.
 Phone: CRestview 5-5231
 155 Montgomery Street, San Francisco
 Phone: YUkon 6-2927

Radio Accounts: Reynolds Metals Co.,
 Eskimo Pie Corp., Air France, New York
 Paramount Theatre, Western Airlines Inc.,
 Wilbur Clark's Desert Inn, Paramount Pic-
 tures Corp., Tidewater Associated Oil Co.,
 Newport Soap Co.

TV Accounts: Lional Corp., Eskimo Pie
 Corp., New York; Paramount Theatre, Para-
 mount Pictures, Western Airlines Inc., Wil-
 bur Clark's Desert Inn, Tidewater Associ-
 ated Oil Co., Newport Soap Co.

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 2, Nebr.
 Phone: ATLantic 2125
 ABP-ANPA-APA-NOAB-PPA-NBR
 OAA

PartnersR. Savage,
 R. Foster, C. Harding, R. Dundis
 Ptnr., Dir. Radio-TV.....Adam Reinemund
 Ass't Dir.....Gene Cuddeback

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: CEntral 6-5959
 AAAA-ABP-ANPA-APA-PPA-ABC
 NOAB

PresidentLeo Burnett
 Exec. Vice-Pres.....Richard N. Heath
 TreasurerE. Ross Gamble
 Vice-Pres. in chg. Radio.....W. L. Weddell



Branch Offices

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

Phone: MUrray Hill 8-9480

Manager.....William McIlvain
1680 N. Vine St., Hollywood 28, Calif.

Phone: HOllwood 4-7374

Manager.....William Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Marlboro Cigarettes.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; 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.; Campbell Soup; Motorola, Inc.

WALTON BUTTERFIELD ADV.

Guidn Rd., Rye, N. Y.

Phone: Ry 7-3092

Owner, Manager.....Walter Butterfield

Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Sketchbook Film Prod., (Film Comm.) Pulaski Monuments Co. (Monuments), New York, N. Y.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.

Phone: CA 1-7751

ABC-ABP-ANPA-AFA

Partners.....Herbert Byer,

Gus K. Bowman, Joel Burghalter

Radio Director.....John D. Metzger

Account Executives.....Reg Testement,

Herbert Wise, W. P. Brown, F. W. Munro,

Jr.; Nicholas Popa, Gene Hamcroff

Radio Accounts: Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal

Savings & Loan (bank), Columbus; August Wagner Breweries (Gambirinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wall-paper cleaner), Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA-ABP-ANPA-ABC-AFA

President.....Harold Cabot

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

James I. Summers, William H. Ganick,

George R. Griffin, Joseph Wallace, Courtney

Crandall, Henry A. Laughlin, Jr.

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

Secretary.....Edward Glacy

Production Manager.....Robert Griffin

Editorial Chief.....H. W. Patterson

Copy Chief.....Courtney Crandall

Art Director.....Lee Pristone

Media Director.....David R. Williams

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Carling Brewing Co., (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

CALKINS & HOLDEN

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

Phone: PLaza 5-6900

AAAA-ABP-ANPA

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Copy Director.....George S. Thomson

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Dir. Pub. Relns. & Pub.....Robert W. Robb

Research Director.....Thomas P. Crolius

Merchandising Dir.....J. H. Apeler
 Director of Radio-TV.....Peter A. Krug
 Copy Chief.....Phil Young

Branch Offices

333 No. Michigan Ave., Chicago, Ill.
 Phone: Randolph 6-3831

Manager.....Philip M. White

Citizens Wilshire Bank,
 Los Angeles, Calif.
 Phone: York 5145

Manager.....Harry W. Witt
 604 Roanoke Bldg., Minn., Minn.
 Phone: Main 3086

Radio Accounts: Crane & Company (stationery), Dalton, Mass.; A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products (Hi-Fi), Hollywood; Parade Publications, Inc., New York City, N. Y.; Berlitz School of Languages; State St. Council.

TV Accounts: A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products, Inc. (Hi-Fi), Hollywood, Calif.

CAMPBELL-EWALD COMPANY

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

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

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 Sr. V.-P., Gen. Mgr....Edward E. Rothman
 Sr. V.-P., Secy.-Treas...Lawrence R. Nelson
 Sr. V.-P., Media Dir.....J. J. Hartigan
 Sr. V.-P.....Edward A. Schirmer
 Asst. Trea. & Comptroller.....H. P. Cook
 Vice-Presidents.....Colin Campbell,
 Halsey Davidson, L. T. Robinson, W. P.
 Stewart, John Terns, W. A. Moffet, W. H.
 Gage, Jr., J. L. Watkins

V.-P., Radio & TV Dir.....P. L. McHugh
 V.-P., Research Dir.....J. H. Forshew

Branch Offices

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

V.-P. and Mgr.....Frank W. Townsend
 Vice-Pres.J. H. Neebe
 Radio & TV Dept.....William S. Ballinger
 Radio & TV Dept.....Donald R. Benkhart
 Space Buyer.....J. J. Passmore

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

V.-P. and Mgr.....Earll W. Clements
 Space Buyer.....J. R. Gentile
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUmkirk 9-1334

V.-P. and Mgr.....Richard C. Francis
 Radio & TV Dept.....Williard Hanes
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUtter 1-8736

V.-P. and Mgr.....T. Milburn Johnston
 45 Edgewood Ave., Atlanta 3, Ga.
 Phone: Lamar 3858

Manager.....C. G. Thom
 1737 "H" St., N. W., Washington 6, D. C.
 Phone: REpublic 7-7400

Manager.....Wm. F. Armstrong, Jr.
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: Randolph 2094

Manager.....George A. Beck
 4010 Washington Ave., Kansas City 11, Mo.
 Phone: Jefferson 5601

Manager.....Ross C. Morgan, Jr.

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups, General Motors Acceptance Corporation, General Retail Corporation, Division of General Shoe Corp.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Allen B. Du Mont Laboratories, Inc., Local Metropolitan Chevrolet Dealer Groups, General Retail Corporation, Division of General Shoe Corp.

CAMPBELL-MITHUN, INC.

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

ABC-ABP-ANPA-APA-NOAB-PPA
 President.....Ray O. Mithun
 Exec. Vice-Pres.....Albert R. Whitman
 Vice-Presidents.....John W. Forney,
 B. E. Howard, R. L. Forrest, Lee A. Ter-
 rill, M. Oakley Birdwell
 Vice-Pres. & Asst. to Pres...Ralph Zeuthen
 Treasurer.....Beatrice N. Sandquist
 Secretary.....Evelyn Brugette
 V.-P., Radio-TV Dir.....Arthur H. Lund
 V.-P., Art Dir.....E. W. Turner
 V.-P., Copy Dir.....Joe E. Ratner
 Copy Chiefs.....Mort Henderson,
 Arnold Aslaskon, Leo Kennedy

Acct. Execs.: Blake Cox, Lawrence Dunham,
 R. L. Forrest, Walter Geckler, B. E. How-
 ard, Edward Boyce, Robert Blegen, Ken-
 neth Ruble, Lee A. Terrill, William
 Wheeler, Ralph Wittgraf, Ralph Zeuthen,
 Peter Edmonds, Dan Hulbert

Branch Office

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

V.P. & Gen. Mgr.....Don S. Manchester

Vice-President Phelps Johnston
 Acct. Execs.: C. E. Hentrich, Pete Kreer,
 Robert Noel, Chas. A. Mittelstadt, Robert
 Nevin

Radio Accounts: Gold Seal Company
 (Wax Products & "Snowy"), Bismarck,
 N. D.; Theo. Hamm Brewing Co. (Hamm's
 Preferred Stock Beer), Land O'Lakes Cream-
 eries, Inc. (Dairy Products), Northern States
 Power Co. (Electric Power), Our Own Hard-
 ware Co. (Wholesale Hdwe. & Paint), F. H.
 Peavey & Co. (Feeds), Minneapolis, Minn.;
 Quality Chek'd Ice Cream Asso. (Industry
 Advertising & Merchandising), Chicago, Ill.;
 Zinsmaster Baking Co. (Bakery Goods),
 Minneapolis, Minn.; American Dairy Associ-
 ation (Product Advertising & Merchandis-
 ing), Chicago, Ill.; Charmin Paper Mills
 (Paper Towels, etc.), Green Bay, Wis.; R.
 M. Hollingshead Corp. (Automotive Prod-
 ucts), Camden, N. J.; Malt-O-Meal Co.
 (Wheat Cereal), Minneapolis, Minn.; Pills-
 bury Mills, Inc. (Biscuit, Flour & Mixes, Re-
 frigerated Doughs), Minneapolis, Minn.

TV Accounts: American Dairy Assoc.
 (Product Advertising & Merchandising),
 Chicago, Ill.; Campbell Cereal Co. (Malt-o-
 Meal), Minneapolis, Minn.; Gold Seal Com-
 pany (Wax Prod. & "Snowy"), Bismarck,
 N. D.; Theo. Hamm Brewing Co. (Hamm's
 Preferred Stock Beer), St. Paul, Minn.; Lar-
 sen Co. (Canned Foods), Green Bay, Wis.;
 Zinsmaster Baking Co. (Bakery Goods), Min-
 neapolis, Minn.; Northwestern Nat'l Bank,
 Minneapolis, Minn.; Charmin Paper Mills
 (Paper Towels, etc.), Green Bay, Wis.; R. M.
 Hollingshead Corp. (Automotive Products),
 Camden, N. J.; Land O'Lakes Creameries,
 Inc. (Dairy Products), Minneapolis, Minn.;
 Pillsbury Mills, Inc. (Oven-Ready Biscuits),
 Minneapolis, Minn.

CASMIER ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: Murray Hill 2-2011
 ABP—ANPA

President.....David C. Casmier
 Vice President.....Marvin Casmier
 Office Manager.....Marc Powers
 Art Directors.....Vaughn Thomas,
 Gerry Stangaitis

TV Accounts: D'amico Fifth Ave., (Beauty
 Consultant), Artists' Guild of America
 (Talent School).

CARTER ADV. AGENCY

912 Baltimore, Kansas City 5, Mo.
 Phone: HA 1356
 ABP—ANPA—APA—NAAN—NOAB
 PPA

President.....Charles W. Carter
 Exec. Vice-President.....William G. Rowe
 Vice-President.....Curtis Bogash
 Vice-President.....Fred Klemp, Jr.

Sec't., Treas.....Josephine Dahlin
Radio-TV Accounts: Edward Aaron Corp.
 (Poultry), K. C.; May Potato Chip Co.,
 K. C.; Seid Litz Paint & Varnish Co., K. C.;
 Metropolitan Savings Asso., Douglas Chemi-
 cal Co.

CAYTON, INC.

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

President.....William D'Arcy Cayton
 Secretary.....D. R. Roberts
 Art Director.....Bob Lee
 Production Manager.....Ily Crandall
 Radio-TV Director.....Donna Quigley
 Creative Dir.....Fred Ladd
 Film Ed.....Reginald Smith
 TV Scripting.....Louis M. Sirota
TV Accounts: Cheshbrough Mfg. Co.,
 Hanovia Chem. & Mfg. Co. (health lamps),
 Miracle Adhesive Corp.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
 Phone: 6-9492
 ABP—APA—SNPA

President.....Harry A. Lundborg
 Secy.-Treas.....Richard H. Leiper
 Space & Time Buyer.....Sara Kelly
 Art Dir.....John Goss
Radio Accounts: Fleetwood Coffee Co.,
 Chattanooga, Tenn.

TV Accounts: Fleetwood Coffee Co., Chat-
 tanooga, Tenn.

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 T. Chirurg
 Treasurer.....Leo J. Hardiman
 V.-P. & Gen. Mgr., Boston
 Office.....W. J. Shepardson
 Ass't. Gen. Mgr.....J. Norman McKenzie
 V.-P. Chg. Plans &
 Marketing.....Howard G. Sawyer
 Media Dir.....Edward B. Pope

Branch Offices

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

V.-P., Gen. Mgr.....Robert D. Stuart
 1500 Walnut St., Philadelphia 2, Pa.
 Phone: PENnypacker 5-9543

V.-P., Gen. Mgr.....A. W. Brownell
Radio Accounts: W. L. M. Bendsorp Co.,
 (Cocoa), Mass. Dept. of Agriculture; Alden
 Speare's Sons Co., (Knife Sharpener-
 Thayer, Inc. (Juvenile furniture); Common-
 wealth Chevrolet Co.; Bassick Co. (Casters);
 Standard Packaging Co.; Worthington Corp.
 (Air Conditioning, irrigation pumps, etc.).

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
 Phone: 6-4179
 Pres. & Treas.....D. G. Goodwin
 Copy Chief & Secy.....Sara Nolan
Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

1614 Du Pont Bldg., Miami 32, Fla.
 Phone: 3-5486
 ANPA—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
Accounts: Ambrose, Frank, Aviation Inc.; Belcher Oil Co.; Florida Nat'l Bank & Trust Co.; Industrial Savings Bank; Jewish Floridian; Livesay Industries, Inc.; Maule Industries, Inc.; Miami Daily News; Miami Quick Freeze & Cold Stg. Co.; Pompano Beach Highlands Inc.; Florida Milk Producers Assn.; WIOD Radio Station; Withers Van Lines.

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.

41 East 42nd St., N. Y. 17, N. Y.
 Phone: OX 7-0660
 President.....Harry B. Cohen
 Vice-Pres.-Treas.....Edith S. Cohen
 Exee. Vice-Pres.....Edward Aleshire
 Vice-President.....Edward Rosenwald
 Radio-TV Director.....Peter Finney
Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; 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.
TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmaceutical Co.

THE ARNOLD COHAN CORP.

460 W. 34th St., New York, N. Y.
 Phone: WIsconsin 7-4700
 Pres. & Treas.....Arnold Cohan
 Prod. Mgr.....John Mulligan
 Copy Chief.....Marvin Haas
Radio Accounts: Gerald O. Kaye & Assoc. Corp.; New York Times; Dale, Jim Clothes,

Inc.; Kings Plumbing Supply Corp.; Viking Taximeter Distrib. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.
TV Accounts: Gerald O. Kaye & Assoc. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.; New York Times.

COMPTON ADVERTISING, INC.

261 Madison Ave., New York 16, N. Y.
 Phone: Oxford 7-2400
 AAAAA—ABC—ABP—ANPA—AFA
 President.....Robert D. Holbrook
 Exec. V.-P.....John K. Strubing
 Vice-Presidents.....Merrel E. Boyce,
 Barton Cummings, C. James Fleming, Jr.,
 Allen Flouton, Jack Rees
 V.-P. & Dir. Radio-TV
 Programming.....Lewis H. Titterton
 V.-P. Chg. Radio-TV
 Program Dept.Storrs Haynes
 Bus. Mgr., Radio-TV
 Program Dept.....Margaret Corbett
 New Prog. Buyer.....Margaret Corbett
 V.-P. & Dir. of Media.....Guy Richards
 V.-P. & Asst. Dir., Media...Frank B. Kemp
 Asso. Media Directors.....H. Clochessy,
 W. Barber, M. Hansen
 Time Buyers.....Ruth Jones,
 Graham Hay, Thelda Cordani, Robert Liddel,
 Bert Mulligan, Genevieve Schubert,
 James Ault, Alfred Ritter
Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
 Phone: HArrison 7-6935
 Manager.....L. O. Holmberg
 744 N. Fourth St., Milwaukee 3, Wisc.
 Phone: BRoadway 1-9475
 Manager.....Richard M. Davis
 Keith Bldg., 525 Walnut St., Cincinnati 2,
 Ohio
 Phone: PArkway 6961
 Manager.....Robert P. Marsh
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLywood 9-8107
 Manager.....James J. Seaborne
Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co. (Fibre Milk Container Div.); John H. Dulany & Son, Inc.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Co., Inc. (Shoe Products); Kelly-Springfield Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge; The Procter & Gamble Co. (Crisco, Dash, Drene, Duz, Gleem, Ivory Flakes, Ivory Soap); The Socony-Vacuum Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea) Sterling Drug Co. (Fizrin).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
 Phone: MOhawk 2252
 ANPA—PPA—ABP—AFA—APA—NOAB
 FPRA—NBP
 Partners.....Henry W. Comstock,

H. Earl Close, Frank J. Hess
 Marketing & Research
 Dir.....T. Sloane Palmer
 Art Dir.....William B. Cormier
 Asst. Art Dir.....Sam Muffoletto
 Prod. Mgrs.....A. H. Briggs,
 Grant F. Hess, Otello A. Manua
 Account Executives....Henry W. Comstock,
 H. Earl Close, John B. Morton, L. Wells
 Simonds, T. Sloane Palmer, Grant F. Hess,
 Sterling J. Hiles, George B. Conner, Wil-
 liam L. Conner, Jr., Fred C. Egloff
 Radio & TV Dir.....Daune J. Miller
Radio Accounts: Bell Aircraft Corp.;
 Frontier Oil Refining Co. (Oil & Motor Oil);
 Div. Ashland Oil & Refining Co., Inc.; Hos-
 pital Service Corp. of Western New York.
 (Hospital & Surgical Plans); Manufacturers
 and Traders (Banking Services); WGR Cor-
 poration, (Station WGR-Radio & TV).
TV Accounts: Bell Aircraft Corp.; Art
 Metal Construction Co. (Steel Office Furni-
 ture, Visible Index Systems, Filing & Index-
 ing Supplies); Frontier Oil Refining Co.,
 Div. Ashland Oil & Refining Co., Inc.; Hos-
 pital Service Corp. of Western N. Y. (Hospi-
 tal & Surgical Plans); Manufacturers &
 Traders Trust Co.; Morrison Steel Products,
 Inc. (Mor-Sun Furnaces, Roly-Door Steel
 Garage Doors (Carry-All Truck Bodies);
 WGR Corp. (Station WGR-Radio & TV).

ROBERT CONAHAY, INC.

270 Park Ave., N. Y. 17, N. Y.
 Phone: ELdorado 5-6017
 ABP—ANPA

Pres., Treas.....Robert S. Conahay
 V.P. & Sec'y.....Robert Conahay III
 V.P. & Copy Chief.....Frank Denman
 Vice-Pres.....Benjamin B. Mitchell
 Art Dir.....Claude Hurd
 Production Mgr.....Marvin B. Fauerbach
 Space & Time Buyer....Dorothy E. Delbasco
 Account Executives....Henry W. Bulkley,
 Benj. B. Mitchell, Robert Conahay
Accounts: Amateur Weathermen of Amer-
 ica; Artography Inc.; Blair, John & Co.;
 Blair TV, Inc.; Buccaneer Lodge; Ches-
 apeake & Ohio Railway Co.; Cinefield Coal
 Corp.; Crane Arthur D., Co.; Dobie, George
 & Son Ltd.; Farmers & Consumers Dairy Inc.;
 First National Iron Bank of Morristown;
 The Greenbrier; Hotel Paris; Hotel Wind-
 mere; Investors Diversified Services; Knott
 Hotels Corp.; Mautrose Corp.; McAllister
 Brothers, Inc.; Pass Dye Co.; Pattison &
 Browns Inc.; Payne Cutlery Co.; Phototype
 Inc.; The Pitston Co. and Subsidiaries;
 Russell, James B., Inc.; Salomon, L. A. &
 Bro.; Science Associates; Smith Chemical
 & Color Co.; Sobranie, Ltd.; Station Repre-
 sentatives Assn.; Sulgrave Hotel; Vanderbilt,
 R. T. Co. Inc.

THE CONDON COMPANY

Rust Bldg., Tacoma 2, Washington
 Phone: Market 8155

ABP—ANPA—APA—NBP—AAAA—NOAB
 PPA

Partners.....Roscoe A. Smith
 Victor Kaufman
 Art Dir.....Daniel J. Snope
 Production Mgr.....Mildred Nelson
 Act. Executives.....Roscoe A. Smith
 Victor Kaufman, Harry Watson, Kay
 Shinn, Harold C. Dixon, Gordon Bennett
Accounts: American Biscuit Co.; B & M
 Distributing Co.; Buckley-King Funeral
 Ser.; Coronets, Inc.; Douglas Fir Plywood
 Assn.; Fir Door Institute; Fuel Oil Service
 Co.; Harbor Plywood Corp.; Harmon, F. S.
 Mfg. Co.; Kirk, G. R. Co.; KTNT-TV,
 Tacoma, Wash.; Laucks Laboratories Inc.;
 Northwest Syndicate; Pacific First Federal
 Savings & Loan Assn.; Puget Sound National
 Bank; St. Paul & Tacoma Lbr. Co.; Silver
 Springs Brewing Co.; Tacoma Savings &
 Loan Assn.; Tacoma Transit Co.; Tribune
 Publishing Co.; United Pacific Ins. Co.;
 Ward Smith Inc.; Western Furnaces Inc.;
 Wood Coffee Co.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
 Phone: CA 7-3156
 AAAA—ABC—ABP—ANPA

President.....Thomas F. Conroy
 General Manager.....David P. Guthridge
 Personnel Dir.....Francis E. Weinhold
 Media Director.....Margaret Stair
 Art Directors.....E. E. Ogilvie, William
 Hawksley
 Radio-TV Dir.....Everett O. Liaboe
Radio Accounts: Apache Dist. Co. (Lone
 Star Beer); CarFs, (Ladies Ready to Wear);
 Express-News; Perry Shankle Co. (Appli-
 ances); Hoffmann-Hayman Coffee Co.; Lone
 Star Brewing Co.; Inter-state Theatres;
 Studer Photo Co.; H. E. Butt Grocery Co.;
 Sommers Drug Stores; Mode-O-Day (Ladies
 Ready to Wear); Security Finance Co.; New
 Braunfels Textile Mills; Quaker Oats Co.;
 Pioneer Flour Mills.
TV Accounts: H. E. Butt Grocery Co.;
 Hoffman-Hayman Coffee Co.; Express-News;
 Inter-state Theatre; Ormsby Chevrolet;
 Pioneer Flour Mills; Security Finance Co.;
 Sommers Drug Stores; Studer Drug Stores;
 Studer Photo Co.; Lone Star Brewing Co.

COX & TANZ ADVERTISING

950 Drexel Bldg., Philadelphia 6, Pa.
 Phone: Lombard 3-1720

President.....Eugene R. Tanz
 Office Manager.....R. Di Carlo
 Copy Chief.....J. Kirkconnell
 Art Director.....R. Rivers
 Time Buyer.....R. Di Carlo
 Research Director.....L. Louzon
Radio Accounts: Badder and Snoko (Jar-
 man Shoes); Colonial Floor Covering; ABC
 Chick Hatchery (Baby Chicks); Jim Brady
 (Shoes); Crowl Chemical Co. (Cough Rem-
 edy); Creseent Nut & Chocolate Co.; Van

Seiver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company.

TV Accounts: Badder & Snoko (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.

JOHN GILBERT CRAIG ADV., INC.

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

ABP—ANPA—AAAA—AFA—APA—PPA
NAAN—AMA—NIAA

President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Account Executives.....J. Gorman Walsh,
Kathleen A. Walsh, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (Lumher-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.

TV Accounts: Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Services, Inc.

THE CRAMER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.
Phone: BRoadway 6-3500

AAAA—ABC—ABP—ANPA—AFA

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

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

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Altorfer Bros. (Washers & Dryers); Associated Hospital Service; First Wisconsin Nat'l Bank; Glass Container Institute; DePree Co. (Nullo), Deodorant; Patek Bros. (Paint).

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Evinrude Motors (Outboard Motors); Humphrey Chevrolet; Associated Hospital Service; First

Federal Savings; First Wisconsin Nat'l Bank; Flexy, Inc.; Glass Container Institute; Milwaukee Co.; Patek Bros. Inc.

**JAMES T. CUNNINGHAM
ADVERTISING**

520 Madison Ave., Toledo 4, Ohio
Phone: Fulton 1151

Proprietor.....James T. Cunningham
Radio-TV Accounts: Laurel C. Worman,
Inc. (Packard-Kaiser-Willys).

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

Chairman of the Board.....Fred H. Walsh
President.....John P. Cunningham
Secretary.....Richard L. Strobridge
TV-Radio (Liggett & Myers)

Vice-Pres.....Norman Gort
TV-Radio Dept. (General)

Director.....John R. Sheehan
Assistant.....David P. Lewis
Production.....Tom De Hff
Production.....Joseph McDonough
V. P. Media.....Newman McEvoy

Branch Offices

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

49 E. Superior St., Chicago 11, Ill.
Phone: SUPERior 7-3116

Radio Accounts: Liggett & Myers (Chestersfields & L & M Cigarettes); Colgate Palmolive Co., (Super Suds); Sunshine Biscuits, Inc. (All products); E. R. Squibb & Sons, (Sun 'N Surf); Narrangansett Brewing Co., (Beer & Ale); Pan American Coffee Bureau, (Coffee institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; The New York Daily News; McCall's, (Patterns); Italian Line, (Travel); Clicquot Club, (Soft drinks); Eversharp, Inc.

TV Accounts: Liggett & Myers (Chestersfields & L & M Cigarettes); Colgate Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All products); Narrangansett Brewing Co.; A. T & T. (Yellow Pages); Pan American Coffee Bureau, (Coffee Institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; New York Daily News; McCall's (Patterns); Lenthieric, (All products); Universal-International, (Motion Pictures); E-Z Pop, (Popcorn); Eversharp, Inc.

**CURTIS ADVERTISING
COMPANY**

270 Park Ave., New York, N. Y.
Phone: PLaza 5-6333

ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Combs
Secy.-Treas.....Rose Berg

Art Director.....C. Grande
 Prod. Mgr., Space Buyer.....M. Lerman
 Publicity Director.....L. Nichols
 Radio-TV Dir.....L. R. Curtis
 Research Dir.....R. Blumenthal

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Dir Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories Colorfilm; Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Three Star Appliances; Webb & Knapp, Inc.

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
 Phone: ORegon 9-0600

AAAA- ANPA-APA PPA ABC ABP AEA

Chm. of Bd.....C. L. Fitzgerald
 President.....H. M. Dancer
 Vice-Pres.-Secy.....F. T. Leighty
 Compt. & Asst. Treas.....Wm. Maughan
 V.P. Radio-TV Dir.....Alvin Kabaker
 V.P.s & Acct. Execs.....C. T. Birch,
 Lyndon O. Brown, Ramon J. Cabrera, R.
 R. Etienne, Joseph H. Holmes, Jr., W. A.
 Irwin, Gordon Johnson, J. James Neale,
 Victor Piotrowski, Richard A. Porter,
 Frank N. Riggio, A. W. Spence, Jr., George
 G. Torney, Clifford Wolfe, S. J. Hamilton,
 Stuart Upson, W. Huse, F. Mitchell, L.
 Fisher, G. N. Beecher, N. Mathews

Branch Offices

221 N. La Salle Street, Chicago 1, Ill.
 Phone: FI 6-4700

Exec. Vice-Pres.....F. Sewall Gardner
 V.P. & Acct. Exec.....E. R. Detchon
 1680 N. Vine St., Hollywood 28, Cal.
 Phone: Hudson 2-3256

V.P.-Mgr.....Alvin Kabaker
 Dancer-Fitzgerald-Sample, Inc.
 114 Sansome St., San Francisco 4, Cal.
 Phone: DO 2-5107

Vice-President.....W. B. Dugan
 200 St. Clair Ave. West Toronto 7, Ontario
 Phone WAlnut 1-8425

V.P. & Mgr.....Gilbert Nunns

Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, and Organized Reserve Corp Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Ester, Division of Zonite Co., Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
 Phone: Central 1-6700

AAAA- ABP ANPA-NOVB- PPA OAAA

Chairman of the Board.....P. J. Orthwein
 President.....J. F. Oberwinder
 Vice-Pres.-Treasurer.....E. D. Cronk

Branch Offices

430 Park Ave., N. Y. 22, N. Y.
 Phone: PLaza 8-2600

Vice-President.....J. Y. Brown, Jr.
 V.P., Radio-TV Director.....Paul Louis
 Terminal Tower Bldg., Cleveland 13, O.
 Phone: TOWn 1-3911

Vice-President.....Stanley P. Seward
 57 Bloor St. W., Toronto, Ontario, Can.
 Phone: Princess 3991

Vice-President.....G. P. Altenbernd
 75 Eighth St. N.E., Atlanta 5, Ga.
 Phone: VE 8815

Vice-President.....J. Hixon Kinsella
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., LaCade 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.

HERSCHEL Z. DEUTSCH & CO., INC.

575 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-1788

ABP

President.....Herschel Z. Deutsch
 Secy.....M. A. Deutsch
 Treas.....Robert Stone
 Research Dir.....Edward R. Rader
 Media Director.....Madeleine Allison
Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8), Stamford, Conn.

TV Accounts: E. T. Browne Drug Co. (Palmer's Skin-Success).

DEUTSCH & SHEA, INC.

230 West 41st St., New York 36, N. Y.
 Phone: LOngacre 4-5900

ABP-APA-AAAA-ANPA

President.....Arnold R. Deutsch
 Vice-President.....Van M. Evans
 Secretary.....Henry Geissenheimer
 Production Mgr.....Richard Gazley
 Space Buyer.....Erwin Lowen

Accounts: America's Hobby Center, Bankers Federal Savings Assn.; Century National Chemical Co., Federal Video Corp.; Fleming Hall Tobacco Co., Inc.; Hammer Beverage Corp., Hollywood Fontana Corp., Langworth Feature Programs Inc.

DIRECTOR, BLEIER & WEISS, INC.

527 5th Ave., New York 17, N. Y.

Phone: MURray Hill 7-3669

ABP—APA

President.....Andrew M. Weiss
 Exec. V.P.....George V. Bleier
 Art Director.....Albert Bart
 Chief of Plans Board...Murray R. Director
 Exposition Dir.....Fred Pittera
 Acct. Executives.....George V. Bleier,
 Joel Howard, Murray R. Director, Andrew
 M. Weiss, Walter Von Schoenfeld

Accounts: American School, N. Y., N. Y.;
 American Society of Composers; Ardgreen
 Asso., Inc.; Bakers Review; Budd Looms;
 Chemdrug Corp.; Coronet Art Gallery; Doll-
 inger Asso.; Empire Merchandising Co.;
 Gnome Press; Harris Laboratories; Headline
 Publications; Hillcrest Corp; Independent
 News Co.; Hoffman Motors; Mantel, H.;
 Mayfair Publishing; Movielab Film Labora-
 tories, Inc.; Music Publishers Holding
 Corp.; Pioneer Publications; Post Photo
 Engraving Corp.; Robert Book Co.; Schir-
 mer, G.; Schoenfeld & Sons; Skylark
 Originals; Sturm & Scheinberg; Ulano
 Products; Wehman Bros.; Whitecrest As-
 sociates; Witol, William, Co.; World Motor
 Sports Show.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.

Phone: WABash 3193

ANPA—APA—PPA—SNPA—ABP

Partners..Elmer H. Doe, Warwick Anderson
 Acct. Execs.....Elmer H. Doe,
 Warwick Anderson, George W. Emerson,
 Richard W. Smith

Media Buyer.....Miss G. P. Wagner
 Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.;
 Radio Stations: KOLN, Lincoln, Neb.;
 KTHS, Little Rock, Ark.; KWKH, Shreve-
 port, La.; WAVE, Louisville, Ky.; WDAY,
 Fargo, N. D.; WHO, Des Moines, Iowa;
 WJEF, Grand Rapids, Mich.; WKZO, Kala-
 mazoo, Mich.; WOAY, Oak Hill, West Vir-
 ginia; TV Stations: KOLN-TV, Lincoln,
 Neb.; WAVE-TV, Louisville, Ky.; WKZO-
 TV, Kalamazoo, Mich.; WDAY-TV, Fargo,
 No. Dak.; WHO-TV, Des Moines, Iowa.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

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

Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—AFA

President.....Donald K. Clifford
 Exec. V.P., Secty.....William E. Steers
 Vice-President.....Francis J. Doherty
 Treasurer.....Nelson O. Argueso
 Asst. Secy.....Marie L. Brennan
 Vice-Presidents.....William E. Holden,
 Chester MacCracken, James F. Egan, Harry
 M. Ireland, Dr. Philip Reichert, Robert
 Hayes, Robert E. Shaw, R. C. Bradley,
 Frank Dennis, R. Fehr, N. W. Glenn, A. M.
 Menadter

Dir. of Radio & TV.....Chester MacCracken

Radio Accounts: Bristol-Myers Company
 (Trushay, Sal Hepatica, Ipana, Bufferin and
 Resistab, Ammen Vitalis, Mum, Vitalis Hair
 Cream, Benex), New York, N. Y.; The Bor-
 den Co. (Borden's Instant Coffee), New
 York; Pharmaco, Inc. (Feen-A-Mint), Ken-
 ilworth, N. J.

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);
 Pharmaco, Inc. (Medigum), Kenilworth,
 N. J.; Pioneer Ice Cream—Div. the Borden
 Co., N. Y. C.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.

Phone: RIchmond 3-1113

APA—SNPA

Pres.-Treas.-Space Buyer (News)
 Ralph L. Dombrower, Sr.
 Vice-Pres.....Ralph L. Dombrower, Jr.
 V.P., Sec. & Radio Time Buyer

Malcolm B. Dombrower
 Art Director.....Hobart Britton
 Radio Dir.....T. Michaux Moody
 Media & Space Buyer (Mag.)..Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 7-1420

Manager.....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,
 Chesterfield Hat Corp., Richmond, Va.;
 East Coast Freight Lines, Richmond, Va.;
 Home Brewing Co., Richmond; Planters
 Fertilizer Co., Charleston, S. C.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.

Phone: COlumbus 5-2772

President.....E. J. Churchill
 Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod
 Time Buyer & Bus. Mgr.....Evelyn Jones

Branch Office

411 Hurt Bldg., Atlanta 3, Ga.

Phone: MAIn 5662

Vice-President.....H. L. Morrill
 Radio Accounts: Burlington Mills, Inc.
 (Bur-Mil Cameo Hosiery), New York, N. Y.;
 Loew's Inc. (Motion Pictures, Loew's The-
 atres) New York, N. Y.; Metro-Goldwyn-
 Mayer, Inc. (M-G-M Pictures), New York,
 N. Y.; New York, N. Y.; New York World-
 Telegram & Son (Newspaper), New York,
 N. Y.; River Brand Rice Mills, Inc. (Caro-
 lina & River Brand Rice), New York, N. Y.;
 Rockefeller Center, Inc. (Radio City Music
 Hall), New York, N. Y.; State of Israel
 Bonds; Miles Shoes.

TV Accounts: Burlington Mills, Inc. (Bur-
 Mil Cameo Hosiery), New York, N. Y.;
 New York, N. Y.; Loew's, Inc. (Loew's The-
 atres), New York, N. Y.; Metro-Goldwyn-

Mayer (Motion Pictures), New York, N. Y.; New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc., Pearson Pharmacal (Ends Chlorophyll Tablets).

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOODWARD 5-7400
ABP—ANPA—PPA

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President.....Felix Hower
Secretary & Art Dir.....Ben Goldstein

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676

Exec. Vice-Pres.....Marvin H. Frank
Branch Office

1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315

Gen. Mgr., V.P.....Marvin H. Frank
Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp. (E-Z Pop Popcorn); Ira Wilson & Son, (Dairy Products).

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp.; Ira Wilson & Sons; Radio Distributing Corp. (Norge Washers & Dryers).

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
Radio & TV Dir.....William T. Mann

Branch Offices

208 LaSalle St., Chicago 4, Ill.
Phone: CENTral 6-9132

V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.

Phone: LAFayette 3-0770

Senior Vice-Pres.....W. J. Sheehan
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), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelphia; Provident Trust Co. of Philadelphia (Bank), Philadelphia; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco, Paine, Webber, Jackson & Curtis, (Brokerage) N. Y., N. Y.

TV Accounts: Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston; The Wellington Co. (Brokerage), Philadelphia; Smith, Kline & French (Pharmaceuticals), Philadelphia; Standard Coil, Chicago.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HILlward 2-8050

ANPA—NOAB—PPA—NBP

Radio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer...Charles Bucklin

Branch Offices

*Dowd, Redfield & Johnstone, Inc.

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

Phone: MU 8-1275

President.....John C. Dowd
Exec. V.P.....Edward D. Parent

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, 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.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Company (Soft Drinks), Manchester, N. H.; Megowen-Educator Food Company (Crackers & Biscuits), Lowell, Mass.; House of Old Molincaux (Wines), Boston, Mass.; Pepsinic

Seltzer, Inc. (Drugs), Jamaica Plain, Mass.; Workmen's Cooperative Bank (Banking), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.; Atlantic Coal Co., (Coal), Boston, Mass.; City Fuel Co., (Coal), Boston, Mass.; Blacksmith Shop Pastries, (Bread), Rockport, Mass.; Keystone Camera Co., (Cameras), Boston, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co., (Shampoo), Boston, Mass.; Robinson Card Co.; Clinton, Mass.; Sam Smith Shoe Corp., Newmarket, N. H.; Lincoln Plaza Shopping Center, Worcester, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warwick, R. I.; DeMambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co. (Shampoo), Boston, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
APA-PPA-ABP-ANPA

President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Treasurer.....Edward D. Parent
V.P., Gen. Mgr.....Michael A. Raymond
Radio-TV Director.....Wallace Lancton

Radio Accounts: Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dornin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dornin, Inc. (sleeping capsules), New York.

ROY S. DURSTINE, INC.
655 Madison Ave., New York 21, N. Y.

Phone: TE 8-4600
NOAB-PPA-APA-ABC
President.....Roy S. Durstine
Vice-Presidents.....Wm. E. Dempster,
John Malone, Jr., Ralph D. Allum
Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Radio-TV Time Buyer.....Christine Petrino

Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-in-Charge.....William D. Sloan
156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917

Exec.-in-Charge.....Robert B. England
Radio Accounts: Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers, gifts), San Francisco, Calif.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phone: ANover 3-3867, DEarborn 2-5976
ABP

President.....Edward Edelstein
Radio Accounts: Conway Camera, (Cameras etc.), Chicago, Ill.

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA-APA-NOAB-PPA-ABC

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Hyland L. Hodgson, Charles W. Marshall,
Chauncey L. Landon, Van Davis, William A. Bartel

Treasurer.....Gordon M. Kingman
Exec. Dir. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.

TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: CL 6780
ABP-ANPA-

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

Radio Director.....Geri Lanning
 TV Director.....Marcia Pinkham
Branch Offices
 77 York St. W., Toronto, Ont.
 Phone: Wa 9902

ManagerAl May
 Jay Reich Adv.
 902 Frick Bldg., Pittsburgh 19, Pa.
 President.....Jay S. Reich
 Phone: GRant 1-9311
 201 East 57th St., New York 22, N. Y.
 President.....Kurt J. Mann
 Phone: PLaza 1-2323
 Hav-Nash & Assoc.
 189 Chestnut St., Rochester, N. Y.
 ManagerHav-Nash, Jr.
 Phone: BAker 8610

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
 Washington 6, D. C.
 Phone: STerling 3-2222
 ABC-ANPA

President.....Robert J. Enders
 Exec. V.P.....Howard A. Enders
 Vice-Presidents.....Rudy Vallee, Ray Hill
 Sec.-Treas.....Melvin Alan Bank
 Radio-TV Director.....Anne Merriman
 Art Director.....Fred Waller
 Film Director.....Robert L. Friend
 Production Manager.....Stanley S. Base
Branch Offices

270 Park Avenue, New York, N. Y.
 Phone: PLaza 5-4952

Vice-President.....Howard A. Enders
 6611 Santa Monica Blvd., Hollywood, Calif.
 Phone: MIllside 61118

ManagerJohn Swallow
 Estimated Radio & TV Billings: \$600,000.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-8700
 AAAA-ANPA-APA-NOAB-PPA
 APB-ABC

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 Exec. V.P. & Secy.....George E. Wasey
 Asst. to Pres.....David B. Williams
 Treasurer.....James F. O'Connor
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 Dir. Radio-TV.....Michael Levin
 Radio Dir. (L. A.).....Robert L. Redd
 Time Buyer (L. A.).....Glen Bohannon
 Media Dir. (Chicago).....John Gwynn

Branch Offices

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

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 5045 Wilshire Blvd., Los Angeles 36, Calif.
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 523 Marquette Bldg., Minneapolis 2, Minn.
 President.....Mac Martin
 1st National Bank Bldg., Oklahoma City, Ok.
 President.....Howard D. Williams
 1170 Bay St., Toronto, Ont., Can.
 Manager.....Ralph L. Lawson
 1121 St. Catherine St. W., Montreal, Que.,

Canada

Manager.....Ralph L. Lawson

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; KRO Company (Rodenticides), Springfield, O.; Jacob Rice Bottling Works (Soft Drinks), Minneapolis, Minn.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Noreleo Duovue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
 Phone: OXFord 7-1600

AAAA-ABC-ABP-ANPA-AFA

President.....James J. Houlahan
 Exec. V.P.....G. I. Chatfield
 Vice President.....Dr. Wallace H. Wulfeck
 Secretary-Treasurer.....E. H. Cummings
 V.P. Chg. TV Prog.....Samuel Northeross
 Radio Director.....Wendell Adams
 V.P. Chg. TV Commercial.....Stanley A. Lomas

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Exec. Prod.-Dir.....Arnold J. Wester
 Phone: HOLlywood 9-8219

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Paequin-Leeming (Silk 'N Satin), N. Y., N. Y.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Paequin-Leeming (Ben-Gay), N. Y., N. Y.

ETTINGER ADVERTISING AGENCY INC.

38 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0750
ABP

President.....Joel H. Ettinger
Vice-Pres.Audrey Ettinger
Art Dir.....Arthur Sarett
Copy Chief.....William Stearns
Media, Space Buyer.....A. Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Air Filters Inc.; Brook's Mens Shops; Buchman, The L. Co.; Carolina Paper Mills; Exeter Hosiery Mills; Fordham Shirt Co.; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Henry, Charles, Ltd.; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Summit Mills Corp.; Worklon Inc.

EVANS-WORK ADV. AGENCY

624 East Capitol Ave., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig

Radio Accounts: Abraham Lincoln Hotel; B & F Toggery; Bootery; Bresmer's; Bridge Jewelry Co.; Camera Shop; Constantino Packing Co.; Dellert's Paints; Downtain's; Dunn Paint; First National Bank; Jack Harman; Kennedy's Laundry & Dry Cleaners; LaBonte's Luggage Shop; Henry Nelch & Son Co.; Public Super Market; Quality Dairy; Rolands; Schlitt Hardware; Security Federal Savings & Loan; Sunshine Laundry; Swanson's Camera Shop; Vredenburgh Lumber Co.

TV Accounts: Constantino Packing Co.; First National Bank; Vredenburgh Lumber Co.

EWELL & THURBER ASSOCIATES

23 East Jackson Blvd., Chicago 4, Ill.
Phone: WEBster 9-0911

President.....James Cady Ewell
Vice-President.....C. E. Rickerd
Copy Director.....St. Clair Carver
Production Manager.....Bruce Guest
Radio Director.....A. J. Engelhardt

Branch Office

Exec. Vice-Pres.....Hal H. Thurber
270 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2770

Vice-President.....Steve Mudge
Manager.....Ernest Belt

Radio & TV Accounts: Chicago, Indianapolis & Louisville Railway Co.; Great China Food Products Co.; Ideal Dog Food; Juergens & Anderson Co.; Nicolay-Dancey, Inc.; Ostermoor & Co., Inc.; Pullman Couch Co.; Sanford Ink Co.; Straub, W. F., & Co.; Super Foods Merchandising; Willys-Overland Export Co.; Willys Motors, Inc.; Wilson & Company; Wilson Sporting Goods Co.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crimmins

Radio Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), 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.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Philipson & Co. (Investment Securities), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

TV Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536
ABP—ANPA—NOAP

Partner.....Harry Feigenbaum
Partner.....David Wermen
Radio-TV Director.....Stanley Goldstein
Acct. Exec.....Leonard Schorr
Asst. Acct. Exec.....Jay Beneman

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Bandler's (furniture), Philadelphia; New Yorker (Cheese), Philadelphia; Yankee Maid (Meat Products), Philadelphia; Bunting (Outdoor Furniture), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; Booth's Botling Co. (carbonated beverages), Philadelphia; Renuzit Distillers (Kings Wine), Philadelphia; Quaker City Laundry, Philadelphia; Douglas Dryers, (Automatic Clothes Dryers), Philadelphia; Gaby Suntan Lotion, Philadelphia; Lou Block Pontiac, (New & Used Autos), Philadelphia.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 8-7713
APA-PPA

President.....Courtland D. Ferguson
Secy.-Treas.....Lucille Pierce Ferguson
Radio Dir.....George Ely
Executive Asst.....Walter J. Kerwin
Art Director.....Gilbert Meekins
Production Manager.....Booth Farcus
Time Buyer.....Nan Hannum

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
Radio Accounts: Washington, D. C.;
Schindler Peanut Products (Peanut Butter
& Peanuts), Wash. & Balt.; Mann's Potato
Chips, Wash. & Richmond; Smith's Storage
Co., Washington; Lincoln Warehouse Corp.,
New York; Little Tavern Shops (Restaur-
ant), Washington & Baltimore.

TV Accounts: Smith's Storage Co., Wash-
ington, D. C.

LAWRENCE FERTIG & CO., INC.

119 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 9-7100
ABP--ANPA-APA-PPA

President-Treasurer.....Lawrence Fertig
Vice-President.....Philip Lukin
Media Director.....Miss Selma Crossworth
Art Director.....Stanley Dusek
Production Manager.....Ken Miller
Radio-TV Time Buyer, Dir...Jos. H. Mintzer
Accounts: DeKuyper, John, & Son Inc.,
Jersey City, N. J.; Freed Radio Corp.; N. Y.,
N. Y.; International Brands, Newark, N. J.;
Loew Productions, Hollywood, Calif.; Medal
Distilled Products Inc.; Beverly Hills,
Calif.; National Distillers Products Corp.,
N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP-ABC

President.....Robert G. Fields
Radio Accounts: St. Bernard Coal Co.
(Coal), Nashville; Red X Thrift Stamps,
Nashville; Jacobs Packing Co. (Meats),
Nashville.

TV Accounts: Red X Thrift Stamps; Red
Ace Petroleum Co. (Gas & Oil), Nashville;
Robt. Orr & Co. (Foods), Nashville; J. C.
Bradford & Co. (Securities), Nashville.

FIORE & FIORE ADV. CORP.

128 Mallory Ave., Jersey City 4, N. J.
Phone: Henderson 2-8200

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Vet. Executives.....B. E. Geise-
P. Bernhardt, J. Amitrani, A. Bryant
Radio Accounts: D. Wolf & Co. (Credit
Clothing), Newark, N. J.; Specialty Sales

Company (Mail Order Items), Lakewood,
N. J.; Leslie Toy Co., Brooklyn, N. Y.;
Halogene Corp., Newark; Watchung Lake
(Resort), Plainfield, N. J.; Broadway Angels
(Stocks), N. Y. C.

TV Accounts: Watchung Lake, Inc. (Swim-
ming Resort), S. Plainfield, N. J.; General
Home Improvement Co. (Storm Windows),
Brooklyn; Save Way Appliance Co. (Food
Freezers), Jamaica, L. I.; Halogene Corp.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phone: Central 6-1610-1611

Owner.....Jack L. Fisher
Radio & TV Dir...Jack L. (Bud) Fisher, Jr.
Acct. Exce.....Paul Frumkin
Time Buyer.....Helene Heinz

Radio Accounts: Bell Savings & Loan
Assn. (Local Radio), Cook Co. Central Demo-
cratic Committee—Political (Radio-selected
Localities), National Foundation for In-
fantile Paralysis (Midwest Rep.), New York &
Chicago; Tam O'Shanter Country Club (Golf
Tournaments Only), Chicago; United Artists
Corp. (Motion Picture), Chicago (Radio Se-
lected Localities); Universal-International
Pictures (Motion Pictures), Chicago (Radio
Selected Localities); Clark Theater (Movie
Theater), Chicago; Monroe Theater (Movie
Theater), Chicago; 20th Century Fox Film
Corp. (Motion Pictures), Chicago; Loeber
Pontiac, Inc. (Pontiac Agency), Chicago;
Chas. Kee-hin Poultry Co. (Frozen Poultry),
Chicago; San-A-Bin Corp. (Garbage Dis-
posal Unit), Chicago.

TV Accounts: Cook Co. Central Demo-
cratic Committee (Political), Chicago (Se-
lected Localities); Tam O'Shanter Country
Club (Golf Tournaments), Chicago; Nat'l
Foundation for Infantile Paralysis, Chicago
& N. Y.; United Artists Corp.; Universal-
International Pictures Corp.; Bell Savings &
Loan Assn. (Bank), Chicago; Monroe The-
ater (Movie Theater), Chicago; 20th Cen-
tury-Fox Film Corp. (Motion Pictures), Chi-
cago; Loeber Pontiac, Inc. (Pontiac
Agency), Chicago; Chas. Keeshin Poultry
Co. (Frozen Poultry), Chicago; San-A-Bin
Corp. (Garbage Disposal Unit), Chicago.

**FITZGERALD ADVERTISING
AGENCY**

Lee Circle Building, New Orleans, La.
Phone: Tulane 3131

Partners...Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wootten, Warren C. Posey
Radio-TV Dir.....Aubrey Williams
Radio-TV Time Buyer...Mrs. Marie O'Meara

Radio Accounts: Alabama-Georgia Syrup
Company (Alaga Syrup), Montgomery, Ala.;
Blue Plate Foods, Inc. (Mayonnaise-Peanut
Butter-Preserves & Jellies, CDM Coffee),
New Orleans, La.; H. G. Hills Stores (Chain
Grocery Stores), New Orleans, La.; Jackson
Brewing Company (Jax Beer), New Orleans,

La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.

HAROLD E. FLINT & ASSOCIATES
615 Second Ave. No., Fargo, N. D.
Phone: 5333
ABP-APA

President.....Harold E. Flint
Vice Pres.....Richard Rosenthal
Vice Pres.....Lee A. Holland
Art Dir.....Donald A. Nelson

Accounts: Bismarck Tribune; C. & M. Inc.; Erskine Mfg. Corp.; Fargo Forum; Fargo Foundry; Gunning Mfg. Co.; Melroe Mfg. Co.; Merchant's National Bank & Trust; Minn-Kota Foundry Co.; North Dakota Hospital Service Assn.; North Dakota Motor Carriers Assn.; Olson, W. R. Co.; Otter Tail Power Co.; Park Region Bakeries; Radio Station KFYZ; Steidl, M. T., Inc.; Sund Mfg. Co.; Tennesse Mfg. Co.; US Brewers Foundation; US Food Co.; Van's Radio Specialty.

FOLEY ADVERTISING AGENCY
1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

President.....Robert B. Foley
Sec.-Treas.....Helen M. Little
Director.....Robert B. Foley

Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland, Stanley Furniture Co. (Furniture & Appliances), Cleveland.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA-ABC

President.....Charles H. Eyles
V.P.-Treas.....Lee E. Hood
V.P.-Gen. Mgr.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
Copy Director.....Raymond Barr
Radio-TV Director.....Frank M. Knight, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork prod-

ucts), Phila; B & O Railroad (Transportation), Baltimore; Klix Dog Candy, Rochester, N. Y.; Silvo Silver Polish, Rochester, N. Y.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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Radio Accounts: Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreislser Mfg. Corp. (Watch straps—Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif.; New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y.; Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sun-kist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company

(Breast-O'-Chicken Brand Tuna), San Diego, Calif.

Television Accounts: Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreislser Mfg. Corp. (Watch straps men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif.; New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif.; New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.; Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sun-kist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Brest-O'-Chicken Brand Tuna), San Diego, Calif.

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Radio Accounts: Lion Chemical Co., Rolin
 Sales, Valmor Prod.
TV Account: Rosin-Starr.

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 Vim Electric Co. (RCA, Thor, Hallcrafters),
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TV Accounts: Adler Shoes for Men,
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 ances), N. Y. C.

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 Central Bank & Trust Co. (banking), Den-
 ver; Associated Grocers of Colo. (groceries),
 Denver; Colorado Potato Flake Co. (potato
 chips), Denver; Guardian Savings & Loan
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 Inc. (peanut butter), Denver; Vincent Syrup
 Co. (syrops) Denver; Central Bank & Trust
 Co. (banking), Denver; Gus' Butter Maid
 Bake Shop (bakery goods), Denver.
TV Accounts: Beatrice Foods (dairy prod-
 icts), Denver; Central Bank & Trust Co.
 (banking), Denver; Zefer Products (salad
 dressings), Denver; American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Denver Conv. & Visitors Bureau (travel),
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 Cookies), Denver; Grandview Builders
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 Magazine Space Buyer & Prod. Mgr.

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 General Electric Snpply Corp. (Electrical
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 Co. (Gentles Bread), Mattapan, Mass.; Natl.
 Cranberry Assoc. (Ocean Spray Products),
 Hanson, Mass.; Eastern Racing Assoc. (Suf-
 folk Downs), East Boston, Mass.; Boston
 Nash Co. (Automobile Service), Boston,
 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
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TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Penzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co., Oldsmobile Dealers.

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Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

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Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Nebraska Consolidated

Mills Company, Omaha, Neb.; 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.; Trenton Foods, Inc., Kansas City; Barton Manufacturing Co., St. Louis; Swift & Co., Chicago; Godefroy Manufacturing Co., St. Louis; Wabash Railroad, St. Louis.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis; Purina Mills, St. Louis.

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TV Accounts: American Home Products; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Colter Corp., (Jekyll Island Shrimp), N. Y. C.; Kiwi Polish Co., Ltd.; Olin Mathieson Chem. Corp.; Tetley Tea Co.; Wooster Brush Co., (Magi-Koter Paint Rollers, Wooster, Ohio).

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Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore; Tulsa Cabinet Shop (wooden furniture), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti free, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Tulsa Cabinet Shop (wooden furniture), Tulsa; Pedrick Laboratories, Inc. (Dog Food), Sand Springs; Southwest Steel Co. (ornamental iron), Sand Springs.

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Radio & TV Time Buyer.....Gloria Lubin

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Other Accounts: 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 sup-

plies); Bonafide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.; Leorence Salon; Dean Parker, Inc.; Supercurline Corp. (Mfgs. of beauty products); Dick Contino (Artist).

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Space Buyer.....Esther Cook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Ogdan First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streater Chevrolet Co., Sweet Candy Company, Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

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Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

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

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Phone: WEbster 3-9369

Acct. Exec.....Raymond E. Prochnow
Moore Bldg., San Antonio, Texas
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Acct. Exec.....Robert O. Holleron

Accounts: Arrowhead Food Products; Bewley Mills; Commerce Refrigeration Co.; Continental Geophysical Co.; Davis & Humphries; Dotties Quickies of the Southwest; Epps Smokehouse; Fort Worth Macaroni Co.; Forth Worth Nat'l Bank; Forth Worth Sand & Gravel; Garza, Ralph; Gebhardt Chili Power Co.; Globe Laboratories; Great American Health & Life Co.; Great Western Foods Co.; Harper General Tire Co.; Jordan Motors; KITE, Radio Station; McDonald Hatcheries; Mangum, John, Co.; North Texas Advertising; Piggly-Wiggly Stores; Republic National Bank; Ruth, J. B. Sales Co.; Ryan, Thomas M. Co.; Serval Drug Co.; Sperry & Hutchinson; Southern Transfer Co.; Southern Equipment Co.; Texas-Dry Concrete Co.; Texas Industries, Inc.; Texas & Pacific Railway; Texcrete Companies; Thrifty Wise Services; WBAP-AM-FM-TV, Fort Worth; Waples-Platter Co.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.

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Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.; Humiston-Keeling & Co.

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.; Humiston-Keeling & Co.

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 593 Market St., San Francisco 5, Calif.
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 Palmolive Ltd.; Continental Life Insurance
 Co.; Dodge Brothers Corp., Div. of Chrysler
 Corp.; Drake Hotel; Florida Power & Light
 Co.; Hilton Hotel, Ft. Worth; Iodent Chemi-
 cal Co.; LACSA — Costa Rican Airlines;
 LAV—Venezuelan Airlines; IBM; American
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 Radio-TV Super.....Edmund H. Rogers

Radio Accounts: The M. A. Hanna Com-
 pany (Coal), Philadelphia, Pa.; Philadel-
 phia Saving Fund Society (Banking Ser-
 vices), Philadelphia, Pa.; American Chemi-
 cal Paint Co. (Plant Foods), Ambler, Pa.;
 As sociated Hospital Service of Philadelphia
 (Blue Cross-Blue Shield), Philadelphia; Bell
 Telephone Co. of Pa. (Services), Philadel-
 phia; Chevrolet Dealers Assn. of Philadel-
 phia, Philadelphia; Diamond State Tele-
 phone Company (Services); Delaware; Fritz
 & La Rue (Carpets), Philadelphia; Lee Tire
 & Rubber Co. (Tires), Conshohocken;
 Philadelphia Zone Planning Assn. (Chevro-
 let Dealers), Philadelphia; Wilen Brothers,
 Inc. (Wines), Philadelphia; Keystone Auto-
 mobile Club, Philadelphia; Charles Mar-
 chand Co. (Hair Rinses), N. Y., N. Y.;
 Vogel-Ritt (Termite & Pest Control), Phil-
 adelphia.

TV Accounts: Fidelity-Philadelphia Trust
 Co. (Banking Services), Philadelphia, Pa.;
 Keystone Automobile Club (Services), Phil-
 adelphia, Pa.; Philadelphia Saving Fund So-
 ciety (Banking Services), Philadelphia, Pa.;
 American Chemical Paint Co. (Plant Foods),
 Ambler, Pa.; Associated Hospital Service of
 Philadelphia (Blue Cross-Blue Shield),
 Philadelphia; The Bell Telephone Co. of
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 Production Mgr.....Joseph Boggiano
 Radio & TV Dir.....Samuel G. Gallu
 Media Dir., Space Buyer.....Herb Hauser

Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Motion Pictures for Television, N. Y.; Palladium Radio Productions, Inc.; Paris & Fifth Ave. Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Rugoff & Becker Theatres, N. Y.; Sol Lesser Productions Inc., Culver City, Calif.; Stanley Warner Cinemas Corp., N. Y.; Tele-King Television Corp.; Trix Stix, N. Y.; United Artists Corp.

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 Bus. Mgr., Radio-TV.....Sidney T. Hertz
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TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Exquisite Form Inc.; Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Jacoby Bender; Frank H. Lee Co., (Lee Hats); Mathieson Chem. Corp.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

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 Media Dir.....William A. Weaver
 Dir. of Radio & TV.....Richard Woodruff

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TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drug, Etc.), Akron, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

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 Production.....Art Gruber
 Time Buyer.....Norman Vinitzky

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TV Accounts: Midwest Wine Co.; Authorized Agency; Thompson Construction Co.; Fanning Supply Co., (Pre-Cut Homes), Waterville, Minn.; Rusco Window Co. (Self Storing Windows), Minn.; Lowry Hill Cleaners; Huntzinger Mfg. Co.; Kline Oldsmobile; Old Home Creameries; Kieffer Clothing Store, (Men's Furnishings), Minn.; De Luxe Rug Cleaners; Town & Country Motors, St. Paul.

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 Acct. Executives.....Graeme MacLeod,
 Estelle Farman, Muriel C. Hahn, Robert
 Lurie, Sy Ethan
Accounts: American Tobacco Co. (Roi-Tan Cigars); Half & Half Smoking Tobacco; Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrun Company, Inc., New York, N. Y. (Savarin Coffee).

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TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

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Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.
TV Accounts: Blue Boy Dairy (Dairy Products), 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.; 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.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Rochester Baseball Club, Rochester, N. Y.; Webaco Oil Co., Webster, N. Y.

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 V.P., Radio-TV Dir.....Thomas Kivlan
Radio-TV Accounts: P. A. Starek Piano

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V.P.....H. W. E. Pepler
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Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison

Branch Office

1510 Drummond St., Montreal, Que.
Phone: HARbour 0131

Fr. Radio Sup.....Marcel Dubuc
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TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Meccano Toys; Lowney's Ice Cream.

HENRI HURST & McDONALD, INC.

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Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

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TV Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality

Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entrp., Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; Thor Corp.

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V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman,
S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weinn Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cronwell Inc.; Lackawanna Paint Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Ververay Corp.

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Radio and TV Dir.....Pat Kocian

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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.

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Prod. Mgr.....Berthold Heyman
Radio-TV Dir.....Mrs. Mabel N. Perryman
Acct. Executives.....Horace L. Hevenor,
Edw. T. Loveday, Charles C. Cross, Douglas F. Van Valkenburgh

Accounts: Albany Business College; Albany Frosted Foods, Inc.; Albany Times-Union; Blenwell Beverages; Burdick & Son; City & Country Savings Bank; Delaware &

Hudson Railroad Corp.; De Witt Clinton; Eastern Housing Corp.; Fort Orange Chemical Co.; Greylock Bestg. Co.; Hannay, Clifford B., & Son Inc.; Hendrick Hudson Hotel; Home Savings Bank; House of Montague; Industrial Bank of Commerce; Kamy Inc.; Martinec, J. Packing Co.; Marvin-Neitzel Corp.; National City Bank of Troy; Nelson House, The; Plattsburg Bestg. Corp.; Sandy Hill Iron & Brass Works; Saratoga Vichy Springs Co., Inc.; Trimbey Machine Works; Troy Bestg. Co. Inc.; Van Curler Bestg. Corp.; Wultex Clothes Corp.

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Vice Pres.....J. A. Drake
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Eileen Cummings
Traffic Mgr.....Suzanne Stuart

Branch Office

3450 Wilshire Blvd., Los Angeles 5, Calif.
Exec. in Chg.....Robert Black
Phone DUNKirk 5-1721

(Los Angeles Accts. only): Gas Appliances, Inc.; Helms Olympic Bakeries, Hemet Packing Co.; House for Men, Inc.; Mirmann & Peters; State Mutual Savings & Loan Assoc.; Les White, Inc.

Radio Accounts: Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Dix Cup Home Dispensers & Ice Cream Cups), Easton, Pa.; Glamorene, Inc. (Rug Cleaner, Upholstery Cleaner), N. Y. C.; Lewyt Corp. (Lewyt Vacuum Cleaners), N. Y. C.; Scrvcl, Inc. (Refrigerators, Freezers), Evansville, Ind.; Red L Precooked Frosted Foods (Frozen Seafoods, Onion Rings, Chicken), N. Y. C.; Peerless Electric, Inc. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.; Roger & Gallet (Perfumes, Soaps, Toiletries), N. Y. C.; Wearing Products Corp. (Blenders, Misors), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Glamorene, Inc.; Lewyt Corp.; Red L Precooked Frosted Foods; Peerless Electric, Inc.; Waring Products Corp.; Scrvcl, Inc.

HILL & KNOWLTON, INC.

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Exec. Vice Pres.....Bert C. Goss
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Art Director.....M. Richard Kaufman

Branch Office

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Washington 5, D. C.
Phone: STerling 0271

Vice President.....Avery McBee

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4 West 58th St., New York 19, N. Y.
Phone: MURray Hill 8-4224
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Vice President.....James Williamson
Secretary.....L. S. Hendrickson
Art Dir., Vice Pres.....Daniel Loizeaux
Merchandising Dir.....A. B. Crampton
Creative Director.....James O. Rankin
Time Buyer.....Maria Carayas
Space Buyer.....Ed Luke
Production Mgr.....Ralph Kidd
Acct. Executives.....Louis J. Riggio,
James Williamson, John S. Kirk, Joseph
P. Quin, Jr., Robert Fine

Branch Office

1680 N. Vine St., Los Angeles 28, Calif.

Accounts: B. B. Pen Co., Inc., Hollywood, Calif.; Bendit Merchandise Corp. (Tempo Cleaning and Facial Tissues), Cleveland, Ohio; Bjelland, Chr., Co., Inc., New York City; Bon Bon Corp. (Ice Cream Confection), Beverly Hills, Calif.; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; Graham Co. (Redbow Brand Vegetables, Nuts), New York City; Grid-L-Redi, Inc. (Prepared Pancake Batter), Chicago, Ill.; Metropolis Brewery of N. J., Inc. (Champale), Trenton, N. J.; National Paper Products Co., Swannee Paper Products; National Yeast Corp., Belleville, N. J.; Bakers Compressed Yeast and Bakers Active Dry Yeast; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Schine Hotels Corp., New York City; Shavex Co., Los Angeles, Calif.; Sherry, Louis, Inc., Long Island City, N. Y.; Sherriff's Limited, Toronto, Canada; Sta-Wip, Inc. (Dessert Topping), Chicago, Ill.; Vermont Industries of America, Inc., New York City.

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745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900

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Radio & TV Dir.....Sylvan Taplinger
Radio & TV
Prod., Coordinator.....Robert Loeb
Prod. Supervisor.....Wilfred D. Howitt

Branch Offices

420 Boylston St., Boston, Mass.

Phone: Liberty 2-0485
 Executive-in-Charge Gabriel Stern
Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.
TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
 Phone: Hancock 6-8580

ABP—ANPA—APA—PPA—AAA

President..... J. Paul Hoag
 Vice-President..... Paul H. Provandie
 Vice-President..... Langley C. Keyes
 Production Mgr..... Bertha L. Aldrich
Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; New York, New Haven & Hartford Railroad Co.; Radio Station WILDJ, Boston; Swift & Co.

**HOUCK & COMPANY, INC.—
ADVERTISING**

625 First St., S.W., Roanoke 16, Va.
 Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President..... C. B. Houck
 V.P., Radio-TV Dir..... William B. Houck
 Secretary..... Kathryn H. Ferguson
 Art Director..... Edwin R. Deady
 Production Manager..... Paul H. Long
 Asst. Production Mgr..... W. Leon Mitchell
Radio Accounts: Growge Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

BRYAN HOUSTON, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: Plaza 7-6400

President Bryan Houston
Exec. V.P., Gen

Mgr..... Harry W. Bennett, Jr.
 Senior V.P..... Henry M. Schachte
 V.P., Acct. Sup..... Wm. C. Geoghegan
 V.P., Acct. Sup..... Wm. R. Hillenbrand
 V.P., Acct. Sup..... F. Winslow Stetson, Jr.
 V.P., Dir. Mechse..... Jesse O. Bickmore
 V.P., Dir., Art..... Stanley Freeman
 V.P. & Copy Chf..... Roger Purdon
 V.P., Dir. Prod..... Samuel H. Weber
 V.P., Dir. Research..... Frederick L. Ryner
 V.P., Dir. Radio-TV..... Wm. B. Templeton
 V.P., Dir. Media..... H. Dobberieen
 Business Mgr..... Jules Bundgos

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nescafe Instant Coffee).

TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere

Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nescafe Instant Coffee, Nescafe Instant Coffee).

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
 Providence 3, R. I.

Phone: GA-spec 1-2087

AAAA—NBC—ABP—ANPA

Partner..... Frederick C. Noyes
 Partner..... C. Darrell Prutzman
 Partner..... Carroll H. Rickard
 Associates..... Herbert W. Gerlach,
 William P. Meigs, Jr.
 Media Buyer..... Theodore Eilenberg
 Time Buyer..... Henry C. Hart, Jr.

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

CHARLES W. HOYT CO., INC.

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

Phone: Murray Hill 2-2000

Radio-TV Director..... Wm. Philip Smith
 Time Buyer..... Douglas Humm
 Asst. to Mr. Smith..... Thomas A. Lee, Jr.,
 Clifford Simpson

Branch Office

15 Lewis St., Hartford 3, Conn.
 Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine; Rutland Fire Clay Co.; South African Rock Lobster Assn.; Switzerland Cheese Assn.; The Taylor-Reed Corp.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Blueberry Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell

Funeral Church; Flako Products Corp.;
Lehn & Fink Products Corp.; Michigan Blue-
berry Growers Assn.; N. Y. & New England
Apple Institute.

**H. B. HUMPHREY, ALLEY &
RICHARDS, INC.**

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

Phone: LEXington 2-3020

AAAA-ABC-ABP-ANPA

Chrm. of Board...H. Lawrence Whittemore
President.....Richard S. Humphrey
Secretary.....Harry M. Billerbeck
Treasurer.....Carroll L. Cheverie
Media Dir.....Harry M. Billerbeck
Radio-TV Dir.....Nelson Gross
Time Buyers.....Grace Kipp, Elaine Akst

Branch Office

1235 Statler Bldg., Boston 16, Mass.

Media Directors.....Elizabeth Howard
Honrhan, Mary Pengilly
Radio-TV Dir.....Ray Girardin
Time Buyer.....Marianne Meoli

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

Phone: HAmilton 1160

APA-ANPA-PPA-ABP-NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy,
William F. Lacey, Homer C. Scheck

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.

Vice-Presidents.....John R. Maxwell,
W. H. Maxwell

16-18 W. 46th St., New York 19, N. Y.

Vice-Presidents.....H. Pierson Mapes,
James Burton

Phone: PLaza 7-8526

33-55 Hayden St., Toronto, Ont., Canada

Phone: Kingsdale 6661

Manager.....William Bounsall

Radio Accounts: E. E. Bausch & Son Co.,
Beaucaire, Inc., Empire State Pickling, Howe
& Bassett Co., Hub Oil Co., Langie Fuel
Service Inc., Lincoln Rochester Truse Co.,
McCurdy & Co., Music Lovers Shoppe, Philco
Corp., Rittenhouse Co., Inc., W. J. Scheer,
Schuler Potato Chip Co., Scrantom's Book
and Stationery Co., Waldert Optical Co., Inc.,
Proiansky, Inc.

TV Accounts: Lincoln Rochester Trnst
Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio

Phone: FRanklin 6-2169

President & Treas.....L. R. Jessop

Vice-President.....Charles A. Jessop

Radio & TV Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 3-4848

ABC-ABP-ANPA-AFA-AAAA

Radio Accounts: The Kroger Co. (Grocery
Products); Miami Margarine Co. (Nu-Maid
Margarine); Strietmann Biscuit Co. (Crack-
ers & Cookies); The Drackett Co. (Super
Charge & Twinkle); The Heekin Co. (Bak-
ing Power); Cincinnati General Elec. Jet
Plant (Plant & Community Relations); Ash-
land Oil & Refining Co.; Antonio Palazzolo
& Co., (Duncan Hines Macaroni Products).

TV Accounts: The Kroger Co.; Miami
Margarine Co.; Strietmann Biscuit Co.; The
Drackett Co.; Antonio Palazzolo & Co.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA-NOAB-APA-PPA-NBP

ABP-ANPA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio & TV Time Bnyer.....Rita Kennedy

Branch Office

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-4600

Manager.....W. A. Powers

Radio Accounts: The Kroger Company,
Miami Margarine Company, Martin Rosen-
herger Wallpaper Co., Cincinnati, O.; Heekin
Incorporated, The Drackett Company
(Charge Division), Cincinnati, O.

TV Accounts: The Kroger Company, Miami
Margarine Company, Martin Rosenberger
Wallpaper Co., Cincinnati, O.; The Drackett
Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Star Bldg., Washington 4, D. C.

Phone: EXecutive 3-3700

ANPA

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chgc. of Radio-TV...Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes
Dir. Sales Pro.....R. Edward Hotze
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwisle, Philip Berne, Wm. Roberts.

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas

Phone: LYnchburg 3646

ANPA-APA

President.....Lester Kamin
V.P., Space & Radio

Time Buyer.....B. L. Blumberg
Vice Pres.....Charles L. Brooks
Secretary.....Martha Cornelius
Art Dir.....W. R. Stevenson
Pro. Mgr. & TV Dir.....Murray Getz
Copy Chief.....Mary Blair

Radio Dir.....Fredora Alexander
 Comptroller.....Irving L. Samuels
 Acct. Executives.....Lester Kamin,
 Charles L. Brooks, B. L. Blumberg

Branch Office

Kamin Adv. Agency, Austin, Texas
 Manager.....Charles L. Brooks
 Phone: 6-6251

Accounts: Automatic Distributing; Battelstein's; Burton, A. C. Co.; Calcasieu Lumber Co.; Finger Furniture Co.; General Mfg. Co.; Gerson & Kaplan; Golden Age Beverage Co.; Gordon's of Texas; Houston Chronicle; Houston K-F Co.; Krugers Jewelers; Levit's Jewelry; Magnolia Paper Co.; Moore Bros.; Mosk's Stores for Men; Poll Parrot Shoes; Reader Wholesale; San White Oldsmobile; Sanitary Farm Dairies Inc.; Shaw Jewelers of San Antonio; Shepherd's Cleaners; Simpson-Gillman Pontiac; Southwest Assn.; Swearingen-Armstrong; Texas State Optical.

H. W. KASTOR & SONS ADV. CO.

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

Phone: Central 6-5331

ABC—NOAB—ANPA PPA—APA

President.....A. G. Kastor
 V.P. & Gen. Mgr.....Marvin Harms
 Vice-President.....Herman Kastor
 Vice Pres.....John Turice
 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. (Reddi Starch), Orange Crush Co., Old Colony Beverages.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

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

Phone: PLaza 1-1400

ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
 Exec. Vice-Pres.....W. S. Chesley, Jr.
 V.P. & Copy Director.....C. E. J. Clifford
 V.P. & Media Director.....J. B. Peters
 Radio & TV Dir.....Harry Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg Co., Rochester, N. Y.

THE JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.

Phone: LE 9-1500

AAAA—ABC—APB—ANPA—AFA

President.....Joseph Katz
 Sr. Vice-Pres.....John T. McHugh
 V.P. & Treas.....C. M. Harrison
 V.P. & Prod. Mgr.....Harry Kullen
 V.P. & Art Dir.....George C. Adams
 Media Dir.....Frank Chipperfield
 Assoc. Media Dir.....John J. Manning
 Space Time Buyer.....Jean Mitchell
 Vice Presidents.....Roland Brave,
 Stanley Blumberg
 V.P., Radio-TV Dir.....Robert G. Swan

Assoc. Radio-TV Dir.....Arthur Moore
 Radio-TV Producers.....Frederick Wehr,
 Lawrence Harris, Morton Salan

Branch Office

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

V.P., Mgr.....Sydney Loewenberg
 Radio-TV Dir.....Richard Katz
 Time Buyer.....Catherine Mauch

Radio Accounts: American Oil Co. (Amoco Gas), Baltimore; Gunther Brewing Co., Inc. (Beer), Baltimore; Madera Bonded Wine & Liquor Co., (Madera & Mt. Zion Wines), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore; Stark Films, Baltimore; Maryland Pharmaceutical Co. (Rem), Baltimore; Democratic National Committee, Washington, D. C.; Pompeian Olive Oil Corp., Baltimore.

TV Accounts: American Oil Co.; Gunther Brewing Co., Inc.; Madera Bonded Wine & Liquor Co.; Cellowax Corp.; First National Bank; Maryland Drydock Co.; Mary Sue Candy Co.; Motor Sales Co. (Plymouth-DeSoto); Maryland Pharmaceutical Co.; Democratic National Committee.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.

Phone: District 7-7400

ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
 Creative Director.....Wm. F. Sigmund
 Radio Director.....Jeffrey A. Abel
 TV Director.....Robert S. Mauer
 Client Service Dir.....Alfred H. Edelson
 Art Director.....Eugene T. Hoover
 Copy Chief.....Theodore D. Mandelstam

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (Iurs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: Parkway 1310

President.....P. R. Hume
 Exec. V.P.-Treas.....J. T. Nolan, Jr.

Secretary.....H. J. Darby
Radio-TV Director... ..A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: JUDson 2-1797

Owner.....J. F. Keilson
Scripts & Commercials.....Janet Sternberg
Program Director.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy
Office Exec.....Peter Hannaford
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; McGuire & Co.; Mar Monte Hotel.
TV Accounts: McGuire & Company (Pink Ladies Shaving Cream).

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

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

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....G. T. C. Fry,
William Green, Donald J. Maggini, E. W. Newson, John H. Owen, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, V. Armstrong, J. Woodman, S. Olson, D. Gillespie, R. Alletwelt, R. Barker, B. Brady, W. King, W. Berech, R. Manoff

Art Director.....Gerald Link
Talent Buyer.....Robert Marcato
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV. Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule

Branch Offices

645 Griswold St., Detroit

Vice Pres.....Don C. Miller
Equitable Bldg., Hollywood, Cal.

Vice Pres.....Robert D. Wolfe
620 Market St., San Francisco

Vice Pres.....Sydney G. Walton
80 King St. W., Toronto, Ont.

Vice Pres.....William J. Frost
Lincoln-Liberty Blvd., Phila. 7, Pa.
Phone: RIttenhouse 6-8026

Vice Pres.....W. N. Berech
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101

Mgr.....L. J. Sholty, Jr.
805 Peachtree St. N. E., Atlanta 3, Ga.
Phone: Vernon 0194

Mgr.....I. DeRidder
135 So. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-6470

Mgr.....J. Shannon
Radio Accounts: American Maize-Prod-

ucts Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Electric Razor Co.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Chase Nat'l Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Sponsored Radio-TV Shows, RCA Victor Home Instruments, RCA Institutional Advertising); Welch Grape Juice Co.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100

AAAA-ABP-ANPA

President.....George Ketchum
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir...Edgar J. Donaldson
Asst. Radio & TV Dir...Melvin F. Johnston,
Donald L. Fox

Radio & TV Timebuyer..William B. Kroske
Branch Offices

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.

Field Rep.....David Fernow
State Street Bldg., Harrisburg, Pa.

Field Rep.....George K. Keet
Room 609 Mercantile Trust Bldg.,
Baltimore, Md.

Field Representative.....W. R. Milford
1801 Central Nat'l Bank Bldg.,
Richmond 19, Va.

Field Rep.....C. W. Crowder

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Dairymen's Cooperative Sales Association, Pittsburgh; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Calgon; The Natural Gas Companies, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh; The East Ohio Gas Company, Cleveland; Reyner and Brothers, Inc., Pittsburgh; ALSCO, Inc., Akron; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co., Pittsburgh.

TV Accounts: Brauu Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reyner & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Tappan Stove Company; Dairymen's Cooperative Sales Association; Peoples First National Bank & Trust Company, Pittsburgh;

Manufacturers Light and Heat Company, Pittsburgh; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co.

KIESEWETTER ASSOCIATES, INC.

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

Phone: LEXington 2-0023

AFA—ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products, Geneva, N. Y.); Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.

TV Accounts: Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA—ABC—ABP—ANPA—AFA

Chrm. of Board, Pres.....Abbott Kimball
V.P. & Secy.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
Radio-TV Time Buyer.....Miriam Traeger
TV Prod.....B. H. Collins, Jr.

Branch Offices

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

Phone: MICHigan 2-0300

Vice Pres.....George Enzinger
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUNkirk 7-7305

Vice Presidents.....Robert Boone,
Cliff Hosking, Hugo Scheibner

405 Montgomery St., San Francisco 4, Cal.
Phone: EXBrook 2-6275

Chrm. Plans Board.....Alfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Drake America Corp. (Rowntree Candy), N. Y., N. Y.; Utica Brewing Co. (Fort Schuyler Beer & Ale) Utica, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; John Robert Powers Products Co., Inc. (Cosmetics), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona

Phone: ALPine 4-5548

President.....Lew King
Sec.-Treas.....Elinore King
Radio-TV Prod.....Jack Beveridge
Media & Pub. Dir.....Barbara Hallis

Radio Accounts: Webster's Dairy (Dairy Products); Economy Finance (Loans); Bireley's Bottling Co. (Soft Drinks); Funk Jewelry Co. (Jewelry).

TV Accounts: Webster's Dairy; Valley Furniture Co. (Home Furnishings); Ingraham-Serta Mfg. (Mattress); Dairy Queen (Ice Cream); Best Cleaners; Funk Jewelry Co.; Frank M. Siegmund Co. (Radio-TV Appliances); Gil-Barts Dept. Store (Variety Merchandise); Fred Smith Co. (Appliances); Hepler's Service Stations; McDowell Men's Shop.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.

Phone: FULTon 5161

AAAA—ABP—APA—PPA—NOAB

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
R. M. Collett, Watson B. Metcalfe

Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman

Production Manager.....Hap Moon
Secretary.....R. L. Mills

Account Executives.....Ralf Kircher,
James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....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.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water, Dayton, O.); Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

TV Accounts: Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell

Account Executive.....I. B. Williams
Accounts: Radio Station WSB, WSB-TV.

WALTER E. KLINE & ASSOCIATES

8415 Melrose Ave., Hollywood 46, Calif.

Phone: WEBster 3-7365

President.....Fred W. Kline
Radio-TV Dir.....Michael J. O'Rourke
Time Buyer.....Julie Ryan

Branch Office

15 East 51st St., New York 22, N. Y.

Vice Pres.....Albert L. Capstaff

Radio-TV Accounts: Mike Roy Products (Barbeque Products), Van Nuys, Calif.; Potent-8 Co. (Disinfectant), Darien, Conn.

PHILIP KLEIN ADV., INC.

226 So. 16th St., Philadelphia 2, Pa.
 Phone: PEnnypacker 5-7696
 ANPA—APA—PPA—AAAN

Chairman Philip Klein
 President Morton A. Koshland
 Sec'y, Treas. Herbert Ringold
 Art Dir. Bert Greenspan
 Copy Chief. Milton Feldman
 Radio Time Buyer,
 TV Dir. Edward Felbin
 Pub. Dir. Henry Klein
 Acct. Executives. Philip Klein,
 Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co.; American Friends Service; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distillers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto. Adult Education School; King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olive Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 36, N. Y.
 Phone: JUDson 2-1370

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. Albert E. Koehl
 Vice-Pres. & Sec. A. A. Landis
 Vice-Presidents. John R. Landon,
 Russell C. Rowan
 Space Buyer A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
 Phone: CHerry 1-1539

Mgr. Val Nowak

ABNER E. KOHN ADVERTISING

860 Maple Lane, East Meadow, L. I., N. Y.
 Phone: IVanhoe 3-2212

Owner Abner E. Kohn
Radio Accounts: Ida May Chocolates (candy), Hewlett, L. I., N. Y.

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.

Phone: JEFFerson 3-1723

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 Exec. V.P. Tom Connelly
 Vice-Presidents Ray Armbruster,
 A. Harvey Brown
 Secretary-Treasurer Edgar Kluge
 Radio-TV Coordinator Tom Cadden
Radio, TV Accounts: Griesedieck Bros.
 Brewery Co.; Magic Chef, Inc.; Mercantile
 Trust Co.; The Reardon Company.

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
 Phone: MU 8-6700

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 ABC—NOAB

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 Exec. Dir. TV & Radio Myron P. Kirk
 Gen. Mgr., Radio-TV Al Reibling
 Time Buyer John Marsich

Branch Offices

New Center Bldg., Detroit, Mich.
 Phone: Trinity 5-5315

Executive in Charge Martin Rice
 681 Market St., San Francisco 5, Calif.
 Phone: GARfield 1-5433

Executive in Charge J. H. Hornell
Radio Accounts: General Motors Corp.,
 Detroit, Mich.; Sonotone Corp., N. Y. C.;
 The Goodyear Tire & Rubber Co., Inc.,
 Akron, Ohio; United States Tobacco Co.,
 N. Y. C.; The Texas Co., N. Y. C.

TV Accounts: The Texas Co.; United
 States Tobacco Co.; General Motors Corp.;
 Buick, Flint, Mich.; Schick, Inc., Stamford,
 Conn.; The Goodyear Tire & Rubber Co.,
 Inc.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 1, Md.
 Phone: TUXedo 9-1485

President I. Harold Kuff
 Vice-President Harry Feldstein
 Art Director Stan Mossman
 Media Director Dorothy Schwarz

Accounts: American Brewery Inc.; Auto
 Clinic; Foster Bros. Mfg. Co.; Gaxton Co.;
 Greber Distributors, Inc.; Greenebaum, M.
 & Sons; Gwynn Bldg.; Hearst Radio Inc.,
 WBAL Baltimore, Md. Radio & TV; Heller,
 R. C. Co.; Hoffman Electric Co.; Lender-
 king Metal Products; Levenson & Klwin;
 Nelson & Klein; Nelson & Co.; Paul Brothers
 Cleaner & Dyers; Penn Upholstering
 Co.; Staudard Dept. Store; Schenuit Tire
 Co.; Southern Galvanizing Co.; Tru-Fit
 Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone: SUPERior 7-7940

AAAA—ANPA

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TV Time Buyer.....Stanley C. Kuttner
Acct. Execs.....Harold E. Kuttner,
Chester D. Kuttner, Milton J. Klee

Branch Office
New York, N. Y.

130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2353

Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

ANPA--APA--PPA--SNPA

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Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson,
Mrs. L. Cunningham, Jane Zussman,
Courtney Shurman

Radio Accounts: Plough Sales Corp.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Sales Corp., Memphis.

LAMBERT & FEASLEY, INC.

130 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 7-8980

ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove
Sr. V.P.....Frank W. Mace
TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbis Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmaceutical Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Sehenley Industries, Inc., TelePrompter Corp., J. A. Wright & Co.

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2009 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500

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Vice President.....E. T. Drullard
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Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; P. J. Garvey Co. (Storage), Buffalo.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining

Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-5417

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Media Director.....B. P. Freidman
Radio & TV Accounts: Luby Chevrolet (Auto Dealer); Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

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1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579

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Prod. Mgr. Radio-TV.....John Cremer
Field Service Mgr.....Garry C. McKelvey

Radio Accounts: Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; General Electric Co., Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: The Kaynee Co. (boys' wear), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

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61 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700

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Radio & TV Time Buyers.....Paul Schlesinger,
Harold Bennett, Jack Ragel

Dir. of Radio & TV Com'l Prod...Dan Ryan
Branch Office

595 Madison Avenue, New York 22, N. Y.
Phone: PLaza 3-7057

1630 North Vine Street, Hollywood, Calif.
Accounts: Abbot Laboratories (Sucaryl), Chicago, Ill.; Admiral Corporation (Electric Ranges & Refrigerators, Air Conditioners, Dehumidifiers); Armour & Co. (Ham, Bacon, & Sausage); General Mills, Inc., Borg-Warner, (Norge Division); Simonize Co.; Swanson, C. A. & Sons, Omaha, Nebraska; Toni Co. (White Rain, Bobbi, Tame Creme Rinse), Chicago, Ill.; Wander Co. (Oxaltime, Toddy), Chicago, Ill.; George Wiedemann Brewing Company, Newport, Ky.

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1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500

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Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

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435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

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Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Sons (Goodman's Noodles), C. Schmidt & Sons (Beer and Ale), RCA Home Appliances & Electronics.
TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
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Dir. Mot. Pictures.....George Tompkins
Promotion & Pub.....Eva Bain
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Jeanne Jaffe, R. H. Eyman
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308 N. Rodeo Drive, Beverly Hills, Calif.
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1710 Book Tower, Detroit 26, Mich.
WOODworth 2-7812

Exec. Vice-Pres.....John L. McQuigg
Majestic Bldg., Rn. 503
231 W. Wisconsin Ave., Milwaukee, Wisc.
Phone: BRoadway 1-6890

Manager.....James T. Kelley
Radio & TV Accounts: Colgate-Palmolive Company (Lustre-Creme Shampoo, Cream & Lotion, Lustre-Creme Hair Dressing, Lustre-Color, AD, Instant Barber Shave, Lustre-Net), Jersey City, N. J.; Chicopee Mills, Inc. New York, N. Y.; Dorothy Gray, Ltd. (Beauty Products), New York, N. Y.; Emerson Drug Co. (Bromo-Seltzer, Granular and Tablet), Baltimore, Md.; Atlantis Sales Corporation (Good Luck Instant Puddings), Rochester, N. Y.; P. Lorillard Co., Inc. (Old Gold Cigarettes—King Size, Regular, Filter King Size, Muriel Cigars, Briggs Pipe Mixture, Headline Cigars), New York, N. Y.; Jos. Schlitz Brewing Company (Schlitz Beer), Milwaukee, Wisconsin; Carleton House, New York, N. Y.

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Phone: CRoton 1-3444
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Junior Partner.....Stanley A. Lescarboura
ProductionWinifred Phillips
SecretaryMiriam Lescarboura
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Branch Office
 11 Commerec St., Newark 2, N. J.
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 bridge, N. J.; Spandy (Taylor-Reed Corp.)
 (detergent-sanitizer), Glenbrook, Conn.;
 Carl Fischer, Inc. (Hi Fidelity Radio-Phono-
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 ris Corp. (Omega Watch), New York, N. Y.;
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 Wild, Ltd., N. Y.; Kress & Owen, N. J.
TV Accounts: Costa Ice Cream Company,
 Woodbridge, N. J.; G. N. Coughlan Co.
 (dehumidifier, paint brush cleaner), West
 Orange, N. J.; Spandy (Taylor-Reed Corp.),
 (detergent-sanitizer), Glenbrook, Conn.;
 Jacoby-Bender Watch Band Company, New
 York; The Odell Co. (hair dressing), New-
 ark, N. J.; Norman M. Morris Corp. (Omega
 Watch), New York, N. Y.

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 Hoffman Engineering; Huron Tools, Inc.;
 Jet-O-Mat Inc.; Lavis Co.; Minn. Valley
 Natural Gas Co.; Nelson, B. F. Mfg. Co.;
 No. Am. Creameries; Smith Welding Equip.
 Corp.; Strong-Scott Mfg. Co.; Superior Grain
 Separator Co.

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 Radio-TV Director.....Sarah Williams
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Branch Office
 399 Madison Ave., N. Y. 17, N. Y.
 Phone: PL 9-6120
 Mgr.Robert Kane

408 Palmetto Bldg., Columbia, S. C.
 Phone: 44458

Mgr.Caldwell Withers
Radio Accounts: National NuGrape Com-
 pany (NuGrape and SunCrest), Atlanta;
 Colonial Stores, Inc. (groceries), Atlanta;
 Puritan Mills, Inc. (My-T-Pure flour), At-
 lanta; Georgia Peanut (Ravo), Moultrie,
 Ga.; Piedmont Airlines, Winston-Salem.
TV Accounts: H. W. Lay & Company (po-
 tato chips), Atlanta; Colonial Stores, Inc.
 (groceries), Atlanta; Puritan Mills, Inc.
 (My-T-Pure flour), Atlanta; Georgia Peanut
 Co. (ravo), Moultrie, Ga.; Bank of Georgia,
 Atlanta; Trust Company of Georgia, Atlanta;
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 Dir. of Radio & TV...Edward C. Fritz, Jr.
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 N. M.; Borek & Stevens, Bridgeport, Conn.;
 Butter Krust Baking Co., Sunbury, Pa.; Car-
 penter Baking Co., Milwaukee, Wisc.; Cotton
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 Baking Co., Montpelier, Vt.; Dietzen's Baker-
 ies, Anderson, Ind.; Fisher Baking Co.,
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 ford, Ore.; Fuchs Baking Co., So. Miami,
 Fla.; Gardner Baking Co., Madison, Wisc.;
 Gase Baking Co., Saginaw, Mich.; Gunzen-
 hauser Bakery, Lancaster, Pa.; Haller's Eagle
 Bakery, Inc., Altoona, Pa.; Holsum Baking
 Co., Roswell, N. M.; Holsum Bakery,
 Ft. Wayne, Ind.; Holsum Bakers, Tampa,
 Fla.; Holsum Baking Co., Harlingen, Tex.;
 Ideal Baking Co., Tyler, Tex.; Jamestown
 Baking Co., Jamestown, N. Y.; Lee Baking
 Co., Victoria, Tex.; Master Baking Co., Mt.
 Vernon, Ill.; McGough Bakeries Corp., Bir-
 mingham, Ala.; Nickles Bakery, Navarre, Ohio.
TV Accounts: McGough Bakeries Corp.,
 Birmingham; Carpenter Baking Co., Mil-
 waukee; Fuchs Baking Co., So. Miami, Fla.;
 Old Homestead Bread Co., Denver, Colo.;
 Phoenix Holsum Bakery, Phoenix, Ariz.;
 Fisher Baking Co., Salt Lake City, Utah;
 Amrhein's Bakery, Springfield, Ill.; Nickles
 Bakery, Navarre, Ohio; Haller's Eagle Bak-
 ery, Altoona, Pa.; Nissen's Bakery, Portland,
 Me.; Cotton Bros. Baking Co., Baton Rouge,
 La.; Holsum Bakers, Tampa, Fla.; Shipley
 Bakery, Fort Smith, Ark.; Holsum Bakery,

Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

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TV Accounts: Jules Montener, Inc., The
Best Foods, Inc., W. F. McLaughlin & Co.,
Rit Products Corp., (All Purpose Rit), New
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L. S. Fieldhouse
Radio-TV &
Media Dir.....W. P. McLaughlin
Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4048
Radio Accounts: Wise Potato Chip Co.
(Potato Chips), Berwick; Quinlan Pretzel
Co. (Pretzels), Reading; Purvin Dairy Co.
(Milk), Wilkes-Barre, Pa.; Kingston Cake
Co. (Blue Ribbon Cake), Kingston, Pa.
TV Accounts: Wise Potato Chip Co. (Po-
tato Chips), Berwick; Quinlan Pretzel Co.
(Pretzels), Reading, Pa.; Kingston Cake Co.
(Blue Ribbon Cake), Kingston, Pa.

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Branch Office
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Phone: 5-4428
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(heating equipment), Cedar Rapids; Collins
Radio Company (commercial radio equip.),
Cedar Rapids; Crescent Electric Supply (ap-
pliance distributor), Dubuque; Iowa Dairy
Industry Comm., Des Moines, Ia.; Tender-
sweet Sales Corp. (canned vegetables), Vin-
ton, Ia.; Kent Feeds (livestock & poultry
feeds), Muscatine, Ia.; Potosi Brewing Com-
pany, Potosi, Wisc.; Slagle Lumber Yard,
Sioux City, Ia.
TV Accounts: Johnson Biscuit Co. (Cook-
ies), Sioux City, Ia.; Peterson Furniture Co.

(Home Furnishings), Cedar Rapids, Ia.;
Killian Co. (Clothing), Cedar Rapids, Ia.;
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City, Ia.; Cownie-Williges (Furs), Sioux
City, Ia.; Hometown Dairies (Dairy Prod-
ucts), Iowa City, Ia.

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Radio Time Buyer.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.
Phone: PL 9-3221

Manager.....Henry G. Fownes, Jr.
Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.

TV Account: Pontiac Motor Division, Pontiac, Mich.; Dow Chemical Co.

MALCOLM-HOWARD

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Copy Chief.....William Bent
Radio-TV Buyer.....Evelyn Burke
Publicity Director.....Jan Marinella
Radio-TV Dept.....G. Janda, R. Spencer

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TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Ins. Co., Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

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Asst. Vice Pres.....G. D. McGuiness

Art Director.....Wm. D. Flieschell
Pres. Asst.....R. T. Williams
Radio-TV Accounts: C. F. Sauer Co. (Mayonnaise, Relish, Extracts).

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AGENCY**

515 Madison Ave., New York 22, N. Y.
Phone: MU 8-8135

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Maria Muller Sismondo

Accounts: Bisleri Co. Inc.; Charles Krug; Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.; Riverbank Wine Co. Inc.

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33 West 46th St., New York 36, N. Y.
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V.P. & Sec'y.....Sigmund C. Aiken
Media Director.....Florence Saperstein
Production Mgr.....Ira Bernstein
Art Directors.....Marvin Macnow,
Ralph Dunetz
Publicity Dir.....Secna Hamilton

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INC.**

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Phone: PLaza 3-5924
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Media Dir.....B. M. Vanderpot
Prod. Mgr.....A. P. Lawsky
Art Dir.....Anthony Pollice
Radio-TV Cons.....Sidney Walton

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

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260 Madison Ave., New York 16, N. Y.
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Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathart

Radio Accounts: Pure Food Co., Inc. (Herb-Ox Bouillon Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Nibroc Towels-Tissues), Boston, Mass.

TV Accounts: Houbigan Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odorono), Stamford,

Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swiss-ette Gruyere Cheese), N. Y., N. Y.

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Phone: BRoadway 6-7181
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Branch Offices

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New York City

Phone: PLaza 7-2061

Chief Exec.....Ed Hinkle
1127 Wilshire Blvd., L. A., Calif.

Phone: MU 2482

Chief Exec.....Charles Smith
Radio & TV Accounts: Miller Brewing Co.,
Clark Oil & Refining Corp.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4456-4457
ABP-ANPA

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Buyer.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Elena DiPietro
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Phone: LOrain 7-5710
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Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney
664 N. Rush, Chicago 11, Ill.

Phone: WHitehall 4-1676

Manager.....L. J. Sholty
Radio and TV Accounts: Gillette Safety
Razor Co., Boston, Mass.; Snow Crop Mar-
keters (frozen foods), New York; Mohawk
Carpet Mills, Inc., Amsterdam, N. Y.; H. J.
Heinz Company (canned foods), Pittsburgh,
Pa.; General Electric Co. (radio & television
sets), Syracuse, N. Y.; Packard Motor Car
Co., Detroit, Mich.; Hotpoint, Inc. (appli-
ances), Chicago, Ill.; Pfeiffer Brewing Co.,
Detroit, Mich.

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Vice-President.....Robert Davis
Secretary.....Sophie Mayers
Production.....Hugh Hollyday
Media Dir.....Beth Broberg
Radio-TV Buyer.....Larry Lewin
Radio Accounts: Pennzoil Co. (Oil & Lub-
ricants), Sears Roebuck & Co. (Retail De-
partment Store), Los Angeles, Calif.; Ban-
dini Fertilizer Co., Fradelis Food Co.
(Frozen Foods), Glendale Federal Savings
& Loan Association, Hoffman Candy Co.,
Kermin Food Products Co.

TV Accounts: Sears Roebuck & Co. (Re-
tail Department Store); Hoffman Candy Co.;
Pennzoil Co., Bandini Fertilizer Co., Case-
Swayne, Fraddis Food Co., Kermin Food
Products, Southern Calif. Edison Co.

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Phone: JUDson 6-3400
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 310 Public Service Bldg., Portland 4, Ore.
 Manager T. N. Tracy

Radio Accounts: Advertising Committee
 of the Norwegian Canning Industry, American
 Safety Razor Corp., American Trust Co.,
 California Packing Corporation (Del Monte),
 California Spray Chemical Corp., California
 Wine Association, Chesebrough Mfg. Co.,
 Chrysler Division, Cowles Magazines, Inc.,
 Esso Standard Oil Co., Frank Fehr Brewing
 Co., W. P. Fuller & Company, A. Gettleman
 Brewing Co., Gray Drug Stores, Inc., Bulova
 Watch Company, Hampden Brewing Co.,
 "Junket" Brand Foods, Lemon Products Ad-
 visory Board, Laurel Products, Inc., Lucky
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 Trust Company, National Biscuit Company,
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 Light Co., Pepsodent Division-Lever Bros.
 Co., Portland Gas & Coke Company, Seck
 & Kade, Inc., S.O.S. Company, Southern
 California & Southern Counties Gas Com-
 panies, Standard Oil Company (Ind.), Stand-
 ard Oil Company (Ohio), Stegmaier Brew-
 ing Co., Swift & Company, Nestle Co. (Quik,
 Ever Ready Sweet Milk Cocoa, Semi-Sweet
 Morsels, Cookie Mix, Gravy Mix, White
 Sauce Mix), Mennen Co. (Foam Shave Afta
 Shave), Lehn & Kink (Lysol & Dorothy
 Gray Cosmetics).

TV Accounts: Advertising Committee of
 the Norwegian Canning Industry, American
 Safety Razor Corp., American Trust Co., Bell
 Brand Foods Ltd., California Spray Chemi-
 cal Corp., California Wine Association,
 Chesebrough Mfg. Co., Chrysler Corp.,
 Chrysler Division, Cowles Magazines, Inc.,
 Derby Foods, Inc., Frank Fehr Brewing Co.,
 A. Gettleman Brewing Co., Gray Drug Stores,

Inc., Gruen Watch Company, Laurel Prod-
 ucts, Inc., Leisey Brewing Company, Lin-
 coln Bank & Trust Co., Lucky Lager Brew-
 ing Company, Maytag Rocky Mt. Co., May-
 tag Sales Co., National Biscuit Company,
 National City Bank of Cleveland, Ohio Bell
 Telephone Company, Owens-Corning Fiberg-
 las Corp., Pacific Coast Borax Co., Pacific
 Power & Light Co., Pepsodent Division-Lever
 Bros. Co., Portland Gas & Coke Company,
 Seck & Kade, Inc., Soil-Off Mfg. Co., S.O.S.
 Company, Southern California & Southern
 Counties Gas Companies, Standard Oil Com-
 pany (Ind.), Standard Oil Company (Ohio),
 Stegmaier Brewing Co., Swift & Company,
 Westinghouse Electric Corporation, Nestle
 Co. (Quik, Ever Ready Sweet Milk Cocoa,
 Semi-Sweet Morsels, Cookie Mix, Gravy Mix,
 White Sauce Mix), Mennen Co. (Foam
 Shave, Afta Shave), Lehn & Kink (Lysol &
 Dorothy Gray Cosmetics).

MARSCHALK & PRATT CO.

(A Division of McCann Erickson)

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

Phone: V. A. Underhill 6-2022

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 S. L. Meulendyke, C. A. Peterson, R. H.
 Jones
 TV Radio Director Curt A. Peterson
Radio Account: Esso Standard Oil Co.
 (Petroleum), New York, N. Y.; Interna-
 tional Nickel Co. Inc.
TV Account: Esso Standard Oil Co. (Pe-
 troleum), New York, N. Y.; Standard Oil
 Co. (N. J.); Nat'l Lead Co.

WALTER McCREERY, INC.

9311 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-5533

AAAA -ANPA-APA-PPA

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 Vcet. Execs. Walter McCreery,
 Richard Berggren
 Fine Buyer Virginia White
Radio-TV Accounts: Harris & Frank (ret-
 ail clothing), Los Angeles; Holiday On Ice,
 N. Y. C.; Ice Follies, San Francisco; Knox,
 Dirk, of Calif. (ceramics mfg.), Capistrano
 Bearist; Murphy Oldsmobile, Los Angeles;
 Palm Desert Corp. (resort & real estate),
 Palm Desert; Pan Pacific Aud., Los Angeles;
 So. Calif. Muffler Co. (exhaust systems),
 Los Angeles; San Fernando Valley Times,
 No. Hollywood.

McKEE & ALBRIGHT, INC.

1809 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 7-4737

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 Time Buyer Evelyn Walmsley

Acct. Ser.....W. Richard Park
 Mdse. Dir.....A. P. Livingston
 Pub. Dir.....Joan L. Aiken
 Secretary.....T. E. Libby

Radio Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Capital Bakers, Inc. (Bread), Harrisburg; Keebler Biscuit Co. (Crackers & Biscuits), Phila. & Pittsburgh; Richardson & Robbins Co. (Chicken Products & Plum Pudding), Dover, Del.

TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler Biscuit Co., Phila.; Phila. & Reading Coal & Iron Co. (coal), Phila.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
 Phone: KIngsley 6-1130
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President.....J. Robert Mendte
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 Treas.....N. L. Hughes
 Prod. Mgr.....J. E. Spillane
 Acct. Exec.....Ronald Kincaid

Accounts: Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Eills Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescahoura Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; River-view Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilaon Line Inc.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
 Phone: UN 1-2634 1-7541
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Pres., Treas.....George T. Metcalf
 Exec. V.P.....Walter Hyland
 V.P., Sec'y & Gen. Mgr.....Sheldon Spencer
 Prod. Mgr.....Allan Campbell
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 Copy Chief.....Frank Jones
 Acct. Exec.....Geo. T. Metcalf,
 Walter C. Hyland, Sheldon D. Spencer,
 E. L. Wanner, O. T. Baxter, J. T. Metcalf,
 Jr.

Accounts: Alrose Chemical Co.; Apponang Co.; Arnold-Hoffman & Co.; Ashworth Bros. Inc.; Atlantic Rayon Corp.; Babbitt Steam Specialty Co.; Bentley Knitting Machinery Organization Inc.; Big John Show Corp.; Blake, Edward, Co.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cotrell Paper Co.; Cumber-land Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Glenwood Range Co.; Harwood Mfg. Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Loblo Mfg. Co.; Lodding, Inc.; Lowell Shuttle Co.; Machinists Nat.

Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; New England Lacquer Co.; Phalo Plastics Corp.; Premier Thread Co.; Reliance Molded Plastics, Inc.; Riggs & Lombard Inc.; Robbins Co.; Safety First Show Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Sterling Factory Equip. Co.; Synthetic Yarns Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Wal-ton & Lonsbury; Wardell Braiding Machine Co.; WJAR-TV Providence; Wood, J. W. Elastic Web, Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7860

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 Production Manager.....J. A. Johnson
 Dir. of Radio & TV.....S. L. Novy
 Assoc. Radio & TV Dir.....George Rich III
 Radio Time Buyer.....K. Knight
 Radio Time Buyer.....Robert Francis
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 ManagerGeorge Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301

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 Time Buyer.....Kay Ostrander

Radio Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances),

Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

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Phone: JU 2-5200
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Media & Research Dir.....Joel Martin
Space Buyer.....Ronald Friedwald
Dir. Marketing & Mchc.....Jules Lennard
Dir. Radio-TV.....Leslie Dunier
Radio-TV -Prod. Dir.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriole Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquite Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; Gradiaz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

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1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
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Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice-President.....B. L. Schurman
Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

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350 Fifth Ave., New York 1, N. Y.
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Treas.....Harry M. Tax
Asst. to Pres.....David J. Wasko

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y., Carpet Institute of America,

TV Accounts: Sinclair Refining Co., New York, N. Y.; Richfield Oil Corp., New York, N. Y.

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Phone: HOLLYwood 3-4194
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260 California St., San Francisco 11, Calif.
Phone: DOnglas 2-6073

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Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

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C. Wright, D. Wheatley

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Group Art Directors.....P. Zangas,
S. Nagle

Art Studio Mgr.....C. Scimecca
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Reg Goghlan, John Oby, E. R. Korth, F. Neumeister

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 Asst. Sp. Buyer...Miss Christine H. Van Dyke
 Asst. Research Dir...Mrs. Pearl A. Curtis
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 Merchandising Director...R. Del Dunning
 Account Executives.....Arthur S. Cotins
 James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes, Wm. McCarthy
Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

MOSS ASSOCIATES

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

Phone: MURRAY Hill 7-7377

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 Vice President.....Miles Shefferman
 Production Mgr.....Sidney Fischer
 Copy Chief.....Gerald H. Bruce
 Media Director.....Marian Rand
 Radio & TV Dir.....B. Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago I, Ill.

Phone: FINANCIAL 6-3481

ABP-ANPA

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 General Manager.....W. O. Yocum
 Media Director.....Victor Fabian
 Dir. of Merch.....Robert E. Moore
Radio Accounts: L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Bosch Brewing Company (Beer), Houghton, Mich.; Klarer Provision Co. (Meats), Louisville, Ky.; Neuhoff Brothers Packers (Meats), Dallas, Texas; Oshkosh Brewing Co. (Beer), Oshkosh, Wisc.; Freshrap Div., Badger Paper Mills (Freshrap Waxed Paper), Peshigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Visking Corp. (Miraicloth), Braun Bros. Packing Co. (Meat Products), Troy, N. Y.; Toffenetti Restaurants (Pickles & Relishes), Pittsford, N. Y.; Iowa Soap Co. (Nola Soap Flakes), Burlington, Iowa; Mrs. Klein's Potato Chips, Chicago, Ill.

TV Accounts: Bosch Brewing Company (Beer), Houghton, Mich.; Fox De Luxe Foods, Inc., Chicago; L. C. Forman & Sons (Pickles & Relishes), Pittsford, N. Y.; Klarer Provision Co. (Meats), Dallas, Texas; Neuhoff Brothers (Meats), Dallas, Texas;

Pavelka Brothers (Meats), Cleveland; Freshrap Div., Badger Paper Mills; Balentine Packing Co.; Visking Corp.

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AIAA

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 Copy Chief.....John L. Albright
 Art Director.....J. La Rosa
 Radio & TV Director.....James G. Zea
 Time Buyer.....Elaine Starr
Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Quaker Oats Co., R. Hudnut, Westinghouse.

NEEDHAM & GROHMANN, INC.

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

Phone Circle 5-6200

ANPA-AAAA-PPA-ABP-NOAB-APA

NBP

Pres., Treas.....H. Victor Grohmann
 V.P. & Sec'y.....John M. Handley
 V.P. & Art Dir.....H. Nelson Kent
 Exec. Sec'y.....Kathryn Intemann
 Copy Directors.....E. R. Lagerwall, M. Keil
 Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
 Media Dir.....Harry C. Ledingham
 Act. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, James W. Baker

Accounts: America House; Centrline Corp.; Chatham Mfg. Co.; Circle Steel Partition Co.; Cosby Brush & Import Co. Inc.; Cosby-Emmings Trading Corp.; Flower City Charcoal Co.; Green Tree Packing Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Kiss, John & Sons Inc.; Lock Joint Pipe Co.; Lockwood, A. N.; National Biscuit Co.; National Hotel Exposition; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Shawnee Mills Inc.; Staunton Military Academy; Stillman & Hoad, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webrib Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: STATE 2-5151

President.....Maurice H. Needham
 Sr. Vice Presidents.....J. J. Louis, Melvin Brorby, W. R. Fowler
 V.P., Media Dir.....Otto R. Stadelman
 V.P., TV-Radio Dir.....James G. Cominos
 Sec'y-Treas.....Max D. Anwyl
 V.P. Chg. TV-Radio Prog.....Alan Wallace
 Dir. Bestg. Facilities.....A. E. Johnson

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
 V.P. & Mgr. Frank A. Pittman
 Phone: HOLLYWOOD 2-2391
 730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-0333

V.P. & Mgr. Richard L. Eastland
 880 Bay St., Toronto, Ont., Canada

V.P. & Mgr. John A. Willoughby
Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

TV Accounts: (Same as above, with the exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
 Phone: 4-2555
 APA

President Ralph A. Nelms
 Secretary Annabelle Gray
 Art Director J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
 Phone: 4-4135

Pres. & Treas. George R. Nelson
 Vice-President Helen C. Nelson
 Secretary Alice Pach
 Art Director Colleen Sullivan
 Radio, Copy, Pub. Dir. Robert S. Cragin
 TV Director Robert Stone
 Radio Time Buyer Ruth W. Wark
 TV Time, Space Buyer Robert Groff

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs., New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey 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.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
 Phone: Circle 6-8470

Owner Ted Nelson
 Production Dir. Sol Lipset
 Account Exec. Jack Fields
 Script Dir. Richard Diamond

Radio & TV Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.; Tentenna (Indoor Antenna), N. Y., N. Y.; Vocational Guidance Manual, N. Y., N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 2, Fla.
 Phone: 98-9721
 ABC—ABP—ANPA

Pres., Treas. Hunter Lynde
 V.P.—Dir. David E. Robeson
 Secy. Ronald C. Sercombe

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa; Blue Cross-Blue Shield of Fla., Jacksonville, Fla.; Jacobs Jewelers, Fla. Agricultural Supply Co., Clair Mel Bldrs., Inc., Fla. Chip-Steak Co., J. H. Swisher & Son, Inc. (Cigars), Northeast Fla.; Optometrical Assoc.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-5412
 AAAA—ABP—PPA—APA

Pres., Radio-TV Dir. R. T. O'Connell
 Exec. Vice Pres. Ethel Merklen
 Vice President George Miller
Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
 Phone: MU 8-6100

PresidentDavid Ogilvy
 Vice Presidents.....Stephen Dietz,
 Howard Connell, Rollin C. Smith, David
 Margaretten, Judson Irish, Lucille Goold,
 Eleanor Dean, William S. Blair, James J.
 McCaffrey, Shelby H. Page
 Radio-TV Dir.....Howard Connell
 ManagerFrank Brandt
Radio and TV Accounts: Lever Brothers
 (Rinso, Good Luck Margarine), N. Y.;
 Campbell Soup Co. (Franco-American
 Products), Camden, N. J.; Helena Rubin-
 stein, Inc. (Cosmetics), N. Y.; Schwepes
 Ltd. (U.S.A.).

OLIAN ADVERTISING CO.

4110 Lindell, St. Louis 8, Mo.
 Phone: JE 1-4977

Pres.....Harold A. Thomas
 ControllerFlorence Treadway
 Vice Pres.....James Spencer
 Radio-TV Pro. Dir.....Peggy Leonhardt
 Media Dir.....Alice McDonough
 Fashion Cord.....Patricia Mansfield
Radio Accounts: Reddi-Wip, Inc. (Local);
 Sayman Products Co. (Soap); Dairy Council
 of St. Louis (Milk Products); Vinmar Co.
 (Hurry Curl and Vinmar Cream Shampoo).
TV Accounts: General Grocer Co. (Man-
 hattan Coffee); Dining Car Coffee Co.;
 Dairy Council of St. Louis; Knapp-Monarch
 Co. (Small Electrical Appliances); Reddi-
 Wip Inc.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
 Phone: ATLantic 8166

AAAA-ABC-ABP-ANPA-AFA

Exec. Partner.....Ward H. Olmsted
 Exec. Partner.....John T. Foley
 Partner.....John K. Mortland
 Partner.....Robert B. Pile
 Partners.....G. C. Hellickson,
 Ward Olmstead

Radio-TV Dir.....B. G. Morison
 Time Buyer.....W. T. Way
Radio Accounts: Marshall-Wells Company
 (Appliances, Paints, etc.), Duluth, Minn.; Re-
 gan Brothers (Holsum Bread), Minneapolis,
 Minn.; Rochester Dairy (Dairy Products),
 Rochester, Minn.; Russell-Miller Milling
 Company, Occident Flour & Mixes, Min-
 neapolis, Minn.; Clover Leaf Creamery Co.
 (Dairy Products), Minneapolis, Minn.;
 Owatonna Canning Co. (Canned Goods),
 Owatonna, Minn.; Northland Milk & Ice
 Cream Co. (Dairy Products), Minneapolis,
 Minn.; Northwest K-F-Willys (Automotive),
 Minneapolis, Minn.; W. H. Barber Co.
 (Petro Prod.); 1st Nat. Bk., Minn.; North
 American Life & Cas. Co., Minn.; Poplar
 Canning Co. (Pie Mixes), Poplar, Wisc.;
 Hotel Leamington (Hotel), Minneapolis,
 Minn.

TV Accounts: 1st National Bank, Minne-
 apolis, Minn.; Regan Brothers (Holsum
 Bread), Minneapolis, Minn.; Russell-Miller
 Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes
 — Dallas, Texas), Minneapolis, Minn.;
 Northland Milk & Ice Cream Co. (Dairy
 Products), Minneapolis, Minn.; Nevens Co.
 (Laundry & Dry Cleaning), Minneapolis,
 Minn.; Northwest K-F-Willys (Automobiles),
 Minneapolis, Minn.; Hotel Leamington
 (Hotel), Minneapolis, Minn.; Marshall-Wells
 Co.; Clover-Leaf Creamery Co.; Dodge Labs.,
 Inc.; Poplar Canning Co.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
 Phone: PLaza 9-8050
 ANPA-NOAB-PPA

President.....Robert W. Orr
 Vice-Pres.....Eldon Sullivan
 Vice-PresidentFreemont Knittle
 Asst. to Pres.-Treas.....Robert P. Clark
 Radio-TV Director.....Lou Ergman
Radio Accounts: Andrew Jergens Co.
 (Woodbury & Jergens), Cincinnati, O.
TV Accounts: Andrew Jergens Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
 Phone: KIngsley 6-4140
 PPA-APA

President.....W. Wallace Orr
 V.P. & Asst. to Pres...George J. Kerrigan, Jr.
 Vice Presidents.....Edward Barker III,
 Edward D. Barker II
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....Silvio Romano
 Copy Chief.....Morton Berry
 Space & Time Buyer.....Patricia Korth
Accounts: Atlantic City Racing Assn.;
 Clover Hill Foods Inc.; Gillespie Motors
 Inc.; Horlacher Brewing Co.; Michell,
 Henry F. Co.; O'Brien Machinery Co.; Penn
 Brook Ice Cream Co.; Penn Branch Frosted
 Foods; Phila. American League Baseball
 Club; Van Tool, Inc.; Radio Station WIBG.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
 Kansas City 1, Kans.
 Phone: Dr 7250
 ABP-ANPA-APA-FAAC

PresidentMerritt Owens
 Vice-President.....R. Grant Neds
 Production Mgr.....Glenn A. Scott
 Radio-TV Director.....Earl Allvine
Radio Accounts: Charles F. Curry (Real
 Estate), Kansas City, Mo.; Kansas City Sav-
 ings & Loan League; De Coursey Creamery
 Co. (Ice Cream), Kansas City; Inter-State
 Building & Loan Assn., Kansas City; Sodi-
 phene Co. (Mouth Wash), Kansas City;
 Chevrolet Dealers of Kansas City.

TV Accounts: Zephyr Ventilated Awning
 Co., Minneapolis, Omaha, Kansas City;
 Feld Chevrolet (Cars & Trucks), Kansas
 City; Chevrolet Dealers of Kansas City;
 Kelley-Williams Motor Co. (Ford Dealer),

Kansas City: De Cousey Creamery Co.; Consolidated Rebuilders (Rebuilt Motors); Kansas City.

PACE ADVERTISING AGENCY, INC.

251 West 42nd St., N. Y., 36, N. Y.

Phone: OXford 5-1113

ABP

President Elias Schonberger
 Exec. V.P. Peter Frenkel
 V.P. & Merch. Dir. David E. Winnick
 Sec'y & Treas. Max Weintraub
 Copy Chief Seymour Altman
 Art Dir. Elmer Pfeller
 Prod. Mgr. Bernard Fabian
 Radio Time Buyer Betty Silon
 Media Dir., Space Buyer Gene Lew
 Research Dir. Jay Dresner
 Pub. Dir. Barbara Flamm
 Acct. Executives David E. Winnick,
 Seymour Schwartz, Lawrence Nelson,
 Aaron W. Davis, Jay Dresner, Betty Silon,
 Peter Urenkel, Elias Schonberger, Robert
 Rothstein

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co. Inc.; Greenfield, Albert M.; Kentucky Distilling Co. Inc.; Klein & Teichholz; Le May, A. & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N. & Son; Overhead & Modernfold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Transoceanic Fisheries; United Metal Box Co. Inc.; Viking Air Service; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2121 1th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA ABP ANPA

Chrm. of Board Wm. H. Horsley
 President Trevor Evans
 Vice Presidents Vernon L. Cary,
 Milton Foland
 Secretary Frank Horsley
 Treasurer Calvin W. Franklin
 Radio-TV Production Grant Merrill,
 Geo. Glavin

Time Buyer Gertrude M. Nymun
Branch Offices

606 Chronicle Bldg., Spokane, Wash.

Phone: MAdison 1371

Manager Vernon L. Cary

715 Cascade Bldg., Portland, Oregon

Phone: CApiitol 1021

Manager Milton A. Foland

18 Second St., San Francisco 5, Calif.

Phone: DOuglas 2-6917

Manager Roger Wurtz
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Bi-kit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farm-

ers Assn., Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Ivan's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Washington State Apple Commission (Soft Fruits).

TV Accounts: Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Fisher Flouring Mills Company; Washington Cooperative Farmers Association; Ivan Haglund Acres of Clams; Imperial Candy Company; Washington State Apple Commission; Washington State Fruit Commission; William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

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

Phone: MUrray Hill 2-2121

ABP ANPA APA PPA-ABC-NOAB

NBP

Partner A. G. Peart, J. A. H. Rehm
 Comptroller Thayer Durell
 Media Research Dir. H. L. Mooney
 Art Director F. Yefinek
 Production Mgr. R. Largo
 Acct. Executives S. C. Bernsley,
 W. Byrne, D. C. Porteous

Accounts: A & P Coffee Div.; A & P Nat'l Bakery Div.; British Publications Inc., N. Y.; Business Organization, Inc., N. Y.; Columbia, J. Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Groveton Papers Co.; Home Style Food Products Co. Inc.; Ice Cream Novelities Div. of Fruit Products Corp.; Joe Lowe Corp.; Kammergiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Nat'l Creamery Co.; Nat'l Dairy Products Corp.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Rockwood & Co. Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Scaramelli & Co. Inc.; Serto Packing Co.; Silex Co.; Skinner & Eddy Corp. Inc.; So. Car. Peach Growers Assn.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

PEARSON ADV. AGENCY, INC.

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

Phone: MUrray Hill 8-3055

PPA ANPA

President-Treasurer C. H. Pearson
Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900

ANPA

Chairman of the Board.....Harry Peck
President.....Harry Krawit
Vice-Presidents.....Norman Mack,
Sidney Alexander, John Schuman
V.P. Radio-TV.....S. S. Schweitzer
Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Amazaon Germicidal Floor Wax, Bklyn., N. Y., Francis H. Leggett (Food Products), N. Y., Tuck Cellophane & Decorator Tape, N. Y.

TV Accounts: Same as Radio plus Chunky Chocolate Corp. (Chocolates), N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923

ABC—ABP—ANPA—AFA—PPA—APA

President.....Earl R. Perrin
Vice-President.....Donald L. Paus
Media Dir. & Coordinator...Linea Vanderlaag
Office Manager.....Marion Tagney
Production Manager.....James Walsh
Research Director.....Peggy Knoel
Director, Industrial Adv.....Patrick Charter
Controller.....Ann Zemke

Branch Office

730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

Director of Radio, TV and Color
Program Development...Elliot Saunders
Prod. Supv. & Acct. Ex... Tye R. Robinson
Copy Supv. & Bus. Mgr....Earl V. Perrin
Dir, Public Rel. & Publicity....Ted Hudes
TV Food Consultants.....Charles Sigerty
Kit Kinney

Color TV Consultant.....Michael Case
Radio Accounts: Sunbeam Corp; Kosto Gelatin Desserts; Faultless Caster Corp.

TV Accounts: Sunbeam Appliance Division; Sunbeam Rain-King Division; Sunbeam Stewart Division; Faultless Caster Corp.

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.
Phone: BElmont 4-6401

Partners.....William L. Phillips,
Charles C. Ramsey
Media Director.....Robert F. Lewis
Radio-TV Dir.....Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Dennstedt Electro Mart (Electrical Appliances), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Co. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Stanley Andrews Sporting Goods; Walker-Scott Corporation (Department Store); San Diego, Calif.; Frosty Freezer, Hazard Concrete

Products, Inc., Better Business Bureau, Kuchel Committee, Convention Tourist Bureau.

TV Accounts: Arden Farms Co., First Nat'l Bank, San Diego, Calif.; Alsynite Co. of America; Community Chest; First National Trust & Savings Bank; Food Basket; Silver Gate Building & Loan Association; Stanley Andrews Sporting Goods; Walt Tufford; Walker-Scott Corp.; Convention Tourist Bureau, Tie Master, Kuchel Comm.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 3-6131

APA—PPA—NOAB—SNPA—TAAN
ABP—ANPA

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, Evans Wyatt
Public Relations Dir.....Jim Battersby
Radio Director.....Margaret Morrison
TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelin Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1001 North Western Ave., Los Angeles 29, Calif.

Phone: HOLlywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Part., Chg. Prod. Dept...Gertrude T. Porter
Account Executive.....Jerry Baron

Radio-TV Accounts: Peerless Suede Cleaners, Los Angeles; Adventure Minia-Tours, Santa Monica; Tony Wayne Health Studios, Beverly Hills; Hollywood Athletic Club; Sachi, Custom Gowns, Los Angeles; Curson Auto Works, Los Angeles.

R. J. POTTS—CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775

ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts
President.....J. B. Woodbury
Exec. V.P.....W. M. Giesecke
Vice Pres.....E. A. Warner,
C. C. Tucker, C. L. Robinson, Al Coleman,
G. F. McGill, John K. Barton

Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dir.....Gene Dennis,
Al Christy, Connie Connor
Time Buyers..Helen Church, Helen Hoover
Film Buyer.....Si Christy
Film Dir.....R. M. Masters
Animation Dir.....Clark Davis

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.

Phone: GARfield 1-6490
 ABP—ANPA—AFA

President.....George L. Prater
 Vice-President.....M. T. Prater
 Vice-Pres.....G. L. Calvert
 Art Dir.....Walter Miller
 Secretary.....Mary E. Johnson
 Copy Chief.....Barbara Brock
Radio Account: Falls City Brewing Co.,
 Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc.
 (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Fifth Ave., New York 17, N. Y.
 Phone: PLaza 3-5252-3
 PPA

President.....J. G. Proctor
 V.P. & Acct. Exec.....Ray Hanna
 Secretary.....M. S. Proctor
 Art Dir. & Prod. Mgr.....M. Sholle
 Space Buyer.....John Muller
Accounts: Addis Co.; Allied Purchasing
 Corp.; Brevity Coats & Suits; British Con-
 tinental Sales Co.; Chauncy Woolen Mills;
 Fairchild Sons; Fouke Fur Co.; Fredrica
 Furs Inc.; Freed's Fur Shop Frost Bros.;
 Hausman M. & Sons; Horne, Joseph, Co.;
 Joske's of Texas; Levenson Co.; Lexington
 Corp.; Norwegian Fur Breeders Ass'n;
 Paden City Pottery Co.; Pasquier, Michel;
 Peerless Film Processing Corp.; Revillon
 Freres; Southwest African Persian Lamb
 Industry Advisory Board; Steeplechase
 Park; Superior Fur Dyeing Corp.; Tiche-
 Goettinger Co.; Zimmerman-Seher Co.

PRODUCT SERVICES, INC.

17 East 45th Street, New York City
 Phone: MURray Hill 7-0204

President.....Les L. Persky
 Vice-President.....Charles K. Hepner
 Public Rel. Dir.....N. R. Lorman
 Time Buyer.....Martha Rose
 Acct. Exe.....Si Lewis,
 H. Liebenon, N. R. Lorman, Les L. Persky
Radio Accounts: Strauss Stores Corp.,
 N. Y. & Conn. (Auto Accessory Chain);
 Protam Pharmaceutical Co. (Reducing Aids).
TV Accounts: Roto-Broil Corp. of Amer-
 ica (rotisseries); Sachs Quality Stores (Fur-
 niture Chain); ZipKnit Corp. (Knitting
 Machines); Pro-Kleen Industries (Rug &
 Upholstery Cleaner); Olympic Radio &
 Television, Inc. (Electronic and Communi-
 cation Equipment); Internat'l Molded Plas-
 tics (Plastic Dinnerware and Structoglass);
 Protam Pharmaceutical Co. (Reducing Aid-);
 Harriet Andre, Inc. (Cosmetic Product-);
 John Andre, Inc. (Drug Products).

CHARLES O. PUFFER ADVERTISING

57 East Jackson Blvd., Chicago 4, Ill.
 Phone: WEbster 9-4478
 ABP

President.....Charles O. Puffer

Art Director.....John Von Dorn
 Prod. Mgr.....Glorya Ricki
 Publicity Dir.....Herbert Kraus
 Acct. Exe.....Charles O. Puffer
Accounts: Cero Steel Products Corp.; Dix
 Food Specialties; Jean-Air Products Corp.;
 Kewanee Ross Corp.; McAlear Mfg. Co.;
 Northwest Radio & Television School.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155
 ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....E. C. Naeckel
 Vice-President.....I. H. Copeland
 Vice-President.....N. B. Langworthy
 Art Director.....E. J. McCabe
 Media Director.....Dorothy L. Parsons
 Acct. Executives.....Lou W. Ramsey,
 R. L. Brown, Dwight B. Mitchell

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 6-0157

Acct. Exec. & Tech. Consul....W. A. Giraldi
Accounts: American Machine & Metals
 Inc.; Bituminous Casualty Corp.; Boetje
 Foods Inc.; Dairy Queen Nat'l Trade Assn.
 Inc.; Daisy Mfg. Co.; Davenport Papers, The
 Daily Times & Morning Democrat; Larson,
 J. C. Co. Inc.; McCadden 3 Sisters Springs,
 Hot Springs National Park, Ark Mineral
 Spring Water; Motor Club of Iowa; Radio
 Stations KGLD, WTAD; Rolscreen Co.; Saw-
 yer Biscuit Co. (Western Div.); Starck P. A.,
 Piano Co.; Station WOC. Tri-City Bestg.
 Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: 7-1179
 ABC

President.....Wilbur W. Randall
 Art Director.....Robert I. Berger
 Radio & TV Director....Florence F. Grady
Radio Accounts: Stackpole Moore &
 Tryon (Clothing), Hartford, Conn.
TV Accounts: Hartford Gas Co., Emerson
 Radio of Conn., George E. Dewey.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., N. Y. 19, N. Y.
 Phone: PL 7-7676

AAAA—ABP—ANPA—APA—PPA—NOAB
 Pres. & Treas.....Chas. Dallas Reach
 Exce. V.P., Gen. Mgr.....F. R. Risley
 Vice-Pres.....H. H. Black
 Sec. & Art Dir.....Everett Sahrbeck
 Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

69 Washington St., Newark 2, N. J.
 Phone: MARket 3-5100

Radio Accounts: Dugan Brothers (Baked
 Goods), N. J. Bell Telephone, Newark, N.
 J.; Koppers Co. (Coke Fuel); Philadelphia
 Coke Co.

TV Accounts: Koppers Co. (Coke Fuel),

New York, N. Y.; Philadelphia Coke Co.;
Dugan Bros. (Baked Goods).

REACH, YATES & MATTOON, INC.

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

Phone: PLaza 7-7676

AAAA-ABP-ANPA-APA-NBP-NOAB
PPA

Chrm. of Board, Treas... Chas. Dallas Reach
President..... Henry A. Mattoon
Exec. V.P..... James Yates
Vice Presidents..... Francis R. Risley,
Frederick O. Perkins, Harold H. Black,
Daniel M. Bernheim

Director..... Louis G. Bissell
Traffic Mgr..... Marlene Macey

Branch Office

66 Washington St., Newark 2, N. J.

Exec. V.P..... Francis R. Risley
Phone: Market 3-5100

Radio Accounts: Wunderbran Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Ale), Cincinnati, Ohio; Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearny, N. J.

TV Accounts: Wunderbrau Brewing Co.; Red Top Brewing Co.; Larus & Brother Co., Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: Victor 5269

APA-ABP-ANPA

Owner..... James R. Reese
Accounts: Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: Bridgeport 7701

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA-NBP

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Executive Vice-Pres..... Wayne Hunt
Vice-Presidents..... J. H. Sarles,
Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Ncff, R. H. Burbank, Elizabeth B. Gray, T. A. Casey, Loren P. Herder

V.P., Radio & TV Dir..... R. E. Neff
V.P., Media, Research Dir... Dr. A. R. Root
Radio, TV Prog. Dir..... W. S. Shepherd
Time Buyer..... Coy Bender

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank, Pacific Gamble Robinson Co., Minneapolis.

REINCKE, MEYER & FINN, INC.

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

Phone: Whitehall 4-7440

ABP-ABC-AFA

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Vice-Pres. & Treas..... C. A. Reincke
Vice-Pres. & Sec..... A. L. Reincke
Vice-Presidents... Gordon Taylor, J. J. Finn
Radio-TV Director..... Frank M. Baker
Media Director..... John Priebe
Space Buyer..... J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), American Chain & Cable Co. (Tire Chains), York, Pa.; Anderson Co. (Wipers), Gary, Ind.; Webster Electric Co. (Recorders), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill.

TV Accounts: American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.; Webster Elec. Co. (Recorders), Racine, Wis.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone: Capital 7-7611

ANPA-PPA-ABP-AAAA-APA-NAAN
President & Treas..... Harry I. Reingold
Art Director..... George Wilson
Production Manager..... Ruleffe Barbour
Copy Chief..... Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Bowen

Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

REINHARDT, ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2408

ABP-ANPA-APA

President..... Emil Reinhardt
Account Dir..... Joseph Connor
Time Buyer..... A. Leo Bowman
TV & Radio Dir..... Cecil Webb, Jr.
Radio, TV Contracts..... Adeline Schow

Radio Accounts: Acme Packing Co., (Dog Food), San Francisco; Walter N. Boysen Company (Paints), Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T-Pak Beverages (Soft Drinks), Oakland; San Francisco Bank; San Francisco Brewing Company (Beer); Tuttle Cheese Company, Oakland.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Walter N. Boysen Co. (Paints), Oakland, Calif.; Home Bakers, Inc. (Bread), San Francisco and Sacramento; San Francisco Brewing Co.

(Beer); Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

E. W. REYNOLDS LIMITED

355 King St., West Toronto 1, Ont., Canada
 Phone: Empire 8-6157
 Chairman of Bd.....Edward W. Reynolds
 Pres., Gen. Mgr.....C. Warren Reynolds
 Vice-President.....J. H. Mitchell
 Sec. & Treas.....Fred Banks
 Director.....N. Stuart Walton
 Radio-TV Dir.....H. E. Karpus
 Director.....H. D. R. Newby

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
 Phone: Lancaster 3745

Exec.-in-Charge.....H. J. Tingle
Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; General Mills, Ltd., Toronto; Bendix Home Laundry, Weston, Ont.; Hallcrafters Ltd. (Radio-TV sets), Toronto; Seabrook Farms Ltd., Toronto; Laurence Motors (Autos), Toronto.

TV Accounts: Moffats, Ltd. (Ranges), Toronto; General Mills; Bendix; Morton Frozen Foods, Toronto.

RHOADES & DAVIS

642 Commercial St., San Francisco 11, Calif.
 Phone: EXbrook 2-2870

Partner.....Robert O. Davis
 Vice Presidents.....Carl Wilkins,
 Gault Davis
 Time Buyer.....Faye Hanger

Branch Office

1201 W. Fourth St., Los Angeles 17, Calif.
 Phone: Michigan 3296

Partner.....T. D. Scholts
 Radio-TV Dir.....Faythe Vent
 Vice Pres.....G. A. Honold

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400

AAAA

Chairman & Pres.....Fletcher D. Richards
 Vice-Presidents.....Eugene I. Harrington,
 Bradley A. Walker, Radcliffe Romeyo, E.
 D. Hill, K. Young, E. A. Gray, I. E. Shep-
 herd, John Kuncaw, Ross Collins
 Sec.-Treas.....Duane W. Beurmann
 Vice-Pres. & Media Dir.....E. A. Elliot
 Spvrs. Radio-TV Comm.....S. J. Frolick
 Radio-TV Prod. Chief...Robert S. Colodzin
 Copy Chief.....William L. Russell
 Radio & TV

Prog. Dept.....Edwin S. Reynolds

Branch Offices

221 N. La Salle St., Chicago, Ill.

Manager.....George T. Jahnke
HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.

Exec.-in-Charge.....Eugene Harrington

5816 Wilshire Blvd., Los Angeles, Calif.
 Exec.-in-Charge.....Greacen Mitchell
Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fire Tire Co. Div.; Waterman Pen Co.

TV Accounts: Avoset Company; Eastern Air Lines; U. S. Rubber Company—Tire Division, Footwear Div. (Keds); American Machine & Foundry Co.; Hathaway Manufacturing Co.

M. EVANS RICHMOND ADV. AGENCY

127 So. 22nd St., Philadelphia 3, Pa.
 Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director.....D. Bowers
 Production Mgr.....D. Blaine

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

RINGER & ASSOCIATES, INC.

712 S. Curson Ave., Los Angeles 36, Calif.
 Phone: WEbster 3-3131

AAAA—ABP—ANPA

President.....Lee Ringer

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-5766

Owner.....Dan Rivkin
Radio Accounts: John Kolder (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Saunple Dress Shop, Phila., Pa.; Moskin Clothes, Chase & Walker (Real Estate), Phila., Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MUtual 6293

ABP—ANPA—PPA—APA

President.....Elwood J. Robinson
 Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 TV Director.....Talbot Johns
 Media Dir.....R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.

TV Accounts: Cinch Products, Inc. (Baking Mixes), Los Angeles, Calif.; Loma Linda Food Co. (Food Products), Arlington, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone: RANDolph 6-9760

ANPA—ABP

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 Treasurer.....D. J. Kelly
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 John Hayes Kelly, M. F. Williamson, W. H.
 Savin, George Lyman, Rhoades V. New-
 bell, R. H. Stracke, Frank Hakewill

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), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart's Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RANDolph 6-2324

President.....Irving Rocklin
 Continuity Director.....M. Lovinger
 Account Executives.....Sidney Bernberg,
 Ira Segall, Gerald Addis, Edw. Lovinger
 Radio Director.....Trina Shuchat
 Art Dir.....Lou Burrows
 TV Director.....Irving Rocklin
 Film Buyer.....Sue Wurtzburg
 Production.....Shirley Brutzkus
 Helen Wurtzburg

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Chicago Furniture Mart (Furniture); Balaban Floor Covering (Floor coverings); M. Hyman & Son (clothing), Chicago; Henry's Drive-In, Chicago; Morton Motors, Chicago; Autocover Products (Car Accessories); Sid's Factory Shoe Outlet (Shoes), Chicago.

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Cole-Finder, Inc. (Mercury dealer); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon; Community Surplus Stores, (Clothing), Chicago, Nor-town Auto Sales, Avenue Packard Sales.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEArborn 2-0020

ABP—ANPA—APA—PPA—SNPA—NOAB
 SAAA

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 Exec. Vice-Pres.....Ray H. Reynolds
 Asst. Treasurer.....Howard N. Smith
 Treasurer.....George C. Huppertz
 Secretary.....Olive A. Kinloch
 Vice-Pres. & Copy Chief...Robert L. Headen
 Radio Director.....Lawrence E. DuPont

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
 Exec. V.P. & Mgr.....R. E. Brooks
 1004 Baltimore Ave., Kansas City 6, Mo.

Exec. V.P. & Mgr.....B. G. Wasser

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brest. Co.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

AAAA—ABC—ANPA

President.....Russell C. Ronalds
 Vice-President.....F. deB. Walker
 Treasurer.....Angus Ahern
 TV-Radio Dir.....Frank Starr
 Asst. to Radio Dir.....Gerry Lodge

Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Vice Pres.....R. J. Avery
 409 Petroleum Bldg., Edmonton
 Alberta, Can.

Manager.....Hal Sparkman
 Phone: 2-8356

Dacre House, Arundel St., London, England

Radio Accounts: J. H. Andrews Ltd., (Tintex Tints & Dyes); Frank Badger Co. Ltd. (Stopette & Stopette Poof); Bovril (Canada), Ltd., (Bovril); Bristol-Myers Co. of Canada Ltd.; Canadian Arena Co.; Canadian Industries Ltd. (Agricultural Chemicals Div.); Canadian Shaler Products Co. Ltd. (Rislone); Dominion Govt. (Army, Canada Savings Bonds); Fueloil & Equipment Ltd.

TV Accounts: McColl-Frontenac Oil Co. Ltd., (Texaco); Necchi Sewing Machines (Canada), Ltd.; Nestle Ltd. (Maggi Soups); Niagara Finance Co. Ltd.; Orient Hosiery Sales Ltd.; Presto Lighters; William W. Warner & Co. Ltd., (Sloan's Liniment, Rheumatisine); Norwich Pharmacal, (Pepto-Bismol).

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.

Phone: TOWER 1-6171

Pres., Treas., Radio Dir.

William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown

Production Mgr.....Joan Burke
Radio Accounts: Bailey Co., Higbee Co.,
Mass. Mutual Life Insurance Co., Public
Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUd-on 2-3550
ABP—ANPA—APA

President.....Irl W. Rose
Vice-Pres.....Irl W. Rose, II
Secretary-Treasurer.....John B. Martin
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boule
Comptroller & Off. Mgr....D. R. Rademaker
Radio Accounts: The Public Nat'l Bank &
Trust Co. of N. Y.; American Kitchen Products
Co. (Stereo Bouillon Cubes); Twin
City Shellac Co., Inc. (Dan-Dee Floor Pol-
ish); E. Regensburg & Sons (Admiration
Cigars); The Morrison Co. (Lem Pudding
and Pie Filling).
TV Accounts: The Morrison Co.; Noxon,
Inc. (Noxon Metal Polish); Atmore & Sons,
Inc. (Mince Meat & Plum Pudding);
American Kitchen Products Co. (Bouillon
Cubes).

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

BuyerIrving 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.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900
ABP—ANPA—APA—PPA—NOAB

President.....Ross Roy
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Gen. Mgr.....Thomas G. McCormick
Sr. V.P.....Carroll F. Sullivan
V.P. & Oper. Mgr.....John W. Hutton
V.P., Acct. Suprs.....John L. Thornhill,
Wm. W. Shaul, Robert A. Dearth
V.P., Creative Dir.....Spencer F. Hill
Secretary.....Erwin H. Haass
Treasurer.....Lathrop P. Morse
Comptroller.....Harry W. Mellen
Media Dir. & Time Buyer....Carl E. Hassel
Art Director.....Harry C. Stalley
Research Dir.....Robert E. Riordan
Prod. Serv. Supr.....Donald G. Tracy
Prod. Mgr.....William L. Miller
Publicity Dir.....Albert C. Nute
Merch. Dir.....Kenneth S. Loring
Personnel Dir.....W. Patrick Murphy
Librarian.....Florence Armstrong
Acct. Executives.....Albert E. Bowles,
Richard G. Dorn, C. Robert Hankinson,
Henry A. Houston, James B. Jackson,
Robert G. Lyon, William H. Mathews,
Donald M. Mullen, James L. Rast

Branch Offices

397 No. Michigan Ave., Chicago 1, Ill.

Phone: RAndolph 6-7000
Vice-Presidents.....John G. Fogarty,
James F. Quino
122 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-2944

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1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-6263
Vice-Pres.....Maurice G. Vaughn
Ross Roy of Canada, Ltd.
410 Canada Trust Bldg., Canda, Windsor,
Ont.

Phone: Clearwater 6-2371
Vice Pres.....Harold J. G. Jackson
Accounts: American Steel Wool Mfg. Co.;
Aqua-Jet Machines Corp.; Aseptic-Thermo
Indicator Co.; Brooks Appliance Co.; Chry-
sler Corp. of Canada, Ltd.; Chrysler Corp.,
Parts Div.; Chrysler Div., Chrysler Corp.;
Dana Perfumes Inc.; DeSoto Div., Chrysler
Corp.; Dodge Division, Chrysler Corp.;
Eljer Co.; Esquire Socks Div.; Export Div.,
Chrysler Corp.; Honey Co.; Institute of Ap-
plied Science; Johnston Pie Co.; KFOX
Bostg. Co.; Lake Central Airlines; Lowebro
Inc.; Magnecord, Inc.; Modern Homes
Corp.; Mortell, J. W. Co. Inc.; Murray Corp.
of Ann.; Plymouth Div., Chrysler Corp.;
Prepared Products Co. Inc.; Primanti Sew-
ing Machine Co.; Quality TV Corp.; Radio
Corp. of America. Custom Record Div.;
Roth, Chester H., Co.; Serval, Inc., Air
Conditioning Div.; Snackmaster's Guild; Spice
Magic Corp.

RUDER & FINN, INC.

32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600

Chairman of Board.....David Finn
President.....Wm. Ruder
Art Director.....Jay Genser
Copy Chief.....Ted Levine
Publicity Director.....Paul B. Zucker
Radio-TV Director.....Rene Schenker
Accounts: Brtinger Corp.; Borgenicht,
Jack; Gibraltar Corrugated Paper Co. Inc.;
Inskip, J. S.; Jerrold Electronics Corp.;
Nuclear Development Corp.; Ruder Broth-
ers; Transfilm Inc.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAKer 7900
AAAA—ABP—ANPA—PPA

President.....C. L. Rumrill
Treas. & V.P.....H. R. Hanson
Vice Presidents.....N. A. Gallagher,
G. M. Prince, W. T. Jensen
Secretary.....G. G. Wallington
Radio-TV Director.....Alan Brown
Radio Accounts: Brighton Place Dairy,
Community Savings Bank, Rochester, N. Y.
TV Accounts: Community Savings Bank,
Union Trust Company.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP

PresidentLowe Runkle
 Vice-PresidentsRoger Pishny,
 Howard Neumann, Monty Mann.
Radio Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Local Federal Savings and
 Loan; Liberty National Bank & Trust Co.
 (Banking); Arkansas City Flour Mills
 (Flour), Arkansas City, Kans.; Dulaneys,
 Inc. (Appliance Distributors); Simpson Auto
 Co. (Ford Dealer); Liberty National Bank
 & Trust Co., Okla. City, Okla.; Hirsch-Swan
 (Air Conditioning), Oklahoma City, Okla.;
 Air Products (Hoffman TV), Okla. City;
 Exchange Nat'l Bank, Ardmore; Lake Mur-
 ray (Resort), Okla. Farm Bureau, Okla. City.
TV Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Liberty National Bank &
 Trust Co. (Banking); Southwestern Bell
 Telephone (Telephone Service); St. Louis,
 Mo.; Oklahoma Publishing Co. (Newspap-
 ers); Consolidated Gas (Gas Utility),
 Oklahoma City, Okla.; Central Oklahoma
 Milk Producers Assn., Oklahoma City,
 Okla.; A & B Spring Co., Okla. City; Amber
 Liquid, Topeka; Safeway Stores, Okla. City;
 Okla. Farm Bureau, Okla. City; Okla. Pack-
 ing Co., (Meats), Okla. City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400

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

Chairman of the Board...Frederick B. Ryan
 President.....Frederick B. Ryan, Jr.
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 Vice-Pres. & Treas.....J. B. Bell
 V.P., Dir. of Radio & TV.....George Wolf
 Radio & TV
 Copy Chief.....Douglas MacNamee
 Mgr. of Radio &
 TV Production.....Roland Howe
 Suprv. of Film Prod.....Ernest Motyl
 TV Art Dir.....Ken Haverstyk
 Business Mgr.....Havis Medwick
 Prod. Supervisor....Edwin R. Rooney, Jr.
 Asst. Prod. Supervisor.....Dorothy Rivers

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-1833

Exec. V.P. & Western Mgr...Paul E. Watson
 V.P., Dir. of Radio & TV...R. W. Metzger
 V.P. in Chge. Prod.....N. E. Heyne
 Producer (TV).....Edward Sinmons
 Producer (TV-AM).....Frank Blotter
 Producer (AM-TV).....Walter Daspit
 Carew Tower, Cincinnati 2, Ohio
 Phone: GARfield 5800

V.P. & Manager.....John L. Magro
 1511 Bryan Street, Dallas 1, Texas
 Phone: RIVERSide 6453

V.P. & Manager.....John Simmons
 7430 Second Boulevard, Detroit 2, Michigan
 Phone: TRInity 4-2200

V.P. & Manager.....Tod Reed
 6920 Sunset Boulevard, Hollywood, Calif.
 Phone: HOLLYwood 9-3611

ManagerTom Hargis

1121 Walker St., Houston 2, Texas
 Phone: CHArter 4-1741
 Manager.....Theodore F. Keady
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUnkirk 8-0571
 V.P. & Pacific Coast Mgr...John H. Weiser
 611 Olive St., St. Louis 1, Mo.
 Phone: MAIn 1-0127
 Sr. V.P. & Mgr.....Oscar A. Zahner
 2650 University Ave., St. Paul 14, Minn.
 Phone: PRior 7711
 V.P. & Manager.....James R. Rahders
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-4616
 Manager.....John L. Harvey
 1218 Third Avenue, Seattle 1, Wash.
 Phone: ELliott 1572
 V.P. & Manager.....F. G. Mullins
 1275 National Press Bldg., Washington 4,
 D. C.
 Phone: EXecutive 3-6730
 Manager.....Donald J. Wilkins
 80 Richmond Street West, Toronto 1, Ont.
 Canada
 Phone: EMpire 6-1515

ManagerJohn Brookman
Radio and TV Accounts: Adler Co., Allied
 Florists Association of Illinois, American
 Airlines, American Kitchens, Baldwin Piano
 Co., Banquet Canning Co., Capitol Fritos
 Inc., Chasers Inc., Comfort Mfg. Co., Eastco
 Inc., Emery Industries Inc., Florence Stove
 Co., Frito New York, Inc., Hancock Oil Co.,
 Krey Packing Co., Lever Brothers, Ltd.,
 Lewis-Howe Co., Thomas J. Lipton, Thomas
 J. Lipton, Ltd., Markus Campbell Co.,
 Nally's Inc., Norito Co., Oshkosh B'Gosh,
 Inc., Pacific Coast Paper Mills, Pacific
 Finance Corp., Palm Beach Co., Peter
 Fox Brewing Co., Pepsodent Division of
 Harriet Hubbard Ayer of Canada, Ltd.,
 Pharma-Craft Co., Reddi-wip Co., Morris B.
 Sachs, Safeway Stores, A. E. Staley Mfg.,
 United Wallpaper Co., Western Reddi-wip
 Co., Wolverine Shoe and Tanning Corp.,
 William Wrigley, Jr. Co., Zonolite Co.,
 American Breeders Service, Bavarian Brew-
 ing Co., Chocolate Products Co., Albert
 Dickinson Co., Doyle Packing Co., Thomas
 Emery & Sons, Inc., Glaser-Crandell Co., A.
 D. Goodman Bros., Houston Post, Jacob
 Ries Bottling Works, Inc., Janney Semple
 Hill & Co., Jel Sert Co., Linco Products
 Distributing Co., Minnesota Hospital Ser-
 vice Association, Minnesota Consolidated Can-
 neries, Inc., Old Judge Foods Corp., Seattle
 First National Bank, So Good Potato Chip
 Co., Sugardale Provision Co., Sun Oil Co.,
 Texas Bank & Trust Co., Texas State Optical
 Co., Wallerstein Co., Warner-Hudnut, Inc.,
 Waxed Paper Institute, Western Gear Works,
 Rap-In-Wax Paper Co.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
 Phone: REpublic 7-7606
 AAAA-ABC-ABP-ANPA-AFA
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Gen'l Mgr.....John F. Hardie
 Comptroller.....Preston D. Coiner
 Sr. Acct. Exec.....William R. Doores
 Art Dir.....Ed Hall
 Prod. Mgr.....David F. DeYoung
 Acct. Exec.....Samuel E. Hunsaker,
 Donald H. Dixon
 Dir., Radio-TV.....William J. Green
 Copy Chief.....Louise Scheiman

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19,
 N. Y.
 Phone: PLaza 1-2200
 NBP-AAAA-ABP-ANPA-APA-NOAB
 PPA

President.....Ben Sackheim
 Vice-Pres.....George B. Pampel
 Treasurer.....Murray Miller
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Production Manager.....Bernard Spire
 Media Director.....M. A. Parmenter
Radio-TV Dept.

Research Dir.....B. W. Saas
 Radio & TV Time Buyer.....Rita O'Sullivan
 Account Executives.....Jerome G. Habn,
 George B. Pampel, Glenda Sullivan, Her-
 bert L. Steiner, Sylvia Sackheim, Ted
 Breining

Radio Accounts: The Autoyre Company
 (Kitchen and Bathroom Accessories), Oak-
 ville, Conn.; Amalgamated Clothing Work-
 ers of America; Peter Pan Foundations, Inc.
 ("Merry-Go-Round" Brassieres), 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); Flex-
 Let Corp., E. Providence, R. I.; Peter Pan
 Foundations, Inc. (Brassieres), New York;
 Vita Food Products, N. Y.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
 Phone: PLaza 5-1180

AAAA-ABP-ANPA-PPA-ABC

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 Vice-President.....John L. Fitzgerald
 Vice-Pres.-Art Director...Alfred A. Anthony
 Vice-Pres.-Copy Chief.....Ward Seeley
 V.P.-Sls. Prom.....R. K. Snively
 Production Manager.....William Korcak
 V.P., Media Dir.....James J. Freeman
 Publicity Directors.....S. B. Garretson,
 Torrey Stearns

Branch Offices

1004 No. Charles St., Baltimore 18, Md.
 Phone: PLaza 2-0309

Radio Accounts: Davison Chemical Corp.,
 Baltimore, Md.

TV Accounts: Revere Copper and Brass
 (Revere Ware).

WALKER SAUSSY ADVERTISING

323 Perdido St., New Orleans 12, La.

Phone: Magnolia 3218

ABP-ANPA-NOAB

Owner.....Walker Saussy
 Account Executives.....Moise Bloch,
 Charles Bloom, II, P. J. Stakelum, Jr.,
 J. C. Shields, Jr.

Radio Accounts: American Brewing Co.
 (Regal Beer), New Orleans, La.; Elmer
 Candy Co. (Elmer Candies), Holsum Baker-
 ies, Inc. (Holsum Bread), Petrolane Gas
 Co. (Butane & Propane Gas), Wm. B. Reily
 Co., Inc. (Luzianne Coffee & Tea), L. A.
 Frey & Sons (meat products).

TV Accounts: American Brewing Co.
 (Regal Beer), New Orleans, La.; Elmer
 Candy (Elmer Candies), Holsum Bakeries,
 Inc. (Holsum Bread), Wm. B. Reily Co.,
 Inc. (Luzianne Coffee & Tea), Henderson
 Sugars; Hibernia Homestead (Building
 Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 16, N. Y.

Phone: PLaza 5-1324

President.....Frank B. Sawdon
 Vice-President.....Jerry Bes-
 Secretary.....Victor Sawdon
 Radio-TV Copy.....Yale Schaefer
 Radio-TV Prod.....James Hackett

Branch Office

75 E. Wacker Drive, Chicago, Ill.

Phone: Dearborn 2-0826

Office Manager.....Tom Manno-
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 Mfrs.

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
 Secy. & Treas.....Morris Scheck
 V. P., Radio-TV Dir.....E. Grant Scheck
 Prod. Mgr., Art Dir.....Henry R. Scheck
 Copy Chief.....E. Bimberg
 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), Phila-
 delphia, Pa.

TV Accounts: Fischer Baking Co. (Baked
 Goods), Hanovia Chem. & Mfg. Co. (Health
 Lamps), Newark, N. J.; Charms Candy,
 Asbury Park, N. J.; American-Limoges (Din-
 ner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 6-1600
 Pres., Media Dir., Space Buyer
 Sydney R. Raike
 Vice-Pres. J. E. Schenker
 Art Dir. M. Rickabaugh
 Radio Time Buyer & Prod. Mgr.
 Space Buyer C. D. Domin
 Account Executives S. R. Raike,
 J. E. Schenker, C. D. Domin
Accounts: Chicago Cycle Co.; Escalante,
 Jos. F., Co.; Howe Ice Machine Co.; Wallace,
 J. D. & Co.

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
 Phone: MICHigan 2396
 ABP-ANPA
 Owner T. D. Scholts
 Radio-TV Dir. Faythe Vent

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4813-45
 ABP-ANPA-APA-NOAB-PPA-ABC
 Vice-President Gordon Schonfarber, Jr.
 Vice-President Russell C. Edwards
 Vice-President John B. Swift
 Secretary Amanda C. J. Olsson
 Radio-TV Dir. R. J. McVicker, Jr.
Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabrics, Providence; Providence Retail Trade Board; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; Richmond Elec. Co., Providence; Duro-Crete Co. (Cement, Cinders), Providence; E. A. Ballou Co., Inc. (Jewelry), Providence.
TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Duro-Crete Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
 Phone: DEArhorn 2-1815
 AAAA-ANPA-APA-PPA-NBP
 Pres. & Treas. R. J. Scott
 Copy Chief L. Krakover
 Time Buyer E. Vanderploeg
 Art. Dir. A. Thaler
 Secretary H. Heilig
Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jewelry), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods),

Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Shops, Chicago.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 3-2133
 ANPA-APA-PPA
 President Freeman Keyes
 Exec. Vice Pres. Harry H. Maus
 Vice-Presidents A. D. Keyes,
 Daniel Foster, Harley B. Hobbs, James
 Witherell, L. J. Marshall, H. B. Goldsmith,
 Jr.
 Sec.-Treas. E. V. Owen
 Director of Res. James Witherell
 Art Director Jerry Bryant
 Time Buyer Merle Myers
 Space Buyers A. O. Bergsten,
 Harry Pick
 Radio-TV Director R. B. Young
 Media Research K. Kraff
Branch Offices
 Lemcke Bldg., Indianapolis 4, Ind.
 Phone: Market 1395
 V.P. in Chg. Paul Richey
 418 S. Robertson Blvd., Los Angeles, Calif.
 Phone: CRestview 4-7613
 Manager Lionel C. Place
Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind.
TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Wayne, Ind.; Fineline Div., Sheaffer Pen, Fort Wayne, Ind.; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.

ED SHAPIRO ADVERTISING

1612 Market St., Philadelphia 2, Pa.
 Phone: LO 4-2877
 ANPA-ABP
 President Edward Shapiro
 Vice-Pres. George Bortin
 Secretary H. Hyman Shapiro
 Treasurer Edward L. Frater
 TV Dept. Exec. H. H. Shapiro
 Radio Dept. L. M. Goldsmith,
 Elinor L. Brown
Radio Accounts: Sealy Mattress Company; Chester, Pa.; Price Vacuum Stores, Phila., Pa., Kalm & Rosenau, (Furniture), Phila.; Babco Aluminum Co. (Storm Windows), Phila.; Home Air Conditioning Corp., Bala Cynwyd, Pa.; Browning, King & Company (Clothing), Phila.; Mutual of Omaha, (Insurance), Phila.; Marshman Promotions (Stock Car Racing), Locke's Shoe Shop.
TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobby Dealers Association; Locke's Shoe Shop; Price Vacuum Stores;

Marshman Promotions.

JOHN W. SHAW ADVERTISING, INC.

716 N. Rush St., Chicago 11, Ill.

Phone: MOhawk 4-6323

ANPA-APA-PPA-NOAB

President & Treas.....John W. Shaw
 Vice-Presidents.....David E. Guerrant.
 P. L. O. Smith, Arch Macdonald
 Dir., Radio, TV

& Commercial Films.....H. Ketting
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.;
 Armour & Co. (Frosted Meats, Clifton, etc.).
 Chicago; The Quaker Oats Company, Chi-
 cago, Ill.

TV Accounts: Armour & Company (Frosted
 Meats, Miss Wisconsin Cheese), Chicago;
 The Quaker Oats Company, Minneapolis;
 Dormeyer Corp., Chicago.

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
 Vice President.....E. W. Hoffman
 Treas.....Ramon N. Silton
 V.P. Art.....Andre B. Paquette
 Radio-TV Time Buyer.....L. Chalmers

Radio Accounts: Craftsman Insurance Co.
 (A. & H. Insurance), Boston; New England
 Provision Co. (Meats), Boston, Mass.;
 Snider Fuel Company (Fuel), Charlestown,
 Mass.; Homestead Motor Car Co.; Boston;
 Barcolene Co. (Detergents), Boston.

TV Accounts: Craft-man Insurance Co.
 (Accident & Health Insurance); New Eng-
 land Provisions Co. (Meats).

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: 62-1691

SNPA-ANPA-APA-NOAB-ABP

FAAG

Partners.....Milton Simon, H. N. Gwynn
Branch Office

930 Stahlman Bldg., Nashville, Tenn.

Phone: 5-8909

Chief Exec.....W. M. Holder
Radio-TV Accounts: American Snuff Co.,
 Donald Furniture Co., The Humko Co., Ro-
 bilio & Cunco (Ronco Foods), American
 Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA-ANPA-ABP

Partners.....Leonard N. Simons
 Lawrence J. M. Michelson

Prod. Mgr.....Arthur H. Copland
 Space Buyer.....C. Allison Belcher
 Art Director.....Al Sielaff
 Radio-TV Dir.....R. N. Hughes

Radio Accounts: Cunningham's Drug
 Stores (Drug, etc.), Keopplinger Bakery
 (Baked Goods), Krun-Chee Potato Chips
 (Potato Chips), (Pretzels), Marshall Drug
 Company (Drugs), Cleveland, Ohio; Benja-
 min Rich (Real Estate), Sealy Mattress Co.
 (Mattresses), Taylor's Inc. (Dodge-Ply-
 mouth), Detroit, Mich.; Velvet Peanut Pro-
 ducts (Peanut Butter); E & B Brewing Co.
 (Brew 103, Golden Ale); Gerson's Inc. (Jew-
 elry); People's Outfitting Co. (Dept. Store);
 Dossins Food Products (Pepsi-Cola); Gen-
 eral Electric Supply Co. (Appliances);
 Guardian Savings & Loan; King Paint Roller
 Co.; Lasky Furniture; City Bank, Detroit,
 Mich.; Leo Adler Co. (DeSoto-Plymouth);
 Mohawk Lumber Co., Detroit, Mich.; Lix
 (Cough Formula), Detroit; Ned's Auto Sup-
 ply, Detroit; Stone's Jewelers, Detroit;
 Schmidt's (Beer), Detroit; Wrigley's Super
 Markets, Detroit.

TV Accounts: Cunningham's Drug Stores
 (Drugs, etc.); Dossin's Food Products (Pep-
 si Cola); Keopplinger 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); General Electric Supply Co.
 (Appliances); Gerson's Jewelers, Inc.; King
 Paint Roller Co.; Lasky Furniture; Leo
 Adler Co. (DeSoto-Plymouth); Mohawk
 Lumber Co.; Lix; Ned's Auto Supply; Wrig-
 ley's Super Markets.

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

APA-SNPA-ANPA

Pres. & Treas.....W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Media Dir. & Copy Chief.....H. D. Peltier
 Radio Dir.....I. M. Diebold
 Account Executives.....R. L. Davis,
 P. M. Shaughnessy, H. D. Peltier, W. J.
 Smith
Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATlantic 1-9312

ABP-ANPA-APA-PPA-FAAG

President.....Ronald P. Taylor
 Chairman of the Board..Robert M. Jenkins
 Television Dir.....Thomas J. MacWilliams
 Radio Director.....Les Sterne
 Production Assistants.....Bill Morrissey
 Dick Pearson
 Acct. Executives.....Ronald P. Taylor,
 Robert E. Quaid, W. C. Sutherland

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.

Phone: 3-3185

ANPA-APA-ABP-FAAG

President, Space Buyer, Radio Time
 & Acct. Exec.....Les Son De Regger

Secretary.....A. H. Son De Regger
 Art Dir.....D. D. Neal
 Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

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,

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Hadley Oil Service, Worcester, Mass., Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4407
 ABP—ANPA—APA—PPA

President.....Raymond Spector
 Client Service.....Bert Schwartz
 Art Director.....Irving Trabich
 Copy Chief.....Ishmael McCullough
 Production Manager.....Richard Scott
 Dir. of Pub. Rel.....Millie T. Trager
 Research Director.....Cal Morris
 Radio-TV Director.....Don Blauhut
Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
 Phone: 9-5581
 ABP—ANPA

Owner, Acct. Exec.....William Spitz
 Art Director.....Wayne J. Lewis
 Copy Chief.....L. Lindeman
 Production Mgr.....John A. Cole
 Space & Time Buyer.....Martha Mathews
 Radio-TV Director.....Ed Herr

Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Besding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc.

(Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesse Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., (Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
 Phone: EMpire 6-2811

President.....G. F. Mills
 Exec. Vice-Pres.....J. W. Spitzer
 Gen. Mgr. & Sec.-Treas.....W. H. Reid
 TV Director.....T. R. Hart
 Account Executives.....J. R. Charles, F. J. Collins, W. G. Wallace, L. F. McCarty, G. M. MacDonald, W. F. Nugent, J. Brown, J. Carpenter, J. Gillard, B. Whale, S. Boswell

Branch Office

3405 Addington Ave., Montreal, Quebec
 Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle
 Radio Dir.....P. E. Corbeil
 Acct. Executives.....J. Randle, D. McCrimmon, E. Miller, A. Rigby, R. N. Rodricks, R. Morrin, E. Bellamore

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: Trinity 8821
 ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins
 Acct. Execs.....A. W. Gudelman, Nat Jeffras
 Time Buyer.....A. W. Gudelman
 Program Director.....E. C. Bloodworth
Radio Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

TV Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-3400
 ANPA—PPA

Chairman of Board.....S. M. Broun
 President.....Joseph S. Edelman
 Treasurer.....Herbert Goldsmith
 General Mgr.....F. S. Forsberg
 Radio-TV Director.....Myron L. Broun

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
 Phone: Dunbar 5600, 01, 02, 03
 AAAA—ABP—ANPA—APA—PPA—NOAB
 Pres. & Treas.....William Z. Burkhardt
 VP, Sec. & Copy Chief.....Ranald S. West

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.....Gary Lee
 TV & Radio Time Buyer.....James Gray
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes & Colbies), Cincinnati, O.
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; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING COMPANY

72 East Ave., Rochester, N. Y.
 Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
 V.P.-Radio & TV Dir. &
 Acct. Ex.....Jean Schantz
 Prod. Mgr.....Elmer Foote
 Asst. Radio & TV Dir.....Marion Simpson
 Office Mgr.....Thelma Prinzivalli
Radio and TV Accounts: Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Allhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; Seneca Stores (Appliances), Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester; Croton Watch Co., New York, N. Y.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-4460
 ANPA-PPA

President.....Alston E. Storm
 Exec. Vice Pres.....Edward Klein
 Chairman Exce. Com.....Charles M. Storm
 V.P. & Research Dir.....Harry Chapperon
 Vice Pres.....George Balterman
 Vice Pres.....Lawrence Wissner
 V.P. & Art Dir.....Frederick Widlicka

Radio & TV Dir.....Arthur J. Klein
Radio Accounts: The Tintex Co. (Tintex Home Dyes), New York, N. Y.; Park & Tilford (Perfumes & Cosmetics, Wink Eye Makeup), N. Y., N. Y.; John Harvey & Sons (Sherries & Ports), Bristol, England.
TV Accounts: The Tintex Co. (Tintex Home Dyes), N. Y., N. Y.; Park & Tilford (Wink Eye Makeup), N. Y., N. Y.

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.
 Phone: HANcock 6-7644

AAAA-ABP-ANPA-APA-NBP-PPA
 President.....Daniel F. Sullivan
 Sales Dir.....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.; Hirkox Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.
 Phone: OREGon 9-2500

ANPA-APA-NOAB-PPA-NBP
 President.....Raymond E. Sullivan
 Vice-Pres.....Donald D. Stauffer
 Vice-Pres.....Robert T. Colwell
 Vice-Pres.....S. Heagan Bayles
 Vice-Pres., Sect.....John P. Cohane
 Vice-Pres.....Ralph Smith
 Vice-Pres. & Treas....T. Newton Weatherby
 Vice-Pres.....Lloyd W. Baillie
 V.P. & Copy Chief.....Joseph Leopold
 V.P. & Media Dir.....Francis Minehan
 V.P. & Merch. Dir.....Daniel O'Meara
 Vice Pres.....Kenneth McAllister
 Vice Pres.....Herbert A. Vitriol
 Vice-Pres.....A. K. Spencer
 Vice-Pres.....Luther H. Wood
 Vice-Pres.....Maitland Jones
 Vice-Pres.....Samuel Carter III
 Vice-Pres.....Ida S. Raisback
 Vice-Pres.....Barrett Welch
 Vice-Pres.....William M. Spire
 Vice-Pres.....Clemens F. Hathaway
 Vice-Pres.....Joseph Hardie
 Research Dir.....Timothy J. Healy
 V.P. & Head Art Dir.....Robert West
 Prod. Mgr.....George Andrew
 Controller.....M. Herbert King
 V.P. & Radio-TV Dir.....Philip H. Cohen
 Radio-TV Bus. Mgr.....Frank Reed

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hillside 2119
 Vice-Pres. &
 TV-Radio Dir.....Jack Van Nostrand
 Assistant.....John G. Cole

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-2000

AAAA—ABC—ABP—ANPA—AFA
 President Stanley Resor
 Secretary Howard Kohl
 Treasurer Luther O. Lemon
 Vice Presidents John Reber,
 Robert Ballin, Richard deRochemont, H.
 Bart McHugh
 V.P. & Dir. of Media Arthur A. Porter
 Time Buyers James O. Luce,
 Jayne Shannon, Anne Wright
 Talent Virginia C. Spragle

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
 Phone: SU 7-0303

Vice Pres. George C. Reeves
 In Chrg. Radio-TV Dept. Peter Cavallo
 Time Buyer Edward R. Fitzgerald
 535 Griswold St., Detroit, Mich.
 Phone: WO 2-8890

Vice Pres. Norman Strouse
 705 Broderick Bldg., Lakeland, Fla.
 Phone: LA 7-0631

V.P's. Albert Cameron, Cornwell Jackson
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-7201

Vice Pres. Tom R. Cooper
 V.P., Radio-TV Dept. Cornwell Jackson
 Time Buyer Eileen Henriquez
 220 Miracle Mile, Coral Gables, Fla.
 Phone: Miami 83-5487

Manager Eugene Austin
 320 California St., San Francisco, Calif.
 Phone: CA 1-3510

Vice Pres. Fred H. Fidler
 Time Buyer Francis Austin
Radio Accounts: Kraft Foods Co.; Ford
 Dealers Assn.; Swift & Co.; Florida Citrus
 Commission; P. Ballantine & Sons; Shell Oil
 Co.; Johns-Manville Corp.; Ward Baking
 Co.; Pan American; Quaker Oats Co.; Lever
 Brothers; Standard Brands; Group Hospitaliza-
 tion, Inc.; Medical Service of Washington,
 D. C.; Scott Paper Co.; Mentholatnm; Kil-
 mer Co.

TV Accounts: Aluminum, Ltd.; Atlantis
 Sales; Brillo Manufacturing Co.; Chun King
 Sales; Eastman Kodak; Johns-Manville
 Corp.; Florida Citrus Commission; Ford
 Div., Central Fund; Kraft Foods Co.; Lever
 Brothers; Libby, McNeill & Libby; Pan
 American; Parker Pen Co.; Pond's Extract
 Co.; Quaker Oats Co.; Scott Paper Co.; Swift
 & Co.; Sylvania; Assoc. Hospital Service of
 N. Y.; United Medical Service, Inc.; Ballan-
 tine; Bowman Dairy; Boyle Midway, Inc.;
 Safeway; Seven-Up; Shell Oil Co., Inc.;
 Southeastern Trailways; Standard Brands;
 Ward Baking Co.; W. F. Young, Inc.; Ford
 Dealers Assn.; Group Hospitalization, Inc.;
 Medical Service of Washington, D. C.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-4404

ABP—ANPA—APA—NOAB—PPA—ABC
 Chairman of Board Wm. Irwin Tracy
 Pres. Frank S. Kent
 Vice-Pres. & Art Dir. Hugh F. Donnell

Treas. & Sec. Geo. M. Pease
 Vice-Presidents F. Haas, F. Nye
 Buyer F. W. Hass
 Radio & TV Director P. A. Baecker
Radio Accounts: American Apothecaries
 Co., Inc. (Drugs), L. I. City, N. Y.; Anti-
 Decay Corp. (Drugs), N. Y., N. Y.; J. W.
 Beardsley's Sons, (Food Products), Newark,
 N. J.; Charles & Co., Inc. (Bon Voyage
 Shop), N. Y., N. Y.; Dellwood Dairy Co.,
 Inc. (Milk & Milk Products), Yonkers,
 N. Y.; Adolph Goldmark & Sons Corp.
 (Food Imports), N. Y., N. Y.; Gristede Bros.,
 Inc. (Grocers), N. Y., N. Y.; Hoyt Bros.,
 Inc. (Cake & Pie Mises), Newark, N. J.;
 Linda Foods, Inc. (Rice Pudding), Newark,
 N. J.

TV Accounts: Anti-Decay Corp.; Cadie
 Chemical Products, Inc. (Polishing Cloths),
 N. Y., N. Y.; Charles & Co., Inc.; Gristede
 Bros., Inc.; New Jersey Egg Institute, Lake-
 wood, N. J.; Terry Candy Co., Elizabeth,
 N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
 Phone: Sterling 4741

AAAA—ABC—ABP—ANPA—AFA
 President Morris Hite
 Exec. Vice-Pres. Clay W. Stephenson, Jr.
 Vice-Pres., Secy.-Treas. John H. Wellenkamp
 Director Lawrence E. DuPont

Branch Office

711 Main St., Houston, Texas
 Phone: CH 5467

Vice-President Clay W. Stephenson, Jr.
 701 Texaco Bldg., New Orleans 16, La.
 Canal 9278

Exec. G. C. Mossman
Radio Accounts: Borden Co. (Southern
 District); Comet Rice Mills, Houston; Dun-
 can Coffee Co., Houston; Imperial Sugar Co.,
 Sugarland; Burrus Mills & Elevator Co.
 (flour), Dallas; Adleta Company, Dallas;
 Reserve Life Insurance Co., Dallas; Frito
 Co., Dallas, Texas; Amercian Brewing Co.
 (Beer), New Orleans, La.

TV Accounts: Borden Co. (Southern Dis-
 trict); Comet Rice Mills, Houston; Mrs.
 Baird's Bakeries, Dallas, Ft. Worth; Duncan
 Coffee Co., Houston; Imperial Sugar Co.,
 Sugarland; King Candy Co., Ft. Worth; Hag-
 gar Co. (men's slacks), Dallas; Adelta Com-
 pany, Dallas; American Brewing Co.; Frito
 Co.; Champion Foods (Chili & Tamales),
 Dallas.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
 Phone: MU 2-9010

Chairman Wm. von Zehle
 Vice-President Lawrence A. Reis
 Treasurer Kathleen Banks
 Secretary Anthony Sarnataro
Accounts: Bernheimer, D. F., & Co.;
 Blieder & Dresback Inc.; Colonial Boat
 Works; Complete Machinery & Equip. Co.;
 Cypress Hills Cemetery; Dyson Shipping,

N. Y.; E. H. & A. C. Frederic's Co.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadov. B. Inc.; K & W Products Corp.; Larsen Products Corp.; Meyer, N. S. Inc.; Midget Louver Co.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Payne, Bruce & Assoc.; Reaction Motors Inc.; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Salon Palmer; Standard Radio, Chicago & Hollywood; State of N. H. (Recreation Div.); Trans-Globel Co.; Wasco Flashing Co.; Winsor & Newton; Winston Harry Inc.; X-Pando Corp.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC ANPA

Exec. Dir. Albert G. Wade, II
General Manager.....Paul McCluer
Creative Dir.....Lawrence W. Davidson
Copy Chief.....Chas. W. Tennant
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Prod. Mgr.....Edw. A. Beane
Controller.....L. J. Frael
Media Director.....Louis J. Nelson
Space-Radio-TV
Time Buyer.....David S. Williams
Dir. of Radio.....Jack Farnell
Dir. of TV.....Booth Luck

Branch Offices

6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 7157
Manager.....Robert E. Dwyer
10 East 19th St., New York, N. Y.
Phone: Plaza 5-1156

Manager.....Forest T. Owen
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.; Idaho Peat Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cabill Co. (Cough Syrup), Decatur, Ill.; Lamofam Co., Chicago; Idaho Peat Co., Los Angeles; Joe Maggill, Inc., Holyville, Calif.; See's Candy Shops, Los Angeles & San Francisco; National Van Lines, Los Angeles.

HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio
Phone: HEmlock 5542

AAAA AFA-ABP APA PPA-ANPA
CAAN

PresidentHugo Wagenseil
Secy.-Treas.G. Wagenseil
Asst. Executive.....W. H. Ford
Radio & TV Director.....F. R. Harwood
Accounts: Bonded Oil Co.; Calumet Refining Co.; Dairy Council, The; Dayton Power & Light Co.; First National Bank of Middletown; MacGregor Co., The; MacGregor Golf Co.; Portable Beauty Service Mfg. Co.; Precision Rubber Products Inc.; Springfield Savings Society.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP ANPA

President.....William S. Walker
Vice-Presidents.....C. P. Richardson,
F. L. Newmeyer, Jr., V. I. Maitland
Account Executives.....C. P. Richardson,
E. L. Newmeyer, V. I. Maitland, C. F. Hoffman, Frank G. Orr, Bert Young
Radio & TV Director.....R. B. Stevens
Asst. Radio-TV Dir.....W. E. Burge

Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y., 16, N. Y.
Phone: MUrray Hill 5-8950
ABP ANPA PPA-NOAB

President.....Norman D. Waters
Exec. V.P.....Sanford L. Hirschberg
Vice Presidents...Charles H. Whitebrook,
Chester A. Gore

Secretary.....Bliss Woodward
Asst. Secy.....Elaine L. Waters
Treasurer.....H. J. Waters
Media Dir.....Murray Platte
Art. Dir.....Julius Helfant
Production Mgr.....Jack Fain
Asst. Treas. Gen. Mgr.....Louis Landesman
Publicity Dir.....Betty Townson
Traffic Mgr.....Abe Karlin
Asst. Executives.....Norman D. Waters,
Chas. H. Whitebrook, Sanford L. Hirschberg, Chester A. Gore, Leonard Koven, Roy I. Friedlander

Paris, France, 1 Ave. Franco-Russe
ManagerFaith Shipway
Accounts: All-Tite Pen Co.; American Soap Power Works; Ameritogs, Inc.; Art

Guild of Williamsburg, Inc.; Augusta Knitting Corp.; Balbrook Inc.; Bead Chain Mfg. Co., The; Beaunit Mills; Brookhaven Textiles; Bucknell Jay Co.; Casco Products Corp.; Chambers Bros. Fur Co.; Consolidated Trimming Corp.; Cybert Tire Corp.; Dayton Rubber Co.; Desley Fabrics Inc.; Drexel Hosiery Co.; Duratech Mfg. Corp.; East Coast Soap Corp.; Edelstein Foods Inc.; Eangel Bauer & Co.; Farber, S. W. Co.; Fashion Discoveries of the Month; Felton Chemical Corp.; Gardner Corp.; Gerdau, Otto Co.; Gilton Mfg. Corp.; Glen Rossie Scotch; Glenhunt Inc.; Goldmark Hosiery Co.; Goodyear Fabrics Co.; Gulbenkian Seamless Rug Co.; Hale Co., Inc., Handler, Maurice of Calif.; Herbert Mfg. Corp.; Holland, J. & Sons Inc.; Huffman Full Fashioned Mills Inc.; Jelenko, N. L. Co.; Knickerbocker Federal Savings & Loan Assn.; Larchmont Lodge; Lederer de Paris; Lenel Perfumes; Lido Luggage Co. Inc.; Lidz Brothers Inc.; Lion Ribbon Co.; Lubvard-Watson Co.; Maico Hearing Instruments Inc.; Majikweld Corp.; Mazer Bros. Inc.; Metal Findings Corp.; Modern Products Laboratories; Morganton Full Fashioned Hosiery Co.; Nancy Tucker Inc.; Napier Co.; Novelty Veiling Co.; Official Films; Paramount Furniture Industries; Paris Cosmetics Inc.; Paristyle Inc.; Perry Envelope & Bag Co.; Prym, William, Inc.; Ramseur Furniture Co.; Rejuvia Laboratories; Rivoli Corset Co.; Roger Smith Hotels Corp.; Rout Rosenthal & Co. Inc.; Sani-Aqua Shower Curtains; Shepherd Knitwear; Smith, Roger, Hotels; Stardust Inc.; Swift Business Machines Corp.; Tailorbrooke Clothes; Tausend, Felix & Sons; Vermont Woolen Mills Inc.; Wispese Co.; York St. Flax Spinning Co. Inc.; Zucker, Simon, Co.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—PANY

Partners.....Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Dorothy Scheler
Account Executives.....William Solow,
S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift

Shop; Colony Motors; Book Find Club; Dale Dance Studios; Bonded Motor Mart; Relaxacizor Sales Co.; Davega Stores; Mason & Hamlin Piano Co.; Modell Jewelers.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chinchilla Industries, Inc.; Dale Dance Studios; Ritz Thrift Shop; Davega Stores.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....H. Paul Warwick
Vice-Presidents.....Henry Legler,
S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir...Robert Steen, Joe Gratz

Branch Office

2405 W. 8th St., Los Angeles 57, Calif.
Phone: DUNKIRK 3-1141

Vice Pres.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood

Radio 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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; H. J. Caruso, Inc. (Automobiles), Compton, Calif.

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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

WASSER, KAY & PHILLIPS, INC.

610 Clark Bldg., Pittsburgh 22, Pa.
Phone: Grant 1-5752

President.....G. S. Wasser
Publicity Dir.....A. J. Mittelhauser
Secretary.....F. F. Wasser
Media Director.....Harv Anderson
Art Dir.....Virginia Hubach
Television Director.....Alvin Roth
Account Executives.....G. S. Wasser,
Roy Phebus, A. J. Mittelhauser

Radio & TV Accounts: Rosenbaum Dept. Store, Pittsburgh; City Products Corp. (Fuel & Ice), Pittsburgh; The Kroger Co. (Super Markets), Pittsburgh; Union Dairy Farmers Co-op (Dairy Products), Pittsburgh; Quaker State Coca-Cola Bottling Co.; Strunz Soap Co., Pittsburgh; Tri-State Flavor Co. ("Bottoms Up" Beverages), Pittsburgh.

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.

Phone: 3-3100

ANPA ANPA AAAA AFA

President Don Watts
 Vice-President Leslie S. Hauger
 Treasurer Oscar E. Payne
 Secretary Don Mitchell
 Vice-President Benton Ferguson
 Account Executives Ril C. Keefe,
 Don Dyer, Benton Ferguson, Joe Jillson
 Radio-TV Director Don S. Mitchell
 Copy-Prod. Chief C. Arnold
 Traffic Patricia Taylor
Radio Accounts: Okla. Tire & Supply Co.,
 Tulsa; Mid-West Chevrolet, Tulsa; 1st National
 Bank, Tulsa; Commercial Nat'l Bank,
 Muskogee; 7-Up Distributors, Tulsa; Pepsi
 Cola Distributors, Tulsa; Palace Office Sup-
 ply, Tulsa; United Fed. Sav. & Loan, Tulsa;
 Bell Oil & Gas Co., Tulsa; Ozark Nurseries,
 Tablequah, Okla.; Surgeons-Lotion (Medi-
 cation), Tulsa; C. I. McMahon, Inc. (Oil
 Producers), Standard Electric Co., Tulsa.
TV Accounts: Oklahoma Tire & Supply
 Co.; Standard Electric Supply Co., Tulsa;
 1st National Bank; Chili Bowl Seasoning;
 Mid-West Chevrolet; Hanna Lumber Co.,
 Tulsa; Palace Office Supply, Tulsa; Ray
 Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa.

**WILLIAM H. WEINTRAUB & CO.,
 INC.**

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

Phone: Plaza 1-0900

ANPA PPA APA NOAB

President William H. Weintraub
 Exec. Vice-Pres. Elkin Kaufman
 V.P., Treas. John Davenport Schener
 V.P., Chg., Radio-TV W. Craig
 Business Manager Les Blumenthal
 Chief Time Buyer Joan Stark
Radio Accounts: Kaiser-Willys Sales Divi-
 sion of Willys Motors, Inc.; Blatz Brewing
 Co.
TV Accounts: Blatz Beer, Kaiser-Willys,
 Rexon Prod. Corp., cosmetics, New York,
 N. Y.; G.H.P. Cigar Company.

WEISS & GELLER, CHICAGO, INC.

100 North Michigan Ave., Chicago 11, Ill.

Phone: Whitehall 3-2100

ANA PPA NOAB

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 V.P., Creative Dir. Irving Auspitz
 V.P., Acct. Exec. Byron Bonenheim
 V.P., Acct. Supervisors Bernard Gross,
 Jerome Joss, Marvin L. Mann, Don Paul
 Nathanson
 V.P., Art Director Lee King
 V.P., Dir. of Research Joseph White
 Merchandising Dir. Arthur Ransdell
 Media Director Jack Bard
 Comptroller Ernest Stern
 Production Mgr. Frank P. Higgins
 Producer John Rundall
 Asst. Producer Maxine Anderson
 Fashion Coordinator Peggy V. Sehillung

Branch Offices

6 East 15th St., New York 17, N. Y.

Phone: ONford 7-0111

V.P., Dir., Radio-TV Bruce M. Dodge
 9533 Brighton Way, Beverly Hills, Calif.
 Phone: CRestview 6-7018

Manager Walter N. Hiller, Jr.
Radio Accounts: College Inn Food Prod-
 ucts; Holeproof Hosiery Co.; Mogen David
 Wine Corp.; Sealy, Inc.; Terre Haute Brew-
 ing Co.; The Toni Co.
TV Accounts: Mogen David Wine Corp.;
 Sealy, Inc.; Terre Haute Brewing Co.; The
 Toni Co.

E. TAYLOR WERTHEIM

299 Madison Avenue, New York 17, N. Y.

Phone: MURray Hill 2-0653

Principal E. Taylor Wertheim
 Art Director Walter Kolligs
 Media & Prod. C. Corbin

**WESTERN ADVERTISING AGENCY,
 INC.**

1313 Wilshire Blvd., Los Angeles 5, Calif.

Phone: WElster 8-2681

ABC-ANPA-ANPA

President Edward E. Keeler
 Exec. Vice Pres. Kenneth J. Slee
 Vice-Presidents Paul V. Wickman,
 Ralph Yambert, Henry Gersteokoru
 Radio-TV Dir. Edmund A. Lytle

Branch Office

1655 Scheffer Ave., St. Paul, Minn.

Executive in Chg. Harold L. Maddux
Radio Accounts: Alomite Co. of Calif.;
 Battle Creek Food Co., Los Angeles, Calif.;
 Bowie Pies; Pig'n White Brands, (Candy);
 Calif. Wholesale Electric; Ontra Cafeterias;
 Community Bank; First Thrift of Los An-
 geles; Huntington Park First Savings; First
 Federal Sav. & Loan of Wilmington, Calif.;
 Gallenkamp's Stores Co.; Mills Sales Co.;
 Fibroscope, Inc.; G. M. Giannini Co.;
TV Accounts: Gallenkamp's Stores Co.;
 Pierpoint Landing; General Electric Supply
 Co.

WEXTON COMPANY

11 East 17th St., New York, N. Y.

Phone: MU. 3-4050

Partners, Larry Schwartz, Howard Wechsler
 Art Director Jack Spiro
 Merchandising Director, Edward Greenberg
 Personnel Director M. Breitkopf
Accounts: Allied Display Materials, Inc.;
 Am. Tradair Corp.; Atlantic Metal Hose Co.;
 Atlas Electric Products Co.; Belgian Electric
 Sales Corp.; Bolsey Corp. of Am.; Camco
 Curtains, Inc.; Cavaleade Fabrics; Colu-
 Hall Marx Co.; Colonial Drapery & Curtain
 Corp.; Emco Porcelain Enamel Co.; FR
 Corp.; Feelite Enterprise Corp.; Ivel Corp.;
 Jackson Vitrified China Co.; Kagan-Drey-
 fuss Inc.; Lampert, M. J. & Sons Inc.; Little,
 J. J. & Ives Co. Inc.; Michael Electric Co.;
 Netherlands Fashions, Inc.; Radiant Utili-
 ties Corp.; Re-Bo Mfg. Co., Inc.; Ra-Rich

Mfg. Co. Inc.; Scott, Elmer P. Co. Inc.; Shadowline Inc.; Shanty Boat Cruises, Inc.; Storer Best'g Co.; Sun Dew Corp.; Towncraft Industries Inc.; 20th Century Paint & Varnish Co.; Weed & Co., N. Y.; Weed Television, N. Y.; Weiss, Albert & Co.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.

Phone: DELaware 7-8000

AAAA—ABC—ABP—ANPA

PresidentLarry Wherry
Vice Presidents.....Bruce A. Baker,
Louis E. Tilden, Clifford Bolgard, Charles
A. Wilcox, Robert Ferguson

Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Clifford Bolgard

Radio Accounts: Quaker Oats (Quaker and Mother's Oats, Quaker Puffed Wheat, and Quaker Puffed Rice, Full-O-Pep Feeds), Chicago; Oscar Mayer & Co. (Wieners, Pork Sausage, etc).

TV Accounts: Quaker Oats Company, Oscar Mayer Company.

THE WHITEBROOK COMPANY, INC.

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

Phone: JUdson 6-0330

Director (AM).....James Yankaver
Director TV.....Douglas J. Baker

Branch Offices

1180 Raymond Blvd., Newark, N. J.

Phone: MARKET 4-0300

Mgr.....J. P. McPherson
Suburban Sta.-Bldg., Philadelphia, Pa.

Phone: LOcast 8-1234

Exec. in Charge.....J. Yankaver

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.

Phone: CHEstnut 1-6380

AAAA—ABP—ANPA

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
Vice-President.....W. L. Sanborn
Media Dir.....George R. Bishop
V.P., Radio-TV Dir.....V. L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Pietuch

Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Bardenheier Wine Co., St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Bar-B-Quik (Frozen Ribs), St. Louis; Deep Rock Oil Corp. (Petroleum), Tulsa, Okla.; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.

TV Accounts: Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis.

WOODWARD & BYRON, INC.

50 West State St., Westport, Conn.

Phone: CAPITAL 7-9554

Ch. of Bd.....Mark B. Byron
President.....Van Lear Woodward, Jr.

Vice Pres.....Thomas F. Cosgrove

SecretaryJohn Boyd
Radio Dir.....Thomas F. Cosgrove
TV Director.....Mark B. Byron
Radio Accounts: Schaefer, Inc. (Rug cleaning), Stamford, Conn.

FRANK WRIGHT NATIONAL CORP.

995 Market St., San Francisco, Calif.

Phone: DOUglas 2-5470

Manager.....Frank Parke Wright
Vice Pres.....Aphrodite Tavernas
Traffic Mgr.....Dorothy S. Koemme
ComptrollerAlma McGarrigle
Art Dir.....Norma Spencer Teilmann
CopywriterShirley Lewis

Branch Offices

5746 Sunset Blvd., Hollywood 28, Calif.

ManagerMarjorie Moore

Phone: HOLLYwood 2-7111

2404 West 7th St., Los Angeles, Calif.

Phone: DUNkirk 8-6050

ManagerFrank Wright

Radio & TV Accounts: Calo Dog Food Co., Inc. (Pet Foods, Canned), Oakland, Calif.

WYATT ADVERTISING AGENCY

401 Navarro St., San Antonio 5, Texas

Phone: FANNin 2226

SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Prod. Mgr.....Virginia Richards
Copy Chief.....Esther Stith
Radio Dir.....Tom Holbrook

Accounts: Ace Mfg. Co.; Austin Savings & Loan Assn.; Bell-Kotzebne Co.; Burke, E. J. & Sons; Burney & Felder; Catto & Catto; Clicquot Club Bottling Co.; Dewar, Robertson & Panoast; First Federal Savings & Loan Assn.; First Savings & Loan Assn.; Fox Co.; Friedrich Refrigerators Inc.; Government Personnel Mutual Life Ins. Co.; Guaranty Federal Savings & Loan Assn.; Hammond, B. M., Co.; Krisch, August J., Co.; Luderus, Fred, Tire Co.; Mission Driverless Car Co.; Mutual Savings & Loan Assn.; New Braunfels Smokehouse; Panhandle Ins. Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAI-TV (Southland Industries Inc.), San Antonio.

YOUNG & RUBICAM, INC.

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

Phone: MURray Hill 9-5000

ANPA—AAAA—ABC—ABP

President.....Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans

Brd.....Louis N. Brockway
V.P., Co-Chmn. Plans Brd.,

Media Dir.....A. V. B. Geoghegan
V.P., Art Director....Frederick S. Sergenian

V.P., Mgr. Copy Dept., John B. Rosebrook
 V.P., Dir. Int'l. Div., Lorimer B. Slocum
 V.P., Legal Advisor, David Miller
 V.P., Merchandising Dir., Samuel Cherr
 V.P., Dir. Pub. Rel., Ken R. Dyke
 V.P., Dir. Research, Dr. Peter Langhoff
 V.P., Dir. Radio-TV Dept., Nat Wolff
 Dir. of Radio-TV Oper., D. Y. Bradshaw
 V.P. Chg. Comm., George H. Gribbin
 V.P. Chg. Acct. Planning

& Supv., Rod Erickson
 Vice-Presidents, Milford Baker,
 Harry B. Carpenter, George B. Dippy, J.
 Brooks Emory, Jr., Frank Fagan, John E.
 Grimm, Jr., Harry Harding, Frank L.
 Henderson, William Howard, Alexander
 Kroll, A. Gardiner Layng, Robert P. Moun-
 tain, Walter K. Nield, William L. Shinnick,
 Albert Tilt, Jr., Walter B. C. Washburn,
 Edward Bond, Robert H. Brinkerhoff,
 Aloys P. Butler, Robert Clayton, Montagu
 G. Miller, Bernard Pagenstecher, Paul
 Richardson, Luis P. Weil, J. P. Wilkerson.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
 V.P. in Charge, John F. Whedon
 1866 Penobscot Bldg., Detroit 2, Mich.
 Manager, James W. Johnson
 6253 Hollywood Blvd., Hollywood 28, Calif.
 V.P. Radio-TV, Walter Bunker
 235 Montgomery St., San Francisco 4, Calif.
 V.P. in Charge, Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; General Foods Corp.;
 General Electric Co.; Cannon Mills, Inc.;
 Gulf Oil Corp.; Procter & Gamble Co.;
 American Home Foods, Inc.; Metropolitan Life
 Insurance Co.; Bristol-Myers Co.; Sanforized
 Div. of Cluett, Peabody & Co., Inc.;
 Borden Co.; Drackett Co.; General Cigar Co., Inc.;
 Hunt Foods, Inc.; International Harvester
 Co.; Life Savers Corp.; Mission Bell Wineries;
 Singer Sewing Machine Co.; Time, Inc.;

Zenith Radio Corp.; P. Lorillard Co.;
 Cudahy Packing Co.; American Bakeries
 Co.; Drake Bakeries, Inc.; Johnson & John-
 son; Northern Paper Mills; Personal Prod-
 ucts Corp.; Petri Wine Co.; Simmons Co.
TV Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter
 & Gamble Co.; General Electric Co.;
 General Cigar Co., Inc.; Singer Sewing Ma-
 chine Co.; Borden Co.; General Foods
 Corp.; Gulf Oil Corp.; Simmons Co.; John-
 son & Johnson; Goodyear Tire & Rubber
 Co., Inc.; Bristol-Myers Co.; P. Lorillard
 Co.; American Home Foods, Inc.; Interna-
 tional Silver Co.; Santorized Div. of Cluett,
 Peabody & Co., Inc.; Drackett Co.; Elgin
 National Watch Co.; Hunt Foods, Inc.; Rem-
 ington-Rand, Inc.; American Bakeries;
 Cudahy Packing Co.; Drake Bakeries, Inc.;
 Max Factor & Co.; Time, Inc.; Petri Wine
 Co.; Permacel Tape Corp.; Northern Paper
 Mills; Mission Bell Wineries; International
 Harvester Co.

THE YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

Owner, M. A. Yount
 Acct. Executive, M. John Yount
 Production Mgr., George R. Rinderle
 Secretary, Luella Drenning
 Art Director, Russel Adam
Radio-TV Accounts: The Erie Brewing
 Company (Beer), Erie, Pa.; Harris Ford,
 Inc., Erie, Pa.; Marine National Bank, Erie,
 Pa.

TV Accounts: Erie Brewing Co.

ZANPHIR, PETER, ADVERTISING

565 5th Ave., New York, N. Y.

Phone: PL 3-8310

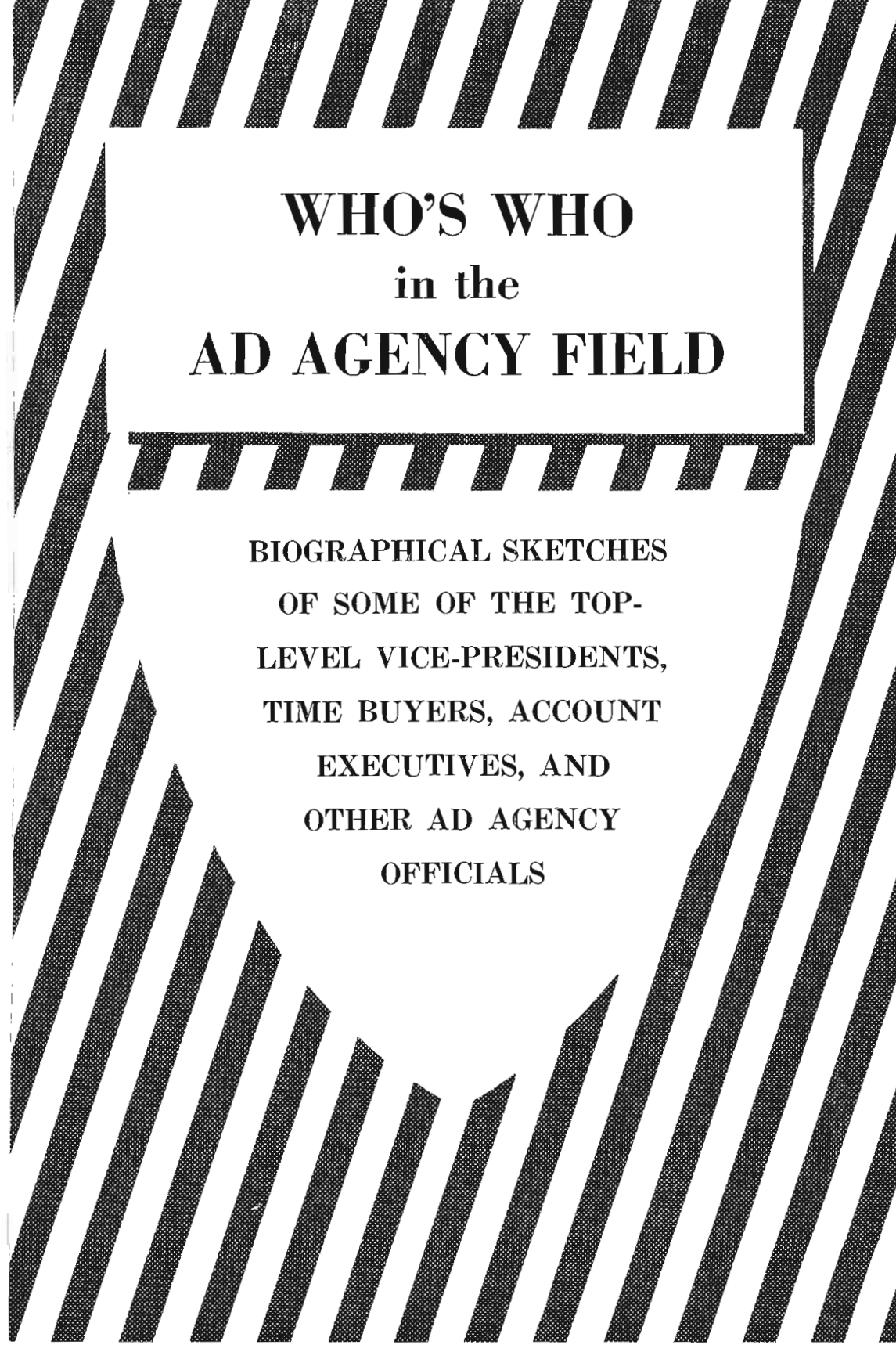
ABP

Radio & TV Accounts: TV Programs of
 America, The Katz Agency.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

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WHO'S WHO
in the
AD AGENCY FIELD

**BIOGRAPHICAL SKETCHES
OF SOME OF THE TOP-
LEVEL VICE-PRESIDENTS,
TIME BUYERS, ACCOUNT
EXECUTIVES, AND
OTHER AD AGENCY
OFFICIALS**



MARVIN L. GRANT, vice president and radio-TV director of the Mann-Ellis Agency, is busy in his key post as overseer of all broadcasting and telecasting activities of the agency, embracing schedules for some 50 clients. His versatility is aptly demonstrated in his over-all radio-TV supervision which includes everything from time-buying up through production, and, in addition, acting as account executive on six accounts, being responsible for the expenditure of complete budgets in all media. Prior to joining the agency, Grant was with the William H. Weintraub Company and chalked up an enviable record as a free-lance writer-producer-director with many national radio programs to his credit.



KENNETH G. MANUEL, vice president and director of TV and radio at the D. P. Brother Agency, is a video veteran, having inaugurated the nation's first major educational telecast, "Television University," staged on WWJ TV in collaboration with the U. of Michigan, U. of Detroit and Cranbrook Institute of Science. The series won numerous commendations and was the forerunner of the current popular "Telecourses" conducted on the same station by Manuel's alma mater, the U. of Michigan, where he was an outstanding sports star. Following up his journalistic studies with a reportorial job on the Detroit News, Ken broke into radio as the discovery of broadcasting pioneer Harry Bannister, and soon became a full time newscaster and commentator on WWJ.



FRANKLIN ROBERTS, vice president and radio-TV director of Will Roberts Advertising Agency in Philadelphia, has been active for some years in the city's television association. While at the U. of P., Frank was a campus correspondent and sports writer for the Evening Bulletin. Following his graduation, Frank first joined the Harry Feigenbaum Ad Agency as a radio continuity writer, but was soon appointed radio and television director. In addition to his work of creating TV commercials, Frank also wrote and produced musical jingles for both mediums. Together with his interest in advertising, Frank maintains an active interest in sports, stemming from his college and sports writer days.



EDWARD RATTNER, radio-TV director of Friend-Reiss, was formerly radio-TV copy chief at Product Services, Inc. where he created and scripted numerous shows for both mediums. Ed has been in the radio-television field since the end of World War II, in which he served as an aerial gunner. Ed has been a ghost writer for a syndicated columnist, a short story writer and has been a member of the Radio Writers Guild since 1946.



DON BLAUHUT, radio-TV director for Edward Kletter Associates, is a native New Yorker. A veteran of World War II, Don holds a B.A. degree from Ohio State where he finished a four year stint in three. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. He also garnered experience 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 Advertising as assistant to the director of radio and TV, and was advanced to radio-TV director in 1951.



GEORGE WOLF, vice president and radio-TV director for Ruthrauff & Ryan, Inc., has an extensive background as author, producer, director and executive for radio and TV as well as movies and the stage. As a free-lance radio writer and producer, George contributed to many leading programs prior to wartime service with the Army Signal Corps Motion Picture Center assigned to writing and producing documentary training films. The post-war era found Wolf with NBC where he wrote and produced a weekly network institutional show as well as working on special assignments. The next seven years, from 1946-1953, found him at Foote, Cone & Belding, as director of radio-TV where he supervised much of the agency's \$18-million of annual airtime billings.

WALTER CRAIG, vice president in charge of TV at William H. Weintraub & Co., Inc., is a native of St. Louis and since childhood has been continuously in show business. In 1930 he moved from the stage and became program director of World Broadcasting System. Later he headed his own producing firm where he built and operated radio shows for Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products and Wheaties, among others. Compelled to retire for two years, Walter turned to raising Cocker Spaniels and Guernsey cattle in Bucks County, Pa. While there, he acted as radio consultant to Street & Finney. He returned as program director of WMCA in November, 1942, joined Benton & Bowles.



VICTOR SEYDEL, radio and TV director of Anderson and Cairns Agency, was bitten by the showbiz bug in his teens. A star in school and home town dramatics in Grand Rapids, Mich. and later in Pottstown, Pa., Vic was scheduled to enter Michigan U. when an RKO manager got him a summer job as a song-and-dance man in Chicago. The summer job lasted two and a half years, and Vic's been a showman ever since. In 1940 he joined the Blue Network, now ABC, as a director, and worked on many shows, including "Counter-Spy," "Ladies Be Seated," and others. In 1944 he became Eastern radio and TV director in the New York office of the Walker and Downing Agency and then moved on to the Anderson and Cairns Agency to serve in a similar capacity.

WILLIAM R. SETH, JR., vice president and radio-TV director of Lewin, Williams & Saylor, Inc., has a broad background in the industry. In his career, Bill has worked as announcer, disc jockey, news editor and station manager. He is a graduate of the University of North Carolina, where he helped to eke out his collegiate career playing the guitar in dance bands. Prior to his present connection, Bill was vice president in charge of TV and radio for Needham and Grohmann, and previous to that was radio director of O'Brien and Dorrance. He at one time held down a job with NBC Spot Sales and in 1948-49 acted as director of advertising with Muzak. In his spare time Bill collects antiques and miniature books.



BUCKINGHAM GUNN of Foote, Cone & Belding's Chicago office first entered radio in 1934, when he joined J. Walter Thompson in the Windy City. Within two years he was appointed as radio director of the agency. Six years later, Buck joined WGN as program director and in 1948, when Foote, Cone & Belding created a television department, he was in on the ground floor development of the agency's TV activities.



HENRY (HANK) FOWNES, vice president and director of the radio-TV department at MacManus, John & Adams, Inc., first entered the advertising field after an Air Corps career, via service in the mail room of Benton & Bowles. Hank quickly rose to the post of assistant executive on the Tide account, but soon left the agency to join Fenton Productions as radio-TV producer. In this post he serviced numerous accounts, among them Cadillac and Pontiac, whose primary agency is MacManus, John & Adams, Inc. When the latter agency opened its New York offices, Fownes was chosen to head up the air-wave department.

WICKLIFFE W. CRIDER, vice president in charge of radio and TV at Kenyon & Eckhardt, Inc., is a graduate of Penn State College. He began his advertising career as an apprentice with J. Walter Thompson Co. and soon worked up to the radio publicity department, and thence to radio production. Next jump up the ladder found Crider at BBD&O as a developer of new programs for radio and TV, which post led ultimately to the vice-presidency in charge of that department. Crider moved over from BBD&O to his present post at K&E in 1952. When he isn't rooting for the Dodgers, Wick can usually be found working out his three-dimensional camera.



ROBERT W. DAY, vice president and radio-TV director of Albert Frank-Guenther Law, Inc., has been engaged in radio and TV advertising since his graduation from Harvard. From 1939 to 1942 he was connected with Broadcast Advertising, Inc., Boston, where he served full-time as a merchandising representative for two network food programs. He spent the following three years in the U.S. Navy, from which he was discharged as a lieutenant, senior grade. From 1945 to 1948, while associated with the John Hancock Mutual Life Insurance Company, Bob handled two coast-to-coast network shows, one from Boston and the other from Hollywood. He also served as radio and TV director of Lynn Baker, Inc. and H. B. Humphrey in New York.

LAWRENCE E. DUPONT, director of radio and TV for Rogers and Smith Advertising Agency, Dallas, Texas, is a native of New York. He received his B.A. from Long Island University and his LL.B. from the Fordham University School of Law. He entered the radio field in 1936 at KFJZ, Forth Worth and later was a newscaster for some four years with WBAP. Larry entered television in 1947 and directed the first live telecast in the Southwest by remote pick-up of President Truman's visit to Forth Worth in Sept. 1948. He went to Dallas in 1949 as program manager for KBTU, which later became WFAA-TV. In addition to his duties on the technical side, Larry has written numerous TV plays which have been telecast nationally featuring such stars as Frederic March, James Dunn and others.



LEONARD F. ERIKSON, vice president of McCann-Erickson in charge of the central radio-TV department joined the company in 1949 as a vice president and general executive. He is a graduate in journalism from the University of Wisconsin and later continued his education at the Harvard Graduate School of Business Administration. In 1930 he joined CBS and spent fourteen years with the network, first as Western sales manager with headquarters in Chicago and later as general sales manager in New York. In 1945 Leonard went to BBD&O as assistant to president Ben Duffy and liaison between management and the radio department. His next move was to Kenyon & Eckhardt where he was vice president, and director of radio and TV. From this last position he joined McCann-Erickson.



PAUL GUMBINNER, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., has created thousands of radio and TV commercials for his agency's clients. In 1929, Paul sold the idea of a 15-second singing commercial to George Washington Hill of the American Tobacco Company, then made a tour of the country, explaining the methods radio stations could use to gain extra revenue by selling station break time. He started in on the creation of TV commercials in 1947, using his apartment as a studio and shooting exterior shots on Riverside Drive. Paul lives in New York with his wife and four children. His apartment houses three TV sets and three radios, and he often keeps abreast of broadcasting's passing show by having all six instruments going full tilt simultaneously.

ALVIN KABAKER, vice president in charge of radio and TV for Dancer-Fitzgerald-Sample, Inc., has been with the same agency for 17 years. He started with the DFS predecessor, Blackett-Sample & Hummert in Chicago, as a copywriter where his legal training stood him in good stead in negotiating contracts, handling union difficulties, et al. He subsequently rose to the management and production ranks, and prior to assuming his present post in New York, had been in charge of the agency's Hollywood office, supervising such shows as "Beulah," "Mystery Theater," "Date with Judy," "Ma Perkins" and others. During World War II he took a three-year leave for Navy duty. Receiving both his B.A. and law degrees from the U. of Chicago, Kabaker was a practicing attorney for two years before adventuring into the newspaper field.



TOM McDERMOTT, vice president in charge of TV at Benton & Bowles, is a boy wonder of the industry. Still in his twenties, Tom has more topnotch shows to his credit than many a long-time veteran producer. Even before graduating from Manhattan College he wrote and directed plays, and formed a group which produced dramatic shows for various social organizations, and was associated with production staffs of summer theaters. Prior to joining B&B in 1942, Tom chalked up radio experience on WNYC and WOV, and wrote and directed a series with Irene Wicker. He directed "When A Girl Marries" and the "Frudential Family Hour," wrote, edited, produced and directed scores of others. Tom has done post graduate study of the drama at Columbia, Fordham, NYU and the New School.

NICHOLAS E. KEESELEY, vice president in charge of radio and television for Lennen & Newell, Inc., Agency, is "Nick" to a legion of friends in the industry. Nick was born in Philadelphia in 1910 and took his first job in the agency field 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 & Newell, Keesley was instrumental in setting up the agency's TV department.



CHESTER MacCRACKEN, vice president and director of radio and TV at Doherty, Clifford, Steers & Shenfield Agency, has been active in the advertising field for some 26 years. "Mac" started back in 1927 with the Skelly Oil Company and five years later joined J. Walter Thompson Co. In 1933, he moved to Benton & Bowles, where in 1937, he set up their Hollywood office. Returning to New York he supervised such shows as "Gangbusters" and the "Boake Carter Show," along with nine daytime serials. In 1944, when Doherty, Clifford & Shenfield was formed, "Mac" joined the agency in charge of radio production. His hobbies include mystery and adventure stories, photography and raising roses in his Bronxville home.



JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY, Schenectady, back in 1934, as a staff producer, singer and announcer. Two years later he became manager of international broadcasting for General Electric. During World War II, at Government request, John was loaned to the OWI, where, as Chief, Facilities Bureau in New York, he was responsible for planning, design, installation and operation of all radio and communications facilities required by OWI, Office of Inter American Affairs and Armed Forces Radio. From June, 1948 to March, 1950, John was director of radio and TV at Buchanan & Company, Inc. While there he handled the first telecast of Metropolitan Opera as well as managing the department.

RINO NEGRI, executive and vice president of the Emil Mogul Company, is considered among the leading advertising and marketing authorities for Italian-American products, particularly in the radio-TV media. A native of Venice, Italy, Rino was educated at the College of Milan and speaks and writes five languages fluently. He got his start in advertising here as an Italian announcer at WOV, New York. His ad campaigns for Ronzoni Macaroni Company, Berolho Importing Company, Gem Oil and Napa Valley wine products are proving fruitful, with the firm's saluting their agency account executive for his specific knowledge of the Italian-American market which has begun to pay off in sales returns.



ALVIN Q. EHRlich, vice president in charge of radio and TV for Kal, Ehrlich & Merrick, Washington, is one of the capital's pioneers in TV advertising. He entered the advertising business in 1929, serving as advertising manager of Raleigh Haberdasher for the next two years, and joined the Kal agency in 1932. Three years later Al was made a partner in the firm and remained there until 1943 when he left for military service. The name of the agency was changed in 1945, after Al's discharge, to Kal, Ehrlich & Merrick Advertising, Inc. Al, active in civic affairs, has been a director of the Better Business Bureau, was twice president of the Washington Advertising Club and is a member of the Radio Pioneers.

WILLIAM L. WEDDELL, vice president 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 in 1929, when he went with NBC's Western office. Following a long stint as sales promotion manager of NBC, Chicago, Weddell became radio director of Erwin Wasey & Company. Before joining Leo Burnett Agency in 1946, he returned to NBC as assistant sales manager.



MYRON P. KIRK, vice president and executive director of radio and TV at the Kudner Agency, Inc., trained for the TV course through experience in the banking, brokerage, agency, theater, radio and movie business. From 1938 to 1941 he was president of United Artists. Kirk joined the agency in 1941 as director of radio and later became v.p. in charge of radio and television.



SAMUEL H. NORTHCROSS, vice president of William Esty Company, Inc., and director of the agency's television department, followed graduation from NCU with post graduate work at Oxford University. He was associated with George Gallup in public opinion and audience measurement research for five years prior to going with Young & Rubicam for two years. He began his career as newspaper reporter and country editor for the Washington Times-Herald. During the war he served for three years with the Army Air Corps as a captain. He has been a vice president and manager of the TV production department for the Esty agency for five years prior to his appointment as over-all director of the agency's TV department.

ROBERT FOREMAN, vice president in charge of TV at BBD&O, began his career sixteen years ago by writing print copy for trade ads, then went into consumer advertising. Shortly afterwards, he was turning out radio copy and headed the first segregated radio writing group in the agency. It was while Bob was working in this capacity that the vocalizing for the famous "Chiquita Banana" and "Willie, the Penguin" commercials were developed. Bob has an avid interest in early American furniture, as proved in his 150-year-old farm in Westport, Conn. There he has a famous collection of Currier & Ives prints. In his New York apartment, Bob has a collection of ultra-modern oil paintings, just to even things up.



DAN SEYMOUR, vice president of Young and Rubicam, Inc., in charge of programming in the radio and TV department, is a veteran of the radio-TV field, both as a producer and performer. As a radio announcer, Seymour's voice was known to millions and with the advent of television he became increasingly popular, winning many awards. His most noteworthy achievement was as emcee and host of "We the People," and was largely responsible for the long list of "firsts" accredited to the show. A graduate of Amherst College, Dan was active in campus dramatics. When 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. He has been with Young and Rubicam since 1950.

WALTER WARE, director of television for Scheideler, Beck & Werner Agency, broke into the new medium in the old days of hall-room studios, hot light and one-time shots. A native Kentuckian, Walter entered radio via WLAP in his home-town of Lexington, and then came to New York in 1941 to join the Maxon Agency as a copywriter, and next joined the Duane Jones Company. Putting his theatrical background to work, he started TV experimentation in 1945 and soon launched the first commercial TV show originating from the DUMONT Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shopping," telecast direct from supermarkets. Ware set up the TV department for Scheideler, Beck & Werner when the agency was launched in September, 1951.



JOHN P. ATHERTON, vice president and director of radio and TV production for Atherton and Currier Agency, is an accomplished musician and composer. He has created both music and lyrics for a number of the agency's radio and TV jingle commercials, as well as many musical novelty announcements. Other duties consist of all talent-buying plus overall supervision of the agency's radio-TV department. After studying at the Oberlin (O.) Conservatory of Music, and receiving a B.A. degree in music from Bard College in 1942, Atherton spent the next 38 months in the U.S. Army, with 20 months spent in active service in the South Pacific theater. He joined the agency on his return in 1945.



LEWIS H. TITTERTON, vice president and director of radio and TV production at Compton Advertising, Inc., is a scholarly gentleman with degrees from Cambridge University and Harvard. Lewis is a sound business executive along with his academic accomplishments and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became assistant editor of Atlantic Monthly in 1925 and a year later moved on to Macmillan Company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as an executive with NBC from 1932 to 1944 when he joined the Compton agency as director and later became vice president in charge of radio and TV.

HAROLD A. DAVIS, head time buyer for Erwin Wasey & Company, got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's Degree at Marietta College, Marietta, Ohio. His first position with Benton and Bowles was that of budget-co-ordinator on Procter and Gamble. This job entailed a considerable amount of media research work. Two years later Hal switched to Doherty, Clifford, Steers & Shenfield, taking a job as assistant to the head time buyer. Later he became buyer on the Bristol Myers, Borden's and Welch accounts. Hal joined Erwin & Wasey & Co. in October, 1953, in his present position as head time buyer.



SI LEWIS, radio and TV director for Product Services, Inc., advertising agency, entered the broadcasting field through coincidence. He was working as a buyer in a department store when he conceived a promotional scheme which brought him into contact with Harry S. Goodman. Harry was so impressed by the young man's ability, he offered him a position with his transcription firm. A long and successful association followed until Si left to join the staff of WPIX, N. Y., as an account executive. He remained with W. IX for four and a half years, rising to the position of senior salesman and handling such accounts as Kreuger Beer, Hoffman Beverages, Lincoln-Mercury and Robert Hall. He left WPIX to assume his duties with Product Services.

ROGER PRYOR, vice president in charge of radio and TV at Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Pryor joined Foote, Cone & Belding in 1947 as director of TV, and clients he has presented on TV include Union Oil, Sunkist, Fepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central.



PETER ARNOLD KRUG, director of radio and television for Calkins & Holden, has directed radio and television activities of such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Co., Oakite, Stereo-Realist Cameras, and other nationally-known accounts. Krug was formerly with Hicks & Greist for seven years in the same capacity, and prior to that served as business manager of the radio department of Donahue & Coe. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.



NORINE FREEMAN, media director for Western Advertising Agency, Los Angeles, entered advertising with a background of newspaper reporting and public relations experience. She was a news reporter for more than 15 years, on mid-western newspapers, including the Toledo Blade, Toledo News-Bee, and the Cincinnati Post. She left the newspaper field for publicity and public relations in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir and Associates. Norine forsook New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner & Company. She went to Los Angeles in 1951, and was media director for the Caples Company, before joining Western Advertising Agency.

JOHN GAUNT, director of television and radio for Grant Advertising, was formerly a director and producer of many top-rated network shows. He now divides his time between supervising such programs as ABC's "Make Room for Daddy," NBC's "Roy Rogers Show," and KTLA's "Lawrence Welk Show," and creating filmed commercials for national Grant clients. Recently asked to define his job, Gaunt replied: "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type. Each is able and resourceful."



BETH BROBERG, media director for the Mayers Company, joined the agency in 1951 as secretary to the vice president. Going from USC, Beth started her advertising career with Foster & Kleiser Co., where she learned the business working in various departments including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period was assisting the media director, production manager and chief accountant. Two years later she joined Jere Bayard Associates as media director, where for three years she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Co.

DONALD QUINN, media director of Doherty, Clifford, Steers & Shenfield, Inc., entered the advertising field eight years ago via the research department of Lennen and Mitchell, but soon switched to media work. Later, at Ruthrauff & Ryan, Inc., and Fedlar and Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Don has been responsible for radio-TV time on a wide variety of programs ranging from "The Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Born in Northampton, Mass., Don currently resides in Bronxville, N. Y., with his wife, Margot, and their two children, Susan and Douglas.



EILEEN HENRIQUEZ, time buyer for J. Walter Thompson's Los Angeles office, has been with JWT for seven years, and expects to stay many more. She moved quickly from her first clerical position with Kemper Insurance in Chicago into their advertising and public relations department. Her next step on the way up was layout and presentations for Liberty Magazine. She managed to see more of the country while working for National Airlines in Miami and New York. She joined Crosley Broadcasting in Chicago, but California sunshine was luring her west. She joined the Leo Burnett Agency in Los Angeles for a brief stint before making her present connection.



H. PIERSON MAPES, vice president in charge of TV and radio, and general manager of Hutchins Advertising Co., Inc., came to TV via radio advertising and merchandising. He joined May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year, moved from May to Philco as sales promotion manager. Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and TV activities of Philco Corp. ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Prerson also supervises planning of Philco Conventions and other national activities.

STEPHEN W. SIDDLER, JR., media director of Birmingham, Castleman & Pierce, Inc., is a graduate of the University of North Carolina with a B.S. Degree in Commerce. From 1943-1945 he was with the U. S. Army service in Newfoundland Base Command. Stephen entered the advertising field in 1946 with Doherty, Clifford & Shenfield, Inc., and remained there until June, 1951 in the space department. From there he joined Birmingham, Castleman & Pierce, Inc. as space buyer. In October, 1952 he was named media director and assumed responsibility for the buying of all radio and TV time, and has been handling this phase of the agency work since that time.



GEORGE POLK, a radio-TV supervisor, has been with Batten, Barton, Durstine & Osborn, Inc., since 1950. He attended Hotchkiss and Pomfret Schools in Connecticut. Upon graduation from Erskine College, South Carolina in 1950, where he received his BA degree, George started his advertising career in the mail room of BBD&O. Progressing steadily, he went on to research, time buying, and on to his present post, where he works with Robert Foreman, v.p. in charge of the radio-TV department. George is a native New Yorker and is single.

FRANK MINEHAN, vice president, media director and member of the plans board, has been with Sullivan, Stauffer, Colwell & Bayles, since it opened in 1946. Previous to that he spent a short time as media director at Pedlar & Ryan. Before coming to New York, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company he switched to advertising and he has continued there ever since.



BERNARD G. RASMUSSEN, manager of broadcast media at Fuller & Smith & Ross, Inc., is a native of Brooklyn with a degree from Fordham University in Business Administration. He started as an accountant with Seagram Distillers Corp. During World War II, he saw service as an Air Force Navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a time buyer. He has been with Fuller & Smith & Ross, Inc. in his present capacity since 1952.



LYNN DIAMOND, radio and television time buyer for Emil Mogul Company, joined the agency after two years at Cecil & Presbrey as assistant to the account executive on Tintair. She joined the time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. Her job is a prodigious one since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.



EVELYN LEE JONES, business manager of radio and television departments and chief time buyer of Donahue & Coe, Inc., has been with the agency since August 1943. She joined the agency as a copy writer, later shifting to administration and business division. Prior to that Evelyn was at City Hall as Civilian Defense Volunteer Aide to Mayor F. H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn was on the board of directors of Advertising Women of New York, Inc. from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.



MILDRED FULTON, time buyer for the Bulova Watch Company since 1947, moved from the Biow Company to McCann-Erickson with the account in January, 1955. After positions with organizations ranging from tree surgeons to country clubs, she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with OWI in Washington during the war years. Mildred moved to New York City and joined Free & Peters in 1945. She is a native of Stamford, Conn. Her hobby is doing portraits in oil.



LOCKE W. TURNER, media director of Batten, Barton, Durstine and Osborn, Inc., Los Angeles, has been associated with the agency for the past six years, having joined the firm after graduation from Stanford University. He began as a trainee, and was promoted successively to production and account duties. Prior to being named media director he was an assistant account executive on the Rexall Drug account for a period of four years. He was married early in 1955 to Barbara Walsh, assistant to the research director of BBD&O, Los Angeles.



GEORGE KERN, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Co., now known as BBD&O. He spent seven years there learning the business in various departments, including several weeks training in the New York office of BBD&O. In 1931 George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for seven years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Morale Services Section. Prior to joining Lennen & Newell he was associated with Benton & Bowles.



JOHN PAUL MARSICH, chief time buyer for Kudner Agency, began his advertising career at NBC in 1940. Prior to that he had attended Columbia and New York University, graduating from N.Y.U. with a degree in Business Administration. In 1943 he left NBC for the war. As a lieutenant in the Navy he commanded the LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-TV department. Less than a half year later he was named to his present post.



EDNA S. CATHCART, chief television and radio time buyer for J. M. Mathes, Inc., has been with the agency for the past eighteen years. She has been in charge of all time buying for the agency, involving such accounts as Canada Dry Ginger Ale, Inc., Luden's, Inc., and the Northam Warren Corporation. Many other agency accounts are actively engaged in radio and television.



NEWMAN F. McEVROY, vice president and media director of Cunningham & Walsh, has been buying space and time for national and local advertisers since 1928. His previous business experience in retailing and in industrial marketing has provided the background and insight so vital to this highly specialized advertising function. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield Cigarettes, Sunshine Biscuits, the Texas Company and E. R. Squibb and Sons. He has served as president of the Media Men's Association and is an active member of the Radio and Television Executives Society.



JANE DALY, vice president and radio-TV director of Earle Ludgin & Company, Chicago, was named as the agency's first woman vice president at the year-end corporate meeting. She joined the company as a young secretary in 1942. Three years later she became assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as TV-radio director, a position she has held the past several years.



WILLIAM W. LEWIS, director of the radio-TV department of Geyer Advertising Agency entered broadcasting through the writing route. He graduated from Pasadena College of the Theater in 1941, acted in two off-Broadway shows, then developed an interest in radio writing. He did a few free-lance scripts for NBC where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943 when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge, he worked with Redwood Products, Inc., in a promotion capacity, then started a 1 kw. radio station in the Boston area. In 1948, he became a writer-producer for Morse International, Inc. Bill joined Geyer in 1951.



KAY OSTRANDER, time buyer for the Dan B. Miner Company in Los Angeles, became interested in advertising agency work while employed at CBS-KNX in the post-war days. In 1948 she went to work as a secretary for McNeill & McCleery, a Los Angeles agency, where she remained until 1950. Hilly Sanders, v.p. in charge of radio and TV at Miner, offered her the job as time buyer for the agency. Kay has just passed her fourth anniversary with the agency and looks forward to being at Dan B. Miner Company long enough to have one of her daughters replace her at the job.



ROGER C. BUMSTEAD, media director of David J. Mahoney, Inc., took his present post in January 1954. He was formerly with Maxon, Inc. as a time buyer. His responsibilities at Maxon included recommendations on spot time purchases, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that Roger was with the Katz Agency for over two and a half years in the promotion and sales data department.



JOSEPH P. BRAUN, vice president and media director of Kenyon & Eckhardt is a native New Yorker. He has spent his entire career in advertising with Kenyon & Eckhardt, Inc. He joined this organization in 1933, since which time he has become successively head of the facts department, space buyer and media director. All media within the agency, outdoor, print, radio, television, etc., is under Braun's supervision.



LYDIA RYDHOLM HATTON, chief time buyer for Foote, Cone & Belding's Los Angeles office, is a native of Cleveland, Ohio. After spending one year at Ohio-Wesleyan University at Delaware, she transferred to Washington Square College of New York University, majoring in retailing and advertising. She received her B.A. degree in January 1948, and shortly thereafter joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc. in New York City. In September of 1949, Lydia entered the doors of Foote, Cone & Belding, for the first time as a member of the typing department. In October 1952 she was named chief time buyer.



JERRY BERGHOFF, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, is a graduate of Los Angeles City College with Associated Arts Degree in Theatrical Arts. Jerry's background includes being actor, producer-director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the radio-TV department at Berghoff Associates in 1949, and now directs all media, space and time buying, besides handling account executive duties for the agency's 50 national manufacturing accounts. He is a charter member of Sigma Beta Chi, a honorary fraternity. Jerry is married and has one son, Eddie Marc.



WALTER BOWE, time buyer at Sullivan Stauffer, Colwell & Bayles, Inc., is a well rounded agency time purchaser, having been head of the department at Ogilvy, Benson & Mather, Inc. following good groundwork at Benton & Bowles, Inc. Currently handling time purchases for Pail Mall, Revlon, Sperdel Vim and other top accounts, Walt spearheaded the large-scale radio campaign for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo two years ago, which brought fast sales results for the sponsor. Bowe's radio baptism dates back to high school productions in his hometown of Syracuse, N. Y., followed by workshop experience at Syracuse University's Radio-TV School. As a member of the Radio Workshop production staff of WAER campus station, he scripted a weekly half-hour program "The Sue Bennett Show" which rose to national fame.

E. A. "TIM" ELLIOTT, vice president and media director of the Fletcher D. Richards Agency, has a unique record in the industry, having spent his entire career (over a quarter-century) with one agency! He directs the purchase of TV and radio time for U.S. Rubber, Eastern Air Lines, Dixon-Ticonderoga Pencils, Waterman Pen, American Machine & Foundry among others, as well as serving as account supervisor on many key accounts. Tim came to Detroit from Canada when 19 to start with Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of N. Y. became the Fletcher D. Richards Agency, Elliott became a board member of the new organization, as well as remaining a v.p. and media director. A resident of Chappaqua, "Tim" is an ardent fisherman as well as a confirmed addict of hockey and bowling.



JAMES B. ZABIN, partner and radio-TV director of the Posner-Zabin Agency, began his ad career with Paramount Pictures, later going with United Artists and thence to the Hanff-Metzger Agency (now Buchanan Co.) for 15 years. The newly-elected president of the League of Advertising Agencies, Jim has a well-versed background and wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of New York Financial Advertisers, and former officer of Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits having exhibited in numerous shows. Among other chief outside interests is young Cindy, a cocker spaniel.

JEAN L. SIMPSON, radio and television spot time buyer at Anderson and Cairns Agency, is a native of New Jersey, having been born in Passaic. She went westward for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with the John A. Cairns Company to form Anderson & Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.



BARBARA JONES, time buyer at Donahue & Coe, is the blonde member of the Jones Girls' Time buying tri-umvirate, none of whom are related. Following graduation from Smith College (cum laude), Bobbie joined GE's publicity department in Schenectady, principally working with WRGB, before taking New York City by storm on the staffs of Mademoiselle, Life, Televiser and Television Magazines, and freelancing with scripts to all major outlets. After a stint with the package firm of Video Associates, Inc., she embarked on her agency career with Grey, where, for over five years, she ran the gamut of production, business management, talent buying et al, to becoming administrative assistant to the radio-TV v.p. She's been in her present post for over 18 months. She lives in Greenwich Village, taking an active part in community life, and spends Summers in the country, mainly growing tomatoes and just relaxing.



FRANK SILVERNAIL, dean of the radio-TV time buyers, heading the department at BBD&O, and veteran of the field, being the current president of the Radio Pioneers of N. Y. Frank entered the business end of broadcasting through the talent door, being a guitar artist on WEAJ in the early days before joining NBC as merchandising counsel in 1929. One of the first time buyers in the industry, he first was with Pedlar & Ryan prior to transferring to a similar post with Young & Rubicam, Inc. and thence on to BBD&O in 1943. Little did he dream back in his under-graduate days at the University of Rochester where he laid plans for a career in sales promotion that he would embark on a time buying vocation that would comprise handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.



ARTHUR A. KRON, executive vice president, treasurer and radio-TV director of Gotham Advertising Company, is virtually a one-man agency. He also is unique in having been with the one agency his entire career, having joined Gotham in 1916. He is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Active in other professional groups, he is a charter member of the Assoc. of International Ad Agencies and the Assoc. of Ad Men & Women, vice-chairman and treasurer of New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, Lambs and others. Chief outside interests are golf, gardening and pistol-shooting, although he is also noted as a violinist and trumpet player, having played professionally, between business, meetings and other activities.



GERALD GIBSON, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., began his broadcasting career as a time salesman for WJOY, Burlington, Vt. He returned to his native New Jersey to embark on his agency career at McCann-Erickson, Inc. where he estimated radio-TV time for Lever Brothers' products. Early in 1953 he joined Doherty, Clifford, Steers & Shenfield, assigned as time buyer on the Pharmaco and Minit-Rub accounts. He subsequently was promoted to his present post as head of the time buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing, Sonotone and other top clients. A true native son of the Garden State, Gerald is married to the former Catherine Martel, and they reside in South Orange.



HERBERT GRUBER, business manager of the radio and television department of Edward Kletter Associates, Inc., is a veteran specialist of the time buying field, having previously been head time buyer at Cecil and Presbrey, Inc. before assuming his present post last November, where he is concerned chiefly with purchase of all radio and television time and the execution of all contracts for such clients as Pharmaceuticals, Liggett Drug, Federated Supply Corporation, Universal Pen & Fencil and others. Prior to his association with Cecil & Presbrey, Inc., Gruber had been with the Biow Company for several years in the same capacity. Among his favorite pastimes are tennis and delving in art, both actively and passively.



MIRIAM TRAEGER, director of the radio-TV department for Abbott Kimball Company, where duties not only include supervision of all time buying, but also general production director. Educated in New York at NYU and Hunter College, Miriam began her radio career with metropolitan indies, first with WMCA and later at WINS where she was assistant to the general manager and also doubled in sales. Associated with the agency for close to 10 years, she handled such accounts as Imra, Saraka, Norcross, Drake and Trifari jewels, as well as Hathaway Fabrics, and has become a specialist in seasonal campaigns. Young as the video medium is, she is one of the early pioneers in the field, having spearheaded spot-buying for major advertisers ever since TV became a commercial actuality.



JAMES C. DOUGLASS, director of radio and TV of Ted Bates & Company, was formerly vice-president in charge of radio and TV at Erwin Wasey & Co. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the U. S. Navy, serving in the South Atlantic, Southwest Pacific and Aleutian theaters of war. After the war Jim became production manager of the Colgate-Palmolive-Peel Company's radio unit in Sydney, Australia, working for their ad agency, George Patterson Co., Ltd.



A. EDWARD SUTHERLAND, director of radio and TV production at McCann-Erickson, Inc., Los Angeles, has a show business background of vaudeville, stock, musical comedy, movies and network radio and TV, which stands him in good stead in his present post. His career began as an actor, appearing in the early movie days in Helen Holmes serials, as a Keystone Kop and a leading man for Bebe Daniels, May McAvoy, and others. His outstanding director's career in Hollywood included some 60 films of varied types with top stars such as Bing Crosby, Spencer Tracy, Eddie Cantor and others. His New York TV experience since 1949, first with NBC and then with the Kuder Agency.



PHILIP ROUDA, vice-president and radio-TV director of Bozell & Jacobs, Inc. in Chicago, has been with the agency for 10 years, having joined as copywriter in October, 1944, after serving with the Army Air Forces as a radio instructor. Previous background included motion picture work with National Screen Service, and filmack in writing and production and also varied motion picture and other theatrical advertising. Radio and TV work at Bozell & Jacobs includes program and spot buying for Serta Mattresses, Blue Cross-Blue Shield, Leaf Brands and others. He has won 6 Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. Philip was educated at the U. of Chicago and Chicago Conservatory of Music.



JAMES C. SHELBY, vice-president and television director for McCann-Erickson, Chicago, was recently appointed to his present post. During the past 14 years, Shelby, as director of TV and radio for McCann-Erickson, handled extensive operations of the Standard Oil Company which included newscasts, sports shows and special events of college and pro-football games. Other assignments included International Harvester Swift & Company, Maytag, Bell & Howell and Milnot. Recently he was honored with a gold award from the Oil Industry Information Committee for outstanding services. Prior to joining McCann, Shelby handled the Dr. I. Q. Quiz Show on NBC radio. Shelby served with the Marines in World War II. He is a charter member of the Chicago Radio Management and the Chicago Television Council.



WINSLOW H. CASE, vice-president of Geyer Advertising, Inc., entered the advertising business in 1927. He was associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of Columbia University. He has been associated with Campbell-Ewald as senior vice-president and was a major contributor in the development of the agency's television department, working closely with Chevrolet officials in their TV expansion. Case was active in the presentation of 'Famous Jury Trials' and the Notre Dame home football games on DuMont TV network for Chevrolet. He supervised the pick-up of sixty events at Madison Square Garden in N. Y. under sponsorship of local Chevrolet dealers.



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AFFILIATIONS
OF INDIVIDUAL
RADIO AND TELEVISION
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RADIO-TV STATION REPRESENTATIVES

AIRSPOT SALES

64 East Lake St., Chicago, Ill.
Phone: STate 2-0460

Radio Gen. Mgr. Joseph Kapps
TV Gen. Mgr. Capico Kapps

ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.
Phone: MUrray Hill 5-1303
Network Sales Mgr. Charles E. Soden
Spot Sales Mgr. Roy V. Smith

ALL-CANADA RADIO FACILITIES LTD.

80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691
Mgr., Sta. Time Div. John W. Tregale

AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555
President. Ralph L. Atlas
Vice-President. A. R. Ellman
Executive Jerry Glynn

Branch Offices

1657 Broadway, New York 19, N. Y.
Phone: COlumbus 5-3739
Executive. W. H. Losee
5939 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5344
Executive Robert Block
607 Market St., San Francisco, Calif.
Manager Ken Carey

AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536

President. Lewis H. Avery
Vice President. J. W. Knodel
Secretary. B. P. Timothy
Treasurer. Arthur H. McCoy
Director. David H. Sandeberg

Branch Offices

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANDover 3-4710
Vice Pres. J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: YUKon 2-2053
Director. David H. Sandeberg
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-9583
Exec. In Charge. Edwin Cahn
41 Marietta St., N.W., Atlanta 3, Ga.
Phone: CYPress 7545
Executive-in-charge. Charles C. Coleman
1915 Elm St., Dallas 1, Texas

Phone: Sterling 4558

Exec. In Charge. Clyde B. Melville

HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298

Gen. Mgr. Hil F. Best
Sales Mgr. Michael Best
Sta. Rel. Val A. Best

Branch Offices

228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5096
101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
6000 Sunset Blvd., Hollywood 28, Calif.
HOLlywood 5-6667
15 Harriet St., San Francisco, Calif.
Phone: UNDerhill 3-6480
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALPine 5084
2745 NE Brdwy., Portland 12, Ore.
Phone: GARfield 6292
203 White-Henry Bldg., Seattle
Phone: SEVeca 7997

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RICHmond 6184

Manager Guy Biddick
Asst. Mgr. Mildred Biddick
Office Mgr. Josephine Corbet
Traveling Rep. Burt Zoul

JOHN BLAIR & COMPANY

Chrysler Bldg., East, New York, N. Y.
Phone: MUrray Hill 2-6900

President. John P. Blair
Asst. to Pres. Wells Barnett
Exec. V-P. Robert E. Eastman
Vice-President. David N. Simmons
Secretary-Treasurer Blake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Vice-President. Charles F. Dilcher
3010 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Manager. Herber Smith, Jr.
3460 Wilshire Blvd., Los Angeles 28, Calif.
Phone: HOllywood 7-6103
Vice-President. Carleton E. Coveny
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHEstnut 1-5688
Manager Tom Harrison
524 Book Bldg., Detroit 16, Mich.
Phone: WOODward 1-6030
Mgr. Charles Fritz
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIVERSide 4228

ManagerSteve Beard
 Statler Office Bldg., Boston, Mass.
Phone: HUBbard 2-3163
 Mgr.....Bruce G. Pattyson

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 2-5644

Chairman.....John P. Blair
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 Vice-Presidents.....Lindsey H. Spight,
 John Venninger
 Secretary-TreasurerBlake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-5580

Vice-PresidentJohn W. Davis
 3010 Russ Bldg., San Francisco 4, Calif.
Phone: YUKon 2-7068

Vice-PresidentLindsey Spight
 3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 7-1333

Mgr.Frank Moreland
 1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-4459

Mgr.Richard Quigley
 524 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030

ManagerGabe Dype
 467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIVERSide 4228

ManagerSteve Beard
 1402 Barnett Bank, Jacksonville, Fla.
Phone: 6-5570

Manager.....Harry E. Cummings
 Statler Office Bldg., Boston, Mass.
Phone: HU 2-3163

ManagerBruce Pattyson

HASKELL BLOOMBERG

39 Kearney Square, Lowell, Mass.
Phone: GLENview 8-8715

General Manager.....Haskell Bloomberg
Branch Offices

Cregg Bldg., Lawrence, Mass.
Phone: 2-2148

Mgr.Ruth Evans
 28 Carleton St., Cambridge, Mass.
Phone: KIRKland 7-2355

Manager.....Mrs. Josephine Bishop

GUY BOLAM

American Sales and Service Agency
 370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

PresidentGuy Bolam
Branch Offices

3 Place de Valois, Paris 3, France

General Mgr.....P. G. Duprat
 38 Hertford St., London W 1, England

General Manager.....G. Clement Cave
AM & FM Stations Represented—Radio
 Luxembourg “1,” “2,” “3,” & “4,” Luxem-
 bourg, TeleLuxembourg.

THE BOLLING COMPANY, INC.

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

Phone: PLaza 9-8150

President.....George W. Bolling
 Vice-President.....E. Schuyler Ensell
 Treasurer.....Robert H. Bolling
 Secretary.....E. A. Pancoast, Jr.
 Vice-President (TV).....G. Richard Swift

Branch Offices

435 N. Michigan Ave., Chicago 1, Ill.
Phone: WH 3-2040

Executive-in-Charge.....John D. Stebbins
 2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-8158

Executive-in-Charge.....George Bolling III
 5 Third St., San Francisco, Calif.
Phone: GA 1-6740

Executive-in-Charge.....John T. Coy
 80 Boylston St., Boston 16, Mass.

Manager.....Richard A. Keating
Phone: HU 2-0346

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston, Mass.
Phone: COmmonwealth 6-0718

Pres.-Treas.....Louis J. Borgatti

THE BRANHAM COMPANY

99 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4606

PresidentEugene Corcoran
 Chrm. of Board.....M. H. Long

Vice President.....Joseph F. Timlin
Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726

President.....E. F. Corcoran
 Vice President.....L. S. Greenberg

7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0440

Executive-in-Charge.....Ed Charney
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: ST 5831

Executive-in-Charge.....J. S. McCauley
 Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025

Executive-in-Charge.....H. L. Ralls
 Title Guaranty Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-6192

Executive-in-Charge.....John J. Schwarz
 703 Market St., San Francisco 3, Calif.
Phone: YUKon 2-1582

Executive-in-Charge.....Walter Patzlaff
 6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1551

Executive-in-Charge.....Norman Noyes
 2001 Liberty Life Bldg., Charlotte 2, N. C.
 Charlotte 2, N. C.
Phone: 2-8839

Executive-in-Charge.....B. C. Finch
 1028 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344

Executive-in-Charge.....Sidney L. Nichols

BROADCAST TIME SALES

149 California St., San Francisco 11, Calif.
Phone: SUtter 1-8656

OwnerCarl Schuele

Branch Office
 1540 No. Highland, Los Angeles 28, Calif.
Phone: HO 5-1755 5-5881
 Manager.....Jim Gates

CLARK R. BROWN CO.
 Suite 1-D, 520 Lovett Blvd., Houston, Texas
Phone: JU stin 1601
 152 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RAndolph 5119

BULMER & JOHNSON, INC.
 530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: LIncoln 7017

BURN-SMITH CO., INC.
 19 W. 14th St., New York 36, N. Y.
Phone: MU 2-3124-5
 Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices
 307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1437
 Pres.-Treasurer.....John A. Toothill
 672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: DUnkirk 2-3200
 Mgr.....Harlan G. Oakes
 235 Montgomery St., San Francisco 4, Calif.
Phone: YUkon 6-5819
 Manager.....Norman Cunningham

CANADIAN STATION REPRESENTATIVES, LTD.
 177 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 9-4310
 Exec. in Chg.....Thomas F. Malone

CAPPER PUBLICATIONS, INC.
 1035 Topeka Blvd., Topeka, Kans.
Phone: 3-2377
 President.....H. S. Blake
 General Manager.....Ben Ludy
 Comm. Manager.....Hilton Hodges
Branch Offices
 120 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1250
 Executive-in-charge.....William L. McKee
 333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
 Executive-in-Charge.....Barney Clark
 300 Waltower Bldg., Kansas City 6, Mo.
Phone: VICTOR 3864
 Executive-in-charge.....Joseph H. Story, Jr.
 609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
 Manager.....Andrew M. Gent
 1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
 Executive-in-charge.....Fred Jameson
 1151 South Broadway, Los Angeles 15, Calif.
 (Walter Biddick Company)
 Executive-in-charge.....Guy Biddick

CARIBBEAN NETWORKS, INC.
 200 West 57th St., New York 19, N. Y.
Phone: CI 5-7433
 Exec. Vice Pres.....A. M. Martinez

Vice President.....Vincent Ramos
 Sec'y Treas.....Juan J. Cerna

CBS RADIO SPOT SALES
 485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2315
 General Sales Mgr.....Henry R. Flynn
 Eastern Sales Mgr.....Milton F. Allison
 Mgr. Sls. Development.....Newell T. Schwin
 Research Mgr.....Richard Hess
 Promotion Mgr.....Sherril Taylor
Branch Offices
 410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
 Western Sales Mgr.....Gordon Hayes
 902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
 Manager.....Ralph Patt, Jr.
 Palace Hotel, San Francisco 5, Calif.
Phone: YUkon 2-7000
 Manager.....Jack Donahue
 6121 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOLLYWOOD 9-1212
 Manager.....Jack Woolley
 31 Third St., N.E., Atlanta 5, Ga.
Phone: ELgin 0727
 Manager.....David Kittrell

CBS TELEVISION SPOT SALES
 Service of CBS Television
 485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2315
 Vice-Pres. in Charge.....Merle S. Jones
 Gen. Sales Mgr.....Clark B. George
 Business Manager.....Ben Margolis
 Research Manager.....Alfred Di Giovanni
 Eastern Sales Mgr.....Edward A. Larkin
Branch Offices
 410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
 Midwestern Sales Mgr.....John V. Schneider
 800 Peachtree St., Atlanta, Ga.
Phone: ELgin 0727
 Manager.....H. H. Holtshouser
 902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
 Manager.....Tony Moe
 Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000
 Manager.....MacLean Chandler
 1313 N. Vine St., Los Angeles 28, Calif.
Phone: HOLLYWOOD 9-1212
 Manager.....J. Richardson Loughrin

HENRY I. CRISTAL CO.
 579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4114
 President.....Henry I. Cristal
Branch Office
 333 N. Michigan Ave., Chicago, Ill.
Phone: CE 6-6357
 Manager.....James L. Thompson
 Russ Building, San Francisco, Calif.
Phone: YU 2-1204
 Manager.....Richard E. Green
 2107 Book Building, Detroit 26, Mich.
Phone: WOODward 3-2365

Manager.....Joseph R. Spadea
 581 Boylston St., Boston 16, Mass.
 Phone: Copley 7-1180
 ManagerRichard Charlton

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
 Phone: ELdorado 5-5666
 Manager.....Thomas F. Clark
 Asst. Mgr.....Madeline E. Miklos
Branch Office
 35 E. Wacker Drive, Chicago, Ill.
 Phone: State 2-1663
 ManagerPaul Elsberry
 Penobscot Bldg., Detroit, Mich.
 Phone: Trinity 1-8981
 ManagerPaul Pequinot
 992 William-Oliver Bldg., Atlanta, Ga.
 Phone: Lamar 7088
 ManagerHarry Cannou

COLLEGE RADIO CORP.

Delaware Rd., Columbus 16, Ohio
 Phone: FRanklin 2-5277
 President.....Edwards R. Hoppie
 Vice President.....Robert R. Vance, Jr.
 Sales Manager.....William B. Irvine
Branch Office
 Vice Pres.....Robert R. Vance, Jr.
 14 West 45th St., N. Y. 36, N. Y.
 Phone: OXFord 7-0890

CONTINENTAL RADIO SALES

21st & Panama St., Philadelphia 3, Pa.
 Phone: LOmbard 3-0882
 ManagerR. Butche
Branch Offices
 285 Madison Ave., New York 17, N. Y.
 ManagerStephanie Maytas
 Phone: LE 2-2450
 228 No. La Salle St., Chicago, Ill.
 ManagerR. Olson

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-7270
 PresidentDonald Cooke
Branch Offices
 1061 Penobscot Bldg., Detroit 26, Mich.
 Executive-in-Charge.....Charles J. Sheppard
 228 N. La Salle St., Chicago 1, Ill.
 Phone: State 2-5096
 Executive-in-ChargeHooper Jones
 111 N. La Cienega Blvd., Los Angeles 48, Cal.
 Phone: Crestview 5-2022
 Executive-in-Charge.....Lee F. O'Connell
 233 Sansome St., San Francisco 4, Cal.
 Phone: Yukon 6-2396
 Executive-in-Charge.....William A. Ayers

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
 Jacksonville 2, Fla.
 Phone: 6-5770
 Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.
 502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
 Phone: Alpine 7841
 Operators....Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-5365
 President.....E. J. Devney
Branch Office
 64 East Lake St., Chicago, Ill.
 Phone: FR 2-0016
 ManagerHal Holman

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
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 Secretary.....M. Jane Callahan
 Sales Mgr.....Powell H. Ensign
 Vice President.....Robert Mandeville
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 Phone: Superior 7-9052
 Executive-in-Charge.....Robert F. Meskill
 111 LaCienega Blvd., Los Angeles 48, Cal.
 Phone: Crestview 5-2022
 Exec-in-Charge.....Lee F. O'Connell
 233 Sansome St., San Francisco 4, Cal.
 Phone: Yukon 6-2396
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 Ed Forrester, John Knox, Eugene Litt
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 1127 Wilshire Blvd., Los Angeles, Calif.
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 ManagerLawrence Krasner
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 ManagerZona Samson
 502 Mortgage Guarantee Bldg., Atlanta, Ga.
 Phone: Alpine 7841
 Co-Manager Clayton Cossé
 9718 Tralle Drive, Dallas 18, Texas
 Phone: DAvis 7-4541
 ManagerHal Falter

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Promotion Manager.....Frank Woodruff
TV Department
 Eastern Sales Manager.....John W. Brooke
 Promotion Mgr.....John F. Hurlbut
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 Glenn Bldg., Atlanta 3, Ga.
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 Manager.....W. J. Stubbs
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 Phone: Woodward 1-4255
Radio Department
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TV Department
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 406 W. 7th St., Fort Worth 2, Texas
 Phone: Fortune 3349
Radio & TV Department
 Mgr.Dean Milburn
 6331 Hollywood Blvd., Hollywood 28, Cal.
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 Phone: DUmkirk 7-4388
 57 Post St., San Francisco, Calif.
 Phone: Sutter 1-5368

W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.
 Phone: EXbrook 2-6685, 2-7247
 General Manager.....W. S. Grant
Branch Offices
 1127 Wilshire Blvd., Los Angeles, Calif.
 Phone: Madison 9-2653
 33 W. 42nd St., New York, N. Y.
 Phone: BRyant 9-1371
 612 N. Michigan Ave., Chicago, Ill.
 Phone: Superior 7-8177

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 Vice-Pres. & Sec.....Frank E. Pellegrin
 Vice-Pres.....Carlin S. French
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 155 Montgomery St., San Francisco, Calif.
 Phone: YUkon 2-5701
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 Phone: HOLlywood 7-1480
 V.P.-Gen. Mgr.....Harold Lindley
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 Phone: Justin 1601
 101 Marietta St. Bldg., Atlanta, Ga.
 452 Rio Grande Bldg., Dallas, Tex.
 Phone: Randolph 5119
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589 Fifth Ave., New York 17, N. Y.
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 Acct. Executive.....Burton Adams
 Acct. Executive....Maurice Raslbaum, Jr.
 Account Executive.....Norman Walt
Branch Office
 Tribune Tower, Chicago, Ill.
 Phone: Whitehall 4-0074
 Executive-in-charge.....Carroll R. Layman
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 Executive-in-charge.....Franklin Dougherty

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Branch Offices
 230 N. Michigan Ave., Chicago I, Ill.
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 Staff.....Geno Cioe, Ed Gardner,
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Phone: HOLlywood 5-6667
15 Harriet St., San Francisco 3, Calif.
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Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298
P. O. Box 6102, Atlanta, Ga.
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HOAG-BLAIR CO.

405 Lexington Ave., New York, N. Y.
Phone: MU 4-3722

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Sec'y., Treas.....Helen Rice
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Phone: YU 2-7068

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3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811

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307 N. Michigan Ave., Chicago 1, Ill.
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Executive-in-charge.....John I. Peterson
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OwnerHal Holman
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ManagerRoy Soderlind

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 Phone: EXbrook 2-0167
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 Phone: MEMphis 5-5338
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521 Fifth Ave., New York 17, N. Y.
 Phone: Murray Hill 2-2170
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 Account Exec. Edgar B. Filion
 Account Exec. Byron Goodell
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 333 N. Michigan Ave., Chicago 1, Ill.
 Phone: CE 6-1742
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 8 West King St., Lancaster, Pa.
 Phone: Lan. 5251
 Manager Dick Sheetz
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HO 2-2351
 West Coast Manager Tracy Moore
 339 Russ Building, San Francisco, Calif.
 Phone: YUKon 6-4940
 West Coast Manager Don Pontius

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 Eastern Mgr. Edgar B. Filion
 Promotion Director Vic Piano
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 333 N. Michigan Ave., Chicago 1, Ill.
 Midwest Mgr. F. J. Jewett
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 Manager Dick Sheetz
 339 Russ Bldg., San Francisco 4, Calif.
 Phone: Lancaster 5251
 West Coast Mgr. Don Pontius
 6381 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HOLLYwood 2-2351
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402 Melba Bldg., Dallas, Tex.
 Phone: Sterling 1558
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 Director, (Radio) H. W. Shepard
 Nat. Mgr., (Radio) George Dietrich
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 Mgr. New Bus. Prom. Mort Gaffin
 Sales Service Mgr. Caroline Herbert
 Eastern Sales Mgr. (TV) Edwin Jameson
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 Merchandise Mart, Chicago 54, Ill.
 Phone: Superior 7-8300
 Central Radio Sales Mgr. Paul Mensing
 Central TV Sales Mgr. John Mulholland
 815 Superior Ave., N. E., NBC Bldg.
 Cleveland 11, Ohio
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 Radio & TV Sales Rep. John C. Treacy
 Sunset & Vine, Hollywood 28, Calif.
 Phone: HOLLYwood 9-6161
 Sales Rep. (Radio) Doty Edouarde
 Sales Rep. (TV) Walter Davison
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 Sales Rep. (Radio) Martin Percival
 Sales Rep. (TV) George Fuers
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 Phone: WOODward 4-1610
 Radio Sales Rep. William Buschger
 TV Sales Representative Allan Ker
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 Sales Rep. Bomar Lowrance
 770 Spring St., N. W., Atlanta, Ga.
 Phone: ELgin 3726
 Sales Rep. Freeman Jones
 Fidelity Union Life Bldg., Dallas, Tex.
 Phone: RANDolph 8206
 Sales Rep. Robert F. Kee

BOMAR LOWRANCE & ASSOCIATES

1102 Fidelity Union Bldg., Dallas, Texas
 Phone: Randolph 8206
 Sales Rep.....Robert Keefe
 770 Spring St., N. W., Atlanta, Ga.
 Phone: ELgin 3726
 Sales Rep.....Freeman Jones
 1527 Elizabeth Ave., Charlotte, N. C.
 Phone: 6-6581

NATIONAL TIME SALES

370 Lexington Ave., New York 17, N. Y.
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 Asst. Sales Mgr.....Robert J. Kizer
Branch Office
 672 S. Lafayette Park Pl., Los Angeles 5, Cal.
 Phone: DU 2-3200
 Manager.....Harlan G. Oakes
 235 Montgomery St., San Francisco, Calif.
 Phone: YUkon 6-5819
 Manager.....Burt Beggs

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 Phone: YUkon 6-5819
 307 N. Michigan, Chicago, Ill.
 Phone: CEntal 6-4437
 672 S. Lafayette Park Pl., Los Angeles, Calif.
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 370 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 5-1300

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 Manager.....Arthur Gordon
 Asst. Mgr.....Robt. J. Kizer
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 Phone: DU 2-3200
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 235 Montgomery St., San Francisco, Calif.
 Phone: YUkon 6-5819
 Executive-in-charge.....Burt Beggs

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 William M. Wilson, Ray Henze, Dave Cassidy
John E. Pearson Television, Inc.
 President.....John E. Pearson
 Vice-President.....Russel Walker
 Vice-President.....William M. Wilson
 Vice-President.....Frank Reed
 Vice-President.....James Bowden
Branch Offices
 333 No. Michigan Ave., Chicago 1, Ill.
 Phone: State 2-7494
 Executive-in-charge.....Frank Reed

2330 W. 3rd St., Los Angeles 5, Calif.
 Phone: Dunkirk 7-4388
 Executive-in-charge.....R. W. Walker
 57 Post St., San Francisco 4, Calif.
 Phone: Sutter 1-5568
 Executive-in-charge.....Rogers Parratt
 1406 Northwestern Bank Bldg.,
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 Phone: Lincoln 5689
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 Executive-in-Charge.....F. W. Thurnau
 12 S. 12th St., Philadelphia 7, Pa.
 Phone: Walnut 2-3555
 Executive-in-Charge.....Robert Hitchings
 7-268, General Motors Bldg., Detroit 2, Mich.
 Phone: Trinity 5-1803
 Executive-in-Charge.....John F. Cole
 1123 Mortgage Guarantee Bldg., Atlanta, Ga.
 Phone: ALpine 5084
 Executive-in-charge.....Thomas H. Atkinson
 2978 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: Dunkirk 8-8158
 Executive-in-charge.....V. E. Atkinson
 5 3d St., San Francisco 3, Calif.
 Phone: Garfield 1-6740
 Executive-in-charge.....George De Close

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488 Madison Ave., New York 22, N. Y.
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Radio Department
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 Exec. Vice-Pres.....Edward E. Voynow
 Vice-President.....H. E. Ringgold
 Eastern Sales Mgr.....William B. Maillefert
 Sales Prom. Mgr.....Wm. H. Steese
 Asst. Sales Prom. Mgr.....Wallace Duncan
TV Department
 V.P., Eastern Sales Mgr.....H. E. Ringgold
 Sales Prom. Mgr.....Robert L. Hutton, Jr.
 Research Mgr.....George Johannessen
Branch Offices
 400 N. Michigan Ave., Chicago 11, Ill.
 Phone: Whitehall 4-0011
 Exec. V-P.....Edward E. Voynow
 Sales Mgr. (Radio).....John Ashenhurst
 Sales Mgr. (TV).....Louis A. Smith
 Genl. Motors Bldg., Detroit 2, Mich.
 Phone: Trinity 5-1035
 Executives: William Cartwright (AM),
 Franklin M. Walker (TV)
 Russ Bldg., San Francisco 4, Cal.
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Phone: Chestnut 1-7191

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Vice President.....**Frank Sawdon**
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Phone: BRadshaw 2-6738
 233 Sansone St., San Francisco, Calif.
Executive-in-Charge.....**Wm. Ayres**
Phone: YUkon 6-2982

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Phone: UNiversity 6-8058

Manager.....**W. C. Dippie**
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Manager.....**A. J. Messner**
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Account Executives.....**George W. Kupper,**
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Phone: And. 3-5566
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 6636 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 4-0388
Exec-in-Charge.....**Jack Porter**
 607 Market St., San Francisco, Calif.
Phone: GARfield 1-0426

Executive-in-Charge.....**Roy Soderlind**
 530 Roanoke Bldg., 7th & Marquette Ave.
 Minneapolis 2, Minn.
Phone: Lincoln 7017
Executive-in-charge.....**Vivian Bulmer**

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 (Radio Dept.)

Sales Manager.....**Lawrence Van Dolen**
Accounts Executives.....**Stuart Kelly,**
William M. Robbins, Jr., Carl W. Till-
manns, Jr.

(Television Dept.)
Exec. V.P. & Sales Mgr......**Fred C. Brokaw**
Account Executives.....**Edward Daly,**
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Phone: Superior 7-6697

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 2949 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764

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Phone: Douglas 2-8909

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Manager.....**Arch B. Ragan**
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President.....**B. H. Sears**

Branch Offices
 33 West 42nd St., New York, N. Y.
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Executive-in-Charge.....**Gene Grant**
Phone: MADison 9-2653
 703 Market St., San Francisco, Calif.

Executive-in-Charge.....**Gene Grant**
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Senior Vice Pres......**J. Harold Ryan**
Exec. Vice President.....**Lee B. Wailes**
Treasurer.....**H. A. Steensen**
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Southern Dist. V.P......**Stanton P. Kettler**
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Branch Offices
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 Sls. Prom. & Ad. Mgr. Arthur C. Schofield
 230 North Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-6498
 Midwest Sales Mgr. Robert C. Wood
 Hawley Building, Wheeling, West Va.
 Northern Dist. V.P. William E. Rine

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 Gen. Sale sMgr. George W. Hellman
 TV Representative. Lee Raeburn
 608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-6291
 Manager. T. C. Maguire
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Phone: 925-097
 Manager G. Tudor
 615 West Pender St. W., Vancouver 2, B. C.
Phone: Tatlow 4831
 Manager. J. W. Stovin

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1109 Union Trust Bldg., Cincinnati 2, O.
Phone: Dunbar 7775
 President. Richard C. Crisler

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Phone: MU 8-1088
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 Vice President. Stephen R. Rintoul
 Vice President. James V. McConnell
 Sec'y, Treas. Abner Lichtman

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Phone: ST 2-5260
 Vice President. Howard B. Meyers
 2978 Wilshire Blvd., Los Angeles, Calif.
Phone: DU 8-4151
 Mills Bldg., San Francisco, Calif.
Phone: GA 1-7950

WALKER REPRESENTATION CO., INC.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-5830
 President Wythe Walker
 Vice-President. C. Otis Rawalt
 Sales Manager. Howard McFadden
 Acct. Executives. Lionel Colton,
 George W. Clark

Branch Offices

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 Sales Manager. Wm. Creed Jr.
 360 N. Michigan Ave., Chicago 1, Ill.
Phone: AN 3-5771
 V.P. Ralph C. Kelley
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Washington Becomes Legislative Sounding Board For Industry



By PHIL COHAN

Washington Bureau, RADIO-TELEVISION DAILY

ECHOES of the past year threaten intrusion on an already noisy 1955 . . . and Washington promises to serve again as broadcasting's sounding board.

With its usual racing pulse-beat, radio and TV has sped through another year of intense development, both technical and legislative, and of audience multiplication. Along Pennsylvania Avenue, the industry has been probed and headlined—signs of growing pains in a progressive—signs of growing pains in a progressive business. News stories with big, black banners were plentiful.



Secretary of Commerce Sinclair Weeks called the shot, or at least coined the phrase, on the year a-borning. In his annual forecast of national commercial prosperity, he called the prevailing attitude among businessmen, and this seems to apply particularly to radio and TV, "temperate optimism."

The industry's optimism is tempered only by threats of harmful legislation which would slice into services now afforded to its listeners and viewers, and a lack of legislation to help the "ailing arm" of UHF and FM.

FCC, with problems of its own, was left leaderless for many months in theory at least, until the Senate finally chose to act upon the President's nomination of George C. McConaughy as commission chairman. Man to watch during the coming seasons seem to be Charles M. Gowdy, chief assistant to McConaughy, a smart man in a highly political position.



Some of the major issues facing the FCC during the coming months are a subscription TV plan proposed by Zenith Radio, a continuing battle on "tall tower" issues, and a threatened investigation by Sen. Warren G. Magnuson (D. Wash.) and his Interstate and Foreign Commerce Committee.

The recently unveiled Jones Report evidently sought to counter some of the Plotkin vitriol, with a gleaming eye to Republican backing in an off-year and

some elephant-size votes when that time rolls around.

On the Hill, Senator Magnuson, in a recent press conference, promised probes of FCC, networks, boxing, movies and, as one correspondent put it, anything else a reporter thought to ask about. Whether the scope conjured up by the Senator ever materializes or not, the Commission and the nets appear headed for some Congressional attention.



Television has gained so much stature that NARTB declares it needs a special convention all to itself. Sheared away from its older brother, radio, TV will mature younger and learn the ways of the world. And knowledge of the birds and bees may prove handy when the much-heralded Senate study report is fully expounded. Matter of fact, shouts for self-regulation may make a little old man of good ol' TV.

Industry interests, as always, will correct their faults, mend their fences, and go back to work until someone starts screaming again.



President Eisenhower opened his press conferences, in what should prove a precedent-established "first," to film cameras for reproduction on TV. Though "live" television cameras were ruled out for the time being, future White House coverage promises new vistas in broadcasting.

Speaker Sam Rayburn, at the same time, banned TV coverage of House committee activities. Legislation introduced before Congressmen recently would make video camera reporting of all governmental affairs possible under House rules. The resolution met mixed reaction.

Though Plotkin and Magnuson panned the nets, they only succeeded in bringing the possible (?) solutions of the UHF broadcaster's problem down to eight. What the UHF'ers really want, gentlemen, is only one—the workable one, and the report made that claim for none of the eight.



Federal

Communications Commission

HOW TO APPLY
FOR FCC LICENSE

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National

*Association of Radio and
Television Broadcasters*

PERSONNEL
COMMITTEES

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Phone: EXecutive 3-3620

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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 (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, 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 serve the public convenience, interest or necessity. The Communications Act also 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.

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" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) 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 power 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 frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM sta-

tion must specify a frequency available to the area 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) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications 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.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

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. 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 sometimes find it possible to satisfy the issues by amending his appli-

cation, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, 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 their contentions. After review of the 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 has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

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. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

(Continued on Page 525)

NATIONAL ASSOCIATION of Radio and Television BROADCASTERS



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WTAG, Worcester		
E. R. Vadeboncoeur.....	2	New York and New Jersey.
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WLSL, Roanoke, Va.		
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WGST, Atlanta, Ga.		
Henry B. Clay, Chr.....	6	Arkansas, Louisiana, Mississippi and Tennessee
KWKH, Shreveport, La.		
F. Ernest Lackey.....	7	Kentucky and Ohio.
WHOP, Hopkinsville, Ky.		

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Hugh K. Boice, Jr.....	9	Illinois and Wisconsin.
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Cy Casper.....	12	Kansas and Oklahoma.
WBBZ, Ponca City, Okla.		
Kenyon Brown.....	13	Texas.
KWFT, Wichita Falls, Tex.		
Walter E. Wagstaff.....	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.
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William D. Pabst.....	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.
KFRC, San Francisco, Cal.		
Calvin J. Smith.....	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.
KFAC, Los Angeles, Calif.		
Richard M. Brown.....	17	Alaska, Oregon and Washington.
KPOJ, Portland, Ore.		

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Network: Earl M. Johnson
MBS, New York

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14 Gregory Hall, Urbana, Illinois
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NAEB MEMBERSHIP LIST

Active Membership of the National Association of Educational Broadcasters



City	Call Letters	Licensee	Executive
ALABAMA			
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
CALIFORNIA			
Berkeley	KFFA (FM)	Pacifica Foundation	Charles Levy, Station Mgr.
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSUS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	12th & Russ Streets Bay Area ETV Assn.	James Day, General Mgr.
San Mateo	KCSM (FM)	165 Post Street San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	John C. Crabbe, Director
COLORADO			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
FLORIDA			
Lakeland	WFSI (FM)	Florida Southern College	Ludd M. Spivey, President
Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Asst. Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
GEORGIA			
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
ILLINOIS			
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Dick Carlson, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley
INDIANA			
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Edwin Carmony, Supvr. Audio-Visual Ed.
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WAJC (FM)	Butler Univ.	Robert L. Montgomery, Chairman, Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHL (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
IOWA			
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
Waverly	KWAR (FM)	Wartburg College	Robert Snyder, Manager

NAEB ACTIVE MEMBERSHIP

City	Call Letters	Licensee	Executive
KANSAS			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANL (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMCW (FM)	Univ. of Wichita	C. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKV (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio
Louisville	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
LOUISIANA			
Baton Rouge	WSLU (FM)	Louisiana State University	Miss Lucile Ruby, Acting Director
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Francis V. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Springfield	WEDK (FM)	School Committee of Springfield	William J. Sanders, Supt. of Schools
MICHIGAN			
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
East Lansing	WKAR (AM)	Michigan State College	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State College	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State College	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Miller, Dir. Radio Educ.
Flint	WFU M (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
MINNESOTA			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Barton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
Northfield	WCAL (FM)	St. Olaf College	Milford C. Jensen
MISSISSIPPI			
Meridian	WMMI (FM)	Municipal Jr. College	James E. Durham, Director
MISSOURI			
St. Louis	KETC (TV)	St. Louis Ed. TV Association	Martin Quigley, General Manager
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
NEW JERSEY			
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	V. Paul Klose, Program Director
NEW MEXICO			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
NEW YORK			
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Rourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WHSN (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Paul G. Strassler, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. BarJoff, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

☐ ☐ ☐ N A E B A C T I V E M E M B E R S H I P ☐ ☐ ☐

City	Call Letters	Licensee	Executive
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	Robert Schenkkan, Dir. of TV
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
NORTH DAKOTA			
Grand Forks	KEJM (AM)	Univ. of North Dakota	S. Donald Robertson, Director
OHIO			
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	J. J. Stillinger, Director of Radio
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
OKLAHOMA			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KETA (TV)	Okl. Ed. TV Authority	John Dunn, Director
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Howard Hansen, Dir., Radio-TV
OREGON			
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	R. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	Dorothy Daniel, Asst. to Pres.
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	
SOUTH DAKOTA			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
TEXAS			
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KYOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
UTAH			
Logan	KVSC (FM)	Utah State Agri. College	Berrel F. Hansen, Director
WASHINGTON			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KCOW (FM)	Univ. of Washington	Edwin H. Adams, Head Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball
WISCONSIN			
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
HAWAII			
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Canton, Dir., Univ. Radio
PUERTO RICO			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

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U. S. A. NETWORK MAPS**



Multi-Million Dollar Question: Where Do We Go From Here?

By **ROBERT E. KINTNER**
President
American Broadcasting Company

"WHERE do we go from here?" is a recurring line from an old drinking song. And the singers never do come up with an answer.

Broadcasters, in their most sober moments, however, must pose themselves this same question, and they must come up with an answer, and soon. It will not be the answer of those who sit at their desks from nine to five daily, for theirs is hindsight reasoning. I look to the practitioners of broadcasting for the answer to the multi-million dollar question—where do we go from here, in programming. For that, after all, is our product. Everything else in broadcasting is just a channel of distribution; but as networks or as stations we rise or fall on the consumption of our product—programming.

Today, broadcasting has achieved mass distribution. Virtually every home in the country is radio-equipped. About 9 out of the nation's homes are within range of television signals, and of these, more than 7 out of 10 homes actually have sets.

No question about it, broadcasting today stands on the threshold of a great era. The only obstacle that I see to continued, healthy expansion is the quality of programming. We can dream up all the fancy terms we wish—rating terms, sales terms, psychological terms (like "gratitude factor")—but this undeniable fact remains: The public must like what it sees or hears or it won't be back to "buy" from the network or station in question.

I am convinced that television today is in exactly the same position in which motion pictures and radio found themselves when television came on the scene. Television is growing self-satisfied and complacent.

Today the movies find that a good picture will pull the people in at the box-office. And the picture need not be in any particular aspect ratio or any unusual color treatment. A good old black-and-

white, whether large screen or not, will do a land office business.

Radio can do the same, and we propose to do this for ABC Radio by providing the public with the "off-beat" when necessary and with the best scripts, production and direction of all times. Personally, I do not believe that radio is doing itself justice today. It still has these "exclusives" which if properly utilized, can make it unique—immediacy, flexibility, and the listener's imagination. I look for a resurgence of radio generally in programming content in the future.

But the big problem is still television. Television because it represents such vast investments of time and money by so many, many people. The fact is that there is a decrease in the rate of increase of time spent with television in the average U. S. home. That is, consumption of our product is leveling off, and at the present trend, may well achieve a plateau, or even decline in the next year or so.

What I advocate is a product improvement . . . a raising of vast bulk of TV programs from mediocre to good. The good programs of today will be constrained to improve their quality in turn, and we may see "great" television, not once a year, but possibly once a week, or oftener.

I decry complacency and apathy. The day that there are, in fact, no new ideas will be an excellent date for man to turn over his world to another species, for he will have reached his own plateau, and can only slide backwards.

Broadcasting's road is long and wide. It has the golden opportunity of bringing entertainment, information and education to the American public. It is a vital force in the nation's economy, providing advertising exposure with impact and economy. How far we go on that road depends on the vehicles we build—the programs we offer the viewers and listeners.

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7 West 66th Street
New York 23, New York

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Frank Marx... Vice President in Charge

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William Whitehouse	Director of Sports

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Ray Diaz	National Program Director
Addison Amor	Director of Program Sales
Walter A. Gustafson	Supr. of Sound Effects
William Hamilton	Eastern Program Manager
Anne Kelly	Announcing Office Manager

(Continued on Page 262)

AMERICAN BROADCAST



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George Sax National Director of
Program Operations
Clayton Shields Business Manager
Ruth B. Smith Supr. of Production Control Unit

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Frank Vagnoni Manager of Music Division

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Grace Johnsen Director of Continuity Acceptance
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Ernest E. Stern Manager of Publicity
A. L. Seton Trade News Editor

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Sales Development
Donald Coyle Director of Research
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Steward Barthelmess Director of Sales Service

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Frank Atkinson Manager of Co-operative
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Charles W. Godwin Director of Station
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Peter Wade Manager of Station Clearance

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Chicago 6, Illinois

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William P. Kusack Manager of Engineering
Department
W. Donald Roberts Director of Network
Radio—Central Division
Matthew Vieracker Treasurer—Central Division

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Detroit 26, Michigan

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Robert Baldrice Advertising & Promotion
Manager
Philip Brestoff Radio Studio Manager
Joseph C. Cassel Controller
Harold Christian Vice President for Radio
Charles Kocker Chief Engineer
Harold Neal Radio Sales Manager
James G. Riddell President & General Manager

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Hollywood 28, California

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John M. Asher Promotion Manager
Dorothy L. Brown Continuity Acceptance
Editor, Western Division
Edwin C. Conklin News Editor, Western
Division
Dresser Dahlstead Program Manager,
Western Division
John S. Hansen Manager of KABC
Cameron G. Pierce Chief Facilities
Engineer, Western Division
Florence T. Schiro Personell Director
Selig Seligman Assistant to the Vice President
& Business Coordinator
John C. Wagner Controller, Western Division
Harry Woodworth Director of Radio
Western Division

SAN FRANCISCO

420 Taylor Street
San Francisco 2, California

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Jon Barkhurst Manager of Promotion and
Publicity
James H. Connolly Vice President in
Charge of San Francisco Office
Lorraine Duchene Continuity Acceptance Editor
Vincent Francis Local Sales Manager
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Maintenance Manager
Edith Kirby Traffic Manager
Victor Reed Manager of News &
Special Events
Jeanne Rieman Sales Service Manager
David Sacks National Sales Manager
Henry Saroyan Controller & Purchasing Agent
Edward Smith Production Manager

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1735 DeSales Street, N.W.
Washington, D. C.

Robert H. Hinckley Vice President in
Charge of Washington Office

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7 West 66th Street
New York 23, New York

Michael Renault Acting General Manager
and Sales Manager
Myrtle Tower Program Director

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For television personnel turn to TELEVISION YEAR BOOK in this volume



Radio's New Re-Selling Formula Clear Tribute of Inventiveness

By **ADRIAN MURPHY**

President
CBS Radio Network

AMERICA today has twice as much home entertainment to choose from as it had just six or seven years ago. Yet the astonishing fact is that the total value of radio listening today is not a great deal less than it was before television came along.

Last season, radio listening amounted to nearly a billion family hours every week. And this figure does not even take into account the enormous amount of attention radio gets outside the home, in automobiles, stores, restaurants, hotels, and many other public places.

Radio's continuing popularity is a direct tribute to the imagination and energy of all the people who make radio possible—manufacturer and broadcaster alike. They have been faced with the kind of competition that might have put a less inventive industry out of business forever. Yet they have managed to do a selling job—a re-selling job—that is without parallel in modern business.

The manufacturer has sold the nation on the idea of beginning and closing the day with radio that clock radios and other bedroom sets now number more than 21 million. In 1948, the clock radio was virtually unheard of. In addition, he has styled radio so imaginatively and so inexpensively that in every waking hour, most families can now afford to have radio accessible in any room in the house. (Perhaps the best tribute to the manufacturer's ingenuity is the fact that there are one million families who have as many as six radios—and over!)

The manufacturer has made the kitchen radio so popular that women in 16 million households cook, wash and iron with radio. He has so ingeniously combined radio with phonographs, with television sets, with tape recorders, even with lamps, that in 25 million living rooms, radio continues as a focal point of family life. And by developing miniature tubes, miniature speakers, and especially the transistor, the manufacturer has

made radio so small, so portable, that today there are people who literally wear their sets—who carry radio in their pocket the same way they carry handkerchiefs, money and the keys to the house and car.

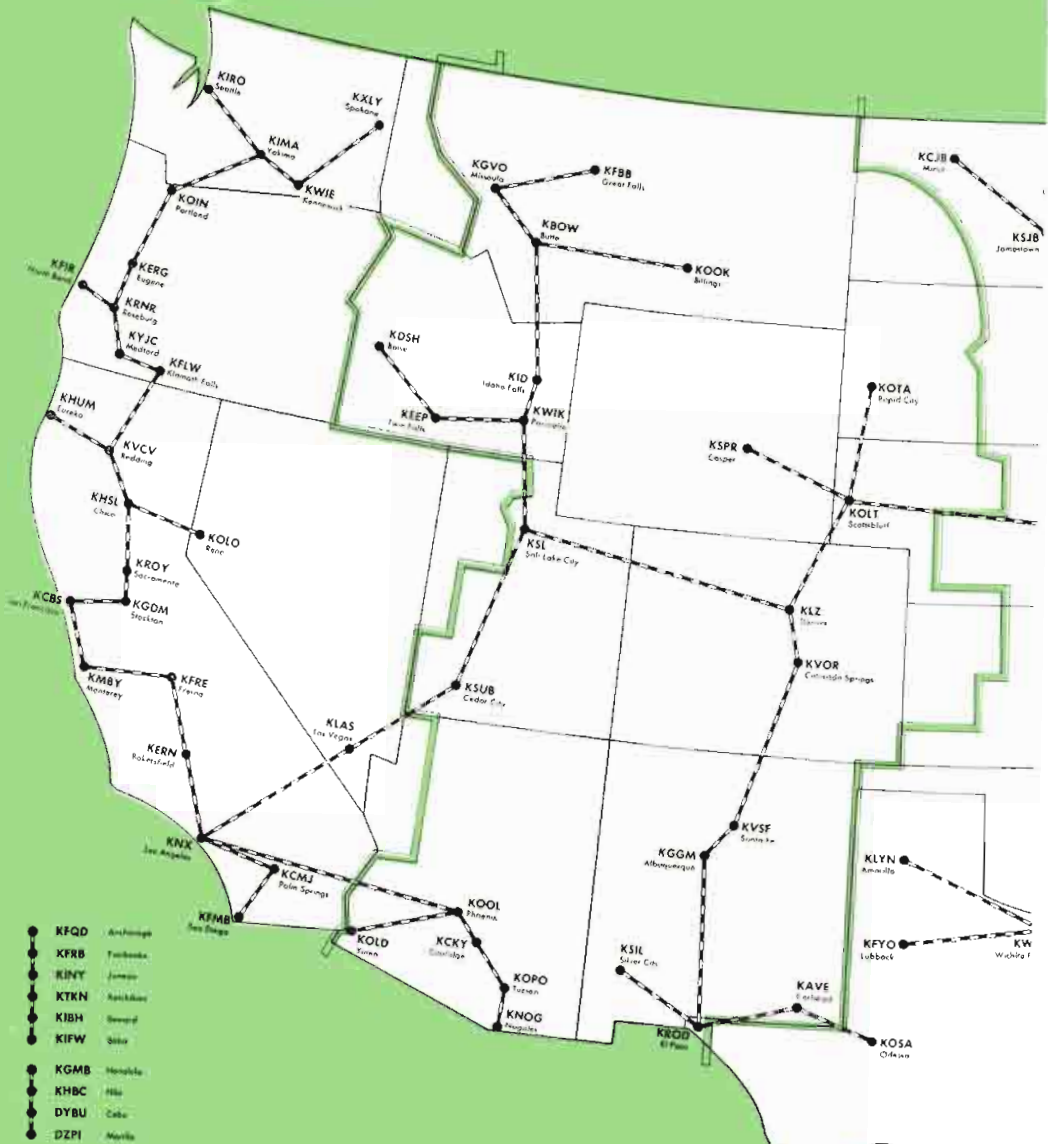
In programming for all these radios—111 million in all—the advertiser, broadcaster and performer have been no less inventive. Time itself would probably have proven radio's unique capability for dealing with ideas—the way radio can report new the very moment it happens and radio's superiority in handling talks, speeches, discussions. Time would probably also have borne out radio's unique ability to present music, where essentially there is nothing to look at. But it has taken some imagination on the broadcaster's part to invent new patterns in variety, comedy and drama.

Some programs, of course, have become such perennial favorites in their established formats that no one would want them done any other way. The Jack Benny show has undergone almost no format change whatsoever in more than two decades on the air. Yet it continues to rank as radio's most popular program week in, week out.

But other hours in radio's schedule seemed to call for a more informal approach towards programming. And so we have seen the gradual evolution of such relaxed, friendly radio personalities as Arthur Godfrey, Robert Q. Lewis, Tennessee Ernie, Peter Lind Hayes—and that most informal man of them all, Bing Crosby.

Today, radio is practically a brand new industry, in many respects more dynamic than it was before television came along. The number of sets in the nation has increased vastly. And if the number of families who listen to these sets has also increased—as it has—it is because people continue to depend on the unique pleasures and company that radio brings into their busy lives.

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NETWORK



CBS, INC.

CBS RADIO DIVISION

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For television personnel turn to TELEVISION YEAR BOOK in this volume



Individual Listeners Examined As Radio Gets a Re-Evaluation

□ □ □ □ □ □

By **THOMAS F. O'NEIL**
President
Mutual Broadcasting System

WE at Mutual took a thorough-going look at radio in 1954. We spent a few days last November looking back over our shoulders at the 20 years of Mutual's broadcasting past. We also spent some hard cash to survey radio as it actually is today, to find the changing character of the **individual listener** due to television's inroads — where he is each quarter-hour and what he is doing — so our advertisers could know best when to reach him.

We found that all day long people spent about as much of their time listening to radio as they did viewing television.

We found radio to be a **living medium**, not just a **living-room medium**.

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I made several statements about radio during the year as representative of our thinking around the Mutual network. These statements stem from our year-long study of Radio—1954 and they still stand for 1955.

They are: "Radio is clearly established anew today as a dynamic force which affects the **working, playing and buying** habits of the majority of **individual Americans**." And —

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"Our concepts of radio — both network and local — must be re-assessed in the light of the recently completed Ward Daily Living Habits Survey, for it reveals that millions of people listen to radio at the moment they awake, while they dress, while they eat, while they work and drive their autos; while they relax — at home and outside the home until they retire at night. No other medium has become so extensively an all-day companion in modern living." And again —

"No prophesiers can foretell the future role of radio any more than they can foresee all of television's possibilities, but we at Mutual are convinced that the widespread diversification of radio and its singular quality allowing 'concurrent activity' while listening, are facts which portend a long and vigorous life for radio."

When we counted noses (or I should say, ears) through a nationwide study employing 40,000 individual diaries, we found definite facts which cannot be disregarded by anyone who has an interest in the broadcasting industry — whether he be an advertiser spending his money on radio and television media, an advertising agency man or a man engaged in local or network broadcasting.

□ □ □

The facts which we offer for consideration are these:

- Of all the time people spent during the day in listening to radio or watching television — 70% was devoted to radio listening and 30% to TV-viewing and for both day and evening combined radio's share is 48%; TV's 52%.

- Radio is a "concurrent activity," commanding the listener's attention while he is engaged in doing something else, as is possible with no other medium in like manner.

- More than 96% of the American population own radios in working order and there are more than 110,000,000 radio sets in the country.

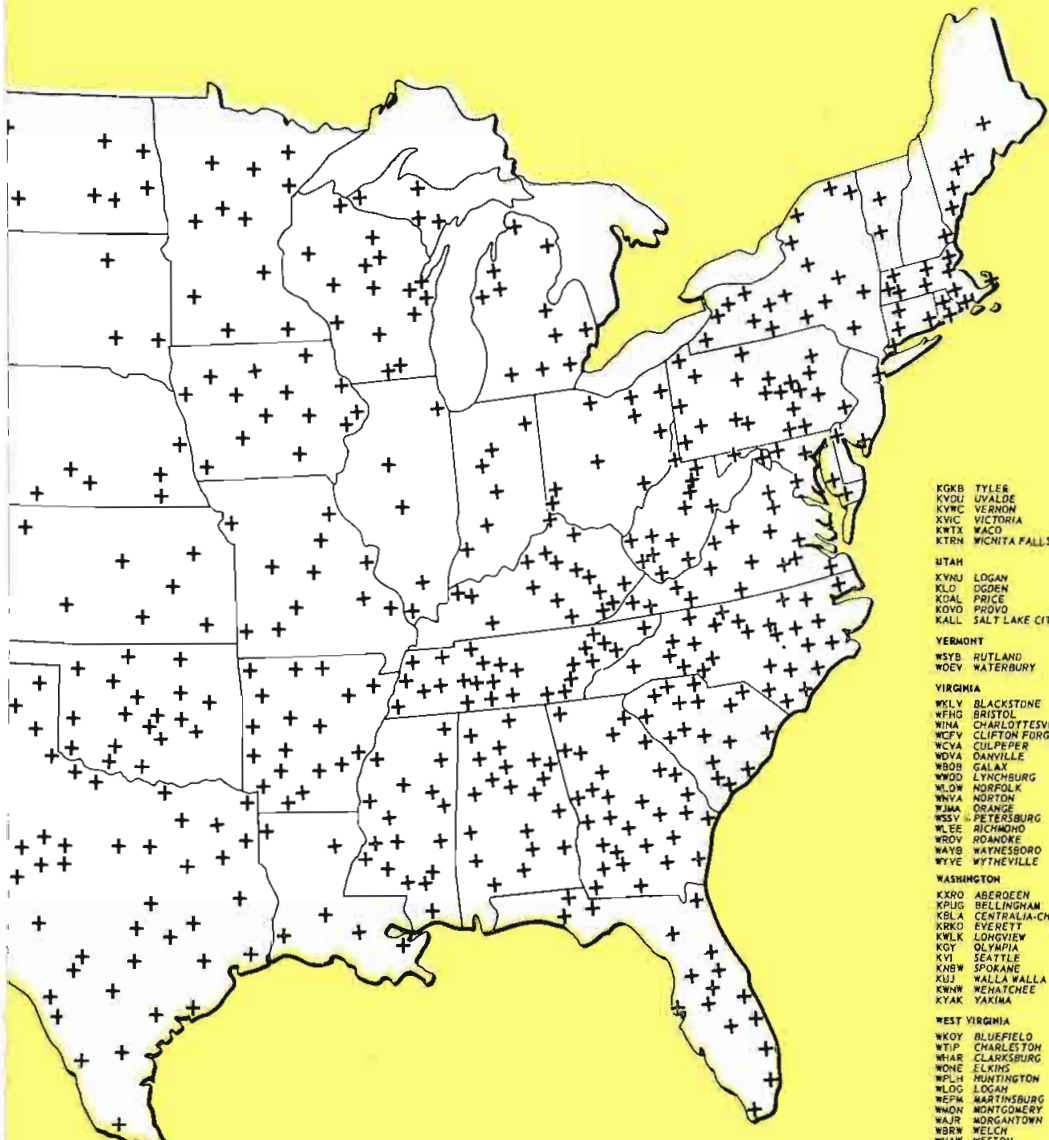
- Radio listening is everywhere and radio's location is everywhere — in all rooms of the home, the kitchen, the den, the bedroom, the workshop; radio follows us outside the home wherever we go.

- We found that radios are located 34% in the living room; 27% in the bedroom; 23% in the kitchen and 16% in other places of the home.

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The fact that Mutual's voice is "local" in 572 cities and that we can be proud of our list of radio's top advertisers and agencies, does not necessarily indicate that the future can only be rosy. Today's buyer of time — dazzled though he may be by the wonders of our visual competitor — wants, is entitled to, and should get that kind of intimate knowledge of the listening habits of human beings which can enable him to turn the profit which is his justification for doing business with any medium.

CASTING SYSTEM



- | | | | | | |
|------------------------|--------------------|--------------------|------------------|-------------------|---------------------------|
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MORE POWER! (316,000 WATTS) HIGHER TOWER!

(1049 Ft. Above Mean Sea Level)

Tallest Structure In New England



Growing For New England



POWERFUL

WJAR-TV

CHANNEL



PROVIDENCE, RHODE ISLAND



Launching of 'Spectaculars'

Forms 1954 Programming News



By ROBERT W. SARNOFF
Executive Vice President, NBC

A NEW look in television programming and sales patterns, coupled with the emergence of color television as a national service, endowed the medium with fresh vitality and excitement and made the industry's biggest news for the year 1954.

To those of us at the National Broadcasting Company who were privileged to have a hand in building these patterns, it was a year of venture and a year of vindication.



We ventured into new concepts of programming — concepts designed to make more people spend more time at more sets. We ventured further into new concepts of selling — concepts designed to open this powerful medium to a broader base of national advertisers and to provide a sales flexibility never before possible.

We believe we were vindicated by the high ratings of our great new shows, by public reaction to our pioneering in daytime and late-night shows. We believe we were vindicated by the 250 national advertisers — an industry record — attracted by NBC during the year, and by the excitement generated among clients, advertising agencies and dealers selling NBC-advertised products.



Launching of the "spectaculars" last fall constituted the biggest programming news of the year. These much-discussed productions in color brought to television a powerhouse of entertainment values surpassing anything ever seen on a regular basis. Quarter-million-dollar productions, formerly limited to one-shot specials, became part of the viewer's regular diet.

The "spectaculars" were high-attraction hits right from the start — the first two each attracted an estimated 31,000,000 viewers — but the "spectaculars" were only part of our schedule's new look. NBC entered the fall season with no less than 38 new programs, at least one new program every evening of the

week, and many scattered through the daytime schedule.

In March, HOME, a new concept in women's service programming, was introduced. In September, NBC pioneered in late-evening television with TONIGHT. These two magazine-type shows and the established early-morning favorite, TODAY, together make up a full-third of our total network time, and have brought in dozens of advertisers who could never before afford national exposure. These three programs grossed about \$14,000,000 in 1954 and proved the commercial soundness of this NBC-created type of programming and sales.



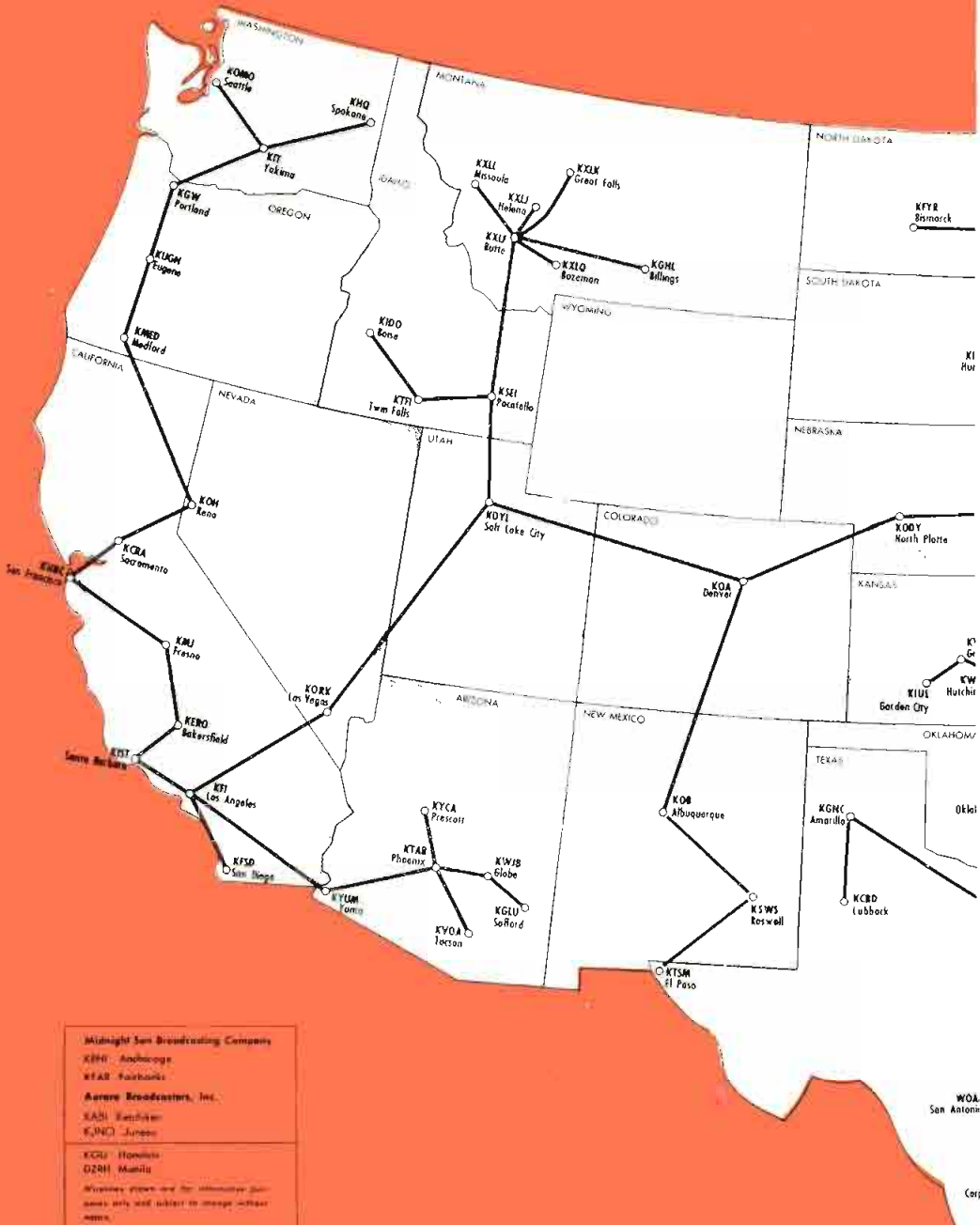
Our color cameras made television history — and the front pages — when we presented a colorcast from Fort Meade on the use of television in warfare. Through portable cameras in the hands of front-line scouts and in a reconnaissance plane, a commander was able to follow on monitors the action in a series of maneuvers staged for our cameras. This significant advance in the art of warfare was shown in cooperation with the Radio Corporation of America, which pioneered military television, and the U. S. Army.



The NBC Film Division, one of our major operating divisions, provided TV stations with 736 weekly half-hours of local programming, a sensational advance over the figure of 235 for 1953. More than 1,120 Film Division program sales were made in all markets. In New York, with 10 programs on the air, the NBC Film Division was providing more programming than any other syndicator.

This, then, is a thumbnail sketch of the National Broadcasting Company's activities for 1954. We feel it's a story of progress, of expansion, of pioneering. We hope we have contributed to making the broadcast medium an ever greater force in the social, cultural and economic life of America. This remains our goal as we go into 1955.

NATIONAL BROADCAST



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

BOARD OF DIRECTORS

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 George L. Harrison Robert W. Sarnoff
 Joseph V. Heffernan Sylvester L. Weaver, Jr.
 Mrs. Douglas Horton John K. West

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 Emanuel Sacks Staff Vice President
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 Alfred R. Stern Assistant to Executive Vice President

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 Francis O'Shea Financial Planning Manager
 Richard J. Raburn Manager of Auditing and Systems
 Aaron Rubin Chief Accountant

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 Edward R. Cullen Liaison Engineer
 Joseph D'Agostino Liaison Engineer
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 George M. Nixon Manager of Engineering Development
 Chester A. Rackey Manager of Audio-Video Engineering
 James Wood, Jr. Manager of Technical Services

Integrated Services Department

William S. Hedges Vice President in Charge of Integrated Services
 William D. Bloxham Purchasing Agent
 Willard Frech Cost Accountant
 Henry P. Hayes Radio Recording Manager
 Mildred Joy Chief Librarian
 Edward M. Lowell Building and General Services Manager
 Robert J. Myers Manager of the Traffic Department
 William Burke Miller Night Executive Officer
 Peter M. Tintle Guest Relations Manager
 Albert Walker Transportation Manager

Personnel Department

Lowell B. Jacobsen Director of Personnel
 David A. Bradford Manager of Salary Administration
 Dr. Bernard Handler Company Physician

Donald H. Mackenzie... Manager of Employment and Records
 Charles J. Moos... Labor Relations Coordinator
 Donald A. Rutledge... Manager of Training, Policy, Benefits and Communications
 Edmund Souhami... Labor Relations Coordinator

FINANCE DIVISION

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Thomas E. Ervin... Vice President and General Attorney
 John V. Shute... Assistant General Attorney
 James E. Denning... Senior Attorney

Treasurer's Department

Joseph A. McDonald... Treasurer
 William A. Williams... Assistant Treasurer

Tax Department

Harry McKeon... Director of Tax Department
 Joseph Akulonis... Assistant Director of Tax Department

ORGANIZATIONS SERVING THE RADIO NETWORK PUBLIC RELATIONS DIVISION

Kenneth W. Bilby... Vice President for Public Relations

Continuity Acceptance Department

Stockton Helffrich... Manager of Continuity Acceptance
 Carl Watson... Assistant Manager of Continuity Acceptance

National Advertising and Promotion Department

John Porter... Manager of National Adv. and Promotion
 Clyde Clem... National Audience Promotion
 John Graham... Art Director
 Edwin Vane... National Sales Promotion Mgr.

Press and Publicity Department

Sydney H. Eiges... Vice President in Charge of Press and Publicity
 Mike Horton... Director of Information
 Ellis O. Moore... Director of the Press Department
 Cornelius Sullivan... Public Relations Representative
 Donald Bishop... Program Publicity Manager
 Kathryn Cole... Manager of Information
 William Anderson... Manager of Business and Trade Publicity
 Sidney Desfor... Photo Editor
 Auriel Macfie... Magazine Editor
 John McTigue... Supervisor of Radio Net Publicity
 Lucy Towle... Supervisor of Public Affairs Promotion

Research and Planning Department

Hugh M. Beville... Director of Research and Planning

Dr. Thomas E. Coffin... Manager of Research
 Allen R. Cooper... Manager of Markets and Media
 James Cornell... Manager of Audience Measurement
 Barry Rumple... Manager of Plans

STATION RELATIONS DIVISION

Harry Bannister... Vice President for Station Relations
 Thomas Knode... Director of Stations Relations
 Sheldon B. Hickox... Director of Station Relations for the Pacific Division

Talent Department

Gustav B. Margraf... Vice President for Talent
 Martin J. Begley... Casting Director
 Mitchell Benson... Management of Contact Administration
 Ross Donaldson... Supervisor of Literary Rights and Story

Public Affairs Department

Davidson Taylor... Vice President in Charge of Public Affairs
 Thomas S. Gallery... Manager of Sports
 William McAndrew... Director of NBC News
 Edward Stanley... Manager of Public Service Programs
 Leslie C. Vaughan... Business Manager—Public Affairs
 Barry Wood... Director of Special Events

Production and Business Affairs Department

H. Earl Rettig... Vice President in Charge of Production and Business Affairs
 Leonard E. Hole... Director of Production
 Anthony M. Hennig... Associate Director of Production
 William V. Sargent... Divisional Business Manager—Television Network Programs

Technical Operations

George McElrath... Director of Technical Operations
 Andrew L. Hammerschmidt... Associate Director of Technical Operations
 Arthur A. Garbade... Business Manager of Technical Operations
 Frederick G. Knopfke... Manager of Sound Effects
 Gerald M. Sellar... Manager of Radio Technical Operations
 Edwin Wilbur... Networks Technical Operations Supervisor

RADIO NETWORK DIVISION

Robert W. Sarnoff... Executive Vice President
 Divisional Business Manager Department

Theodore Zaer... Divisional Business Manager for the Radio Network
 James M. Gladstone... Analyst Operations
 Grace Sniffen... Program Cost Accountant
 Marion Stephenson... Divisional Budget Manager

Radio Network Programs Department

John P. Cleary..... Director of Radio Network Programs
John Curran..... Supervisor of Program Operations
Robert Wogan..... Supervisor of Program Operations
Van Woodward..... Supervisor of Script

Radio Network Sales Department

Frederic L. Horton..... Director Radio Network Sales
Vinton Freedley, Jr..... National Sales Manager—
Radio Network
Howard Gardner..... Director of Radio Network
Sales Development
Robert C. Hitchens..... Radio Network Sales
Presentation Manager
Sackett Miles..... Manager of Radio Network
Sales Service

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny..... Vice President in Charge
of NBC owned Stations and NBC Spot Sales
Charles C. Bevis, Jr..... General Executive
Charles H. Coledge..... Director of Technical
Operations
Thomas S. O'Brien..... Divisional Business Manager

WRCA—WRCA-FM, New York

Hamilton Shea..... Vice President in Charge of
WRCA, WRCA-FM
Ernest De la Ossa..... Manager of Business
Development, WRCA, WRCA-FM
William A. Berns..... Manager of News and
Public Service
Robert F. Blake..... Director of Press and Publicity
Max Buck..... Director of Advertising,
Promotion and Merchandising
Arthur Hamilton..... Manager of Production
and Business Affairs
George C. Stevens..... Sales Manager, WRCA
Steve White..... Program Manager for WRCA

WMAQ, WMAQ-FM, Chicago

Jules Herbuveaux..... General Manager WMAQ,
WMAQ-FM
Henry T. Sjogren..... Assistant General Manager
WMAQ, WMAQ-FM
Charles V. Dresser..... Director of Sales
George Heinemann..... Director of Programming
Neil Murphy..... Station Business Manager
John F. Whalley..... Director of Operations

WTAM, WTAM-FM, Cleveland

Lloyd E. Yoder..... General Manager of
WTAM, WTAM-FM
William N. Davidson..... Assistant General
Manager and Director of Sales
Lawson J. Deming..... Radio Program Manager
Samuel E. Leonard..... Engineer-in-Charge
John L. McHale..... Station Business Manager

KNBC, KNBC-FM, San Francisco

George Greaves..... General Manager for
KNBC, KNBC-FM

William K. McDaniel..... Sales Manager
Curtis D. Peck..... Manager of Radio Technical
Operations, Integrated Services
John L. Thompson..... Station Business Manager

WRC, WRC-FM, Washington

Carleton D. Smith..... Vice President and
General Manager for WRC, WRC-FM
Joseph Goodfellow..... Director of Sales
James Kovach..... Director of Programs
John Levan..... Station Business Manager
Lefferts A. McClelland..... Director of Operations
John G. Rogers..... Engineer-in-Charge
Jay Royen..... Director of Publicity

National Spot Sales

Thomas B. McFadden..... Vice President in Charge
of National Spot Sales
Richard H. Close..... National Manager of
Represented Stations
Harold W. Shephard..... National Director of
Radio Spot Sales
George Dietrich..... National Manager of Radio
Spot Sales
Caroline Herbert..... Manager of Sales Service

WASHINGTON EXECUTIVE OFFICE

Frank M. Russell..... Vice President—Washington

PACIFIC DIVISION

John K. West..... Vice President for the
Pacific Division
Frederic W. Wile, Jr..... Vice President in Charge
of Television and Radio Network Program
Division (Pacific)
Lewis S. Frost..... Coordinator of Regional
Network Activities
Karel Pearson..... Program Manager
Thomas W. Sarnoff..... Director of Production
Oscar C. Turner..... Personnel and Labor Relations
Manager

FOREIGN OFFICES

England

Romney Wheeler, National Broadcasting Company,
Inc., 2 Mansfield Street, London W1, England.

France

Paul Archinard, William Frye, 52 Avenue des
Champs Elysees, Room 533, Paris 8, France.

Rome

Jack Begon, 54 Via Della Mercede, Rome, Italy.

Japan-Korea

George Thomas Folster, Wilson Hall, John Rich,
James G. Robinson, Nikkatsu Building, Number
1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

Germany

Robert McCormick, Press Center (American),
APO 757, c/o PM, New York, New York.

For television personnel turn to TELEVISION YEAR BOOK in this volume



Successful Radio Advertising Plan Sets "People in Motion"



By **SIDNEY J. WOLF**

President

Keystone Broadcasting System, Inc.

If we start with the premise that the function of advertising is to effectively fortify sales efforts at all levels, and this seems elementary, we can add that in order to effectively aid sales results we have to move people at all levels.



Keystone moves people in two vital ways—First it gets people into motion and keeps them moving—in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System Network of Hometown and Rural stations are listened to! They're heard!



We deliver an audience to the advertiser. This is media's prime responsibility. In 1954 one of our very good advertisers not only asked . . . "who's listening?" . . . but added the sharply pointed question . . . "how many?" So a survey was ordered. This survey was made by Gould, Gleiss and Benn, Inc., and we give you a few sample audience measurements in representative markets:

City and State	Average Share of Audience	Average Rating
Andalusia, Ala.	65	18.4
Cordele, Ga.	93	28.7
Crestview, Fla.	46	16.5
McMinnville, Tenn.	75	15.3
Norton, Va.	80	20.6



You can imagine how this advertising agency felt after seeing the evidence which indicated that Keystone Broadcasting System was not only delivering the audience but at a dollar cost that made his media buyer look like a real hero (to say nothing of how good we at Keystone felt about it all). This advertiser called the results of this survey, "the most astonishing he'd ever seen in radio."

Having delivered the audience, and assuming that the advertiser has a good product, creditably dramatized for audio advertising by good copy, we move people in the direction of the retail store. People in motion and in the right direction. What happens now? Some advertisers think they don't need "merchandising assistance" and maybe that's principally the fault of those who have persistently abused the words, "merchandising assistance." Without blushing or boasting I can say to all concerned that we at Keystone with the invaluable and energetic cooperation of most of our station affiliates really deliver on merchandising. And by merchandising assistance I don't mean just a mimeographed notice to retailers that a "smashing campaign of radio programs or announcements is soon to bust loose in this market." I mean that before the advertising hits the consumer, KBS stations put men into motion . . . they hit the streets—the main streets and the side streets and they make sure that the product is stocked. They make sure that it's up in front where the customer can see it. They make sure that display material is used and very frequently they help the dealer dress his windows, arrange mass floor displays, paste up streamers and generally get the store ready to receive the interested radio customer and the store personnel ready to sell!



Keystone has been growing . . . in a healthy way. This is in brief a tabulation of the ways in which we think Keystone has forged ahead in 1954 and we'll add a small type forecast as to what we think we'll accomplish in 1955.



The volume of business done by Keystone in 1954 exceeded any previous year, but in 1955 we will double the volume of 1954 even though TV is growing at a fast rate.

KEYSTATION BOARD

ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WJLD Birmingham
WBJB Brewton
WRAE Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Doonopolis
WDLA Eufaula
WVWF Fayette
WPBB Florence-Muscle Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Hatleyville
WBHD Huntsville
WPBB Jackson
WVWB Jasper
WMOZ Mobile
WMFC Monroeville
WJHO Opelika
WELR Roanoke
WVWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA

KCKY Coolidge
KCLS Flagstaff
KFTZ Phoenix

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KAWD Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KGRH Fayetteville
KXJK, Forrest City
KH0Z Harrison
KFAA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KVLG Little Rock
KVSA McGehee
KVMA Magnolia
K0AS Malvern
KENA Mena
K0SE Osceola
K0RS Pargould
K0TN Pine Bluff
K0PC Pocolontas
KXJR Russellville
K0CB Searcy
KBRS Springdale
K0AK Stuttgart

CALIFORNIA

KIBS Bishop
KBMX Coalinga
KRDU Dinuba
K0AC Fort Bragg
K0VR Lodi
KGER Long Beach
KYOS Merced
KMBY Monterey
K0FE Needles
KMOR Oroville
K0PR Pastor Robles
K0FP Petafoma
KTIP Porterville
KBLF Red Bluff
KVCE San Luis Obispo
K0MA Santa Maria
K0PA Santa Paula
K0RG Sonoma
K0SU Susanville
KTRK Taff
KTUR Tullock
K0UD Ventura

COLORADO

K0LW Alamosa
KRAL Canon City
K0RA Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
K0QU Greeley
K0NZ La Junta
KLVG Leadville
KLM0 Longmont
KSLV Monte Vista
K0BC Montrose

KVRR Salina
KCRT Trinidad

FLORIDA

WTRH Bradenton
WTAN Clearwater
WKKD Cocoa
WCNU Crestview
WBRU Fort Lauderdale
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WJVB Jacksonville Beach
W0KW Key West
WIPG Lake Wales
W0LF Leesburg
WNER Livo Oak
W0YS Marianna
W0PB Miami
W0SB New Smyrna Beach
W0MC Ocala
W0PF Palatka
W0LP Panama City
W0PY Perry
W0LA Plant City
W0QY St. Augustine
W0TR Sanford
W0XY Sarasota
W0CM Sebring
W0ST Stuart
W0NT Tallahassee
W0BK Tampa

GEORGIA

W0EC Americus
W0GA Athens
W0AG Augusta
W0GR Bainbridge
W0DG Brunswick
W0RA Carru
W0CLB Camilla
W0LB Carrollton
W0BH Cartersville
W0GA Cedartown
W0JM Cordele
W0FS Covington
W0BL Dalton
W0WD Dawson
W0LS Decatur
W0DM Douglas
W0MLT Dublin
W0JH East Point
W0SG Elberton
W0BH Fitzgerald
W0FP Fort Valley
W0GA Gainesville
W0EU Griffin
W0EH Hawkinsville
W0BK Jasp
W0LA Lafayette
W0LG La Grange
W0FM Marietta
W0VG Milledgeville
W0ME Monroe
W0MA Moultrie
W0GA Rome
W0MS Statesboro
W0SF Thomaston
W0TA Thomason
W0LET Toccoa
W0YD Vidalia
W0AY Waycross
W0H0 Waynesboro
W0LD West Point
W0M0 Winler

IDAHO

K0EM Boise
K0AR Burley
K0FI Idaho Falls
K0PL Moscow
K0WK Pocatello
K0ST Preston
K0RX Rexburg
K0PT Sandpoint
K0LIX Twin Falls

ILLINOIS

W0KZ Alton
W0BS Canton
W0HOY Carmi
W0EIC Charleston
W0RA Effingham
W0RM Elgin
W0EBQ Harrisburg
W0JPF Herrin
W0KEI Kewanee
W0PRC Lincoln
W0SMI Litchfield
W0KAI Macomb
W0BK Mattoon
W0MC MI. Carleol
W0NI Murreysboro
W0LVN Dincy
W0PRS Paris
W0KID Urbana

INDIANA

W0CBC Anderson

W0BNL Booneville
W0L0 Frankfort
W0TZ Jasper
W0SAL Logansport
W0RX Madison
W0PGW Portland
W0SLM Salem
W0JD Seymour
W0VVA South Bend
W0ICJ Iott City
W0KAM Goshen

IOWA

K0SI Ames
K0JAN Anlanite
K0PFC Cedar Rapids
K0CUG Centerville
K0CHA Charles City
K0CHE Cherokee
K0SIB Creston
K0FMA Davenport
K0DEC Decora
K0LLE Estherville
K0FAD Fairfield
K0XCJ Iowa City
K0JFJ Webster City

KANSAS

K0S0K Arkansas City
K0RE Alchison
K0CRB Chanute
K0TWS Emporia
K0MUO Fort Scott
K0IUL Garden City
K0WGB Goodland
K0AYS Hays
K0R0W Hutchinson
K0IND Independence
K0CLO Leavenworth
K0MAN Manhattan
K0NEX McPherson
K0JRG Newton
K0LKC Parsons
K0SEK Pittsburg
K0WSK Pratt

KENTUCKY

W0LBJ Bowling Green
W0TCO Campbellsville
W0AIN Columbia
W0CTT Corbin
W0ZIP Covington
W0CPM Cumberland
W0HIR Danville
W0IEL Elizabethtown
W0FKY Frankfort
W0FRN Franklin
W0KAY Glasgow
W0HLN Harlan
W0KIC Hazard
W0SDN Henderson
W0K0A Hopkinsville
W0LEX Lexington
W0WIN Louisville
W0FWM Madisonville
W0FTM Maysville
W0MIK Middlesboro
W0D0M Owensboro
W0SIP Paintsville
W0PKE Pikesville
W0PRT Prestonsburg
W0PKY Princeton
W0EKY Richmond

LOUISIANA

K0DS Alexandria
K0TRY Bastrop
W0K0C Bogalusa
W0ARB Covington
K0DLA De Ridder
W0HL Hammond
K0CILL Houma
K0JEF Jennings
K0WCJ Natchitoches
K0ANE New Iberia
K0REH Oak Grove
K0SLD Opelousas
K0RUS Ruston
K0BSF Springhill
K0LTD Tallulah

MAINE

W0ABM Houlton
W0RUM Rumford

MARYLAND

W0ASA Havre de Grace
W0PTX Lexington Park

MASSACHUSETTS

W0VDM Brookline
W0REB Holyoke
W0ARE Ware

MICHIGAN

W0ALM Albion
W0FYC Alma
W0ATZ Alpena
W0LEW Bad Axe
W0BRN Big Rapids

W0ATT Cadillac
W0MRF Flint
W0ATC Gaylord
W0IBK Iron River
W0JMS Ironwood
W0JPD Ishpeming
W0KLA Ludington
W0HTE Manistee
W0MBJ Marquette
W0MAW Manistowic
W0CEN MI Pleasant
W0OAP Owosso
W0MBN Petoskey
W0HLS Port Huron
W0TCM Traverse City

MINNESOTA

K0ASM Albany
K0XRA Alexandria
K0BUN Bemidji
K0BMW Breckinridge
K0LKL Cloquet
K0ROX Crookston
K0WEVE Eveleth
K0JYJ Grand Rapids
K0DUZ Hutchinson
K0KFI International Falls
K0LTF Little Falls
K0UJ New Ulm
K0BKB Owatonna
W0SHB St. Hlwater

MISSISSIPPI

W0MFA Abbeville
W0GCM Biloxi-Gulfport
W0RIP Booneville
W0D0B Canton
W0GLC Centerville
W0L0L Cleveland
W0CJU Columbia
W0ACH Columbus
W0MAA Corinth
W0JPR Greenville
W0GRM Greenwood
W0FOR Hattiesburg
W0DCD Hazlehurst
W0K0Z Kosciusko
W0AML Laurel
W0APF McComb
W0MBC Macon
W0NIS Natchez
W0MPP Pascagoula
W0HCC Philadelphia
W0HJW Pineauye
W0SSO Starkville
W0TUP Tunalee
W0QBC Vicksburg
W0B0B Waynesboro
W0ZAF Yazoo City

MISSOURI

K0GMO Cape Girardeau
K0D00 Carthage
K0CRR Carthageville
K0CRR Charleston
K0CHI Chilesville
K0DKO Clinton
K0CMU Columbia
K0REI Farmington
K0JCF Festus
K0WDS Jefferson City
K0IRX Kirksville
K0NIM Maryville
K0NCM Moberly
K0HMO Monett
K0BTN Neosho
K0NEM Nevada
K0W0C Poplar Bluff
K0TTR Rola
K0SGM Ste. Genevieve
K0RES St. Joseph
K0SMO Salem
K0DHO Sedalia
K0JCK Springfield
K0CALH Thayer
K0W00 Warrensburg
K0WRE Warrenton
K0WPM West Plains

MONTANA

K0BMY Billings
K0B0N Bozeman
K0J0M Havre
K0CAP H. Iera
K0GEZ Kalispell
K0XLD Lewiston
K0LFB Libby
K0PRK Livingston
K0ATL Miles City
K0LYI Shiloh
K0GCX Sidney

NEBRASKA

K0COW Alliance
K0WBE Beatrice
K0C0H Chadron
K0JSK Columbus
K0HAS Hastings
K0GFW Kearney

KEYSTONE BRO

NOV



Keystone
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

BROADCASTING SYSTEM

3ER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS
For Personnel See Page 288

the *Happiest* show

CHUCKLES! LAU

EVERY WEEK
5 BIG
BRIGHT
HALF-HOURS

ZIV'S ROLLYCKIN' NEW
COMEDY HIT!

"THE
Eddie Cantor
SHOW"

Starring
**EDDIE
CANTOR**



On RADIO!

! FUN GALORE!



WITH
JIMMY WALLINGTON
Eddie's favorite
clowning
partner!

"Ain't She Sweet"

THERE'S
COMEDY!

"If You Knew Susie"

THERE'S
MUSIC!

"Whoopee"

THE
BIGGEST
COMEDY SHOW
ever offered to
Local Sponsors!

"Margie"

THERE'S
SINGING!

"Ida"

ZIV'S ANSWER TO
RADIO'S BIG NEED
FOR BOLD, NEW
PROGRAMMING!

Write, phone or wire today for facts on how
to put the Cantor name to work for you! Hurry!

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

KEYSTONE

BROADCASTING SYSTEM, INC.



111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director).....	President
Joseph Bayer (Director).....	Vice-President
Noel A. Rhys.....	Vice-President
Edwin R. Peterson.....	Vice-President
William Bayer.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom.....	Account Executive
Eve Waldo.....	Office Manager
John Scanlan.....	Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
Blanche Stein.....	Director of Station Relations
Kay Coustan.....	Traffic Manager
Jane McFadgen.....	Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

57 Post Street

Phone: SUtter 1-7440

Don Kerwin.....	Account Executive
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SERVICES OFFERED: The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KES makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in the Keystone primary coverage area total more than 25,500,000 based on Nielsen reports, or one-half millivolt where Nielsen report is not available.

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, KES reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

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.



QUALITY RADIO GROUP

The Story of Quality

By WILLIAM RYAN
Executive Vice-President

QUALITY Radio Group presents the newest concept in national advertising—36 of the great radio stations combined to represent 91 per cent of the total U. S. population, providing coverage and listeners equal to anything now being offered advertisers.

Quality, a fledgling of three months, has the drive of youth and the experience of stations which are the best and oldest in the industry as well as the leaders in their region. Twenty-nine members will be 50,000 watt stations. The Quality Group is actually listened to each week by half of the total existing U. S. radio families!

The Quality Radio Group sells programs and time on a night time basis on its 36 member stations as a group. With all the principal program sources at its disposal, plus special writer and talent resources, Quality's custom-made programs are transcribed, permitting an advertiser to secure the most advantageous time slot and best adjacencies in each market. Local announcers may be used to give identifiable home-town flavor to national commercials.

Quality's continuous radio research will further illustrate the potential of the entire medium and further demonstrate the advantages of Quality's 36 member stations in reaching the markets of the nation.

Officers of Quality Radio Group are: President, Ward L. Quaal, Crosley Broadcasting Corporation; Executive Vice-President, William B. Ryan and Secretary-Treasurer, William Wagner.

STATIONS:

WORNew York	WWLNew Orleans
WGNChicago	WSBAtlanta
KFILos Angeles	WBAP-WFAAFt. Worth-Dallas
WCAUPhiladelphia	KOADenver
WJRDetroit	WTICHartford*
WBZ-ABoston	WGYSchenectady*
KCBSSan Francisco*	WOAISan Antonio
KDKAPittsburgh	WOWOmaha
KSDSt. Louis*	WRVARichmond
WTOPWashington	WSMNashville
WGARCleveland	KSLSalt Lake City
WBALBaltimore	KVOOTulsa
WCCOMinneapolis*	WHODes Moines
WBENBuffalo*	WBTCharlotte
KPRCHouston	KOBAlbuquerque
WLWCincinnati	WPTFRaleigh
WTMJMilwaukee		
KCMOKansas City		
KIROSeattle		
KEXPortland		

* Station pending clearance.

** Nighttime.

Source: SAMS, 1952.



Solid

"Solid as a Storer Station" is
a compliment applied to a station whose
solid foundation in the community it serves is
exceeded only by solid selling on the air.

For a sales campaign that is successful, satisfactory
and solid — sell on a Storer Station.



STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director

BOB WOOD, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

REGIONAL NETWORKS

ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

PERSONNEL

Manager..... Dick Drummy
STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAC-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHFL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBBS-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KSTV, Denver, Col.; KOOL-TV, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLAS-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SNecca 6333

PERSONNEL

General Manager..... Wm. J. Wagner
BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Wm. J. Wagner, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska. James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska. Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska. Richard White, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska. Henry C. Lanz, Station Mgr.; Alaska Radio Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; 2978 Wilshire Blvd., L. A., Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All-Islands Network

Advertiser Building, Honolulu, Hawaii

Director..... William O. Paine
National Advertising Mgr.... Lee D. Hirschland

STATIONS

KGU, Honolulu; KIPA, Hilo; KTOH, Kauai; KMVI, Maui.

Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

PERSONNEL

General Manager..... Richard O. Lewis
Commercial Manager..... Bill Harvey

STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Salt Lake; KWJB, Globe-Miami; KYCA, Prescott.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

PERSONNEL

Manager..... John L. Hogg
Program Director..... John R. Williams

BRANCH OFFICES

KTUC, 900 East Broadway, Tucson, Phone: 2-3311, Lee Little, Manager; KSUN, Bisbee, Phone: HEMlock 2-2277, Arlo Woolery, Manager; KYMA, P.O. Box 671, Yuma, Phone: Sunset 3-7841, Bill Lindsey, Manager; KCLS, Flagstaff, Phone: 946, Charles Saunders, Manager; KVNC, Winslow, Phone: 1010, Ed Whelan, Manager; KAWT, Douglas, Phone: 173, Bob Whitaker, Manager.

STATIONS

KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff; KVNC, Winslow; KAWT, Douglas; KOY, Phoenix.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

PERSONNEL

General Manager..... Walter C. Bridges
Natl. Sales Mgr..... Harry Hyett
Gen. Mgr..... W. C. Bridges

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis.

Big Five

KSWO Radio, Box 699, Lawton, Oklahoma
Phone: 1380

President..... Leo R. Morris
STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KAKC, Tulsa.

Broadcast Advertising, Inc.

(Ken and Carolyn Show)

8 Newbury Street, Boston 16, Mass.

Westinghouse Broadcasting Co., Inc.



“WBC IS NOT A NETWORK”

By CHRIS J. WITTING

President

Westinghouse Broadcasting Co., Inc.

EARLY in 1955, at the time of the Westinghouse take-over of the Pittsburgh station KDKA-TV, an editor of *Business Week* said to me: “If it isn’t too elementary to ask—just what is Westinghouse Broadcasting?” The question wasn’t too elementary. In fact, this question gets to the heart of a matter which has never been too clear, in or out of the broadcasting industry.

There are fairly well-informed people who ask: “Is WBC a network?” **(The answer is that we’re not a network, and have no plans to become one.)**

Often we are asked: “Which network are you affiliated with?” (Answer: Our stations broadcast programs of 2 radio networks and of 4 television networks. WBC is not “married” to any one network.)

Westinghouse Broadcasting Company, Inc. is a wholly-owned subsidiary of Westinghouse Electric Corporation.

Our first emphasis in WBC today is on programs, for it is our policy to operate the number one station in television and radio in each of the communities we serve. Toward this goal, we have established a strong program department in our headquarters organization; we have strengthened the program departments of our nine stations; and we are conducting an aggressive program of talent development.

We recognize regional differences. We know that a program which rates high in New England is not necessarily a winner on the West Coast. Accordingly, we regard our headquarters program department a resource on which each station may draw according to its needs.

In short, we believe in strong station autonomy; with only the broad policies laid out by WBC headquarters.

Within the Westinghouse Broadcasting family, this kind of headquarters-station relationship has made our growth during the past year the greatest in the history of the organization and promises gratifying growth in the years ahead.

STATIONS

WBZ-TV	Boston	WPTZ (TV)	Philadelphia
KDKA-TV	Pittsburgh	KPIX (TV)	San Francisco
WBZ-WBZA	Boston & Springfield	KYW	Philadelphia
KDKA	Pittsburgh	WOWO	Fort Wayne
KEX	Portland		

PERSONNEL

President James Murley

STATIONS

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHOH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 60260

PERSONNEL

Director Operations Dale R. Peterson
Commercial Manager Nadine Hill
Business Mgr. Joseph P. Webb
Office Mgr. Effie Brakebill
Chief Engineer Manuel I. Barraza
Manager KPRO Dale R. Peterson
Manager KREO John M. Wages
Manager KYOR Peter Odens
Manager KRCP Vince Palmer

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. Les Biedeman
Commercial Mgr. R. E. Detwiler

STATIONS

WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Northern Group

Radio Station KSYC, Yreka, Calif.
Phone: 624

PERSONNEL

Manager Jack A. Mitchell (KSYC)

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

California Rural Network

111 North Cienega Blvd., Beverly Hills, Calif.
Phone: Bradshaw 2-6738

Executive Director Art Chipman

BRANCH OFFICES

233 Sansome Street, San Francisco, Calif., Yukon 6-2981, Executive-in-charge, William A. Ayres; 535 Fifth Avenue, New York 17, N. Y., Murray Hill 7-5385, Executive-in-charge, E. J. Devney, Devney & Co.

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Ft. Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Petaluma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Tuolumne; KWSO, Wasco.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager William D. Shaw
Gen. Sales Mgr. Bert West
Asst. Sales Manager Dick Jolliffe
Sales Promotion Mgr. John Asher
Program Director Robert P. Sutton
News Director Jack Beck
Public Affairs Director David Showalter
Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Henry Flynn.
Sales Mgr.: Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000.
Jack Donahue, 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 Ave., Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.: Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, Jack Woolley, Sales Mgr.: Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRRR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-1212

General Manager J. T. Aubrey, Jr.
Gen. Sales Mgr. Edmund C. Bunker
News Director Sam Zelman
Business Manager Howard Barnick
Prog. Director Donald M. Hine
Dir. Sls., Prom. & Pub. D. Linger

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Mont.; KOPR-TV, Butte, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KINT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho.

Columbine Network

Security Life Bldg., Denver, Colo.
Phone: MAIN 3-4161

PERSONNEL

General Manager Albert G. Meyer
Sales Manager Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

440 Meadow St., Waterbury, Conn.
Phone: Plaza 5-1121

PERSONNEL

President Samuel R. Elman
Vice-President Charles Bell, Jr.
Directors Gerald Morey,
Edward Obrist, Fred Wagenvoord, John Morris, Julian Schwartz, John Ellinger, Donald Lasser

STATIONS

WATR, Waterbury; WGTH, Hartford; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

Dairyland Network

307 W. Sixth St., Willmar, Minn.

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.

Dixie Broadcasting System

P. O. Box 1008, WHSY Bldg., Highway 11 South
Hattiesburg, Miss.
Phone: JUNiper 3-1741

PERSONNEL

President Charles W. Holt
General Sales Mgr. Jack Dix
Program Director Dean Griffin
Office Manager Olga Hagler

STATIONS

WSHY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WSLI, Jackson, Miss.

NATIONAL REPRESENTATIVE

Thomas F. Clark Company, Inc.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOLLYWOOD 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
KHJ Sales Manager Terry Mann
Dir. Public Relations Bud Coulson
Promotion Director Robert Light
News & Special Events Les Mawhinney
Chief Engineer Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.
Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Richards, Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KBAK, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

Georgia Associations of Local Stations

Box 66, Atlanta, Ga.

PERSONNEL

Sales Director Tom Carr

STATIONS

WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOO, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Gold Nugget Television Network

1625 California St., Denver, Colo.

PERSONNEL

Sales Manager William F. MacCrystall

STATIONS

KOA-TV, Denver, Colo.; KCSJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

Granite State Network

155 Front St., Manchester, N. H.

Phone: 4-4075

PERSONNEL

President.....W. J. Barkley
Treasurer.....William Rust, Jr.
Manager.....Ralph Gottlieb
Sales Manager.....Warren H. Jourmay

BRANCH OFFICES

419 Boylston St., Boston, Mass.

Phone: Com. 6-0718

Exec. in Chg.....Louis Borgatti
477 Madison Ave., New York, N. Y.

Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski
55 E. Washington St., Chicago, Ill.

Exec. in Chg.....William Reilly
7 North Seventh St., St. Louis, Mo.

Exec. in Chg.....Jack Hetherington
6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg.....William Wallace

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; W TSA, Brattleboro, Vt.; WKXL, Concord, N. H.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

PERSONNEL

President.....M. M. Marget
Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLP M, Minot, N. D.; KGC U, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KD L R, Devils Lake, N. D.; KG C X, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.

Great Western Network

130 Social Hall Ave., Salt Lake City 1, Utah

Phone: 22-5681

PERSONNEL

General Manager.....G. Bennett Larson
Sales Manager.....Holly Moyer

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Buite, Mont.; KXIJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561

PERSONNEL

President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch
Program Oper.....Florien Wineriter

News Director.....Jim Petersen
Sports Director.....Mal Wyman

BRANCH OFFICE

Hotel Albany, Denver, Colo.

Phone: Alpine 5-4681

Vice President.....Collin Lowder

STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Bulte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIK, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSVP, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas.

Lobster Network

223 Lisbon Street, Lewiston, Maine

Phone: 2-7650

PERSONNEL

Director.....Faust Couture

STATIONS

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656,
Edward E. Guernsey; 175 Water St., Phone:
3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy

STATIONS

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; KMJ, Fresno, Calif.; KERN, Bakersfield, Calif.; KOH, Reno, Nev.

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: NATIONAL 8-5308

Representative.....Miss Debra Dingwall

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

PresidentJames G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Robert Baldrice

STATIONS

WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

PresidentBirney Ines
General ManagerBob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

Mississippi Broadcasting Co.

(Withers Gavin Stations)
Three Foot Bldg., Meridian, Miss.
Phone: 7714

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

WCOC, Meridian; WJQS, Jackson.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: JACKSON 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Directors.....Joseph E. Baudino,
John J. Boyle, William H. Rines

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

Oklahoma Network

Box 642, Ada, Okla.

PERSONNEL

PresidentBill Hoover
Sec. Treas.....Brown Morris
Reps.....Venard, Rintoul & McConnell;
Hal Falter

STATIONS

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton; KWSH, Tri-City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon
PERSONNEL

General Manager.....Gordon Capps
STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
National Sales Mgr.....G. P. Browne
Promotion Director.....V. Barath
Regional Sales.....John F. McCallum

BRANCH OFFICES

504 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841

Executive.....C. J. Cosse

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSO, 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.; WBG, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.
Phone: EVERGREEN 2-4700

PERSONNEL

Sales Manager.....Kenneth W. Stowman

STATIONS

The Quaker Network is composed of a group of stations covering the entire state of Pennsylvania. WFIL is the key station of the Quaker Network.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

President.....C. L. Dickinson
General Manager.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Director.....M. N. Knapp

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW,

Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WBNF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WQAN, Scranton, Pa.

The Spanish Network

Broadcast Time Sales
149 Calif. St., San Francisco 11, Calif.
Phone: SU 1-8656
Western Radio Sales

1540 No. Highland Ave., Los Angeles 28, Calif.
Phone: HO 5-1755, 5-5884

PERSONNEL

Owner, Manager.....Carl Schuele

Sombrero Network

310 South Flores St., San Antonio 5, Texas
Phone: CApital 4-8792

PERSONNEL

Executive Secretary.....Nathan Safir
BRANCH OFFICE

40 East 49th St., (Suite 705), N. Y. 17, N. Y.
Phone: PL 5-9140

Executive-in-charge.....Richard O'Connell,
National Adv. Dir. and Representative
STATIONS

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KTXN, Austin, Texas; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; KEDF, Nuevo Laredo, Mexico.

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
Nat'l Representative.....Robert Meeker Assoc.
STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Sunflower Network

c/o KOAM, Pittsburgh, Kansas
STATIONS

KOAM, Pittsburgh, Kans.; KANS, Wichita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGCF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE
John E. Pearson Co.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)
PERSONNEL

President.....Walter Teich
Vice-Presidents..Ben Sanders & George Volger
Sec.-Treas.....Ken Gordon
Exec. Comm. Members.....Deitrich Dirks,
Earl Williams, Gene Claussen
STATIONS

KPIG, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG,

Boone; KICD, Spencer; KRIB, Mason City; KCJM, Carroll; KOEL, Oelwein; KXIC, Iowa City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert
STATIONS

KRLD, Dallas; KGBS, San Antonio; KTRH, Houston, Texas.

Texas Quality Network

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

Representative.....Alex Keese
(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.,
(WFAA), 1122, Jackson St. (Dal), Dallas-Ft.
Worth, Texas. Phone: Riverside 9631. WBAP, Ft.
Worth, Texas; KGNC, Amarillo, Texas; KRGV,
Weslaco, Texas; KCBD, Lubbock, 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
Chief Engineer.....James T. Petersan
STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KGBS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KCWJ, Greenville, Texas; KBIO, McAllen; KTRN, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
Phone: 8885
PERSONNEL

President.....Victor W. Dawson
Vice-President.....Vassie Balkcum
Secretary-Treasurer.....Lester L. Gould
General Manager.....Kenneth C. Willson
Office Manager.....Nina J. Livingston
STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.

Tri-State Network

550 Fifth Avenue, New York, N. Y.
Phone: JUDson 2-1725
PERSONNEL

WERC-TV General Mgr.....U. A. Latham

WHIO-TV General Mgr. Robert Moody
 WTVN General Mgr. J. W. McGough
 CDC Coordinator Don L. Chapin

STATIONS

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

Union Broadcasting System

136 State St., P. O. Box 1520, Albany, N. Y.
 Phone: 2-6638

PERSONNEL

General Manager Jim Healey

STATIONS

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAV, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

Upper Midwest Broadcasting System

1687 Northwestern Bank Bldg.,
 Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President Orville Lawson
 Vice President Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Benadict; KLIZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KBUN, Bemidji; KROX, Crookston; KSUM, Fairmont; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KGCU, Bismarck-Mandan; KLP, Minot; KOVC, Valley City; KGXC, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KNDC, Hettinger; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBIZ, Eau Claire; WJPG, Green Bay; WLXC, La Crosse; WLKY, Ladysmith; WIBU, Madison-Poynette; WOBT, Rhineland; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KPAD, Fairfield; KXGI, Fort Madison; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBE, De Kalb, all in Illinois; KXGN, Glendive and KGCK, Sidney, both in Montana; KBMW, Wahpeton-Breckenridge, N. D.; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.;

WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

West Texas Packaged Stations

St. Angelus Hotel, San Angelo, Texas
 PHONE: 6715

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
 Phone: 723

PERSONNEL

President John M. Walter
 Vice-President Earl H. Huth
 Sec.-Treas., Mgr. Dir. George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
 Phone: 4-4461

General Manager Wm. C. Grove
 Commercial Manager C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
 Phone: Commonwealth 6-0800

V.P., Gen. Manager Norman Knight
 Vice-President George Steffy
 Sales, Prom. Manger Tom Bateson
 Traffic Dick Black
 News L. Bickford
 Program Manager Jack Maloy

STATIONS

WNAC, Boston-Lawrence, WFAU, Augusta, Maine; WABI, Bangor, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCE, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNL, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

Estimated Families for 1955



STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,186,000	792,000	656,000	360,000	91
ARIZONA	1,002,000	346,000	319,000	124,000	31
ARKANSAS	1,948,000	568,000	470,000	117,000	51
CALIFORNIA	12,804,000	4,380,000	4,923,000	3,273,000	141
COLORADO	1,486,000	446,000	434,000	217,000	31
CONNECTICUT	2,263,000	678,000	670,000	557,000	25
DELAWARE	374,000	103,000	99,000	87,000	7
DISTRICT OF COLUMBIA	878,000	281,000	272,000	231,000	7
FLORIDA	3,594,000	1,141,000	1,005,000	490,000	95
GEORGIA	3,732,000	998,000	837,000	450,000	82
IDAHO	627,000	188,000	184,000	40,000	24
ILLINOIS	9,347,000	2,887,000	2,826,000	2,212,000	87
INDIANA	4,293,000	1,354,000	1,307,000	954,000	50
IOWA	2,690,000	882,000	857,000	515,000	52
KANSAS	2,056,000	621,000	597,000	246,000	42
KENTUCKY	3,055,000	780,000	694,000	413,000	58
LOUISIANA	2,982,000	745,000	642,000	323,000	59
MAINE	948,000	293,000	279,000	122,000	16
MARYLAND	2,654,000	692,000	662,000	620,000	29
MASSACHUSETTS	5,052,000	1,505,000	1,489,000	1,370,000	50
MICHIGAN	7,164,000	2,020,000	2,016,000	1,680,000	74
MINNESOTA	3,165,000	950,000	927,000	505,000	50
MISSISSIPPI	2,248,000	590,000	473,000	137,000	55
MISSOURI	4,238,000	1,265,000	1,196,000	783,000	66
MONTANA	640,000	191,000	186,000	52,000	26
NEBRASKA	1,394,000	436,000	418,000	208,000	27
NEVADA	222,000	76,000	74,000	26,000	12
NEW HAMPSHIRE	542,000	159,000	155,000	105,000	12
NEW JERSEY	5,354,000	1,577,000	1,523,000	1,456,000	21
NEW MEXICO	797,000	203,000	191,000	98,000	31
NEW YORK	15,733,000	4,772,000	4,630,000	4,310,000	101
NORTH CAROLINA	4,308,000	1,150,000	1,004,000	556,000	115
NORTH DAKOTA	648,000	227,000	218,000	32,000	15
OHIO	8,724,000	2,579,000	2,515,000	2,319,000	81
OKLAHOMA	2,312,000	658,000	590,000	360,000	47
OREGON	1,672,000	602,000	586,000	215,000	50
PENNSYLVANIA	10,993,000	3,095,000	2,985,000	2,537,000	124
RHODE ISLAND	840,000	308,000	304,000	265,000	11
SOUTH CAROLINA	2,282,000	555,000	466,000	230,000	55
SOUTH DAKOTA	679,000	233,000	223,000	37,000	14
TENNESSEE	3,430,000	885,000	769,000	450,000	77
TEXAS	8,638,000	2,763,000	2,433,000	1,300,000	200
UTAH	771,000	259,000	254,000	142,000	19
VERMONT	389,000	111,000	107,000	67,000	13
VIRGINIA	3,658,000	880,000	788,000	562,000	78
WASHINGTON	2,590,000	937,000	922,000	473,000	59
WEST VIRGINIA	1,987,000	460,000	419,000	272,000	43
WISCONSIN	3,620,000	1,065,000	1,042,000	653,000	69
WYOMING	318,000	95,000	92,000	17,000	16
TOTAL	164,327,000	48,782,000	46,738,000	32,568,000	



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RADIO HOMES BY STATE

U. S. STATION INDEX

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KAAA — Red Wing, Minn.	472	KBIX — Muskogee, Okla.	563
KABC — Los Angeles, Cal.	347	KBIZ — Ottumwa, Ia.	420
KABI — Ketchikan, Alaska	671	KBKI — Alice, Tex.	612
KABQ — Albuquerque, N. M.	501	KBKR — Baker, Oreg.	567
KABR — Aberdeen, S. D.	601	KBKW — Aberdeen, Wash.	649
KACT — Andrews, Tex.	615	KBLA — Burbank, Calif.	344
KADA — Ada, Okla.	561	KBLF — Red Bluff, Calif.	353
KAFP — Petaluma, Cal.	352	KBLI — Blackfoot, Idaho	396
KAGH — Crossett, Ark.	336	KBLO — Hot Springs, Ark.	338
KAGR — Yuba City, Calif.	362	KBLP — Falfurrias, Tex.	622
KAHU — Waipahu, Hawaii	674	KBMI — Henderson, Nev.	494
KAKC — Tulsa, Okla.	565	KBMN — Bozeman, Mont.	488
KAKE — Wichita, Kans.	427	KBMW — Breckenridge, Minn.	469
KALB — Alexandria, La.	435	KBMX — Coalinga, Calif.	345
KALE — Richland, Wash.	652	KBMY — Billings, Mont.	488
KALG — Alamogordo, N. M.	501	KBND — Bend, Oreg.	567
KALI — Pasadena, Calif.	352	KBNZ — La Junta, Colo.	365
KALL — Salt Lake City, Utah	639	KBOA — Kennett, Mo.	483
KALM — Thayer, Mo.	487	KBOE — Oskaloosa, Ia.	420
KALT — Altanta, Tex.	615	KBOL — Boulder, Colo.	362
KAMD — Camden, Ark.	336	KBON — Omaha, Nebr.	493
KAMO — Rogers, Ark.	340	KBOP — Pleasanton, Tex.	631
KAMQ — Amarillo, Tex.	613	KBOR — Brownsville, Tex.	617
KANA — Anaconda, Mont.	488	KBOW — Butte, Mont.	488
KAND — Corsicana, Tex.	619	KBOX — Modesto, Calif.	350
KANE — New Iberia, La.	439	KBOY — Medford, Oreg.	569
KANI — Kaneohe, Oahu, Hawaii	674	KBRC — Mount Vernon, Wash.	651
KANN — Sinton, Tex.	634	KBRL — McCook, Nebr.	492
KANS — Wichita, Kans.	427	KBRO — Bremerton, Wash.	650
KANV — Shreveport, La.	441	KBRS — Springdale, Ark.	341
KAOK — Lake Charles, La.	437	KBRZ — Freeport, Tex.	623
KAPA — Raymond, Wash.	652	KBSF — Springhill, La.	442
KAPB — Marksville, La.	438	KBST — Big Spring, Tex.	616
KAPK — Minden, La.	438	KBTA — Batesville, Ark.	336
KARE — Atchison-St. Joseph, Kans.	422	KBTM — Jonesboro, Ark.	338
KARK — Little Rock, Ark.	338	KBTN — Neosho, Mo.	484
KARM — Fresno, Calif.	346	KBTO — El Dorado, Kans.	423
KASA — Elk City, Okla.	562	KBUC — Corona, Calif.	345
KASH — Eugene, Oreg.	568	KBUD — Athens, Tex.	615
KASI — Ames, Ia.	416	KBUH — Brigham City, Utah.	637
KASL — Newcastle, Wyo.	669	KBUN — Bemidji, Minn.	469
KASM — Albany, Minn.	468	KBUR — Burlington, Ia.	416
KAST — Astoria, Okla.	567	KBWD — Brownwood, Tex.	617
KATE — Albert Lea, Minn.	468	KBWL — Blackwell, Okla.	561
KATL — Miles City, Mont.	490	KBYE — Oklahoma City, Okla.	564
KATO — Reno, Nev.	495	KBYR — Anchorage, Alaska	671
KATY — San Luis Obispo, Calif.	357	KCAL — Redlands, Calif.	353
KAUS — Austin, Minn.	469	KCAP — Helena, Mont.	489
KAVE — Carlsbad, N. M.	502	KCBC — Des Moines, Ia.	418
KAVL — Lancaster, Calif.	347	KCBD — Lubbock, Tex.	628
KAVR — Apple Valley, Calif.	343	KCBQ — San Diego, Calif.	354
KAWT — Douglas, Ariz.	333	KCBS — San Francisco, Calif.	356
KAYE — Puyallup, Wash.	652	KCCT — Corpus Christi, Tex.	618
KAYL — Storm Lake, Ia.	421	KCFH — Cuero, Tex.	619
KAYO — Seattle, Wash.	652	KCHA — Charles City, Ia.	417
KAYS — Hays, Kans.	425	KCHE — Cherokee, Ia.	417
KBAK — Bakersfield, Calif.	343	KCHI — Chillicothe, Mo.	480
KBAM — Longview, Wash.	651	KCHJ — Delano, Calif.	345
KBAR — Burley, Idaho	396	KCHR — Charleston, Mo.	480
KBBA — Benton, Ark.	336	KCHS — Truth Or Consequences, N. M.	504
KBEL — Idabel, Okla.	563	KCHV — Coachella, Calif.	345
KBHS — Hot Springs, Ark.	338	KCID — Caldwell, Idaho	396
KBIF — Sanger, Calif.	357	KCIJ — Shreveport, La.	441
KBIG — Avalon, Calif.	343	KCIL — Houma, La.	437
KBIM — Roswell, N. M.	503	KCIM — Carroll, Ia.	416

KCJB -- Minot, N. D.	548	KCUL -- Fort Worth, Tex.	623
KCKN -- Kansas City, Kans.	425	KCVR -- Lodi, Cal.	347
KCKY -- Coolidge, Ariz.	331	KCYL -- Lampasas, Tex.	627
KCLA -- Pine Bluff, Ariz.	340	KDAC -- Fort Bragg, Calif.	345
KCLE -- Cleburne, Tex.	618	KDAL -- Duluth, Minn.	469
KCLF -- Clifton, Ariz.	331	KDAS -- Malvern, Ark.	339
KCLO -- Leavenworth, Kans.	425	KDAV -- Lubbock, Tex.	628
KCLS -- Flagstaff, Ariz.	333	KDB -- Santa Barbara, Calif.	358
KCLV -- Clovis, N. M.	502	KDBC -- Mansfield, La.	438
KCLW -- Hamilton, Tex.	624	KDBS -- Alexandria, La.	435
KCLX -- Colfax, Wash.	650	KDDD -- Dumas, Tex.	631
KCMC -- Texarkana, Tex.	635	KDEC -- Decorah, Ia.	418
KCMJ -- Palm Springs, Calif.	351	KDEF -- Albuquerque, N. M.	501
KCMO -- Kansas City, Mo.	482	KDET -- Center, Tex.	618
KCMR -- McCamey, Tex.	629	KDHL -- Faribault, Minn.	470
KCNA -- Tucson, Ariz.	334	KDIX -- Dickinson, N. D.	547
KCNC -- Fort Worth, Tex.	622	KDKA -- Pittsburgh, Pa.	586
KCNI -- Broken Bow, Nebr.	491	KDKD -- Clinton, Mo.	481
KCNO -- Alturas, Calif.	343	KDLA -- De Ridder, La.	437
KCNY -- San Marcos, Tex.	633	KDLM -- Detroit Lakes, Minn.	469
KCOG -- Centerville, Ia.	416	KDLR -- Devils Lake, N. D.	547
KCOH -- Houston, Tex.	625	KDLK -- DeJ Rio, Tex.	621
KCOK -- Tulare, Calif.	360	KDMA -- Montevideo, Minn.	472
KCOL -- Ft. Collins, Colo.	364	KDMO -- Carthage, Mo.	480
KCON -- Conway, Ark.	336	KDMS -- El Dorado, Ark.	336
KCOR -- San Antonio, Tex.	632	KDNT -- Denton, Tex.	621
KCOV -- Corvallis, Oreg.	568	KDON -- Salinas, Calif.	354
KCOW -- Alliance, Nebr.	491	KDRO -- Sedalia, Mo.	486
KCOY -- Santa Maria, Calif.	359	KDRS -- Paragould, Ark.	340
KCRA -- Sacramento, Calif.	353	KDSH -- Boise, Idaho	396
KCRB -- Chanute, Kans.	422	KDSJ -- Deadwood, S. D.	601
KCRC -- Enid, Okla.	562	KDSX -- Denison, Tex.	621
KCRE -- Crescent City, Calif.	345	KDTH -- Dubuque, Ia.	418
KCRG -- Cedar Rapids, Ia.	416	KDUB -- Lubbock, Tex.	628
KCRS -- Midland, Tex.	629	KDUZ -- Hutchison, Minn.	470
KCRT -- Trinidad, Colo.	367	KDWT -- Stamford, Tex.	634
KCRV -- Caruthersville, Mo.	480	KDYL -- Salt Lake City, Utah	639
KCSB -- San Bernardino, Calif.	354	KDZA -- Pueblo, Colo.	365
KCSJ -- Pueblo, Colo.	365	KEAN -- Brownwood, Tex.	617
KCSR -- Chadron, Nebr.	491	KEAR -- San Mateo, Calif.	358
KCTI -- Gonzales, Tex.	624	KEBE -- Jacksonville, Tex.	626
KCTX -- Childress, Tex.	618	KECC -- Pittsburg, Calif.	352

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KECK — Odessa, Tex.	630	KFRM — Concordia, Kans.	422
KEEN — San Jose, Calif.	357	KFRO — Longview, Tex.	627
KEEP — Twin Falls, Idaho	398	KFRU — Columbia, Mo.	481
KELA — Centralia-Chehalis, Wash.	650	KFSA — Fort Smith, Ark.	337
KELD — El Dorado, Ark.	337	KFSB — Joplin, Mo.	482
KELK — Elko, Nev.	494	KFSC — Denver, Colo.	363
KELO — Sioux Falls, S. D.	602	KFSD — San Diego, Calif.	355
KELP — El Paso, Tex.	622	KFST — Fort Stockton, Tex.	622
KELY — Ely, Nev.	494	KFTM — Fort Morgan, Colo.	364
KENA — Menz, Ark.	339	KFTV — Paris, Tex.	631
KENE — Toppenish, Wash.	654	KFUN — Las Vegas, N. M.	503
KENI — Anchorage, Alaska	671	KFVD — Los Angeles, Calif.	349
KENM — Portales, N. M.	503	KFVS — Cape Girardeau, Mo.	480
KENO — Las Vegas, Nev.	494	KFWB — Hollywood, Calif.	347
KENS — San Antonio, Tex.	632	KFXD — Nampa, Idaho	397
KENT — Shreveport, La.	441	KFXJ — Grand Junction, Colo.	364
KEPO — El Paso, Tex.	622	KFXM — San Bernardino, Calif.	354
KERB — Kermit, Tex.	626	KFYN — Bonham, Tex.	617
KERC — Eastland, Tex.	621	KFYO — Lubbock, Tex.	628
KERG — Eugene, Oreg.	568	KFYR — Bismark, N. D.	547
KERN — Bakersfield, Calif.	343	KGA — Spokane, Wash.	653
KERO — Bakersfield, Calif.	343	KGAE — Salem, Oreg.	572
KERV — Kerrville, Tex.	626	KGAF — Gainesville, Tex.	623
KEUN — Eunice, La.	437	KGAK — Gallup, N. M.	502
KEVA — Shamrock, Tex.	634	KGAL — Lebanon, Oreg.	569
KEVT — Tucson, Ariz.	335	KGAN — Kingman, Ariz.	333
KEX — Portland, Oreg.	570	KGAR — Garden City, Kans.	423
KEXO — Grand Junction, Colo.	364	KGB — San Diego, Calif.	355
KEXX — San Antonio, Tex.	632	KGBC — Galveston, Tex.	623
KEYD — Minneapolis, Minn.	471	KGBT — Harlingen, Tex.	624
KEYE — Perryton, Tex.	631	KGBX — Springfield, Mo.	486
KEYJ — Jamestown, N. D.	548	KGCU — Mandan, N. D.	548
KEYS — Corpus Christi, Tex.	619	KGCC — Sidney, Mont.	490
KEYY — Provo, Utah	638	KGDE — Fergus Falls, Minn.	470
KFAB — Omaha, Nebr.	493	KGDM — Stockton, Calif.	360
KFAC — Los Angeles, Calif.	349	KGDN — Edmonds, Wash.	650
KFAD — Fairfield, Ia.	419	KGEK — Sterling, Colo.	367
KFAL — Fulton, Mo.	481	KGEM — Boise, Idaho	396
KFAM — St. Cloud, Minn.	472	KGER — Long Beach, Calif.	347
KFAR — Fairbanks, Alaska	671	KGEZ — Kalispell, Mont.	489
KFBB — Great Falls, Mont.	489	KGFF — Shawnee, Okla.	565
KFBC — Cheyenne, Wyo.	669	KGFI — Hollywood, Calif.	347
KFBI — Wichita, Kans.	427	KGFL — Roswell, N. M.	503
KFBK — Sacramento, Calif.	353	KGFW — Kearney, Nebr.	492
KFDA — Amarillo, Tex.	613	KGFX — Pierre, S. D.	601
KFDM — Beaumont, Tex.	616	KGGF — Coffeyville, Kans.	422
KFDR — Grand Coulee, Wash.	650	KGGM — Albuquerque, N. M.	501
KFDX — Wichita Falls, Tex.	636	KGHF — Pueblo, Colo.	367
KFEQ — St. Joseph, Mo.	485	KGHI — Little Rock, Ark.	338
KFFA — Helena, Ark.	337	KGHL — Billings, Mont.	488
KFGO — Fargo, N. D.	547	KGIL — San Fernando, Calif.	356
KFGT — Fremont, Nebr.	491	KGIW — Alamosa, Calif.	362
KFH — Wichita, Kans.	427	KGKB — Tyler, Tex.	635
KFI — Los Angeles, Calif.	349	KGKL — San Angelo, Tex.	632
KFIR — North Bend, Oreg.	570	KGKO — Dallas, Tex.	619
KFIZ — Fond Du Lac, Wis.	662	KGLC — Miami, Okla.	563
KFJB — Marshalltown, Ia.	420	KGLM — Chehalis, Wash.	650
KFJI — Klamath Falls, Oreg.	569	KGLN — Glenwood Springs, Colo.	364
KFJZ — Forth Worth, Tex.	623	KGLO — Mason City, Ia.	420
KFKA — Greeley, Colo.	364	KGLU — Safford, Ariz.	334
KFLD — Floydada, Tex.	622	KGMB — Honolulu, Hawaii	672
KFLW — Klamath Falls, Oreg.	569	KGMC — Englewood, Calif.	364
KFMA — Davenport, Ia.	417	KGMO — Cape Girardeau, Mo.	480
KFMB — San Diego, Calif.	354	KGMS — Sacramento, Calif.	353
KFMJ — Tulsa, Okla.	565	KGNB — New Braunfels, Tex.	630
KFMO — Flat River, Mo.	481	KGNC — Amarillo, Tex.	615
KFNF — Shenandoah, Ia.	421	KGNO — Dodge City, Kans.	423
KFOR — Lincoln, Nebr.	492	KGOS — San Francisco, Calif.	356
KFOX — Long Beach, Calif.	347	KGON — Oregon City, Oreg.	570
KFPW — Fort Smith, Ark.	337	KGOS — Torrington, Wyo.	670
KFQD — Anchorage, Alaska	671	KGPH — Flagstaff, Ariz.	333
KFRB — Fairbanks, Alaska	671	KGRH — Fayetteville, Ark.	337
KFRC — San Francisco, Calif.	356	KGRI — Henderson, Tex.	624
KFRD — Rosenberg, Tex.	632	KGST — Fresno, Calif.	346
KFRE — Fresno, Calif.	346	KGU — Honolulu, Hawaii	673

KGVL — Greenville, Tex.	624	KJCK — Junction City, Kans.	425
KGVO — Missoula, Mont.	490	KJEF — Jennings, La.	437
KGW — Portland, Oreg.	570	KJET — Beaumont, Tex.	616
KGWA — Enid, Okla.	562	KJFJ — Webster City, Ia.	422
KGY — Olympia, Wash.	651	KJNO — Juneau, Alaska	671
KGYN — Guymon, Okla.	563	KJOE — Shreveport, La.	441
KGYW — Vallejo, Calif.	461	KJR — Seattle, Wash.	653
KHAS — Hastings, Nebr.	391	KJRG — Newton, Kans.	426
KHBC — Hilo, Hawaii	672	KJSK — Columbus, Nebr.	491
KHBG — Okmulgee, Okla.	565	KJUN — Redmond, Oreg.	571
KHBR — Hillsboro, Tex.	624	KLAC — Hollywood, Cal.	347
KHFS — Vancouver, Wash.	654	KLAN — Renton, Wash.	652
KHJ — Los Angeles, Calif.	350	KLAS — Las Vegas, Nev.	494
KHMO — Hannibal, Mo.	481	KLBM — Le Grande, Oreg.	569
KHOB — Hobbs, N. M.	503	KLBS — Houston, Tex.	625
KHON — Honolulu, Hawaii	673	KLCB — Libby, Mont.	490
KHOZ — Harrison, Ark.	337	KLCN — Blytheville, Ark.	336
KHQ — Spokane, Wash.	653	KLCO — Poteau, Okla.	565
KHSL — Chico, Calif.	344	KLEA — Lovington, N. M.	503
KHUB — Watsonville, Calif.	361	KLEE — Ottumwa, Ia.	420
KHUM — Eureka, Calif.	345	KLEM — Le Mars, Ia.	419
KHUZ — Borger, Tex.	617	KLER — Lewiston, Idaho	397
KIBE — Palo Alto, Calif.	352	KLFY — Lafayette, La.	437
KIBH — Seward, Alaska	672	KLGN — Logan, Utah	637
KIBL — Beeville, Tex.	616	KLGR — Redwood Falls, Minn.	472
KIBS — Bishop, Calif.	344	KLIC — Monroe, La.	438
KICA — Clovis, N. M.	502	KLIF — Dallas, Tex.	620
KICD — Spencer, Ia.	421	KLIK — Jefferson City, Mo.	481
KICK — Springfield, Mo.	486	KLIL — Estherville, Ia.	419
KICO — Calexico, Calif.	344	KLIR — Denver, Colo.	363
KID — Idaho Falls, Idaho	396	KLIX — Twin Falls, Idaho	398
KIDO — Boise, Idaho	396	KLIZ — Brainerd, Minn.	469
KIEM — Eureka, Calif.	345	KLKC — Parsons, Kans.	426
KIEV — Glendale, Calif.	346	KLLL — Lubbock, Tex.	628
KIFI — Idaho Falls, Idaho	397	KLMO — Longmont, Colo.	365
KIFN — Phoenix, Ariz.	334	KLMR — Lamar, Colo.	365
KIFW — Sitka, Alaska	672	KLMS — Lincoln, Nebr.	492
KIHN — Hugo, Okla.	563	KLMX — Clayton, N. M.	502
KIHO — Sioux Falls, S. D.	602	KLO — Ogden, Utah	637
KIHR — Hood River, Oreg.	569	KLOG — Kelso, Wash.	651
KIJV — Huron, S. D.	601	KLOK — San Jose, Calif.	357
KIKI — Honolulu, Hawaii	673	KLOU — Lake Charles, La.	438
KILA — Hilo, Hawaii	672	KLPM — Minot, N. D.	548
KILO — Grand Forks, N. D.	548	KLPR — Oklahoma City, Okla.	564
KIMA — Yakima, Wash.	655	KLPW — Union, Mo.	487
KIMN — Denver, Colo.	363	KLRA — Little Rock, Ark.	338
KIMO — Independence, Mo.	481	KLRS — Mountain Grove, Mo.	484
KIMP — Mount Pleasant, Tex.	629	KLTF — Little Falls, Minn.	470
KIND — Independence, Kans.	425	KLTI — Longview, Tex.	627
KINE — Kingsville, Tex.	627	KLTZ — Glasgow, Mont.	489
KING — Seattle, Wash.	652	KLUF — Galveston, Tex.	624
KINY — Juneau, Alaska	671	KLUK — Evanston, Wyo.	669
KIOA — Des Moines, Ia.	418	KLVC — Leadville, Colo.	365
KIOX — Bay City, Tex.	616	KLVL — Pasadena, Tex.	631
KIPA — Hilo, Hawaii	672	KLVT — Levelland, Tex.	627
KIRO — Seattle, Wash.	652	KLWN — Lawrence, Kans.	425
KIRX — Kirksville, Mo.	483	KLWT — Lebanon, Mo.	483
KISD — Sioux Falls, S. D.	602	KLX — Oakland, Calif.	351
KIST — Santa Barbara, Calif.	358	KLYN — Amarillo, Tex.	613
KIT — Yakima, Wash.	655	KLZ — Denver, Colo.	363
KITE — San Antonio, Tex.	632	KMA — Shendoah, Ia.	421
KITO — San Bernardino, Calif.	354	KMAC — San Antonio, Tex.	632
KIUL — Garden City, Kans.	423	KMAE — McKinney, Tex.	629
KIUN — Pecos, Tex.	631	KMAK — Fresno, Cal.	343
KIUP — Durango, Colo.	364	KMAN — Manhattan, Kans.	426
KIVY — Crockett, Tex.	619	KMBC — Kansas City, Mo.	482
KIWW — San Antonio, Tex.	632	KMBL — Junction, Tex.	626
KIXL — Dallas, Tex.	620	KMBY — Monterey, Calif.	350
KIXX — Provo, Utah	638	KMCM — McMinnville, Oreg.	569
KIYI — Shelby, Mont.	490	KMCO — Conroe, Tex.	618
KJAM — Vernal, Utah	639	KMDO — Fort Scott, Kans.	423
KJAN — Atlantic, Ia.	416	KMED — Medford, Oreg.	570
KJAY — Topeka, Kans.	427	KMHL — Marshall, Minn.	471
KJBC — Midland, Tex.	629	KMHT — Marshall, Tex.	628
KJBS — San Francisco, Calif.	356	KMJ — Fresno, Calif.	346
KJCF — Festus, Mo.	481		

KMLB — Monroe, La.	438	KOLO — Reno, Nev.	495
KMLW — Marlin, Tex.	628	KOLS — Pryor, Okla.	565
KMMJ — Grand Island, Nebr.	491	KOLT — Scottsbluff, Nebr.	494
KMMO — Marshall, Mo.	484	KOMA — Oklahoma City, Okla.	564
KMNS — Sioux City, Ia.	421	KOMB — Cottage Grove, Oreg.	568
KMO — Tacoma, Wash.	654	KOME — Tulsa, Okla.	565
KMOD — Modesto, Calif.	350	KOMO — Seattle, Wash.	653
KMON — Great Falls, Mont.	489	KOMW — Omak, Wash.	651
KMOR — Oroville, Calif.	351	KONG — Visalia, Calif.	361
KMOX — St. Louis, Mo.	485	KONI — Phoenix, Ariz.	334
KMPC — Los Angeles, Calif.	349	KONO — San Antonio, Tex.	633
KMRC — Morgan City, La.	438	KONP — Port Angeles, Wash.	652
KMUR — Murray, Utah	637	KOOK — Billings, Mont.	488
KMUS — Muskogee, Okla.	564	KOOL — Phoenix, Ariz.	333
KMVI — Wailuku, Maui, Hawaii	674	KOOS — Coos Bay, Oreg.	567
KMYC — Marysville, Calif.	350	KOPO — Tucson, Ariz.	335
KMYR — Denver, Colo.	363	KOPP — Ogden, Utah	637
KNAF — Fredericksburg, Tex.	623	KOPR — Butte, Mont.	488
KNAK — Salt Lake City, Utah.	639	KORA — Bryan, Tex.	618
KNAL — Victoria, Tex.	636	KORC — Mineral Wells, Tex.	629
KNBC — San Francisco, Calif.	356	KORE — Eugene, Oreg.	568
KNBR — North Platte, Nebr.	492	KORK — Las Vegas, Nev.	495
KNBX — Kirkland, Wash.	651	KORN — Mitchell, S. D.	601
KNBY — Newport, Ark.	340	KORT — Grangeville, Idaho	396
KNCK — Concordia, Kans.	423	KOSA — Odessa, Tex.	630
KNCM — Moberly, Mo.	484	KOSE — Osceola, Ark.	340
KNDC — Hettinger, N. D.	548	KOSF — Nacogdoches, Tex.	629
KNEA — Jonesboro, Ark.	338	KOSY — Texarkana, Ark.	341
KNEB — Scottsbluff, Nebr.	494	KOTA — Rapid City, S. D.	601
KNED — McAlester, Okla.	563	KOTN — Pine Bluff, Ark.	340
KNEL — Brady, Tex.	617	KOTS — Deming, N. M.	502
KNEM — Nevada, Mo.	484	KOVC — Valley City, N. D.	549
KNET — Palestine, Tex.	630	KOVE — Lander, Wyo.	669
KNEW — Spokane, Wash.	653	KOVO — Provo, Utah	638
KNEX — McPherson, Kans.	426	KOWB — Laramie, Wyo.	669
KNGS — Hanford, Calif.	346	KOWH — Omaha, Nebr.	493
KNIM — Maryville, Mo.	484	KOWL — Santa Monica, Calif.	359
KNOE — Monroe, La.	438	KOY — Phoenix, Ariz.	334
KNOG — Nogales, Ariz.	333	KOZY — Grand Rapids, Minn.	470
KNOR — Norman, Okla.	564	KPAC — Port Arthur, Tex.	631
KNOW — Austin, Tex.	615	KPAL — Palm Springs, Calif.	352
KNOX — Grand Forks, N. D.	548	KPAM — Portland, Oreg.	571
KNPT — Newport, Oreg.	570	KPAN — Hereford, Tex.	624
KNUJ — New Ulm, Minn.	472	KPAS — Banning, Calif.	344
KNUZ — Houston, Tex.	625	KPAT — Pampa, Tex.	630
KNX — Los Angeles, Calif.	349	KPBM — Carlsbad, N. M.	502
KOA — Denver, Colo.	363	KPDN — Pampa, Tex.	630
KOAL — Price, Utah	638	KPDQ — Portland, Oreg.	571
KOAM — Pittsburgh, Kans.	426	KPET — Lamesa, Tex.	627
KOAT — Albuquerque, N. M.	501	KPHO — Phoenix, Ariz.	333
KOB — Albuquerque, N. M.	501	KPIG — Cedar Rapids, Ia.	416
KOBE — Las Cruces, N. M.	503	KPKW — Pasco, Wash.	651
KOBK — Owatonna, Minn.	472	KPLC — Lake Charles, La.	438
KOCA — Kilgore, Tex.	627	KPLN — Camden, Ark.	336
KOCO — Salem, Oreg.	572	KPLT — Paris, Tex.	631
KOCS — Ontario, Calif.	351	KPMC — Bakersfield, Calif.	343
KOCY — Oklahoma City, Okla.	564	KPMO — Pomona, Calif.	352
KODI — Cody, Wyo.	669	KPOA — Honolulu, Hawaii	673
KODL — The Dalles, Oreg.	568	KPOC — Pochontas, Ark.	340
KODY — North Platte, Nebr.	493	KPOJ — Portland, Oreg.	571
KOEL — Oelwein, Ia.	420	KPOL — Los Angeles, Calif.	349
KOFE — Pullman, Wash.	652	KPOW — Powell, Wyo.	669
KOFO — Ottawa, Kans.	426	KPQ — Wenatchee, Wash.	655
KOGA — Ogallala, Nebr.	493	KPRC — Houston, Tex.	625
KOGT — Orange, Tex.	630	KPRK — Livingston, Mont.	490
KOH — Reno, Nev.	495	KPRI — Paso Robles, Calif.	352
KOIL — Omaha, Nebr.	493	KPRO — Riverside, Calif.	353
KOIN — Portland, Oreg.	571	KPRS — Kansas City, Mo.	482
KOJM — Havre, Mont.	489	KPST — Preston, Idaho	397
KOKX — Keokuk, Ia.	419	KPUG — Bellingham, Wash.	649
KOKO — Warrensburg, Mo.	487	KQV — Pittsburgh, Pa.	586
KOL — Seattle, Wash.	653	KRAI — Craig, Colo.	362
KOLD — Yuma, Ariz.	335	KRAL — Rawlins, Wyo.	669
KOLE — Port Arthur, Tex.	631	KRAM — Las Vegas, Nev.	495
KOLJ — Quamoh, Tex.	631	KRBA — Lufkin, Tex.	628
KOLN — Lincoln, Nebr.	492	KRBC — Abilene, Tex.	612

KRCO — Prineville, Oreg.	571	KSFA — Nacogdoches, Tex.	630
KRCT — Baytown, Tex.	616	KSFE — Needles, Calif.	351
KRDO — Colorado Springs, Colo.	362	KSFO — San Francisco, Calif.	357
KRDU — Dinuba, Calif.	345	KSGM — Ste. Genevieve, Mo.	485
KRE — Berkeley, Calif.	344	KSIB — Creston, Ia.	417
KREH — Oakdale, La.	440	KSID — Sidney, Nebr.	494
KREI — Farmington, Mo.	481	KSIG — Crowley, La.	437
KREL — Baytown, Tex.	616	KSII — Gladwater, Tex.	624
KREM — Spokane, Wash.	654	KSIL — Silver City, N. M.	504
KREO — Indio, Calif.	347	KSIM — Sikeston, Mo.	486
KRES — St. Joseph, Mo.	485	KSIS — Sedalia, Mo.	486
KREW — Sunnyside, Wash.	654	KSIW — Woodward, Okla.	566
KRGA — Springfield, Oreg.	572	KSIX — Corpus Christi, Tex.	619
KRGI — Grand Island, Nebr.	491	KSJB — Jamestown, N. D.	548
KRGV — Weslaco, Tex.	636	KSJO — San Jose, Calif.	357
KRHD — Duncan, Okla.	562	KSKY — Dallas, Tex.	620
KRIB — Mason City, Ia.	420	KSL — Salt Lake City, Utah.	639
KRIC — Beaumont, Tex.	616	KSLM — Salem, Oreg.	572
KRIG — Odessa, Tex.	630	KSLO — Opelousas, La.	440
KRIO — McAllen, Tex.	629	KSLV — Monte Vista, Colo.	365
KRIS — Corpus Christi, Tex.	619	KSMA — Santa Maria, Calif.	359
KRIZ — Phoenix, Ariz.	334	KSML — Seminole, Tex.	634
KRKD — Los Angeles, Calif.	350	KSMN — Mason City, Ia.	420
KRKO — Everett, Wash.	650	KSMO — Salem, Mo.	486
KRLC — Lewiston, Idaho	397	KSNY — Snyder, Tex.	634
KRLD — Dallas, Tex.	620	KSO — Des Moines, Ia.	418
KRLN — Canon City, Colo.	362	KSOK — Arkansas City, Kans.	422
KRLW — Walnut Ridge, Ark.	341	KSON — San Diego, Calif.	355
KRMD — Shreveport, La.	442	KSOO — Sioux Falls, S. D.	602
KRMG — Tulsa, Okla.	566	KSPA — Santa Paula, Calif.	359
KRMO — Monett, Mo.	484	KSPI — Stillwater, Okla.	565
KRMS — Osage Beach, Mo.	484	KSPO — Spokane, Wash.	654
KRNO — San Bernardino, Calif.	354	KSPR — Casper, Wyo.	668
KRNR — Roseburg, Oreg.	571	KSPT — Sandpoint, Idaho	398
KRNT — Des Moines, Ia.	418	KSRO — Santa Rosa, Calif.	360
KROC — Rochester, Minn.	472	KSRV — Ontario, Oreg.	570
KROD — El Paso, Tex.	622	KSST — Sulphur Springs, Tex.	634
KROF — Abbeville, La.	435	KSTA — Coleman, Tex.	618
KROG — Sonora, Calif.	360	KSTB — Breckenridge, Tex.	617
KROP — Brawley, Calif.	344	KSTL — St. Louis, Mo.	485
KROS — Clinton, Ia.	417	KSTN — Stockton, Calif.	360
KROW — Oakland, Calif.	351	KSTP — St. Paul-Minneapolis, Minn.	472
KROX — Crookston, Minn.	469	KSTT — Davenport, Ia.	417
KROY — Sacramento, Calif.	353	KSTV — Stephenville, Tex.	634
KRPL — Moscow, Idaho	397	KSUB — Cedar City, Utah	637
KRRV — Sherman-Denison, Tex.	634	KSUE — Susanville, Calif.	360
KRSD — Rapid City, S. D.	602	KSUM — Fairmont, Minn.	470
KRSN — Los Alamos, N. M.	503	KSUN — Bisbee, Ariz.	331
KRTN — Raton, N. M.	503	KSVC — Richfield, Utah	639
KRTV — Hillsboro, Oreg.	569	KSVP — Artesia, N. M.	502
KRUL — Corvallis, Oreg.	568	KSWA — Graham, Tex.	624
KRUN — Ballinger, Tex.	615	KSWI — Council Bluffs, Ia.	417
KRUS — Ruston, La.	441	KSWM — Joplin, Mo.	482
KRUX — Phoenix, Ariz.	334	KSWO — Lawton, Okla.	563
KRVN — Lexington, Nebr.	492	KSWS — Roswell, N. M.	504
KRWC — Forest Grove, Oreg.	568	KSYC — Yreka, Calif.	361
KRXK — Rexburg, Idaho	398	KSYL — Alexandria, La.	435
KRXL — Roseburg, Oreg.	572	KTAC — Tacoma, Wash.	654
KSAL — Salina, Kans.	426	KTAE — Taylor, Tex.	635
KSAM — Huntsville, Tex.	626	KTAN — Sherman, Tex.	634
KSAN — San Francisco, Calif.	356	KTAR — Phoenix, Ariz.	334
KSBN — Salinas, Calif.	354	KTAT — Frederick, Okla.	562
KSCB — Liberal, Kans.	425	KTBB — Tyler, Tex.	635
KSCJ — Sioux City, Ia.	421	KTBC — Austin, Tex.	615
KSCO — Santa Cruz, Calif.	358	KTBS — Shreveport, La.	442
KSD — St. Louis, Mo.	485	KTCB — Malden, Mo.	483
KSDA — Redding, Calif.	353	KTEL — Walla Walla, Wash.	655
KSDN — Aberdeen, S. D.	601	KTEM — Temple, Tex.	635
KSDO — San Diego, Calif.	355	KTER — Terrell, Tex.	635
KSEI — Pocatello, Idaho	397	KTFI — Twin Falls, Idaho	398
KSEK — Pittsburg, Kans.	426	KTFS — Texarkana, Tex.	635
KSEL — Lubbock, Tex.	628	KTFY — Brownfield, Tex.	617
KSEM — Moses Lake, Wash.	651	KTHS — Little Rock, Ark.	339
KSEO — Durant, Okla.	562	KTHT — Houston, Tex.	625
KSET — El Paso, Tex.	622	KTIB — Thibodaux, La.	442
KSEY — Seymour, Tex.	634	KTIL — Tillamook, Oreg.	572

KTIM — San Rafael, Calif.	358	KVMA — Magnolia, Ark.	339
KTIP — Porterville, Calif.	352	KVMC — Colorado City, Tex.	618
KTJS — Hobart, Okla.	563	KVNC — Winslow, Ariz.	335
KTKN — Ketchikan, Alaska	672	KVNI — Coeur D'Alene, Idaho.	396
KTKR — Taft, Calif.	360	KVNU — Logan, Utah	637
KTKT — Tucson, Ariz.	335	KVOA — Tucson, Ariz.	335
KTLD — Tallulah, La.	442	KVOC — Casper, Wyo.	668
KTLN — Denver, Colo.	363	KVOD — Denver, Colo.	363
KTLO — Mountain Home, Ark.	339	KVOG — Ogden, Utah	637
KT LW — Texas City, Tex.	635	KVOL — Lafayette, La.	437
KTMC — McAlester, Okla.	563	KVOM — Morrilton, Ark.	339
KTMS — Santa Barbara, Calif.	358	KVON — Napa, Calif.	351
KTNM — Tucumcari, N. M.	504	KVOO — Tulsa, Okla.	566
KTNT — Tacoma, Wash.	654	KVOP — Plainview, Tex.	631
KTOE — Mankato, Minn.	470	KVOR — Colorado Springs, Colo.	362
KTOH — Lihue, Kauai, Hawaii	674	KVOS — Bellingham, Wash.	649
KTKO — Oklahoma City, Okla.	564	KVOU — Uvalde, Tex.	635
KTOP — Topeka, Kans.	427	KVOW — Littlefield, Tex.	627
KTOW — Oklahoma City, Okla.	564	KVOX — Moorhead, Minn.	472
KTRB — Modesto, Calif.	350	KVOZ — Laredo, Tex.	627
KTRC — Santa Fe, N. M.	504	KVPI — Ville Platte, La.	442
KTRE — Lufkin, Tex.	628	KVRC — Arkadelphia, Ark.	336
KTRF — Thief River Falls, Minn.	473	KVRH — Salida, Colo.	367
KTRH — Houston, Tex.	626	KVRS — Rock Springs, Wyo.	670
KTRI — Sioux City, Ia.	421	KVSA — McGehee, Ark.	339
KTRM — Beaumont, Tex.	616	KVSF — Santa Fe, N. M.	504
KTRN — Wichita Falls, Tex.	636	KVSM — San Mateo, Calif.	358
KTRY — Bastrop, La.	435	KVSO — Ardmore, Okla.	561
KTSA — San Antonio, Tex.	633	KVWC — Vernon, Tex.	636
KTSM — El Paso, Tex.	622	KVWO — Cheyenne, Wyo.	669
KT SW — Emporia, Kans.	423	KWAD — Wadena, Minn.	473
KTRR — Rolla, Mo.	484	KWAK — Stuttgart, Ark.	341
KTTS — Springfield, Mo.	487	KWAL — Wallace, Idaho	398
KTUC — Tucson, Ariz.	335	KWAT — Watertown, S. D.	602
KTUL — Tulsa, Okla.	566	KWBB — Wichita, Kans.	428
KTUR — Turlock, Calif.	361	KWBC — Fort Worth, Tex.	623
KTW — Seattle, Wash.	653	KWBE — Beatrice, Nebr.	491
KTXC — Big Spring, Tex.	617	KWBG — Boone, Ia.	416
KT XJ — Jasper, Tex.	626	KWBM — Williston, N. D.	549
KT XL — San Angelo, Tex.	632	KWBR — Oakland, Calif.	351
KT XN — Austin, Tex.	615	KWBU — Corpus Christi, Tex.	619
KT YL — Mesa, Ariz.	333	KWBW — Hutchison, Kans.	425
KUAM — Agana, Guam	672	KWCB — Searcy, Ark.	340
KUBA — Yuba City, Calif.	362	KWCJ — Natchitoches, La.	438
KUBC — Montrose, Colo.	365	KWCO — Chickasha, Okla.	562
KUDL — Kansas City, Mo.	482	KWDM — Des Moines, Ia.	418
KUDU — Ventura, Calif.	361	KWED — Seguin, Tex.	633
KUGN — Eugene, Oreg.	568	KWEI — Weiser, Idaho	398
KUIN — Grants Pass, Oreg.	569	KWEM — Memphis, Tenn.	608
KUJ — Walla Walla, Wash.	655	KWEW — Hobbs, N. M.	303
KUKI — Ukiah, Calif.	361	KWFC — Hot Springs, Ark.	338
KULA — Honolulu, Hawaii	674	KWFT — Wichita Falls, Tex.	636
KULE — Ephrata, Wash.	650	KWG — Stockton, Calif.	360
KULP — El Campo, Tex.	621	KWGB — Goodland, Kans.	423
KUOA — Siloam Springs, Ark.	340	KWHI — Brenham, Tex.	617
KUNO — Corpus Christi, Tex.	619	KWHK — Hutchison, Kans.	425
KURV — Edinburg, Tex.	621	KWHN — Fort Smith, Ark.	337
KUTA — Salt Lake City, Utah.	639	KWHP — Cushing, Okla.	562
KUTI — Yakima, Wash.	655	KWHW — Altus, Okla.	561
KVAN — Vancouver, Wash.	655	KWIE — Kennewick, Wash.	651
KVAS — Astoria, Oreg.	567	KWK — Pocatello, Idaho	397
KVBC — Farmington, N. M.	502	KWIL — Albany, Oreg.	567
KVCV — Redding, Calif.	353	KWIN — Ashland, Oreg.	567
KVEC — San Luis Obispo, Calif.	357	KWIZ — Santa Ana, Calif.	358
KVEN — Ventura, Calif.	361	KWJB — Globe, Ariz.	333
KVET — Austin, Tex.	615	KWJJ — Portland, Oreg.	571
KVFD — Fort Dodge, Ia.	419	KWKC — Abilene, Tex.	612
KVGB — Great Bend, Kans.	423	KWKH — Shreveport, La.	442
KVI — Seattle, Wash.	653	KWK — St. Louis, Mo.	485
KVIC — Victoria, Tex.	636	KWKW — Pasadena, Calif.	352
KVIM — New Iberia, La.	439	KWLK — Longview, Wash.	651
KVKM — Monahans, Tex.	629	KWLM — Wilmar, Minn.	473
KVLC — Cleveland, Tex.	618	KWNA — Winnemucca, Nev.	495
KVLB — Little Rock, Ark.	339	KWNO — Winona, Minn.	474
KVLF — Alpine, Tex.	612	KWNW — Wenatchee, Wash.	655
KVLH — Pauls Valley, Okla.	565	KWQA — Worthington, Minn.	474

KWOC — Poplar Bluff, Mo.	484	WABC — New York, N. Y.	513
KWOE — Clinton, Okla.	562	WABG — Greenwood, Miss.	476
KWON — Bartlesville, Okla.	561	WABI — Bangor, Me.	443
KWOR — Worland, Wyo.	670	WABJ — Adrian, Mich.	456
KWOS — Jefferson City, Mo.	481	WABM — Houlton, Me.	444
KWPC — Muscatine, Ia.	420	WABO — Waynesboro, Miss.	479
KWPM — West Plains, Mo.	487	WABR — Winter Park, Fla.	384
KWRC — Pendleton, Oreg.	570	WABY — Albany, N. Y.	504
KWRE — Warrenton, Mo.	487	WABZ — Albemarle, N. C.	533
KWRF — Warren, Ark.	341	WACA — Camden, S. C.	595
KWRL — Riverton, Wyo.	670	WACB — Kittanning, Pa.	580
KWRN — Reno, Nev.	495	WACE — Chicopee-Springfield, Mass.	452
KWRO — Coquille, Oreg.	567	WACH — Newport News, Va.	645
KWRT — Boonville, Mo.	480	WACL — Waycross, Ga.	395
KWSD — Mt. Shasta, Calif.	350	WACO — Waco, Tex.	636
KWSH — Wewaka, Okla.	566	WACR — Columbus, Miss.	475
KWSK — Pratt, Kans.	426	WADC — Akron, O.	549
KWSO — Wasco, Calif.	361	WADE — Wadesboro, N. C.	545
KWTC — Barstow, Calif.	344	WADK — Newport, R. I.	593
KWTO — Springfield, Mo.	487	WADP — Kane, Pa.	583
KWTX — Waco, Tex.	636	WAEB — Allentown, Pa.	573
KWWL — Waterloo, Ia.	421	WAEI — Mayaguez, P. R.	675
KWYO — Sheridan, Wyo.	670	WAEW — Crossville, Tenn.	605
KXA — Seattle, Wash.	653	WAFB — Baton Rouge, La.	435
KXAR — Hope, Ark.	337	WAFD — Staunton, Va.	648
KXEL — Waterloo, Ia.	422	WAGA — Atlanta, Ga.	385
KXEO — Mexico, Mo.	484	WAGC — Chattanooga, Tenn.	603
KXGI — Ft. Madison, Ia.	419	WAGF — Dothan, Ala.	324
KXGN — Glendive, Mont.	489	WAGG — Franklin, Tenn.	605
KXIC — Iowa City, Ia.	419	WAGM — Presque Isle, Me.	445
KXIT — Dalhart, Tex.	619	WAGR — Lumberton, N. C.	541
KXJK — Forrest City, Ark.	337	WAGS — Bishopville, S. C.	595
KXL — Portland, Oreg.	571	WAHR — Miami Beach, Fla.	379
KXLA — Pasadena, Calif.	352	WAIM — Anderson, S. C.	595
KXLE — Ellensburg, Wash.	650	WAIN — Columbia, Ky.	429
KXLF — Butte, Mont.	488	WAIP — Prichard, Ala.	329
KXLJ — Helena, Mont.	489	WAIR — Winston-Salem, N. C.	547
KXLK — Great Falls, Mont.	489	WAIT — Chicago, Ill.	401
KXLL — Missoula, Mont.	490	WAJF — Decatur, Ala.	323
KXLO — Lewiston, Mont.	490	WAJR — Morgantown, W. Va.	658
KXLI — Bozeman, Mont.	488	WAKE — Greenville, S. C.	598
KXLR — Little Rock, Ark.	339	WAKN — Aiken, S. C.	595
KXLW — St. Louis, Mo.	485	WAKR — Akron, O.	549
KXLY — Spokane, Wash.	654	WAKU — Latrobe, Pa.	580
KXO — El Centro, Calif.	345	WALA — Mobile, Ala.	328
KXOA — Sacramento, Calif.	354	WALB — Albany, Ga.	384
KXOB — Stockton, Calif.	360	WALD — Waterboro, S. C.	601
KXOC — Chico, Calif.	344	WALE — Fall River, Mass.	452
KXOK — St. Louis, Mo.	486	WALK — Patchogue, N. Y.	523
KXOL — Fort Worth, Tex.	623	WALL — Middletown, N. Y.	512
KXOX — Sweetwater, Tex.	634	WALM — Albion, Mich.	456
KXRA — Alexander, Minn.	468	WALT — Tampa, Fla.	382
KXRJ — Russellville, Ark.	340	WAMI — Opp, Ala.	329
KXRO — Aberdeen, Wash.	649	WAML — Laurel, Miss.	477
KXRX — San Jose, Calif.	357	WAMS — Wilmington, Del.	371
KXXX — Colby, Kans.	422	WAMY — Amory, Miss.	474
KXYZ — Houston, Tex.	626	WANA — Anniston, Ala.	321
KYA — San Francisco, Calif.	357	WAND — Canton, O.	550
KYAK — Yakima, Wash.	655	WANE — Fort Wayne, Ind.	411
KYCA — Prescott, Ariz.	334	WANN — Annapolis, Md.	446
KYJC — Medford, Oreg.	570	WANS — Anderson, S. C.	595
KYMA — Yuma, Ariz.	335	WANT — Richmond, Va.	646
KYNO — Fresno, Calif.	346	WAOK — Atlanta, Ga.	385
KYOK — Houston, Tex.	626	WAOV — Vincennes, Ind.	415
KYOR — Blythe, Calif.	344	WAPA — San Juan, P. R.	677
KYOS — Merced, Calif.	350	WAPF — McComb, Miss.	478
KYOU — Greeley, Colo.	365	WAPI — Birmingham, Ala.	322
KYSM — Mankato, Minn.	471	WAPL — Appleton, Wis.	661
KYW — Philadelphia, Pa.	583	WAPO — Chattanooga, Tenn.	603
KYUM — Yuma, Ariz.	335	WAPX — Montgomery, Ala.	328
WAAA — Winston-Salem, N. C.	546	WARA — Attleboro, Mass.	450
WAAB — Worcester, Mass.	455	WARB — Covington, La.	436
WAAF — Chicago, Ill.	401	WARD — Johnstown, Pa.	579
WAAT — Newark, N. J.	498	WARE — Ware, Mass.	455
WABA — Aguadilla, P. R.	674	WARK — Hagerstown, Md.	448
WABB — Mobile, Ala.	327	WARL — Arlington, Va.	641

WARM — Scranton, Pa. 588
 WARN — Fort Pierce, Fla. 375
 WARU — Peru, Ind. 414
 WASA — Havre De Grace, Md. 448
 WASK — Lafayette, Ind. 413
 WASL — Annapolis, Md. 446
 WATA — Boone, N. C. 533
 WATC — Gaylord, Mich. 461
 WATG — Ashland, O. 549
 WATH — Athens, O. 550
 WATK — Antigo, Wis. 661
 WATM — Atmore, Ala. 321
 WATN — Watertown, N. Y. 532
 WATO — Oak Ridge, Tenn. 611
 WATR — Waterbury, Conn. 370
 WATS — Sayre, Pa. 588
 WAIT — Cadillac, Mich. 459
 WATW — Ashland, Wis. 661
 WATZ — Alpena, Mich. 456
 WAUD — Auburn, Ala. 321
 WAUG — Augusta, Ga. 387
 WAUX — Waukesha, Wis. 667
 WAVE — Louisville, Ky. 431
 WAVI — Springfield, O. 559
 WAVL — Apollo, Pa. 574
 WAVU — Albertville, Ala. 321
 WAVY — Portsmouth, Va. 646
 WAVZ — New Haven, Conn. 369
 WAYB — Waynesboro, Va. 649
 WAYN — Rockingham, N. C. 543
 WAYS — Charlotte, N. C. 535
 WAYX — Waycross, Ga. 395
 WAYZ — Waynesboro, Pa. 590
 WAZF — Yazoo City, Miss. 480
 WAZL — Hazleton, Pa. 579
 WBAC — Cleveland, Tenn. 604
 WBAL — Baltimore, Md. 446
 WBAM — Montgomery, Ala. 328
 WBAP — Fort Worth, Tex. 623
 WBAR — Bartow, Fla. 374
 WBAT — Marion, Ind. 413
 WBAW — Barnwell, S. C. 595
 WBAX — Wilkes-Barre, Pa. 590
 WBAZ — Green Bay, Wis. 662
 WBBA — Pittsfield, Ill. 408
 WBBB — Burlington, N. C. 535
 WBBC — Flint, Mich. 460
 WBBF — Rochester, N. Y. 527
 WBPM — Chicago, Ill. 401
 WBBO — Forest City, N. C. 537
 WBBQ — Augusta, Ga. 387
 WBBW — Youngstown, O. 560
 WBBZ — Ponca City, Okla. 565
 WBCK — Battle Creek, Mich. 457
 WBCM — Bay City, Mich. 457
 WBCO — Bessemer-Birmingham, Ala. 322
 WBCR — Christianburg, Va. 642
 WBCU — Union, S. C. 601
 WBEC — Pittsfield, Mass. 454
 WBEJ — Elizabethton, Tenn. 605
 WBEL — Beloit, Wis. 661
 WBEN — Buffalo, N. Y. 507
 WBET — Brockton, Mass. 451
 WBEU — Beaufort, S. C. 595
 WBEV — Beaver Dam, Wis. 661
 WBEX — Chillicothe, O. 551
 WBFC — Fremont, Mich. 461
 WBGE — Atlanta, Ga. 385
 WBGR — Jessup, Ga. 391
 WBHB — Fitzgerald, Ga. 390
 WBHF — Cartersville, Ga. 388
 WBHP — Huntsville, Ala. 327
 WBIA — Austin, Ga. 387
 WBIG — Goldsboro, N. C. 538
 WBIP — Booneville, Miss. 474
 WBIR — Knoxville, Tenn. 606

WBIS — Bristol, Conn. 367
 WBIW — Bedford, Ind. 410
 WBIZ — Eau Claire, Wis. 661
 WBKH — Hattiesburg, Miss. 476
 WBKV — West Bend, Wis. 668
 WBLE — Batesville, Miss. 474
 WBLJ — Dalton, Ga. 389
 WBLK — Clarksburg, W. Va. 657
 WBLT — Bedford, Va. 641
 WBMD — Baltimore, Md. 446
 WBML — Macon, Ga. 391
 WBMS — Boston, Mass. 450
 WBNI — Boonville, Ind. 410
 WBNS — Columbus, O. 554
 WBNX — New York, N. Y. 513
 WBNY — Buffalo, N. Y. 507
 WBOB — Galax, Va. 643
 WBOC — Salisbury, Md. 448
 WBOF — Virginia Beach, Va. 648
 WBOK — New Orleans, La. 439
 WBOW — Terre Haute, Ind. 415
 WBOY — Tarpon Springs, Fla. 383
 WEPZ — Lock Haven, Pa. 581
 WBRC — Birmingham, Ala. 322
 WBRD — Ft. Lauderdale, Fla. 375
 WBRE — Wilkes-Barre, Pa. 590
 WBRK — Pittsfield, Mass. 454
 WBRM — Marion, N. C. 541
 WBRN — Big Rapids, Mich. 459
 WBRO — Waynesboro, Ga. 395
 WERT — Bards-town, Ky. 428
 WBRW — Welch, W. Va. 660
 WBRY — Waterbury, Conn. 370
 WBSC — Bennettsville, S. C. 595
 WBSM — New Bedford, Mass. 453
 WBSR — Pensacola, Fla. 380
 WBT — Charlotte, N. C. 535
 WBTA — Batavia, N. Y. 507
 WBTH — Williamson, W. Va. 660
 WBTM — Danville, Va. 643
 WBTN — Bennington, Vt. 640
 WBTO — Linton, Ind. 413
 WBUD — Trenton, N. J. 500
 WBUT — Butler, Pa. 575
 WBUX — Doylestown, Pa. 576
 WBUY — Lexington, N. C. 541
 WBVP — Beaver Falls, Pa. 574
 WBYS — Canton, Ill. 399
 WEZ-WBZA — Boston-Springfield, Mass. 450
 WCAE — Pittsburgh, Pa. 586
 WCAM — Camden, N. J. 498
 WCAN — Milwaukee, Wis. 664
 WCAO — Baltimore, Md. 446
 WCAP — Lowell, Mass. 453
 WCAU — Philadelphia, Pa. 583
 WCAW — Charleston, W. Va. 656
 WCAX — Burlington, Vt. 640
 WCAZ — Carthage, Ill. 399
 WCBA — Corning, N. Y. 508
 WCBC — Anderson, Ind. 410
 WCED — Zion, Ill. 410
 WCBI — Columbus, Miss. 475
 WCBL — Benton, Ky. 428
 WCBM — Baltimore, Md. 446
 WCER — Memphis, Tenn. 608
 WCBS — New York, N. Y. 513
 WCBT — Roanoke Rapids, N. C. 543
 WCBY — Cheboygan, Mich. 459
 WCCC — Hartford, Conn. 368
 WCCM — Lawrence, Mass. 453
 WCCO — Minneapolis, Minn. 471
 WCCP — Savannah, Ga. 393
 WC DL — Carbondale, Pa. 575
 WCDT — Winchester, Tenn. 612
 WCEC — Rocky Mount, N. C. 543
 WCED — DuBois, Pa. 576

WCEF — Parkersburg, W. Va.	659	WCTT — Corbin, Ky.	429
WCEH — Hawkinsville, Ga.	390	WCUE — Akron, O.	549
WCEM — Cambridge, Md.	447	WCUM — Cumberland, Md.	447
WCEN — Mt. Pleasant, Mich.	465	WCVA — Culpeper, Va.	643
WCFL — Chicago, Ill.	402	WCVI — Connelsville, Pa.	576
WCFS — Harvey, Ill.	405	WCVS — Springfield, Ill.	409
WCFV — Clifton Forge, Va.	642	WCYB — Bristol, Va.	642
WCGA — Calhoun, Ga.	388	WDAD — Indiana, Pa.	579
WCGC — Belmont, N. C.	533	WDAE — Tampa, Fla.	382
WCHA — Chambersburg, Pa.	575	WDAF — Kansas City, Mo.	483
WCHF — Chippewa Falls, Wis.	661	WDAK — Columbus, Ga.	388
WCHL — Chapel Hill, N. C.	535	WDAN — Danville, Ill.	403
WCHN — Norwich, N. Y.	523	WDAR — Savannah, Ga.	393
WCHO — Washington Court House, O.	560	WDAS — Philadelphia, Pa.	583
WCHS — Charleston, W. Va.	656	WDAY — Fargo, N. D.	548
WCHV — Charlottesville, Va.	642	WDBC — Escanaba, Mich.	460
WCIL — Carbondale, Ill.	399	WDBF — Delray Beach, Fla.	375
WCIN — Cincinnati, O.	551	WDBJ — Roanoke, Va.	647
WCJU — Columbia, Miss.	475	WDBL — Springfield, Tenn.	611
WCKB — Dunn, N. C.	536	WDBO — Orlando, Fla.	380
WCKY — Cincinnati, O.	551	WDBQ — Dubuque, Ia.	419
WCLB — Camilla, Ga.	388	WDCF — Dade City, Fla.	374
WCLD — Cleveland, Miss.	475	WDEC — Americus, Ga.	384
WCLG — Morgantown, W. Va.	659	WDEF — Chattanooga, Tenn.	603
WCLI — Corning, N. Y.	508	WDEL — Wilmington, Del.	371
WCLO — Jamesville, Wis.	662	WDEV — Waterbury, Vt.	641
WCLT — Newark, O.	557	WDGY — Minneapolis, Minn.	471
WCMA — Corinth, Miss.	475	WDIA — Memphis, Tenn.	608
WCMB — Harrisburg, Pa.	578	WDIG — Dothan, Ala.	324
WCMC — Wildwood, N. J.	501	WDIX — Orangeburg, S. C.	599
WCMI — Ashland, Ky.	428	WDKD — Kingstree, S. C.	599
WCMN — Arcibo, P. R.	674	WDLA — Walton, N. Y.	531
WCMS — Norfolk, Va.	645	WDLB — Marshfield, Wis.	664
WCMW — Canton, O.	550	WDLC — Port Jervis, N. Y.	524
WCMY — Ottawa, Ill.	407	WDLP — Panama City, Fla.	380
WCNB — Connersville, Ind.	411	WDMG — Douglas, Ga.	389
WCNC — Elizabeth City, N. C.	536	WDMJ — Marquette, Mich.	465
WCNH — Quincy, Fla.	381	WDNC — Durham, N. C.	536
WCNR — Bloomsburg, Pa.	574	WDNE — Elkins, W. Va.	657
WCNT — Centralia, Ill.	401	WDOB — Canton, Miss.	475
WCNU — Crestview, Fla.	374	WDOD — Chattanooga, Tenn.	603
WCNX — Middletown, Conn.	368	WDOG — Marine City, Mich.	465
WCOA — Pensacola, Fla.	381	WDOK — Cleveland, O.	553
WCOG — Meridian, Mass.	478	WDON — Wheaton, Md.	449
WCOH — Greensboro, N. C.	538	WDOR — Sturgeon Bay, Wis.	667
WCOI — Newnan, Ga.	392	WDOS — Oneonta, N. Y.	523
WCOJ — Coatesville, Pa.	576	WDOT — Burlington, Vt.	640
WCOL — Columbus, O.	554	WDOV — Dover, Del.	371
WCOM — Parkersburg, W. Va.	659	WDQN — Du Quion, Ill.	404
WCOR — Cornelia, Ga.	389	WDRG — Hartford, Conn.	368
WCOP — Boston, Mass.	450	WDRF — Chester, Pa.	575
WCOR — Lebanon, Tenn.	607	WDSC — Dillon, S. C.	597
WCOS — Columbia, S. C.	596	WDSG — Dyersburg, Tenn.	605
WCOU — Lewiston, Me.	444	WDSM — Superior, Wis.	667
WCOV — Montgomery, Ala.	328	WDSR — Lake City, Fla.	377
WCOW — South St. Paul, Minn.	473	WDSU — New Orleans, La.	439
WCPC — Clearfield, Pa.	576	WDUN — Gainesville, Ga.	390
WCPM — Cumberland, Ky.	429	WDUZ — Green Bay, Wis.	662
WCPO — Cincinnati, O.	551	WDVA — Danville, Va.	643
WCPS — Tarboro, N. C.	544	WDWD — Dawson, Ga.	389
WCRA — Effingham, Ill.	404	WDWS — Champaign, Ill.	401
WCRB — Waltham, Mass.	455	WDXB — Chattanooga, Tenn.	603
WCRE — Cheraw, S. C.	596	WDXE — Lawrenceburg, Tenn.	607
WCRI — Scottsboro, Ala.	330	WDXI — Jackson, Tenn.	606
WCRK — Morristown, Tenn.	609	WDXL — Lexington, Tenn.	608
WCRL — Oneonta, Ala.	329	WDXN — Clarksville, Tenn.	604
WCRO — Johnstown, Pa.	579	WDYK — Cumberland, Md.	447
WCRS — Greenwood, S. C.	598	WDZ — Decatur, Ill.	403
WCRT — Birmingham, Ala.	322	WEAB — Greer, S. C.	598
WCRW — Chicago, Ill.	402	WEAM — Arlington, Va.	641
WCSC — Charleston, S. C.	595	WEAN — Providence, R. I.	593
WCSE — Portland, Me.	444	WEAR — Pensacola, Fla.	381
WCST — Columbus, Ind.	411	WEAS — Decatur, Ga.	389
WCSS — Amsterdam, N. Y.	505	WEAT — West Palm Beach, Fla.	383
WCTA — Andalusia, Ala.	321	WEAU — Eau Claire, Wis.	662
WCTC — New Brunswick, N. J.	499	WEAV — Plattsburg, N. Y.	524

WEAW — Evanston, Ill.	404	WFBL — Syracuse, N. Y.	528
WEBC — Duluth, Minn.	469	WFBM — Indianapolis, Ind.	412
WEBJ — Brewton, Ala.	323	WFBR — Baltimore, Md.	446
WEBK — Tampa, Fla.	382	WFCB — Dunkirk, N. Y.	508
WEBQ — Harrisburg, Ill.	405	WFDL — Flint, Mich.	460
WEBR — Buffalo, N. Y.	508	WFEA — Manchester, N. H.	496
WEBY — Milton, Fla.	379	WFEB — Sylacauga, Ala.	330
WEDC — Chicago, Ill.	402	WFEC — Miami, Fla.	378
WEDO — McKeesport, Pa.	581	WFGM — Fitchburg, Mass.	452
WEDR — Birmingham, Ala.	322	WFGN — Gafney, S. C.	597
WEEB — Southern Pines, N. C.	544	WFHG — Bristol, Va.	642
WEED — Rocky Mount, N. C.	543	WFHR — Wisconsin Rapids, Wis.	668
WEEL — Boston, Mass.	450	WFIG — Sumter, S. C.	600
WEEK — Peoria, Ill.	407	WFIL — Philadelphia, Pa.	583
WEEU — Reading, Pa.	587	WFIN — Findlay, O.	556
WEGO — Concord, N. C.	536	WFIW — Fairfield, Ill.	404
WEIC — Charleston, Ill.	401	WFKN — Franklin, Ky.	430
WEIM — Fitchburg, Mass.	452	WFKY — Frankfort, Ky.	429
WEIR — Weirton, W. Va.	660	WFLA — Tampa, Fla.	383
WEKR — Fayetteville, Tenn.	605	WFLB — Fayetteville, N. C.	537
WEKY — Richmond, Ky.	434	WFLO — Farmville, Va.	643
WEKZ — Monroe, Wis.	665	WFMC — Goldsboro, N. C.	538
WELC — Welch, W. Va.	660	WFMD — Frederick, Md.	448
WELI — New Haven, Conn.	369	WFMH — Cullman, Ala.	323
WELL — Battle Creek, Mich.	457	WFMJ — Youngstown, O.	561
WELM — Elmira, N. Y.	508	WFMO — Fairmont, N. C.	537
WELO — Tupelo, Miss.	479	WFMW — Madisonville, Ky.	432
WELP — Easley, S. C.	597	WFNC — Fayetteville, N. C.	537
WELR — Roanoke, Ala.	330	WFNS — Burlington, N. C.	535
WELS — Kinston, N. C.	540	WFOB — Fostoria, O.	556
WELY — Ely, Minn.	470	WFOM — Marietta, Ga.	391
WEMP — Milwaukee, Wis.	664	WFOR — Hattiesburg, Miss.	476
WEMR — Emporium, Pa.	576	WFOX — Milwaukee, Wis.	664
WENA — Bayamon, P. R.	674	WFOY — St. Augustine, Fla.	381
WENC — Whiteville, N. C.	545	WFPA — Ft. Payne, Ala.	325
WENE — Binghamton-Endicott, N. Y.	507	WFPG — Atlantic City, N. J.	497
WENK — Union City, Tenn.	612	WPPM — Fort Valley, Ga.	390
WENT — Gloversville, N. Y.	509	WPPR — Hammond, La.	437
WENY — Elmira, N. Y.	509	WFRC — Reidsville, N. C.	543
WEOA — Evansville, Ind.	411	WFRL — Freeport, Ill.	404
WEOK — Poughkeepsie, N. Y.	524	WFRM — Coudersport, Pa.	576
WEOL — Elyria, O.	555	WFRO — Fremont, O.	556
WEPG — South Pittsburgh, Tenn.	611	WFRP — Savannah, Ga.	393
WEPM — Martinsburg, W. Va.	658	WFRX — West Frankfort, Ill.	410
WERC — Erie, Pa.	577	WFTC — Kinston, N. C.	540
WERD — Atlanta, Ga.	385	WFTL — Fort Lauderdale, Fla.	375
WERE — Cleveland, O.	553	WFTM — Maysville, Ky.	432
WERH — Hamilton, Ala.	327	WFTR — Front Royal, Va.	643
WERI — Westerly, R. I.	594	WFTW — Ft. Walton Beach, Fla.	376
WESA — Charleroi, Pa.	575	WFUL — Fulton, Ky.	430
WESB — Bradford, Pa.	575	WFUN — Huntsville, Ala.	327
WESC — Greenville, S. C.	598	WFUR — Grand Rapids, Mich.	461
WESK — Escanaba, Mich.	460	WFVA — Fredericksburg, Va.	643
WEST — Easton, Pa.	576	WFBG — Fuquay Springs, N. C.	537
WESX — Salem, Mass.	454	WFYC — Alma, Mich.	456
WETB — Johnson City, Tenn.	606	WGAA — Cedartown, Ga.	388
WETO — Gadsden, Ala.	325	WGAC — Augusta, Ga.	387
WETU — Wetumpka, Ala.	331	WGAD — Gadsden, Ala.	325
WETZ — New Martinsville, W. Va.	659	WGAF — Valdosta, Ga.	394
WEVA — Emporia, Va.	643	WGAI — Elizabeth, N. C.	537
WEVD — New York, N. Y.	513	WGAL — Lancaster, Pa.	580
WEVE — Eveleth, Minn.	470	WGAN — Portland, Me.	444
WEW — St. Louis, Mo.	486	WGAP — Maryville, Tenn.	608
WEWO — Laurinburg, N. C.	540	WGAR — Cleveland, O.	553
WEXL — Royal Oak, Mich.	467	WGAT — Utica, N. Y.	531
WEYE — Sanford, N. C.	544	WGAU — Athens, Ga.	384
WEZB — Birmingham, Ala.	322	WGAW — Gardner, Mass.	452
WFAA — Dallas, Tex.	621	WGAY — Silver Springs, Md.	449
WFAH — Alliance, O.	549	WGBA — Columbus, Ga.	388
WFAI — Fayetteville, N. C.	537	WGBB — Freeport, N. Y.	509
WFAR — Farrell, Pa.	577	WGBF — Evansville, Ind.	411
WFAS — White Plains, N. Y.	532	WGBG — Greensboro, N. C.	538
WFAU — Augusta, Me.	443	WGBI — Scranton, Pa.	588
WFAX — Falls Church, Va.	643	WGBR — Goldsboro, N. C.	538
WFBC — Greenville, S. C.	598	WGBS — Miami, Fla.	378
WFBG — Altoona, Pa.	573	WGCB — Red Lion, Pa.	587

WGCD — Chester, S. C.	596	WHBT — Harriman, Tenn.	605
WGCM — Gulfport, Miss.	476	WHBU — Anderson, Ind.	410
WGEA — Geneva, Ala.	325	WHBY — Appleton, Wis.	651
WGEM — Quincy, Ill.	408	WHCC — Waynesville, N. C.	545
WGES — Chicago, Ill.	402	WHCU — Ithaca, N. Y.	511
WGET — Gettysburg, Pa.	577	WHDF — Houghton, Mich.	462
WGEZ — Beloit, Wis.	661	WHDH — Boston, Mass.	450
WGFS — Covington, Ga.	389	WHDL — Olean, N. Y.	523
WGGA — Gainesville, Ga.	390	WHDM — McKenzie, Tenn.	603
WGGG — Gainesville, Fla.	376	WHEB — Portsmouth, N. H.	457
WGGH — Marion, Ill.	406	WHEC — Rochester, N. Y.	527
WGH — Newport News, Va.	645	WHED — Washington, N. C.	545
WGIG — Brunswick, Ga.	387	WHEE — Martinsville, Va.	644
WGIL — Galesburg, Ill.	404	WHEN — Syracuse, N. Y.	528
WGIV — Charlotte, N. C.	535	WHEP — Foley, Ala.	325
WGKV — Charleston, W. Va.	656	WHFB — Benton Harbor, Mich.	457
WGL — Ft. Wayne, Ind.	411	WHFC — Chicago, Ill.	402
WGLC — Centreville, Miss.	475	WHGB — Harrisburg, Pa.	578
WGLS — Decatur, Ga.	389	WHGR — Houghton Lake, Mich.	462
WGMA — Hollywood-Miami, Fla.	376	WHHH — Warren, O.	560
WGMS — Washington, D. C.	372	WHHM — Memphis, Tenn.	638
WGN — Chicago, Ill.	401	WHIE — Griffin, Ga.	377
WGNC — Gastonia, N. C.	537	WHIL — Medford, Mass.	453
WGNI — Wilmington, N. C.	545	WHIM — Providence, R. I.	594
WGNS — Murfreesboro, Tenn.	609	WHIN — Gallatin, Tenn.	65
WGNV — Newburgh, N. Y.	512	WHIO — Dayton, O.	555
WGOV — Valdosta, Ga.	395	WHIP — Mooresville, N. C.	541
WGPA — Bethlehem, Pa.	574	WHIR — Danville, Ky.	423
WGPC — Albany, Ga.	384	WHIS — Bluefield, W. Va.	655
WGR — Buffalo, N. Y.	508	WHIT — New Bern, N. C.	542
WGFA — Cairo, Ga.	388	WHIZ — Zanesville, O.	561
WGRC — Louisville, Ky.	431	WHJB — Greensburg, Pa.	577
WGRD — Grand Rapids, Mich.	462	WHJC — Matewan, W. Va.	658
WGRM — Greenwood, Miss.	476	WHK — Cleveland, O.	553
WGRV — Greenville, Tenn.	605	WHKK — Akron, O.	543
WGRY — Gary, Ind.	412	WHKP — Hendersonville, N. C.	539
WGSM — Huntington, N. Y.	511	WHKY — Hickory, N. C.	539
WGST — Atlanta, Ga.	385	WHLB — Virginia, Minn.	473
WGSV — Guntersville, Ala.	325	WHLD — Niagara Falls, N. Y.	523
WGSW — Greenwood, S. C.	598	WHLF — South Boston, Va.	648
WGTA — Summerville, Ga.	394	WHLI — Hempstead, N. Y.	511
WGTC — Greenville, N. C.	538	WHLL — Wheeling, W. Va.	650
WGTH — Hartford, Conn.	368	WHLM — Bloomsburg, Pa.	574
WGTL — Kannapolis, N. C.	540	WHLN — Harlan, Ky.	430
WGTM — Wilson, N. C.	546	WHLS — Port Huron, Mich.	466
WGTN — Georgetown, S. C.	597	WHMA — Anniston, Ala.	321
WGUY — Bangor, Me.	443	WHMP — Northampton, Mass.	454
WGVA — Geneva, N. Y.	509	WHNC — Henderson, N. C.	538
WGVN — Greenville, Miss.	476	WHNY — McComb, Miss.	478
WGWC — Selma, Ala.	330	WHO — Des Moines, Ia.	418
WGWD — Gadsden, Ala.	325	WHOC — Philadelphia, Miss.	479
WGWR — Asheboro, N. C.	533	WHOD — Homestead, Pa.	579
WGY — Schenectady, N. Y.	528	WHOK — Lancaster, O.	556
WGYV — Greenville, Ala.	325	WHOL — Allentown, Pa.	573
WHAB — Baxley, Ga.	387	WHOM — New York, N. Y.	515
WHAI — Greenfield, Mass.	452	WHOO — Orlando, Fla.	380
WHAK — Rogers City, Mich.	466	WHOP — Hopkinsville, Ky.	431
WHAL — Shelbyville, Tenn.	611	WHOS — Decatur, Ala.	323
WHAM — Rochester, N. Y.	527	WHOT — South Bend, Ind.	415
WHAN — Charleston, S. C.	596	WHOW — Clinton, Ill.	403
WHAP — Hopewell, Va.	644	WHP — Harrisburg, Pa.	578
WHAR — Clarksburg, W. Va.	657	WHPE — High Point, N. C.	539
WHAS — Louisville, Ky.	431	WHRV — Ann Arbor, Mich.	456
WHAT — Philadelphia, Pa.	583	WHSC — Hartsville, S. C.	599
WHAV — Haverhill, Mass.	452	WHSY — Hattiesburg, Miss.	476
WHAW — Weston, W. Va.	660	WHTB — Talladega, Ala.	330
WHAY — New Britain, Conn.	368	WHTC — Holland, Mich.	462
WHB — Kansas City, Mo.	483	WHTN — Huntington, W. Va.	657
WHBB — Selma, Ala.	330	WHUB — Cookeville, Tenn.	605
WHBC — Canton, O.	550	WHUC — Hudson, N. Y.	511
WHBF — Rock Island, Ill.	408	WHUM — Reading, Pa.	587
WHBI — Newark, N. J.	498	WHUN — Huntingdon, Pa.	579
WHBL — Sheboygan, Wis.	666	WHVF — Wausau, Wis.	668
WHBO — Tampa, Fla.	383	WHVR — Hanover, Pa.	577
WHBQ — Memphis, Tenn.	608	WHWB — Rutland, Vt.	640
WHBS — Huntsville, Ala.	327	WHWL — Nanticoke, Pa.	581

WHXY — Bogalusa, La.	436	WISR — Butler, Pa.	575
WHYL — Carlisle, Pa.	575	WIST — Charlotte, N. C.	535
WHYN — Holyoke-Springfield, Mass.	453	WITH — Baltimore, Md.	447
WIAM — Williamston, N. C.	545	WITY — Danville, Ill.	403
WIBA — Madison, Wis.	663	WITZ — Jasper, Ind.	413
WIBB — Macon, Ga.	391	WIVI — Christiansted, V. I.	677
WIBC — Indianapolis, Ind.	412	WIVK — Knoxville, Tenn.	637
WIBG — Philadelphia, Pa.	585	WIVY — Jacksonville, Fla.	376
WIBM — Jackson, Mich.	463	WIZE — Springfield, O.	559
WIBR — Baton Rouge, La.	435	WIZZ — Streator, Ill.	409
WIBU — Poynette, Wis.	665	WJAC — Johnstown, Pa.	580
WIBV — Belleville, Ill.	399	WJAG — Norfolk, Nebr.	492
WIBW — Topeka, Kans.	427	WIAM — Marion, Ala.	327
WIBX — Utica, N. Y.	531	WIJAN — Spartanburg, S. C.	600
WICA — Ashtabula, O.	550	WIAR — Providence, R. I.	594
WICC — Bridgeport, Conn.	367	WIAS — Pittsburgh, Pa.	586
WICE — Providence, R. I.	593	WIAT — Swainsboro, Ga.	394
WICH — Norwich, Conn.	369	WIAX — Jacksonville, Fla.	376
WICK — Scranton, Pa.	588	WIJAY — Mullins, S. C.	599
WICR — Cruz Bay, V. I.	677	WIJAZ — Albany, Ga.	384
WICY — Malone, N. Y.	512	WJBB — Haleyville, Ala.	327
WIDE — Biddeford, Me.	443	WJBC — Bloomington, Ill.	399
WIEL — Elizabethtown, Ky.	429	WJBK — Detroit, Mich.	459
WIFM — Elkin, N. C.	537	WJBO — Baton Rouge, La.	435
WIGM — Medford, Wis.	664	WJBS — Deland, Fla.	375
WIKB — Iron River, Mich.	463	WJBW — New Orleans, La.	439
WIKC — Bogalusa, La.	436	WJCD — Seymour, Ind.	414
WIKE — Newport, Vt.	640	WJCM — Sebring, Fla.	382
WIKK — Erie, Pa.	577	WJDA — Quincy, Mass.	454
WIKY — Evansville, Ind.	411	WJDX — Jackson, Miss.	477
WIL — St. Louis, Mo.	486	WJEF — Grand Rapids, Mich.	462
WILD — Birmingham, Ala.	322	WJEH — Gallipolis, O.	556
WILE — Cambridge, O.	550	WJEJ — Hagerstown, Md.	448
WILK — Wilkes-Barre, Pa.	590	WJEL — Springfield, O.	559
WILM — Wilmington, Del.	371	WJER — Dover, O.	555
WILO — Frankfort, Ind.	412	WJET — Erie, Pa.	577
WILS — Lansing, Mich.	464	WJFR — Caguas, P. R.	674
WILY — Pittsburgh, Pa.	586	WJHL — Johnson City, Tenn.	606
WIMA — Lima, O.	556	WJHO — Opelika, Ala.	329
WIMO — Winder, Ga.	395	WJHP — Jacksonville, Fla.	376
WIMS — Michigan City, Ind.	414	WJIG — Tullahoma, Tenn.	612
WINA — Charlottesville, Va.	642	WJIM — Lansing, Mich.	465
WINC — Winchester, Va.	649	WJIV — Savannah, Ga.	393
WIND — Chicago, Ill.	402	WJJD — Chicago, Ill.	402
WING — Dayton, O.	555	WJLL — Niagara Falls, N. Y.	523
WINI — Murphysboro, Ill.	407	WJJM — Lewisburg, Tenn.	607
WINK — Ft. Myers, Fla.	375	WJKO — Springfield, Mass.	454
WINN — Louisville, Ky.	432	WJLB — Detroit, Mich.	459
WINR — Binghamton, N. Y.	507	WJLD — Birmingham, Ala.	322
WINS — New York, N. Y.	515	WJLK — Asbury Park, N. J.	497
WINX — Rockville, Md.	448	WJLS — Beckley, W. Va.	656
WINZ — Miami, Fla.	378	WJMA — Orange, Va.	646
WIOD — Miami, Fla.	378	WJMB — Brookhaven, Miss.	474
WIOK — Tampa, Fla.	383	WJMC — Rice Lake, Wis.	666
WION — Ionia, Mich.	462	WJMJ — Philadelphia, Pa.	585
WIOU — Kokomo, Ind.	413	WJMW — Athens, Ala.	321
WIP — Philadelphia, Pa.	585	WJMX — Florence, S. C.	597
WIPC — Lake Wales, Fla.	377	WJMO — Cleveland, O.	553
WIPS — Ticonderoga, N. Y.	530	WJMR — New Orleans, La.	439
WIRA — Fort Pierce, Fla.	376	WJMS — Ironwood, Mich.	463
WIRB — Enterprise, Ala.	324	WJNC — Jacksonville, N. C.	539
WIRC — Hickory, N. C.	539	WJNO — West Palm Beach, Fla.	383
WIRE — Indianapolis, Ind.	412	WJOB — Hammond, Ind.	412
WIRJ — Humboldt, Tenn.	606	WJOC — Jamestown, N. Y.	511
WIRK — West Palm Beach, Fla.	384	WJOI — Florence, Ala.	324
WIRL — Peoria, Ill.	407	WJOL — Joliet, Ill.	405
WIRO — Ironton, O.	556	WJON — St. Cloud, Minn.	472
WIRY — Plattsburg, N. Y.	524	WJOT — Lake City, S. C.	599
WIS — Columbia, S. C.	596	WJOY — Burlington, Vt.	640
WISC — Madison, Wis.	663	WJPA — Washington, Pa.	590
WISE — Asheville, N. C.	533	WJPD — Ishpeming, Mich.	463
WISH — Indianapolis, Ind.	413	WJPF — Herrin, Ill.	405
WISL — Shamokin, Pa.	588	WJPG — Green Bay, Wis.	662
WISN — Milwaukee, Wis.	664	WJPR — Greenville, Miss.	476
WISO — Ponce, P. R.	675	WJPS — Evansville, Ind.	411
WISP — Kinston, N. C.	540	WJQS — Jackson, Miss.	477

WJR — Detroit, Mich.	459	WKRG — Mobile, Ala.	328
WJRD — Tuscaloosa, Ala.	331	WRRM — Columbia, Tenn.	604
WJRI — Lenoir, N. C.	540	WKRO — Cairo, Ill.	399
WJTN — Jamestown, N. Y.	511	WKRS — Waukegan, Ill.	410
WJVA — South Bend, Ind.	415	WKRT — Cortland, N. Y.	508
WJVB — Jacksonville Beach, Fla.	377	WKRZ — Oil City, Pa.	583
WJW — Cleveland, O.	553	WKSB — Milford, Del.	371
WJWL — Georgetown, Del.	371	WKSR — Pulaski, Tenn.	611
WJWS — South Hill, Va.	648	WKST — New Castle, Pa.	581
WJXN — Jackson, Miss.	477	WKTG — Thomasville, Ga.	394
WJZM — Clarksville, Tenn.	604	WKTM — Mayfield, Ky.	432
WKAB — Mobile, Ala.	328	WKTY — LaCrosse, Wis.	663
WKAL — Macomb, Ill.	406	WKUL — Cullman, Ala.	323
WKAL — Rome, N. Y.	527	WKVA — Lewiston, Pa.	580
WKAM — Warsaw, Ind.	415	WKVM — San Juan, P. R.	677
WKAN — Kankakee, Ill.	405	WKWF — Key West, Fla.	377
WKAP — Allentown, Pa.	573	WKWK — Wheeling, W. Va.	660
WKAQ — San Juan, P. R.	677	WKXL — Concord, N. H.	496
WKAT — Miami Beach, Fla.	379	WKXV — Knoxville, Tenn.	607
WKAY — Glasgow, Ky.	430	WKXY — Sarasota, Fla.	382
WKBC — North Wilkesboro, N. C.	542	WKY — Oklahoma City, Okla.	564
WKBH — LaCrosse, Wis.	663	WKYB — Paducah, Ky.	433
WKBI — St. Mary's, Pa.	588	WKYR — Keyser, W. Va.	658
WKB� — Covington, Tenn.	605	WKYW — Louisville, Ky.	432
WKBN — Youngstown, O.	561	WKZO — Kalamazoo, Mich.	464
WKBO — Harrisburg, Pa.	578	WLAC — Nashville, Tenn.	609
WKBR — Manchester, N. H.	496	WLAD — Danbury, Conn.	367
WKBS — Oyster Bay, N. Y.	523	WLAJ — LaFollette, Tenn.	607
WKBV — Richmond, Ind.	414	WLAG — LaGrange, Ga.	391
WKBW — Buffalo, N. Y.	507	WLAK — Lakeland, Fla.	377
WKBZ — Muskegon, Mich.	465	WLAM — Lewiston, Me.	444
WKCT — Bowling Green, Ky.	428	WLAN — Lancaster, Pa.	580
WKDA — Nashville, Tenn.	609	WLAP — Lexington, Ky.	431
WKDK — Newberry, S. C.	599	WLAQ — Rome, Ga.	392
WKDN — Camden, N. J.	498	WLAR — Athens, Tenn.	603
WKEI — Kewanee, Ill.	405	WLAS — Jacksonville, N. C.	540
WKEU — Griffin, Ga.	390	WLAT — Conway, S. C.	597
WKEY — Covington, Va.	642	WLAU — Laurel, Miss.	478
WKGN — Knoxville, Tenn.	607	WLAV — Grand Rapids, Mich.	462
WKHM — Jackson, Mich.	464	WLAY — Muscle Shoals, Ala.	329
WKIC — Hazard, Ky.	430	WLBB — Carrollton, Ga.	388
WKID — Urbana, Ill.	409	WLBC — Muncie, Ind.	414
WKIK — Leonardtown, Md.	448	WLBE — Leesburg, Fla.	378
WKIN — Kingsport, Tenn.	606	WLBG — Laurens, S. C.	599
WKIP — Poughkeepsie, N. Y.	527	WLBH — Mattoon, Ill.	406
WKJB — Mayaguez, P. R.	675	WLBJ — Bowling Green, Ky.	428
WKJG — Ft. Wayne, Ind.	412	WLBK — DeKalb, Ill.	404
WKKO — Cocoa, Fla.	374	WLBL — Stevens Point, Wis.	667
WKLA — Ludington, Mich.	465	WLBN — Lebanon, Ky.	431
WKLJ — Canton, Ala.	323	WLBK — Lebanon, Pa.	580
WKLJ — Sparta, Wis.	667	WLSB — Birmingham, Ala.	323
WKLK — Cloquet, Minn.	469	WLBZ — Bangor, Me.	443
WKLO — Louisville, Ky.	432	WLCK — Campbellsville, Ky.	429
WKLX — Blackstone, Va.	642	WLCC — Lancaster, S. C.	599
WKLY — Hartwell, Ga.	390	WLCC — Torrington, Conn.	369
WKMF — Flint, Mich.	460	WLCS — Baton Rouge, La.	436
WKMH — Detroit, Mich.	460	WLCC — LaCrosse, Wis.	663
WKMI — Kalamazoo, Mich.	464	WLDS — Jacksonville, Ill.	405
WKMT — Kings Mountain, N. C.	540	WLDY — Ladysmith, Wis.	663
WKNA — Charleston, W. Va.	656	WLEA — Hornell, N. Y.	511
WKNB — New Britain, Conn.	368	WLEC — Sandusky, O.	559
WKNE — Keene, N. H.	496	WLEE — Richmond, Va.	647
WKNK — Muskegon, Mich.	466	WLET — Toccoa, Ga.	394
WKNX — Saginaw, Mich.	467	WLEU — Erie, Pa.	577
WKNY — Kingston, N. Y.	512	WLEW — Bad Axe, Mich.	456
WKO — Hopkinsville, Ky.	431	WLEX — Lexington, Ky.	431
WKOK — Sunbury, Pa.	589	WLFA — Lafayette, Ga.	391
WKOP — Binghamton, N. Y.	507	WLFH — Little Falls, N. Y.	512
WKOV — Wellston, O.	560	WLIB — New York, N. Y.	517
WKOW — Madison, Wis.	663	WLIK — Newport, Tenn.	611
WKOX — Framingham, Mass.	452	WLIL — Lenoir City, Tenn.	607
WKOY — Bluefield, W. Va.	656	WLIP — Kenosha, Wis.	663
WKOZ — Kosciusko, Miss.	477	WLLH — Lowell-Lawrence, Mass.	453
WKPA — New Kensington, Pa.	581	WLMJ — Jackson, O.	556
WKPT — Kingsport, Tenn.	606	WLNA — Peekskill, N. Y.	524
WKRC — Cincinnati, O.	551	WLNH — Laconia, N. H.	496

WLOA — Braddock, Pa.	455	WMIQ — Iron Mountain, Mich.	463
WLOE — Leaksville, N. C.	540	WMIS — Natchez, Miss.	478
WLOF — Orlando, Fla.	380	WMIX — Mt. Vernon, Ill.	407
WLOG — Logan, W. Va.	658	WMJM — Cordele, Ga.	389
WLOH — Princeton, W. Va.	659	WMLS — Sylacauga, Ala.	330
WLOI — La Porte, Ind.	413	WMLT — Dublin, Ga.	389
WLOK — Lima, O.	557	WMLV — Millville, N. Y.	498
WLOL — Minneapolis, Minn.	471	WMMB — Melbourne, Fla.	378
WLON — Lincolnton, N. C.	541	WMMN — Fairmont, W. Va.	657
WLOS — Asheville, N. C.	533	WMMT — McMinnville, Tenn.	608
WLOU — Louisville, Ky.	432	WMMW — Meriden, Conn.	368
WLOW — Portsmouth, Va.	646	WMNB — North Adams, Mass.	454
WLOX — Gulfport-Biloxi, Miss.	474	WMNC — Morganton, N. C.	541
WLPM — Suffolk, Va.	648	WMNE — Menomonie, Wis.	664
WLPO — LaSalle, Ill.	406	WMNS — St. Paul, Minn.	473
WLRP — New Albany, Ind.	414	WMOA — Marietta, O.	557
WLS — Chicago, Ill.	403	WMOD — Moundsville, W. Va.	659
WLSD — Big Stone Gap, Va.	641	WMOG — Brunswick, Ga.	388
WLSE — Wallace, N. C.	545	WMOH — Hamilton, O.	556
WLSH — Lansford, Pa.	580	WMOK — Metropolis, Ill.	406
WLSI — Pikesville, Ky.	433	WMON — Montgomery, W. Va.	658
WLSM — Louisville, Miss.	478	WMOP — Ocala, Fla.	379
WLTC — Gastonia, N. C.	538	WMOU — Berlin, N. H.	496
WLVA — Lynchburg, Va.	644	WMOX — Meridian, Miss.	478
WLW — Cincinnati, O.	551	WMOZ — Mobile, Ala.	328
WLYC — Williamsport, Pa.	591	WMPA — Aberdeen, Miss.	474
WLYN — Lynn, Mass.	453	WMPM — Smithfield, N. C.	544
WMAJ — State College, Pa.	589	WMPS — Memphis, Tenn.	609
WMAK — Nashville, Tenn.	609	WMRB — Greenville, S. C.	598
WMAL — Washington, D. C.	372	WMRE — Monroe, Ga.	392
WMAM — Marinette, Wis.	664	WMRF — Lewistown, Pa.	581
WMAN — Mansfield, O.	557	WMRN — Marion, O.	557
WMAP — Monroe, N. C.	541	WMRO — Aurora, Ill.	399
WMAQ — Chicago, Ill.	403	WMRP — Flint, Mich.	461
WMAS — Springfield, Mass.	454	WMRY — New Orleans, La.	439
WMAW — Menominee, Mich.	465	WMSA — Massena, N. Y.	512
WMAX — Grand Rapids, Mich.	462	WMSC — Columbia, S. C.	596
WMAY — Springfield, Ill.	409	WMSL — Decatur, Ala.	324
WMAZ — Macon, Ga.	391	WMSN — Raleigh, N. C.	542
WMBC — Macon, Miss.	478	WMT — Cedar Rapids, Ia.	416
WMBD — Peoria, Ill.	408	WMTA — Central City, Ky.	429
WMBG — Richmond, Va.	647	WMTC — Vanceleve, Ky.	434
WMBH — Joplin, Mo.	482	WMTE — Manistee, Mich.	465
WMBL — More-head City, N. C.	541	WMTM — Moutrie, Ga.	392
WMBM — Miami Beach, Fla.	379	WMTR — Morristown, N. J.	498
WMBN — Petosky, Mich.	466	WMTS — Murfreesboro, Tenn.	609
WMBO — Auburn, N. Y.	505	WMUR — Manchester, N. H.	497
WMBR — Jacksonville, Fla.	376	WMUS — Muskegon, Mich.	466
WMBS — Uniontown, Pa.	590	WMUU — Greenville, S. C.	598
WMC — Memphis, Tenn.	609	WMVA — Martinsville, Va.	644
WMCA — New York, N. Y.	513	WMVG — Milledgeville, Ga.	391
WMCH — Church Hill, Tenn.	604	WMVO — Mt. Vernon, O.	557
WMCK — McKeesport, Pa.	581	WMYB — Myrtle Beach, S. C.	599
WMCW — Harvard, Ill.	405	WMYR — Ft. Myers, Fla.	375
WMDC — Hazlehurst, Miss.	476	WNAB — Bridgeport, Conn.	367
WMDD — Fajardo, P. R.	675	WNAC — Boston, Mass.	451
WMDN — Midland, Mich.	465	WNAE — Warren, Pa.	590
WMEV — Marion, Va.	644	WNAG — Grenada, Miss.	476
WMEY — Boston, Mass.	450	WNAH — Nashville, Tenn.	610
WMFC — Monroeville, Ala.	328	WNAM — Neenah-Menasha, Wis.	665
WMFD — Wilmington, N. C.	546	WNAO — Raleigh, N. C.	542
WMFG — Hibbing, Mich.	470	WNAR — Norristown, Pa.	583
WMFJ — Daytona Beach, Fla.	374	WNAT — Natchez, Miss.	479
WMFR — High Point, N. C.	539	WNAV — Annapolis, Md.	446
WMFS — Chattanooga, Tenn.	603	WNAW — North Adams, Mass.	454
WMGA — Moultrie, Ga.	392	WNAX — Yankton, S. D.	602
WMGM — New York, N. Y.	513	WNBF — Binghamton, N. Y.	507
WMGR — Bainbridge, Ga.	387	WNBH — New Bedford, Mass.	453
WMGW — Meadville, Pa.	581	WNBS — Murray, Ky.	433
WMGY — Montgomery, Ala.	329	WNBZ — Saranac Lake, N. Y.	528
WMIA — Caguas, P. R.	674	WNCA — Siler City, N. C.	544
WMID — Atlantic City, N. J.	497	WNCC — Barnsboro, Pa.	574
WMIE — Miami, Fla.	379	WNDB — Daytona Beach, Fla.	375
WMIK — Middlesboro, Ky.	433	WNDR — Syracuse, N. Y.	530
WMIL — Milwaukee, Wis.	665	WNEB — Worcester, Mass.	455
WMIN — St. Paul, Minn.	478	WNER — Live Oak, Fla.	378

WNES — Central City, Ky.	429	WOWO — Ft. Wayne, Ind.	412
WNEW — New York, N. Y.	521	WOXF — Oxford, N. C.	542
WNEX — Macon, Ga.	391	WOZK — Ozark, Ala.	329
WNGO — Mayfield, Ky.	432	WPAB — Ponce, P. R.	675
WNHC — New Haven, Conn.	369	WPAC — Patchogue, N. Y.	524
WNIX — Springfield, Vt.	641	WPAD — Paducah, Ky.	433
WNJR — Newark, N. J.	499	WPAG — Ann Arbor, Mich.	456
WNLA — Indiana, Miss.	477	WPAL — Charleston, S. C.	596
WNLC — New London, Conn.	369	WPAM — Pottsville, Pa.	587
WNLK — Norwalk, Conn.	369	WPAQ — Mt. Airy, N. C.	541
WNMP — Evanston, Ill.	404	WPAR — Parkersburg, W. Va.	659
WNNC — Newton, N. C.	542	WPAT — Paterson, N. J.	500
WNNJ — Newton, N. J.	499	WPAW — Pawtucket, R. I.	593
WNNT — Warsaw, Va.	648	WPAX — Thomasville, Ga.	394
WNOE — New Orleans, La.	439	WPAY — Portsmouth, O.	559
WNOK — Columbia, S. C.	597	WPAZ — Pottstown, Pa.	587
WNOP — Newport, Ky.	433	WPBB — Jackson, Ala.	327
WNOR — Norfolk, Va.	645	WPBC — Minneapolis, Minn.	471
WNOS — High Point, N. C.	539	WPCF — Panama City, Fla.	380
WNOW — York, Pa.	591	WPCT — Putnam, Conn.	369
WNOX — Knoxville, Tenn.	607	WPDQ — Jacksonville, Fla.	377
WNPT — Tuscaloosa, Ala.	331	WPDR — Portage, Wis.	665
WNRC — New Rochelle, N. Y.	512	WPDY — Clarksburg, W. Va.	657
WNRI — Woonsocket, R. I.	594	WFEL — Montrose, Pa.	581
WNRV — Narrows, Va.	645	WPEN — Philadelphia, Pa.	585
WNTM — Vero Beach, Fla.	383	WPEO — Peoria, Ill.	408
WNVA — Norton, Va.	646	WPEP — Taunton, Mass.	455
WNXT — Portsmouth, O.	559	WPET — Greensboro, N. C.	538
WOAI — San Antonio, Tex.	633	WPFB — Middletown, O.	557
WOAP — Owosso, Mich.	466	WPFM — Park Falls, Wis.	665
WOAY — Oak Hill, W. Va.	659	WPGC — Morningside, Md.	448
WOBS — Jacksonville, Fla.	376	WPGW — Portland, Ind.	414
WOBT — Rhinelander, Wis.	666	WPIC — Sharon, Pa.	589
WOC — Davenport, Ia.	417	WPID — Piedmont, Ala.	329
WOCB — West Yarmouth, Mass.	455	WPIK — Alexandria, Va.	641
WOHI — East Liverpool, O.	555	WPIN — St. Petersburg, Fla.	381
WOHO — Toledo, O.	559	WPIT — Pittsburgh, Pa.	586
WOHP — Bellefontaine, O.	550	WPKE — Pikeville, Ky.	434
WOHS — Shelby, N. C.	544	WPKO — Waverly, O.	560
WOIC — Columbia, S. C.	597	WPKY — Princeton, Ky.	434
WOKE — Oak Ridge, Tenn.	611	WPLA — Plant City, Fla.	381
WOKJ — Jackson, Miss.	477	WPLH — Huntington, W. Va.	657
WOKO — Albany, N. Y.	504	WPLY — Plymouth, Wis.	665
WOKW — Sturgeon Bay, Wis.	667	WPME — Punxsutawney, Pa.	587
WOKY — Milwaukee, Wis.	665	WPMP — Pascagoula, Miss.	479
WOKZ — Alton, Ill.	399	WPNF — Brevard, N. C.	535
WOL — Washington, D. C.	372	WPNX — Phenix City, Ala.	329
WOLF — Syracuse, N. Y.	530	WPON — Pontiac, Mich.	466
WOLS — Florence, S. C.	597	WPCR — Portland, Me.	444
WOMI — Owensboro, Ky.	433	WPPA — Pottsville, Pa.	587
WOMT — Manitowoc, Wis.	663	WPRA — Mayaguez, P. R.	675
WOND — Pleasantville, N. J.	499	WPRC — Lincoln, Ill.	406
WONE — Dayton, O.	555	WPRE — Prairie Du Chien, Wis.	666
WONN — Lakeland, Fla.	377	WPRO — Providence, R. I.	593
WONW — Deliance, O.	555	WPRP — Ponce, P. R.	675
WOOD — Grand Rapids, Mich.	462	WPRS — Paris, Ill.	407
WOOF — Dotham, Ala.	324	WPRT — Prestonburg, Ky.	434
WOOK — Washington, D. C.	372	WPRY — Perry, Fla.	381
WOOW — New Bern, N.C.	542	WPTF — Raleigh, N. C.	542
WOPA — Oak Park, Ill.	407	WPTR — Albany, N. Y.	505
WOPI — Bristol, Tenn.	603	WPTS — Pittston, Pa.	586
WOR — New York, N. Y.	521	WPTW — Piqua, O.	557
WORA — Mayaguez, P. R.	675	WPTX — Lexington Park, Md.	448
WORC — Worcester, Mass.	455	WPUV — Pulaski, Va.	646
WORD — Spartanburg, S. C.	600	WPXY — Punxsutawney, Pa.	587
WORK — York, Pa.	593	WQAM — Miami, Fla.	379
WORL — Boston, Mass.	451	WQAN — Scranton, Pa.	588
WORZ — Orlando, Fla.	380	WQBC — Vicksburg, Miss.	479
WOSA — Wausau, Wis.	668	WQUA — Moline, Ill.	406
WOSC — Fulton, N. Y.	509	WQXI — Atlanta, Ga.	387
WOSH — Oshkosh, Wis.	665	WQXR — New York, N. Y.	523
WOTR — Corry, Pa.	576	WRAC — Racine, Wis.	666
WOTW — Nashau, N. H.	497	WRAD — Radford, Va.	646
WOV — New York, N. Y.	521	WRAG — Carrollton, Ala.	323
WOW — Omaha, Neb.	493	WRAK — Williamsport, Pa.	591
WOWL — Florence, Ala.	325	WRAL — Raleigh, N. C.	543

WRAP — Norfolk, Va.	645	WSBB — New Smyrna Beach, Fla.	379
WRAW — Reading, Pa.	587	WSBC — Chicago, Ill.	403
WRAY — Princeton, Ind.	414	WSBT — South Bend, Ind.	415
WRBC — Jackson, Miss.	477	WSCR — Scranton, Pa.	588
WRBL — Columbus, Ga.	388	WSDR — Sterling, Ill.	409
WRC — Washington, D. C.	373	WSFA — Montgomery, Ala.	329
WRCA — New York, N. Y.	521	WSFC — Somerset, Ky.	434
WRCD — Dalton, Ga.	389	WSFT — Thomaston, Ga.	394
WRCO — Richland Center, Wis.	666	WSGC — Elberton, Ga.	390
WRCS — Ahoskie, N. C.	533	WSGN — Birmingham, Ala.	323
WRDB — Reedsburg, Wis.	666	WSGW — Saginaw, Mich.	467
WRDO — Augusta, Me.	443	WSHB — Stillwater, Minn.	473
WRDW — Augusta, Ga.	387	WSHE — Sheboygan, Wis.	667
WREE — Holyoke, Mass.	453	WSIC — Statesville, N. C.	544
WREC — Memphis, Tenn.	609	WSID — Baltimore, Md.	447
WREL — Lexington, Va.	644	WSIG — Mount Jackson, Va.	645
WREN — Topeka, Kans.	427	WSIP — Paintsville, Ky.	433
WREV — Reidsville, N. C.	543	WSIR — Winter Haven, Fla.	384
WRFC — Athens, Ga.	385	WSIV — Pekin, Ill.	407
WRFD — Worthington, O.	560	WSIX — Nashville, Tenn.	610
WRFS — Alexander City, Ala.	321	WSJS — Winston-Salem, N. C.	547
WRFW — Eau Claire, Wis.	662	WSKI — Montpelier-Barre, Vt.	640
WRGA — Rome, Ga.	393	WSKY — Asheville, N. C.	533
WRGS — Rogersville, Tenn.	611	WSLB — Ogdensburg, N. Y.	523
WRHC — Jacksonville, Fla.	377	WSLI — Jackson, Miss.	477
WRHI — Rock Hill, S. C.	600	WSLM — Salem, Ind.	414
WRIB — Providence, R. I.	593	WSLS — Roanoke, Va.	648
WRIC — Richlands, Va.	646	WSM — Nashville, Tenn.	610
WRIO — Rio Piedras, P. R.	675	WSMB — New Orleans, La.	439
WRIS — Roanoke, Va.	648	WSMI — Litchfield, Ill.	406
WRJN — Racine, Wis.	666	WSMT — Sparta, Tenn.	611
WRJW — Picayune, Miss.	479	WSNJ — Bridgetown, N. J.	497
WRKD — Rockland, Me.	445	WSNW — Seneca, S. C.	600
WRLD — Lanett, Ala.	327	WSNY — Schenectady, N. Y.	528
WRLD — West Point, Ga.	395	WSOC — Charlotte, N. C.	536
WRMA — Montgomery, Ala.	329	WSOK — Nashville, Tenn.	610
WRMN — Elgin, Ill.	404	WSO — Henderson, Ky.	430
WRNL — Richmond, Va.	647	WSOO — Sault Ste. Marie, Mich.	467
WRNY — Rochester, N. Y.	527	WSOY — Decatur, Ill.	403
WROB — West Point, Miss.	480	WSPA — Spartanburg, S. C.	609
WROD — Daytona Beach, Fla.	375	WSPB — Sarasota, Fla.	382
WROK — Rockford, Ill.	408	WSPC — Anniston, Ala.	321
WROL — Knoxville, Tenn.	607	WSPD — Toledo, O.	559
WROM — Rome, Ga.	393	WSPN — Saratoga Springs, N. Y.	528
WRON — Ronceverte, W. Va.	659	WSPR — Springfield, Mass.	455
WROS — Scottsboro, Ala.	330	WSPT — Stevens Point, Wis.	667
WROV — Roanoke, Va.	648	WSRC — Durham, N. C.	536
WROW — Albany, N. Y.	505	WSRS — Cleveland, O.	554
WROX — Clarksdale, Miss.	475	WSSB — Durham, N. C.	536
WROY — Carmi, Ill.	399	WSSC — Sumter, S. C.	600
WRPB — Warner Robbins, Ga.	395	WSSO — Starkville, Miss.	479
WRR — Dallas, Tex.	621	WSSV — Petersburg, Va.	646
WRRF — Washington, N. C.	545	WSTA — Charlotte-Amalie, V. I.	677
WRRR — Rockford, Ill.	408	WSTC — Stamford, Conn.	369
WRRZ — Clinton, N. C.	536	WSTN — St. Augustine, Fla.	381
WRSW — Warsaw, Ind.	415	WSTP — Salisbury, N. C.	543
WRTA — Altoona, Pa.	573	WSTR — Sturgis, Mich.	467
WRUF — Gainesville, Fla.	376	WSTU — Stuart, Fla.	382
WRUM — Rumford, Me.	445	WSTV — Steubenville, O.	559
WRUN — Utica-Rome, N. Y.	531	WSUN — St. Petersburg, Fla.	381
WRUS — Russellville, Ky.	434	WSVA — Harrisonburg, Va.	644
WRVA — Richmond, Va.	647	WSVS — Crewe, Va.	642
WRWB — Kissimmee, Fla.	377	WSWN — Belle Glade, Fla.	374
WRXO — Roxboro, N. C.	543	WSYB — Rutland, Vt.	640
WSAI — Cincinnati, O.	553	WSYD — Mount Airy, N. C.	542
WSAL — Logansport, Ind.	413	WSYR — Syracuse, N. Y.	528
WSAM — Saginaw, Mich.	467	WTAC — Flint, Mich.	461
WSAN — Allentown, Pa.	573	WTAD — Quincy, Ill.	408
WSAR — Fall River, Mass.	452	WTAG — Worcester, Mass.	456
WSAT — Salisbury, N. C.	543	WTAL — Tallahassee, Fla.	382
WSAU — Wausau, Wis.	668	WTAM — Cleveland, O.	553
WSAV — Savannah, Ga.	393	WTAN — Clearwater, Fla.	374
WSAY — Rochester, N. Y.	527	WTAO — Cambridge, Mass.	451
WSAZ — Huntington, W. Va.	658	WTAQ — LaGrange, Ill.	405
WSB — Atlanta, Ga.	387	WTAR — Norfolk, Va.	645
WSBA — York, Pa.	593	WTAW — College Station, Tex.	618

WTAX — Springfield, Ill.	409	WUSJ — Lockport, N. Y.	512
WTBC — Tuscaloosa, Ala.	331	WUSTN — Charleston, S. C.	596
WTBF — Troy, Ala.	330	WUST — Bethesda, Md.	447
WTBO — Cumberland, Md.	447	WVAM — Altoona, Pa.	574
WTCH — Shawano, Wis.	666	WVCG — Coral Gables, Fla.	374
WTCJ — Tell City, Ind.	415	WVCH — Chester, Pa.	576
WTCM — Traverse City, Mich.	467	WVDA — Boston, Mass.	451
WTCN — Minneapolis-St. Paul, Minn.	471	WVEC — Hampton, Va.	643
WTCO — Campbellsville, Ky.	429	WVET — Rochester, N. Y.	527
WTCW — Whitesburg, Ky.	434	WVIM — Vicksburg, Miss.	479
WTEL — Philadelphia, Pa.	586	WVJP — Caguas, P. R.	675
WTHI — Terre Haute, Ind.	415	WVJS — Owensboro, Ky.	433
WTIC — Hartford, Conn.	368	WVKO — Columbus, O.	555
WTIK — Durham, N. C.	536	WVLK — Lexington, Ky.	431
WTIL — Mayaguez, P. R.	675	WVLN — Olney, Ill.	407
WTIM — Taylorville, Ill.	409	WVMC — Mount Carmel, Ill.	407
WTIP — Charleston, W. Va.	657	WVMI — Biloxi, Miss.	474
WTIX — New Orleans, La.	440	WVNI — Newark, N. J.	499
WTJH — East Point, Ga.	390	WVOK — Birmingham, Ala.	323
WTJS — Jackson, Tenn.	606	WVOM — Boston-Brookline, Mass.	451
WTKM — Hartford, Wis.	662	WVOP — Vidalia, Ga.	395
WTLS — Tallahassee, Ala.	330	WVOS — Liberty, N. Y.	512
WTMA — Charleston, S. C.	596	WVOT — Wilson, N. C.	546
WTMC — Ocala, Fla.	380	WVOW — Logan, W. Va.	658
WTMJ — Milwaukee, Wis.	665	WVPO — Stroudsburg, Pa.	589
WTMV — East St. Louis, Ill.	404	WVSC — Somerset, Pa.	589
WTNC — Thomasville, N. C.	545	WVVW — Fairmont, W. Va.	657
WTND — Orangeburg, S. C.	600	WVBG — Bowling Green, O.	550
WTNJ — Trenton, N. J.	500	WWBZ — Vineland, N. J.	501
WTNS — Coshocton, O.	555	WWCA — Gary, Ind.	412
WTNT — Tallahassee, Fla.	382	WWCO — Waterbury, Conn.	370
WTOB — Winston-Salem, N. C.	547	WWDC — Washington, D. C.	373
WTOC — Savannah, Ga.	393	WWEZ — New Orleans, La.	440
WTOD — Toledo, O.	560	WWGP — Sanford, N. C.	544
WTOK — Meridian, Miss.	478	WWGS — Tifton, Ga.	394
WTOL — Toledo, O.	560	WWHG — Hornell, N. Y.	511
WTON — Staunton, Va.	648	WWIN — Baltimore, Md.	447
WTOP — Washington, D. C.	373	WWIT — Canton, N. C.	535
WTOR — Torrington, Conn.	370	WWJ — Detroit, Mich.	460
WTOW — Towson, Md.	449	WWKO — Ashland, Ky.	428
WTPR — Paris, Tenn.	611	WWKY — Winchester, Ky.	434
WTPS — New Orleans, La.	440	WWL — New Orleans, La.	440
WTRB — Ripley, Tenn.	611	WWNC — Asheville, N. C.	533
WTRC — Elkhart, Ind.	411	WWNH — Rochester, N. H.	497
WTRL — Bradentown, Fla.	374	WWNR — Beckley, W. Va.	656
WTRN — Tyron, Pa.	590	WWNS — Statesboro, Ga.	393
WTRP — LaGrange, Ga.	391	WWNY — Watertown, N. Y.	532
WTRR — Sanford, Fla.	382	WWOC — Manitowoc, Wis.	664
WTRW — Two Rivers, Wis.	667	WWOD — Lynchburg, Va.	644
WTRX — Bellaire, O.	550	WWOL — Buffalo, N. Y.	508
WTRY — Troy, N. Y.	530	WWON — Woonsocket, R. I.	594
WTSA — Brattleboro, Vt.	640	WWPA — Williamsport, Pa.	591
WTSB — Lumberton, N. C.	541	WWPB — Miami, Fla.	379
WTSL — Hanover-Lebanon, N. H.	496	WWPF — Palatka, Fla.	380
WTSP — St. Petersburg, Fla.	381	WWPG — West Palm Beach, Fla.	384
WTSV — Claremont, N. H.	496	WWRL — Woodside, N. Y.	532
WTTB — Vero Beach, Fla.	383	WWSC — Glens Falls, N. Y.	509
WTHH — Port Huron, Mich.	466	WWSR — St. Albans, Vt.	641
WTTM — Trenton, N. J.	500	WWST — Wooster, O.	560
WTTN — Watertown, Wis.	667	WWSW — Pittsburgh, Pa.	586
WTRR — Westminster, Md.	449	WWVA — Wheeling, W. Va.	660
WTTS — Bloomington, Ind.	410	WWWB — Jasper, Ala.	327
WTUP — Tupelo, Miss.	479	WWWF — Fayette, Ala.	324
WTUS — Tuskegee, Ala.	331	WWWR — Russellville, Ala.	330
WTUX — Wilmington, Del.	371	WWWV — Rio Piedras, P. R.	675
WTVB — Coldwater, Mich.	459	WWYO — Pineville, W. Va.	659
WTVH — Peoria, Ill.	408	WXAL — Demopolis, Ala.	324
WTVL — Waterville, Me.	445	WXGI — Richmond, Va.	647
WTVN — Columbus, O.	554	WXLW — Indianapolis, Ind.	413
WTWA — Thomson, Ga.	394	WXOK — Baton Rouge, La.	436
WTWN — St. Johnsbury, Vt.	641	WXRA — Buffalo-Kenmore, N. Y.	508
WTXL — West Springfield, Mass.	455	WXRf — Guayama, P. R.	675
WTYC — Rock Hill, S. C.	600	WXYZ — Detroit, Mich.	460
WTYN — Tryon, N. C.	545	WYVE — Wytheville, Va.	649
WTYS — Marianna, Fla.	378	WZIP — Covington, Ky.	429
WULA — Eufaula, Ala.	324	WZOB — Ft. Payne, Ala.	325

ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,600 — Families 792,000

Radio Homes — 656,000 — TV Homes — 360,000 — Stations in State 91

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 250
Phone Number 630
News Service AP
Transcription Service World
Pres. Gen. Mgr. Pat M. Courington
Commercial Manager Glenn Jackson
Station Mgr. Jesse Culp
Prog. Dir. Bill Hagler
Chief Engineer Gene Killian

Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone: 2380 Air Time: Full Time
Transcription Service World, Thesaurus
Representative Sears & Ayer
Membership NARTB, RAB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. R. A. Davidson
Program Director Rosamond Ponder
Publicity Director E. Cody Hall
Sales Prom. Mgr. Teena Taylor
Chief Engineer James A. Hudson

WRFS

ALEXANDER CITY—1947—KBS

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Piedmont Service Corp.
Business-Studio Address Main St.
Phone: Adams 4-2566 Air Time: Daytime
News Service UP
Transcription Service Thesaurus
Representative Dora Clayton
President James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Prog. Dir. Bob McKinnon
Chief Engineer James W. Whatley

WSPC

ANNISTON—1949—MBS

Freq.: 1390 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address Jefferson Davis Hotel
Phone: 6-8291 Air Time: Unlimited
News Service AP
Representative Walker & Dora-Clayton
Pres., Gen., Sta. Mgr. W. S. Weatherly
Commercial Manager John M. Orison
Program Director Rosebud Waldrop
Chief Engineer Winfred B. Kennedy

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Andalusia Bcstg. System
Address Sanford Rd.
Air Time Full Time
News Service AP
Transcription Service RCA
Representative Walker-Dora Clayton
Membership NARTB
Exec. V.P., Gen. Mgr. Dige Bishop
Commercial Manager Don Cooke
Program Director Barbara Nicholson
Publicity Director Barl Pryor
Chief Engineer J. Dige Bishop

WJMW

ATHENS—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio Address Hine St.
Phone Number 565
Trans. Ser. Lang-Worth, Library Service
News Service AP
Pres.-Gen. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Marjorie Jones
Chief Engineer William G. Mitchell

WANA

ANNISTON—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned Gadsden Radio Co.
Address 300 Leighton Ave.
Air Time Full Time
Sta. Rep. McGillvra, Inc.
Co-Owners Edwin H. Estes, Cary L. Graham
Gen. Mgr. Edwin Estes

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By Southland Bcstg. Co.
Address P. O. Box 59
News Service AP
Transcription Service World
Partner T. C. Miniard
Partner Grady L. Ingram
General Manager T. C. Miniard
Commercial Manager Sam Ford
Program Director Julia Miniard
Chief Engineer T. C. Miniard

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts

WAUD

AUBURN—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Address Montgomery H'way

Air Time..... Full Time
 Phone..... 1240
 Transcription Service..... Associated
 Representative..... Continental
 Pres., Gen. Station Mgr..... Elmer G. Salter
 Sales Prom. Dir..... Lowell E. Takles
 Chief Engineer..... Lawrence Dobbins
 Publicity Dir..... Elmer G. Salter

W B C O

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc..... Power: 250 Watts
 Owned..... Bessemer Bcstg. Co., Inc.
 Business Address..... Box 606
 Phone: 5-5241..... Air Time: Full Time
 Representative..... Forjoe, Dora-Clayton
 Gen. & Comm. Mgr..... Eugene P. Weil
 Pres..... J. E. Lanier
 Program Director..... E. Faush
 Chief Engineer..... Jack Warden

W A P I

BIRMINGHAM—1922—NBC

Frequency: 1070 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Television Corp.
 Address..... P. O. Box 2553
 Phone: 4-2466..... Air Time: Full Time
 News Service..... AP
 Newspaper Affil..... Birmingham News
 Representative..... John Blair
 Membership..... NARTB, RAB
 Pres., Gen. Mgr..... Henry P. Johnston
 VP Programming..... Ray F. Furr
 VP & Mgr. of Radio Operations. Herbert Martin
 Publicity Director..... James Chenoweth
 Chief Engineer..... J. V. Sanderson

W B R C

BIRMINGHAM—1925—CBS

Frequency: 960 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Birmingham Bcstg. Co., Inc.
 Address..... 1727½ 2nd Ave., N.
 Phone: 7-3172..... Air Time: Full Time
 News Service..... INS, AP
 Transcription Service..... Capitol
 Representative..... Katz
 Membership..... NARTB, RAB
 President..... George B. Storer
 Mging. Dir., Comm. Mgr..... James E. Bailey
 Sales Prom. Mgr..... Natt Smith
 Prog. Dir..... Fox Lightfoot
 Prod. Mgr..... Jack Williams
 Chief Engineer..... Robert L. DuPriest

W C R T

BIRMINGHAM—1953

Frequency: 1260 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Chapman Radio-TV Co.
 Business Address..... 725 S. 22nd St.
 Air Time..... Daytime
 Phone Number..... 7-3019
 News Service..... UP
 Trans. Service..... Standard
 Representative..... Clark

Membership..... NARTB
 Pres., Prog. Dir..... George K. Chapman
 General Manager..... Rudy C. Clark
 Dir. of News..... Ray Shader
 Sales Prom. Mgr..... W. R. Kennedy
 Publicity Dir..... W. A. Chapman
 Chief Engineer..... George K. Chapman

W E D R

BIRMINGHAM—1949

Frequency: 1220 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Magic City Bcstg. Co.
 Business Address..... 1417 Fourth Ave. N.
 Air Time..... Daytime
 Phone Number..... 40925
 News Service..... UP
 Representative..... McGillvra
 Partner..... J. L. Doss
 Gen. Mgr..... John A. Thompson
 Chief Engineer..... John F. Cram

W E Z B

BIRMINGHAM—1953

Frequency: 1320 Kc..... Power: 1 Kw. d.
 Owned..... Gene Newman & Emory M. Mcelroy
 Address..... Bankhead Hotel, Birmingham;
 Phone: 2-9122, 4-0234-6-3040 Air Time: Daytime
 News Service..... UP
 Trans. Service..... Special Johnson Trans. Lib.
 Representative..... Continental Radio Sales
 Membership..... NARTB
 Pres., Gen. Mgr..... Gene Newman
 Station Mgr..... Tommy Walters
 Comm. Mgr..... Ganes Allen
 Sales Prom. Mgr..... Davi Higgenbothom
 Prog. Dir..... Ganus Scarborough
 Publicity Dir..... Rita Kline
 Chief Engineer..... Verl Cicero

W I L D

BIRMINGHAM—1945—MBS

Frequency: 850 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Pilot Bcstg. Corp.
 Address..... 1901 Montgomery Hi-way
 Air Time..... Full Time
 Phone Number..... 4-4511
 President..... George A. Mattison, Jr.
 Sta., General Manager..... George L. Sutherland
 Commercial Mgr..... J. B. Roberts
 News Service..... UP
 Rep..... H-R Representatives
 Membership..... NARTB
 Program Director..... Richard Bennick
 Sales Prom., Pub..... W. E. Mattison
 Chief Engineer..... Ray Lowery

W J L D

BIRMINGHAM—1942—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Johnston Bcstg. Co.
 Business Address..... Box 5767, Birmingham
 Phone: 54-3466..... Air Time: Full Time
 News Service..... AP
 Representative..... Interstate



Pres.-Gen. Mgr. George Johnston, Jr.
 Station Manager James Connolly
 Program Director Joyce Savage
 Comm. Sales Manager Joe Brewer
 Chief Engineer Maurice McKinney

WLBS**BIRMINGHAM—1946**

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By WLBS, Inc.
 Address 212 N. 13th St.
 Phone Number 54-2541
 President E. D. Rivers
 General Manager Wm. Randall
 Chief Engineer Gordon Bishop

WSGN**BIRMINGHAM—1926—ABC**

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Oper. Jemison Bcstg. Co., Inc.
 Address 2320 7th Ave., South
 Phone: 4-3434 Air Time: Full Time
 News Service AP
 Transcription Service World, Thesaurus
 Representative Avery-Knodel
 Membership NARTB, RAB
 President Bascom Hopson
 Comm. Mgr. G. O. Privett
 Program Director Ralph Rogers
 Publicity Director Mary Childers
 Chief Engineer Jack Shea

WVOK**BIRMINGHAM—1947**

Frequency: 690 Kc. Power: 50,000 Watts d.
 Owned-Operated By Voice of Dixie Inc.
 Business Address P. O. Box 2468,
 Phone: 6-2924 Air Time: Daytime
 News Service UP
 Representative Radio Reps., Inc.
 Membership NARTB
 Pres., Gen. Sta. Mgr. Iralee W. Bennis
 Com. Sales Prom. Mgr. Ira Leslie
 Chief Engineer R. G. Blaskow

WEBJ**BREWTON—1947—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Brewton Bcstg. Co.
 Business Address Box 870
 News Service AP
 Membership NARTB, RAB
 Representative Dora-Clayton
 Pres. W. Emmett Brooks
 Gen. Mgr. Bolling Brooks
 Program Director Helen Aughtman
 Chief Engineer J. A. Sikes

WRAG**CARROLLTON—1951—KBS**

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pickens County Bcstg. Co.
 Address Box 71

Phone Number: 2364 Air Time: Daytime
 News Service UP
 Trans. Service World
 Representative Continental
 Gen. Mgr., Chief Eng. Hugh Hughes
 Comm. Mgr. Ray Hardin
 Prog. Mgr. Carl Sauceman

WKLF**CLANTON—1947—KBS**

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Southeastern Bcstg. Co.
 Address P. O. Box 110
 Phone Number: 449 Air Time: Daytime
 News Service AP
 Transcription Service World
 Representative World
 President Dr. J. Kelley Robinson
 Gen., Sta., Sales Mgr. Leland L. Hudson
 Pgm., Pub. Dir. Helen Parrish
 Chief Engineer Lester Carter

WFMH**CULLMAN—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By The Voice of Cullman
 Address 206 Second Ave. E.
 Phone No. 910
 News Service AP
 Transcription Service Associated & Thesaurus
 Membership RAB
 Gen., Comm. Mgr. B. C. Eddins
 Prog. Dir. V. E. Waters
 Chief Engr. J. E. Buxton

WKUL**CULLMAN—1946—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Cullman Bcstg. Co.
 Address P. O. Box 211
 Phone: 863 Air Time: Full Time
 News Service UP
 Gen. Mgr. Ralph Mann
 Program Director Charles Crule
 Chief Engineer Arthur Bachmann

WAJF**DECATUR—1953**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By J. B. Falt, Jr.
 Business Address 112 Grant Street
 Phone: 4016 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Station Representative Sears & Ayer, Inc.
 President J. B. Falt, Jr.
 General Manager Cletus Quick
 Comm. Mgr. Charles Wingate
 Chief Engineer Prince Jones

WHOS**DECATUR—1948**

Frequency: 800 Kc. Power: 1000 Watts d.

Owned-Operated By...No. Alabama Bcstg. Co.
 Business-Studio Address...Masonic Bldg.
 Phone: 991.....Air Time: Full Time
 News Service.....AP
 Representative...Joseph Hershey McGillvra
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 Partners...Barrett C. Shelton, John J. Jones
 Gen., Comm. Mgr.....Louis C. Blizzard
 Pgm. Dir.....Bob Dean
 Prom. Mgr.....Jim Fouts
 Chief Eng.....G. Upton

WMSL

DECATUR—1953—KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Tennessee Valley Bcstg. Co.
 Address.....703 Bank St.
 Phone: 802-803.....Air Time: Full Time
 News Service.....AP
 Pres., Gen. & Comm. Mgr...Frank Whisenant
 Pgm. Dir. & Pub. Dir.....Robert E. Gleason
 Chief Engineer.....John Short

WXAL

DEMOPOLIS—1948—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Demopolis Bcstg. Co.
 Phone: 400.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Pres., General Manager.....W. M. Jordan
 Commercial Manager.....Henry J. Bley
 Pgm. Dir.....A. A. Caldwell
 Chief Engineer.....Barry Collins

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By...Dothan Bcstg. Co.
 Address.....204½ E. Main Street
 Phone: 2-9100.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative...Joseph Hershey McGillvra
 Membership.....NARTB
 General Manager.....Julian C. Smith
 Sales Prom. Mgr.....Eugene S. McClintic
 Comm. Mgr.....Fred C. Moseley
 Program Director.....Lamar Trammell
 Chief Engineer.....Howard T. Rawlinson

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Houston Bcstg. Co.
 Business-Studio Address...107 E. Adams St.
 Phone: 3-4100.....Air Time: Full Time
 News Service.....UP
 Trans. Service.....Thesaurus
 Representative...Cummings Reiner
 Pres., Gen. Mgr.....Jess Swicegood
 Prog. Dir.....Earl Hutto
 Chief Engineer.....Charles Lawshe

WOOF

DOTHAN—1948

Frequency: 560 Kc.....Power: 5000 Watts d.
 Owned-Oper. By...The WOOF Trust
 Business-Studio Address...Columbia Highway
 Phone Number.....3-0560, 4-9730
 News Service.....UP
 Representative...Dora Clayton, Thomas F. Clark
 Membership.....NARTB, RAB
 General Manager.....Agatha Gay
 Station Manager.....R. A. Dowling, Jr.
 Commercial Manager.....Gus Cotter
 Chief Engineer.....Earl Williford

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...The Wiregrass Bcstg. Co.
 Phone: 30.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Gen. Mgr.....R. E. James
 Com. Mgr.....Fred S. Watson
 Prom. Dir.....E. E. Vinson

WULA

EUFAULA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Ala.-Ga. Bcstg., Inc.
 Address.....U. S. H'way, 431
 Phone Number: 745.....Air Time: Full Time
 News Service.....UP
 Representative...Indies
 Gen. Mgr.....Edward B. Fussell
 Gen. Mgr.....Fellis Carnley
 Prog. Dir.....Walter E. Freeman
 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, Ala.
 Phone: 23461.....Air Time: Daytime
 News Service.....UP
 President.....W. W. Bankhead
 General Manager.....James Reese
 Sta. Mgr.....Jack Black
 Chief Engineer.....James Dickenson

WJOI

FLORENCE—1945—ABC-ABS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Florence Bcstg. Co., Inc.
 Address.....850 S. Court St.
 Phone: 2608.....Air Time: Full Time
 Pres., Gen. Mgr.....Joe T. Van Sandt
 Sta. Mgr.....J. W. Phillips
 Commercial Manager.....Tom York
 Sales Prom. Mgr.....Paula Ferguson
 Chief Engineer.....Paul Shannon

WOWL

FLORENCE—1945—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Muscle Shoals, Inc.
 Business Address... 800 Cypress Mill Rd.
 Phone: 4000 Air Time: Full Time
 News Service... AP
 Representative... Rambeau and Dora Clayton
 Membership... NARTB, RAB
 President, Gen. Mgr. Richard B. Biddle
 Station Mgr. Bill Mapes
 Commercial Manager... Gene Moore
 Sales Prom. Mgr. Dick Biddle
 Program Director... Whit Patch
 Publicity Director... Shirley Cheyne
 Chief Engineer... Lawrence Rohling

WHEP

FOLEY—1953

Frequency: 1310 Kw. Power: 1000 Watts d.
 Owned-Oper. By... Alabama Gulf Radio Inc.
 Address... Box 1556
 Phone: 3 Air Time: Daytime
 News Service... AP
 Transcription Service... NBC Thesaurus
 Representative... Indie Sales
 President... Howard E. Pill
 General Manager... Ralph Howard
 Commercial Manager... William Rowland
 Program Director... Jim Stewart
 Chief Engineer... Drue Rutherford

WFPA

FT. PAYNE—1950

Frequency: 1400 Kc. Power: 250 watts
 Owned... Gothberg Community Bdcstg.
 Address... 102 So. Gault Ave.
 Phone Number... 643
 President... George Gothberg
 Gen. Mgr. Ozelle Gothberg
 Chief Engineer... Ben Louden

WZOB

FT. PAYNE—1950—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By... Glenn M. Gravitt
 Address... P. O. Box 255
 Phone: 1096 Air Time: Daytime
 News Service... UP
 Transcription Service... Thesaurus
 General Manager... Glenn M. Gravitt
 Commercial Mgr. Irvin S. Liber
 Chief Engr. Jess R. Moore

WETO

GADSDEN—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By... Gadsden Radio Co.
 Address... 722 S. 12th St.
 Phone Number: 69201 Air Time: Daytime
 News Service... UP
 Transcription Service... Capitol
 Representative... McGillvra

Partner, Gen. Mgr. Edwin H. Estes
 Partner... Cary L. Graham
 Commercial Manager... David Vowell
 Program Director... Ray Estes
 Chief Engineer... Julius Vessels

WGAD

GADSDEN—1947—ABC

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.
 Owned-Oper. By... Coosa Bcstg. Co., Inc.
 Address... Philipson Bldg.
 Phone: 5641, 5642 Air Time: Full Time
 News Service... UP
 Representative... Rambeau, D. Clayton
 Membership... NARTB, RAB
 Pres., Gen. Mgr. James L. Garrett
 Prog. Spts. Director... Boyd Parsons
 Chief Engineer... Halley D. Williams

WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Etowah Bdcstrs., Inc.
 Address... 750 Forest Ave.
 Phone Number... 6-6301
 News Service... UP
 Transcription... Associated
 Representative... Kirby
 Membership... NARTB
 President... Joe L. Moore
 Gen. Mgr. J. P. Kirby
 Chief Engineer... W. G. Anderson

WGEA

GENEVA—1953

Frequency: 1150 Kw. Power: 1000 Watts d.
 Owned-Oper. By... Geneva County Reaper
 Business Address... Westville Road
 Phone Number... 456
 Newspaper Affil. Geneva County Reaper
 Transcription Service... World
 President... Howard Scott
 Gen. Mgr. J. C. Williams
 Membership... NARTB
 Station Manager... Robert Sidewell
 Program Director... Junior Walker
 Commercial Manager... Gene Free

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Greenville Bcstg. Corp.
 Business Address... P. O. Box 227
 Phone: 585 Air Time: Full Time
 News Service... UP
 Representative... Continental
 Commercial Mgr. W. H. Miller, Jr.

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Gunterville Bcstg. Co.
 Address... P. O. Box 32
 Phone: 4131 Air Time: Daytime

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

News ServiceUP
 MembershipNARTB
 PresidentH. E. Moore
 Gen., Sta., Comm. Mgr.Edward Z. Carrell
 Chief EngineerLavelle Jackson

W J B B

HALEYVILLE—1949—MBS-KBS

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By...Haleyville Bcstg. Co.
 Phone: 389Air Time: Full Time
 MembershipABA
 RepresentativeIndie Sales
 PresidentW. P. Thielens
 Gen. Mgr.J. L. Slatton
 Program Director.....Pat Slatton
 Chief Engineer.....Paul Kelly

W E R H

HAMILTON—1950

Frequency: 970 Kc.Power: 5000 Watts d.
 Owned-Oper. By...Marion County Bcstg. Co.
 AddressBox 187
 Phone: 3481Air Time: Daytime
 News ServiceUP
 Transcription ServiceSESAC
 Representative...Hill F. Best Co., Dora-Clayton
 President, Gen. Mgr.Hugh Flite
 Sta., Sales, Mgr.C. B. Tucker
 Program Director.....Edgar L. Clayton
 Publicity Director.....Hugh J. Fite
 Chief Engineer.....C. 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.....Fifth Ave.
 Phone: JE 2-3521Air Time: Full Time
 President, Gen. Mgr.Wilton H. Pollard
 Sales Prom. Mgr.Lew Banks
 Prog. Dir.Shirley Hangan
 Publicity Dir.Lew Banks
 Chief Engineer.....James Potter

W F U N

HUNTSVILLE—1946

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.
 Phone: 2424Air Time: Full Time
 News ServiceUP
 Representative...Sears & Ayers, Dora-Clayton
 General Manager.....J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr. John Garrison

W H B S

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.Power: 5,000 Watts
 Owned-Oper. By...The Huntsville Times Co.
 Address.....P. O. Box 986
 Phone Number: 2345Air Time: Full Time
 Newspaper Affiliation.....Huntsville Times
 News Service.....AP

Rep.Henry E. Cummings, Gill-Perna
 MembershipNARTB, RAB
 PresidentHenry P. Johnston
 General Manager.....ohn F. Neal
 Program Director.....Reuben Miller
 Chief Engineer.....Victor Bankowski

W P B B

JACKSON—1950—KBS-MBS

Frequency: 1280Power: 1000 Watts d.
 Owned-Operated ByJackson Bcstg. Co.
 AddressH'way 5
 News ServiceUP
 RepresentativeIndie, Southern Radio
 MembershipNARTB
 Pres., Gen. Mgr.T. H. Gaillard, Jr.
 Program Director.....Charles Ballas
 Com. Mgr.Ben Haskew

W W W B

JASPER—1946—MBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By...Bankhead Bcstg. Co., Inc.
 AddressBankhead-Long Bldg.
 Phone Number: 23461Air Time: Full Time
 Transcription ServiceCapitol
 News ServiceUP
 Sta. Rep.Southern Radio
 MembershipNARTB
 PresidentW. W. Bankhead
 Gen. Mgr.William C. Edgehon

W R L D

LANETT—1943—ABC-KBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By...Valley Bcstg., Inc.
 AddressP. O. Box 312, West Point, Ga.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 PresidentJ. C. Henderson
 General Manager.....C. Jim Murphy
 Program Director.....Aileen Love
 Chief Engineer.....A. L. Stancel Jr.

W J A M

MARION—1951—ABS

Frequency: 1310 Kc.Power: 1000 Watts d.
 Owned-Operated By...Neely Bcstg. Co.
 AddressBay 221
 Phone: 7111Air Time: Daytime
 Transcription ServiceCapitol
 MembershipNARTB
 RepresentativeContinental Radio
 News ServiceAP
 RepresentativeSouthern
 Pres. & General Manager.....L. M. Neely, Jr.
 Station Manager.....Earl W. Hanna
 Chief Engineer.....Virgil Moore

W A B B

MOBILE—1948—ABC

Frequency: 1480 Kc.Power: 5000 Watts

Owned-Oper. By... Mobile Press Register, Inc.
 Business Address..... 304 Government St.
 Phone: 3-1551..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World
 Representative..... Branham Co.
 Membership..... BAB
 President..... R. B. Chandler
 Executive V.P..... W. J. Hearin, Jr.
 Gen. Mgr..... Dewey H. Long
 Prog. Director..... Bruce Miller
 Chief Engineer..... William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By... Pape Bcstg. Co., Inc.
 Bus. Studio Address..... 210 Government St.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Headley-Reed
 Membership..... NARTB
 President..... W. O. Pape
 Exec. Vice-Pres..... H. K. Martin
 Station Manager..... W. B. Pape
 Pgm. Dir..... Al Homan
 Chief Engineer..... R. B. Hurley

WKAB

MOBILE—1947

Frequency: 840 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Pursley Bcstg. Service
 Business-Studio Address..... 525 Donald St.
 Phone: 7-6345..... Air Time: Daytime
 Transcription Service... SESAC, Lang-Worth
 Representative..... Forjoe, Dora Clayton
 News Service..... AP
 Owner..... Louise P. Pursley
 Sta. Mgr., Pub. Dir..... R. H. Moore
 Com. Mgr..... J. C. Smith
 Sales Prom. Mgr..... Jim Smith
 Program Director..... John T. Jackson
 Chief Engineer..... Ray Gartman

WKR G

MOBILE—1946—CBS

Frequency: 710 Kc..... Power: 1000 Watts
 Owned-Operated By... Giddens & Rester
 Bus. Studio-Trans. Address..... Telegraph Rd.
 Phone: 2-6789..... Air Time: Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Adam J. Young, Jr.
 Membership..... RAB, NARTB
 President..... Kenneth R. Giddens
 Gen., Sta. Mgr..... Frank Conwell
 Local Sales Manager..... Carl Haug
 Program Director..... Richard McMullen
 Public Service Dir..... S. R. Konrad
 Chief Engineer..... Leon V. Hance

WMOZ

MOBILE—1953—KBS

Frequency: 960 Kc..... Power: 1000 Watts d.

Owned-Oper. By... Gasden Radio Co.
 Phone Number..... 6-3546
 Representative..... John E. Pearson
 President..... Edwin Estes
 Partner..... C. L. Graham
 General Mgr..... John Watkins
 Commercial Mgr..... W. H. Dutton
 Prog. Dir..... Marguerite Swor
 Chief Engineer..... Vernon Floyd

WMFC

MONROEVILLE—1952—KBS

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Oper. By... Monroe Bdcstg. Co.
 Address..... H'way 84
 Phone Number: 1220..... Air Time: Daytime
 Sta. Rep..... Continental
 News Service..... AP
 Transcription Service..... World
 Gen. Mgr., Chief Eng... George T. Shurden
 Program Director..... Jim Aycock

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc..... Power: 1000 Watts
 Owned-Operated By... United Bcstg. Co.
 Business, Studio Address... 116 Catoma St.
 Phone: 3-7569..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... World, Standard
 Representative..... Walker Co.
 Pres., Gen. Mgr..... Thomas E. Martin
 Commercial Manager... Hoke Williford
 Sales Promotion Manager... Frank Dudley
 Program Director..... Lee Stockfelt
 Chief Engineer..... Owen Lehr

WBAM

MONTGOMERY—1953

Frequency: 740 Kc..... Power: 50 Kw. d.
 Owned..... Deep South Bcstg. Co.
 Phone: 2-3851..... Air Time: Daytime
 News Service..... UP
 Representative..... Radio-TV Reps.
 Pres., Gen. Mgr..... W. J. Brennan
 Sales Prom. Mgr..... Felix Robinson
 Program Dir..... Fred Wamble
 Chief Engineer..... Cyril G. Brennan

WCOV

MONTGOMERY—1939—CBS

Frequency: 1170 Kc..... Power: 10 Kw.
 Owned-Oper. By... Southern Bcstg. Co.
 Address..... Adrian Lane
 Phone Number..... 5-3561
 News Service..... UP
 Representative..... Paul H. Raymer Co.
 Membership..... NARTB
 President..... Oscar P. Covington
 General Manager..... Hugh M. Smith
 Station Manager..... Joe Petranka
 Sales Prom. Mgr..... W. W. Hunt
 Program Director..... Weston Britt
 Chief Engineer..... Fred Wright

WMGY

MONTGOMERY—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Dixie Bcstg. Co.
 Business-Studio Address.....4 S. Perry St.
 News ServiceUP
 Representative Forjoe & Co., Dora Clayton
 Membership.....NARTB, RAB
 President.....Dr. S. D. Suggs
 Gen.-Comm. Manager.....Thomas W. Sewell
 Sales Prom. Mgr.....Chuck Elliott
 Chief Engineer.....John D. Lamar

WRMA

MONTGOMERY—1954

Frequency: 950 Kw. Power: 1000 Watts d.
 Owned-Oper. By.....Southland Bcstg. Co.
 Business Address.....26 North Lawrence St.
 Phone: 4-6440. Air Time: Daytime
 Transcription ServiceAssociated
 Membership.....NARTB
 RepresentativeMcGillvra
 Partner & Gen. Mgr.....Ralph M. Allgood
 PartnerGrover Wise
 Chief Engineer.....Walter B. Stevenson

WSFA

MONTGOMERY—1930—NBC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Montgomery Bcstg. Co., Inc.
 Business Address.....P. O. Box 1031
 Phone: 5-1251. Air Time: Full Time
 News Service.....AP
 RepresentativeHeadley-Reed
 Membership.....NARTB
 President.....David E. Dunn
 Comm. Manager.....John C. Hughes
 Tech. Dir.....Sesbie B. Smith

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By.....Muscle Shoals Bcstg. Corp.
 News Service.....UP
 Trans. Service.....World
 President.....Frank M. Farris, Jr.
 General Manager.....E. O. Whitehead
 Program Director.....George Manush
 Publicity Dir.....(Miss.) Jean Watkins
 Chief Engineer.....Lynn V. McMoran

WCRL

ONEONTA—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Pat M. Courington
 Address.....H'way 32
 Phone: 4871. Air Time: Daytime
 News Service.....AP
 Trans. Service.....Capitol, World, Thesaurus
 President.....Pat M. Courington
 Gen., Comm. Mgr.....L. D. Bentley, Jr.

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By.....Opelika-Auburn Bcstg. Co.
 Address.....1400 Auburn Road
 News Service.....UP
 Transcription ServiceWorld
 Representative.....Indie Sales, Inc.
 Membership.....NARTB, RAB
 General Manager.....John C. Cooper, Jr.
 Commercial Manager.....E. Turk
 Program Director.....M. L. King, Jr.
 Chief Engineer.....John E. Smollon

WAMI

OPP—1952

Frequency: 860 Kw. Power: 1000 Watts d.
 Owned-Oper. By.....Opp Bcstg. Co.
 Business Address.....Box 169
 News Service.....UP
 RepresentativeDora Clayton
 President.....H. N. Lee
 Gen., Com. Mgr.....Beri Moore
 Chief Engineer.....Joe Osgatharp

WOZK

OZARK—1953

Frequency: 900 Kw. Power: 1000 Watts d.
 Owned-Oper. By.....Ozark Bcstg. Corp.
 Phone655
 Pres.....Douglas Brown

WPNX

PHENIX CITY—1952—ABC-MBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Community Bcstg. Co.
 Address.....Phenix Girard Bank Bldg.
 Phone: 8-8787. Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 President.....Ray M. Greene
 Station Mgr.....Bob Mann
 Comm. Mgr.....Sam Keel
 Prog. Dir., Chief Engineer.....Jay H. Lamb

WPID

PIEDMONT—1952

Frequency: 1280 Kw. Power: 1000 Watts d.
 Owned-Oper. By.....Piedmont Radio Station
 Phone: 2211. Air Time: Daytime
 News Service.....UP
 President.....C. L. Graham
 General Manager.....Curt Blair
 Program Director.....Ollie Blair
 Pub. Dir.....Alen Payne
 Chief Engineer.....Acker Livingston

WAIP

PRICHARD—1954

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Prichard Bcstg. Co.
 Address.....100 Chidester Ave.

WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By: J. W. Buttram
 Address: 801 N. Main St.
 Station Rep.: Dora-Clayton
 Pres., Gen., Com. Mgr.: J. W. Buttram
 Program Director: Richard Killebrew
 Chief Engineer: Leverne Foster

WWWR

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc. Power: 1300 Watts d.
 Owned-Oper. By: Bankhead Bcstg. Co., Inc.
 Address: Bankhead-Long Bldg., Jasper, Ala.
 Phone Number: 2-3461 Air Time: Daytime
 News Service: UP
 Transcription Service: SESAC
 Representative: Southern Radio
 President: Walter W. Bankhead
 Gen. Mgr.: Hal Kirby
 Pgm. Dir., Chief Engineer: Carl Van Sitterl

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By: Pat M. Courington
 Address: P. O. Box 394
 Phone: 123 Air Time: Daytime
 News Service: AP
 Trans. Service: Thesaurus
 Gen. Mgr.: Pat M. Courington
 Station Mgr.: J. F. Thompson
 Program Director: Gene Brown
 Chief Engineer: James G. Wallace

WROS

SCOTTSBORO—1952—KBS

Frequency: 1330 Kw. Power: 1000 Watts d.
 Owned-Oper. By: Scottsboro Bcstg. Co.
 Business Address: 717 Scott St.
 President: Hugh T. Kirby
 Gen., Com. Mgr.: Rose M. Kirby
 Program Dir.: Clyde R. Varner
 Chief Engr.: Bill Prickett

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Dallas Broadcasters, Mc.
 Address: P. O. Box 686
 Phone: TRinity 4-6687 Air Time: Full Time
 Station Representatives: Hal Holman, Ayers
 Trans. Ser.: Thesaurus
 Membership: NARTB
 President: Oscar Covington
 Gen. Mgr. & Chief Engr.: John F. Townshend
 Commercial Manager: John Frazier

WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Selma Bcstg., Inc.
 Business Address: 209 Washington St.
 Phone: TR 4-8661 Air Time: Full Time
 President: B. H. Hopson
 Gen., Sta., Comm. Mgr.: Julien Smith, Jr.
 Program Director: Carolyn Perrin
 Chief Engineer: W. D. Powers, Jr.

WFEB

SYLACAUGA—1945—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Alabama Bcstg. Co.
 Address: 527 No. Broadway
 Phone Number: 2-3281 Air Time: Full Time
 News Service: UP
 President: E. E. Forbes, Sr.
 Comm. Sta. Mgr.: George W. Carr
 Chief Engineer: Conrad Pickren

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Marble City Bcstg. Co., Inc.
 Business Address: 11 West 2nd St.
 Phone: 2-4854 Air Time: Daytime
 News Service: AP
 Pres., Gen. Manager: Curtis O. Liles, Jr.
 Commercial Manager: Marion W. McEwen
 Prog., Pub. Dir.: Robert M. Duck
 Chief Engineer: Walter Welch

WHTB

TALLADEGA—1945—MBS-KBS-ABS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Voice of Talladega, Inc.
 Address: Bemiston Highway
 Phone: 2205 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Continental
 President: Cecil Hornady
 Gen. Mgr.: Myron T. Snoddy
 Commercial Mgr.: W. B. Dorriety
 Chief Engineer: David Andrews

WTLS

TALLAHASSEE—1954

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By: Tallahassee Bcstg. Co.
 Address: H'way 14
 Phone Number: 8535
 Pres., Gen. Mgr.: Bert Bank
 Comm. Mgr., Sta. Mgr., Chief Eng.: Ned Butler
 Prog. Dir., Sales Mgr., Spts. Dir.: Hank Holman
 Prod. Mgr., News Dir.: Wallace Hobgood

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Troy Bcstg. Corp.
 Address: College Drive
 Phone Number: 980-1 Air Time: Full Time
 News Service: AP
 Transcription Service: World

MembershipNARTB
 PresidentRoy Crow
 Gen. Mgr.....Jess Jordan
 Commercial Mgr.....Robert Tolbert
 Chief Engineer.....Joe W. Gilchrist

W J R D

TUSCALOOSA—1936—NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Wilhelmina (Doss) Echols
 Business-Studio Address.....2316 Broad St.
 Phone: 4464.....Air Time: Full Time
 News ServiceUP
 Representative.....Rambeau, Clayton
 MembershipNARTB
 Gen., Sta. Mgr.....Gene Tibbett
 Comm. Mgr.Lehman Mayer
 Sls. Prom. Mgr., Pub. Dir.....G. Tibbett
 Prog. Dir.....Roy McAllister
 Chief Engineer.....Dave Livingston

W N P T

TUSCALOOSA—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....W. Alabama Bdcstg. Co.
 Address.....P. O. Box 181
 Phone Number: 3311.....Air Time: Full Time
 RepresentativeIndie Sales
 Trans. Ser.....Lang-Worth
 President.....W. P. Thielens
 Program Director.....Bob Jones
 Chief Engineer.....T. H. Todd

W T B C

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Tuscaloosa Bcstg. Co.
 Address.....Radio Center
 Phone Number: 8-5523-4.. Air Time: Full Time
 News Service.....UP
 Representative.....Sears & Ayer
 Membership.....NARTB, RAB
 General Manager.....Bert Bank
 Comm. Mgr.....James A. Davis
 Prog. Dir.....Jack Mock
 Chief Engr.....J. A. Ward

W T U S

TUSKEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Radio Tuskegee, Inc.
 Address.....P. O. Box 577
 Phone: 580.....Air Time: Daytime
 News ServiceUP
 Sta. Manager.....J. A. Bowers
 Program Manager.....Joe Burton
 Commercial Mgr.....George Burton
 Chief Engineer.....Julian A. Duncan

W E T U

WETUMPKA—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
 Owned.....Elmore Service Corp.
 Address.....Rockford Rd., Box 60
 Phone: 7369.....Air Time: Daytime
 Transcription Ser.....Thesaurus
 News Service.....UP
 Station Rep.....Dora-Clayton
 General Mgr.....Ed Morgan

ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — Families 346,000

Radio Homes 319,000 — TV Homes 124,000 — Stations in State — 31

K S U N

BISBEE—1933—MBS-ABS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Carleton W. Morris
 AddressP. O. Drawer C, Lowell Station
 Phone.....2-2277—Air Time: Full Time
 Transcription.....Thesaurus, World, SESAC
 News ServiceUP
 Representative.....Blair & Co.
 President.....Carleton W. Morris
 Gen., Sta., Comm. Mgr.....Arlo Woolery
 Sales Promotion Manager.....Leo Bernard
 Program Director.....Ray Helgesen
 Chief Engineer.....Ben Strotman

K C L F

CLIFTON—1950

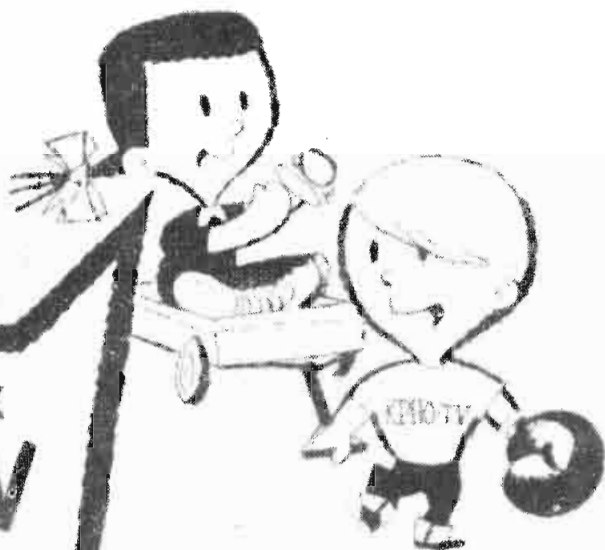
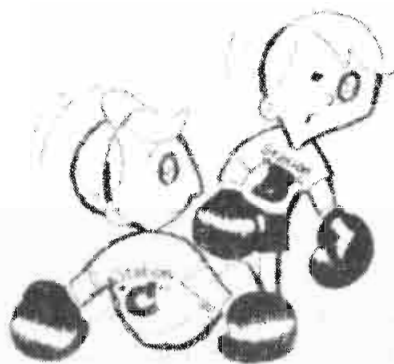
Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....Gila Bcstg. Co.
 Address.....Box 548
 Phone Number: 321.....Air Time: Full Time
 Sta. Rep.....Best
 News ServiceUP
 President.....D. F. Long
 Gen. Mgr.....Ira Toler
 Chief Engineer.....Paul R. Wieman

K C K Y

COOLIDGE—1948—CBS-ABS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Gila Bcstg. Co., Inc.
 Address.....Roosevelt & Main Streets
 Phone Number4451
 Transcription ServiceLang-Worth
 President.....Louis F. Long
 Comm. Mgr.....Bill Parady
 Comm. Mgr.....Jim Doyle



IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV (Channel 12) is the most-watched station in Phoenix. In a recent survey, KPHO-TV was rated #1 in the market.



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Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audience of the other two stations . . . on all three surveys. So . . . to bring KPHO-TV sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!

IT'S KPHO-TV IN PHOENIX
... first in Arizona

YOUR MEREDITH STATIONS

CHANNEL 5 CBS BASIC

KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BETTER HOMES and GARDENS
REPRESENTED NATIONALLY BY KATZ



Program Director Jim Murdock
 Chief Engineer Jeff Lapping

General Manager Willard Shoecraft
 Comm. Mgr. C. W. Mizner

KAWT

DOUGLAS—1946—MBS—DON LEE
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carleton W. Morris
 Address Drawer C
 Phone: Hemlock 2-2277 Air Time: Full Time
 Transcription Service Lang-Worth, MacGregor
 Membership RAB
 Gen., Sta., Comm. Mgr. Robert L. Whitaker
 Program Director Sidney Manette
 Publicity Director James Bruns
 Chief Engineer Ben Strotman

KCLS

**FLAGSTAFF—1950—MBS-KBS
 DON LEE—ARIZONA**

Frequency: 1360 Kc. Power: 5000 Watts d.
 Owned-Operated By Saunders Bcstg. Co.
 Address Box 1677
 Phone: 946 Air Time: Daytime
 Owner, Gen. Mgr. Charles J. Saunders
 Office Mgr. Dorothy Saunders
 Prog. Dir. Bill Johnson
 Publicity Dir. Don Gellers
 Chief Engineer Len Benson

KGPH

FLAGSTAFF—1950—ABC

Frequency: 630 Kc. Power: 1 Kw. d.
 Owned-Operated By Frontier Bcstg. Co.
 Address Weatherford Hotel
 Phone: 51 or 65 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative John Hershey McGillvra, Inc.
 Membership NARTB
 General Manager A. S. Holm
 Pres., Chief Engineer E. C. Phillippi
 Publ. Dir. Mary Jane Phillippi

KRUX

GLENDALE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Arizona Inc.
 Address 633 E. Grand Ave.
 Phone Alpine 2-2371
 President Stan Norman
 Gen. Mgr. Frank S. Barc, Jr.
 Comm. Mgr. Sandy Wise
 Prog. Dir. Val Brewer

KWJB

GLOBE—1938—NBC-ABS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Gila Bcstg. Co., Inc.
 Address, H'way 60-70, between Globe & Miami
 Phone Number: 41 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Paul H. Roymer
 President Louis F. Long

KGAN

KINGMAN—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. James Glancy
 Business Address P. O. Box 1208
 President J. J. Glancy
 Comm. Mgr. Kathleen Covarrubias
 Chief Engineer Leroy O'Laughlin

KTYL

MESA—1947

Freq.: 1310 Kc. Power: 1 kw. d.; 500 w. n.
 Owned-Oper. By Harkins Bdcstg. Co.
 Address P. O. Box 231
 News Service UP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. Dwight Harkins
 Commercial Manager Lorenzo K. Lisonbee
 Program Director Jack Harris
 Chief Engineer Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Old Pueblo Bcstg. Co.
 Address Rancho Grande Hotel
 Phone: 770 Air Time: Full Time
 Gen., Comm. Mgr. C. F. Montano
 Asst. Mgr., Prog. Dir. A. B. Montano
 Chief Eng. Jose E. Braua

KOOL

PHOENIX—1947—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By Maricopa Bcsters., Inc.
 Business-Studio Address 511 W. Adams
 News Service UP
 Representative AM Radio Sales
 Membership NARTB
 President Gene Autry
 General Manager Charles H. Garland
 Commercial Manager William Connelly
 Station Mgr., Prog. Dir. Homer Lane
 Chief Engineer Miles Shepherd

KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned Meredith Engineering Co.
 Address 631 No. 1st Ave.
 Phone: ALpine 8-4511 Air Time: Full Time
 News Service UP
 Representative Katz
 Membership NARTB, RAB
 President E. T. Meredith, Jr.
 Commercial Manager Charles Schlueter
 Gen. Mgr. Richard B. Rawls
 Program Director Gene Spry
 Publicity Director Ron De Pinto
 Chief Engineer George L. McClanathan

KIFN

PHOENIX—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By: Western Bcstg. Co.
 Address: 1975 S. Central Ave.
 Phone Number: Alpine 3-6155
 News Service: UP
 Transcription Service: SESAC
 Station Representative: Harlan Oakes
 Pres., Gen. Mgr.: Frank P. Redfield
 Prog. Dir.: Peter Morago
 Chief Engineer: Edgar B. Pool

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By: KOY Bcstg. Co.
 Address: 840 N. Central Ave.
 Phone: Alpine 8-8181 Air Time: Full Time
 Air Time: 24 hrs. wk. d.; 17 hrs. Sun.
 News Service: UP
 Transcription Service: World
 Representative: John Blair
 Membership: NARTB, RAB
 Pres., Gen. Mgr.: John L. Hogg
 Sls. Mgr.: James W. Ross
 Prog., Pub. Director: John R. Williams
 Chief Engineer: Edward R. Janney

KONI

PHOENIX—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned: Station KONI
 Address: Rm. 103, Mayer Heard Bldg.
 Phone: Alpine 8-8044 Air Time: Full Time
 News Service: INS
 Sta. Rep.: Indie, Dora-Clayton
 President: James T. Ownby
 Program Dir.: Margie Abbott
 Chief Engineer: Ed Doraty

KRIZ

PHOENIX—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Howard M. Loeb
 Address-Trans. Loc.: 2345 Westward Blvd.
 Phone: 4-8436 Air Time: Full Time
 News Service: UP
 Station Representative: Burn-Smith
 Membership: NARTB
 Pres., Gen., Sta. Manager: Howard M. Loeb
 Comm., Prom. Mgr.: Sheldon Engel
 Prog. Dir.: Bill Bailey
 Chief Engineer: James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Radio Arizona Inc.
 Bus. Studio Address: Goodrich Bldg.
 Phone: Alpine 2-2371 Air Time: Full Time
 News Service: UP
 Transcription: SESAC, Lang-Worth

Representative: Indie Sales, O'Conner
 President: Stanley Schultz
 General Manager: Stan Norman
 Sta., Comm. Mgr.: Frank Barc
 Program Dir.: Gene Burrus
 Chief Engineer: Gene Boos

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: KTAR Bcstg. Co.
 Business Studio Address: 1101 North Central
 Phone: AL 4-4161 Air Time: Full Time
 News Service: AP
 Trans. Ser.: Thesaurus, Standard, Capitol
 Representative: Paul H. Raymer
 Membership: NARTB
 Ch. of Bd.: John J. Louis
 Pres., Gen. Mgr.: Richard O. Lewis
 Commercial Manager: E. W. Harvey
 Public Service, Prom.: Ted Edwards
 Program Director: Rol Laughner
 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: East Gurley St.
 Phone: 244 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus, Capitol
 Representative: Paul H. Raymer
 Pres., Gen. Mgr.: Harold Ritter
 Program Director: Hollis Hill
 Chief Engineer: George Eitel

KGLU

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Gila Bcstg. Co.
 Business-Studio Address: 520 Main St.
 Phone: 15 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Paul H. Raymer
 Membership: NARTB
 President: Louis F. Long
 Gen., Sta. Mgr.: Paul Merrill
 Pgm. Dir.: Lester McBride
 Comm. Mgr.: Edward E. Furman
 Pub. Dir.: Russ Wennacott
 Chief Engineer: John E. Hickman

KCNA

TUCSON—1946—ABC

Freq.: 580 Kc. Power: 5 kw. d.; 500 w. n.
 Owned-Operated By: Catalina Bcstg. Co.
 Business-Studio Address: 1511 East 16th
 Phone: 2-4664 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Hollingbery

Membership NARTB, RAB
 President Erskine Caldwell
 Gen., Sta. Manager Wayne Sanders
 Sales Manager Harry Chambers
 Chief Engineer Tom Epperson

KEVT

TUCSON—1953

Frequency: 690 Kw. Power: 250 Watts d.
 Owned-Oper. By Tucson Radio Inc.
 Business Address 400 N. Shawnee
 Representative Oakes
 Membership NARTB
 News Service UP
 Pres., Gen., Sta. Mgr. Peter Trowbridge
 Comm. Mgr. De Witt Wray
 Program Dir. Oscar H. Stevens
 Chief Engineer Peter Trowbridge

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old Pueblo Bcstg. Co.
 Business-Studio Add. 115 W. Drachman St.
 News Service AP
 Representative AM Radio Sales
 Membership NARTB
 President Gene Autry
 Manager E. S. Mittendorf
 Commercial Manager Paul Plunkett
 Promotion Mgr. Joe Crystall
 Chief Engineer Vernard Cimmoyotti

KTKT

TUCSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thomas J. Wallace
 Business-Studio Address 500 W. Elm
 Transcription Service Standard
 Owner Thomas J. Wallace
 Chief Eng., Asst. Mgr. 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: 2-3344. Air Time: Full Time
 News Service UP
 Trans. Service World. Associated
 Representative John Blair
 Membership NARTB, RAB
 Pres. & General Manager Lee Little
 Business Manager Mac C. Matheson
 Commercial Mgr. George Bradley
 Program Director Pete Tufts
 Chief Engineer Cliff Livingston

KVOA

TUCSON—1929—NBC-ABS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Arizona Bcstg. Co., Inc.

Business-Studio Address 209 W. Elm
 Transcription Service Thesaurus, Capitol
 Representative Paul H. Raymer
 Membership NARTB
 General Manager R. B. Williams
 Business Mgr. Harper M. Phillips
 Commercial Mgr. John C. Underwood, Jr.
 Program Director Ben L. Slack, Jr.
 Chief Engineer Ray H. Holsclaw

KVNC

WINSLOW—1952

Frequency: 1010 Kc. Power: 1 Kw. d.
 Owned-Oper. By Gila Bcstg. Co.
 Address P. O. Box 373
 News Service AP, PA
 Transcription Thesaurus, Standard, World
 President L. F. Long
 Gen. Mgr. O. E. Whelan
 Comm. Mgr. John C. Schooley
 Chief Engineer Earl Hickman

KOLD

YUMA—1953—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Maricopa Bctrs., Inc.
 Address P. O. Box 1430
 Transcription Service Standard
 Representative Tracy Moore, Holman
 Membership NARTB
 President Jack Hawthorne
 General Manager Charles H. Garland
 Station Manager Robert C. Garland
 Chief Engineer Donald Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc. Power: 250 W/atts
 Owned-Oper. By KYMA-Yuma, Inc.
 Address P. O. Box 671
 Transcription Service World
 Representatives John Blair, Harlan Oakes
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. William B. Lindsey
 Commercial Mgr. Bob Brennan
 Sales Prom. Mgr. Ralph Davis
 Publicity Dir. Lowell McGill
 Chief Engineer Ray Ring

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Yuma Bcstg. Co.
 Business Address 1901 E. 1st St.
 News Service AP, UP, INS
 Transcription Service Thesaurus & Standard
 Representative Paul H. Raymer
 Membership NARTB
 Pres., Gen., Sta. Mgr. Ray C. Smucker
 Commercial Manager Roy L. Jorgensen
 Sales Prom. Mgr. Pat Carrick
 Program Director Bob Hansen
 Publicity Director Russ Siner
 Chief Engineer Leavenworth Wheeler

ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — Families 568,000

Radio Homes — 470,000 — TV Homes 117,000 — Stations in State 51

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Arkadelphia Bcstg. Co.
Business-Studio Address 507 Main St.
Phone: 790 Air Time: Full Time
News Service AP
Representative Hil F. Best
President Cecil W. Cupp
Gen., Sta., Comm. Mgr. J. M. Moore
Pgm., Prod. Pub. Dir. Bill Deaton
Chief Engineer Ray Burns

KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned White River Valley Bcstg. Co.
Phone: 1112-1113 Air Time: Full Time
News Service AP
Representative Best
Transcription Service World
Membership NARTB, RAB
President J. F. Higginbottom
Comm. Mgr. E. A. Poole
Program Director E. A. Lotridge
Chief Engineer Morris Colfer

KBBA

BENTON—1953—KBS

Frequency: 690 Kw. Power: 250 Watts d.
Owned-Oper. By Benton Bcstg. Service
Business Address Box 294
Phone: Spring 8-2690 Air Time: Daytime
Sta. Rep. H. L. Best
Pres., Gen. Mgr. W. R. Tuck Jr.
Comm. Mgr. Lavelle Langley
Prod. Dir. Preston Bridges
Prom. Dir. Eddie Zoch
Chief Engineer Preston Bridges

KL CN

BLYTHEVILLE—1922

Frequency: 910 Kc. Power: 5000 Watts d.
Owned-Operated By Harold L. Sudbury
Address Sudbury Bldg., Main St.
Phone: Poplar 2-2093 Air Time: Daytime
News Service AP
Station Representative John E. Pearson
Pres., Gen. Comm. Mgr. Harold L. Sudbury
Sales Promotion Manager J. T. Sudbury
Program Director Carl Frame
Chief Engineer Joe Nearns

KAMD

CAMDEN—1946—MBS-KBS
RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Camden Radio Inc.
Address P. O. Box 5859
News Service AP
Representative Gill Perna
Membership NARTB
President Walter E. Hussman
Gen., Sta., Comm. Mgr. Donald Cathey
Sales Prom., Prog. Dir. Callis Carter
Chief Engineer Dorris C. Hunter

KPLN

CAMDEN—1953

Frequency: 1370 Kw. Power: 1000 Watts d.
Owned-Oper. By Southern Bcstg. Co.
Business Address Stephens Rd.
Trans. Ser. SESAC, World
Sta. Rep. Hil Best
President D. R. James Jr.
Gen. Mgr. C. T. Mullins
Program Director J. Andrew Wright
Comm. Mgr. L. J. Smith

KCON

CONWAY—1950—KBS

Owned-Operated By Conway Bcstg. Co.
Frequency: 1230 Kc. Power: 250 Watts
Address 903 1/2 Front St.
Phone: 189 Air Time: Full Time
Transcription Service SESAC, World
Sta. Rep. Hil Best
News Service UP
Pres., Gen., Sta. Mgr. James E. Clayton
Comm. Mgr. E. McClendon
Program Director Corra N. Tilley
Chief Engineer Herman G. Stermer

KAGH

CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Julian Haas
Address 900 Main St.
Phone: 750 Air Time: Full Time
News Service AP
Pres., Gen. Mgr. Julian Haas
Chief Engineer Charles Bucie

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc. Power: 1,000 Watts d.
Owned-Operated By KDMS, Inc.
Address Randolph Hotel
Phone: 3-5121 Air Time: Daytime
News Service UP
Transcription Service Thesaurus
Representative Devney—Melville
Gen. Mgr. P. E. Norton
Comm., Sls. Prom. Mgr. G. Beckwith
Prog. Dr. Jesse James
Chief Eng. J. Crawford

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Radio Enterprises, Inc.
 Business-Studio Address: Radio Center Bldg.
 Phone: UNION 3-6126 Air Time: Full Time
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen., Sta. Mgr.: W. N. McKinney
 Comm. Mgr.: J. R. Duerson
 Program Director: Mrs. D. Pondrom
 Chief Engineer: John Long

KGRH

FAYETTEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Fayetteville Bcstg. Co., Inc.
 Business-Studio Address: 922 Leverett St.
 Phone: Hillcrest 2-2322 Air Time: Full Time
 News Service AP
 Representative Walker
 Membership NARTB
 President Hayden McIlroy
 Gen. Sta. Mgr.: Fred J. Stevenson
 Commercial Mgr.: Ed. Gideon
 Program Director: Wallie Ingalls
 Chief Engineer: Harold Lindsey

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned By: Forrest City Bcstg. Co., Inc.
 Address: Natl. Bank of East. Arkansas Bldg.
 Phone: 950 Air Time: Daytime
 News Service AP
 Transcription Service World
 Rep.: H. F. Best, Dorca-Clayton
 Gen., Sta. Mgr.: William Fogg
 Commercial Manager: James Pearson
 Program Director: Harold Webber
 Chief Engineer: Walter Smith, Jr.

KFPW

FORT SMITH—1925—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Tulsa Bcstg. Co.
 Business Address: Sta. B Box 98
 Phone: 34105 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB
 President: John T. Griffin
 General Manager: L. A. Blust
 Station Manager: J. Paul McCaslin
 Chief Engineer: Gene Gregory

KFSA

FORT SMITH—1947—ABC

Freq.: 950 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By: Southwestern Pub. Co.
 Business-Studio Address: 920 Rogers Ave.

Phone: 29126 Air Time: Full Time
 News Service AP
 Representative: John E. Pearson
 Membership NARTB
 President: Donald W. Reynolds
 Gen., Sta. Mgr.: Weldon Stamps
 Comm. Mgr.: D. L. Johnson
 Program. Pub. Director: Pat Porta
 Chief Engineer: Robert W. Platt, Jr.

KWHN

FT. SMITH—1947—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: KWHN Bcstg. Co., Inc.
 Business-Studio Add.: 421-423 Garrison Ave.
 Phone: Sunset 3-8967-8 Air Time: Full Time
 News Service AP
 Trans. Ser.: Standard
 Representative Rambeau
 Gen. Mgr., Sec.-Treas.: H. S. Nakdimen
 Sta. Dir., Comm. Mgr.: Parkman R. Feezor
 Program Director: Glenn O'Neal
 Chief Engineer: Bruce Dennis

KHOZ

HARRISON—1946—KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harrison Bcstg. Corp.
 Bus.-Studio Address: Radio City Addition
 Phone: 1240 Air Time: Full Time
 News Service UP
 Sta. Rep.: Hil Best
 Transcription Service: Thesaurus
 Gen. Mgr.: R. S. Wheeler, Jr.
 Sta. Mgr.: Bruce C. Washburn
 Comm. Mgr.: Everett S. Horton
 Chief Engineer: Fred E. Ward

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts
 Owned-Operated By: Helena Bcstg. Co.
 Address: 215 York St.
 Phone: Hickory 4-2361 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Best
 Comm. Mgr.: George Caven
 Pres., General Manager: Sam W. Anderson
 Program Director: Larry Parker
 Chief Engineer: Earl Hodges

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Hope Bcstg. Co.
 Address: P. O. Box 138
 Phone Number: PR 7-3601 Air Time: Full Time
 News Service AP
 Sta. Rep.: Best
 President: A. H. Washburn
 Gen. Mgr., Chief Engineer: L. B. Tooley
 Comm. Mgr.: Wes Ninemire
 Program Director: Carroll A. Wynn

KBHS

HOT SPRINGS—1953—KBS

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Resort Bcstg. Co., Inc.
 Address... 113 Third St.
 Phone: 3888 Air Time: Full Time
 News Service... UP
 Transcription Service... World
 Sta. Rep... Sears & Ayer
 Membership... RAB
 President... I. A. Cain
 Comm. Mgr... Ed C. Appler
 Sales Prom. Mgr... Fred Ross
 Prog. Dir... Steve Nichols
 Publicity Dir... Bonnie Jean Brooks
 Gen. Mgr... Randall L. McCarrell
 Chief Eng... Dalton Sanders

KBLO

HOT SPRINGS—1953

Frequency: 1470 Kw. Power: 1000 Watts d.
 Owned-Oper. By... National Park Bcstg. Co.
 Address... 1011 Central Ave.
 Phone: 5365 Air Time: Daytime
 News Service... AP
 Trans. Service... SESAC
 Co-Owner, Gen. Mgr... R. S. Bielon
 Co-Owner... J. W. Bowie Meredith
 Comm. Mgr... Jesse Pate
 Program Director... Jim Waites
 Chief Engineer... R. G. King

KWFC

HOT SPRINGS—1941—MBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Spa Bcstg. Co., Inc.
 Business-Studio Address... 819½ Central Ave.
 Phone: 412-3 Air Time: Full Time
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Gill-Perna
 President... Walter E. Hussman
 Gen. Sta. Mgr... C. J. Dickson
 Commercial Manager... Jack Wolever
 Prog. Dir... Jim Citty
 Chief Engineer... William A. Carr

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Regional Bcstg. Co.
 Address... 603 Madison St.
 Phone: WEBster 5-5597 Air Time: Full Time
 News Service... AP
 Membership... NARTB
 Transcription Service... World
 Owner, Mgr... Harold E. King
 Comm. Mgr... James Barnes
 Sls. Prom. Mgr... Marion Bohne
 Program Director... Bill Hart
 Publicity Director... Clarence Adams
 Chief Engineer... Norman Bowman

KNEA

JONESBORO—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By... Radio Jonesboro, Inc.
 Address... Citizens Bank Bldg.
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Gill-Perna
 Membership... NARTB
 President... Ernest Farabee
 General, Station Manager... Dick Crane
 Comm., Sales Prom. Mgr... Bernie Hargreaves
 Program Director... Chad Lassiter
 Chief Engineer... Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By... Arkansas Radio & Equip. Co.
 Address... 10th & Spring
 News Service... AP, UP
 Transcription Service... World
 Representative... Edward Petry
 Membership... NARTB, RAB
 President... T. H. Barton
 Station Manager... Douglas J. Romine
 Commercial Mgr... A. C. Dowden
 Prom. Mgr... Shirley Kennedy
 Sales Prom. Mgr... Carol Vinson
 Program Director... Ernest M. Howard
 Chief Engineer... Don L. Winn

KGHI

LITTLE ROCK—1927—ABC

Freq.: 1250 Kc. Power: 1 Kw. d. 500 w. n.
 Owned-Operated By... Kghi Bcstg. Service
 Address... P. O. Box 3099
 Station Representative... George P. Hollingbery
 News Service... UP
 President... A. L. Chilton
 General Manager... S. C. Vinsonhaler
 Commercial Mgr... Kermit L. Richardson
 Program Director... Hugh Brown
 Chief Engineer... V. O. Van Dusen

KLRA

LITTLE ROCK—1927—CBS

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By... Arkansas Bcstg. Co.
 Business-Studio Address... Gazette Bldg.
 Phone: 2-5427 Air Time: Full Time
 Newspaper Affiliation... Arkansas Gazette
 News Service... AP, UP
 Transcription Service... Standard, SESAC
 Representative... Paul Raymer
 President... J. N. Helskell
 General Manager... G. H. Robertson
 Prom. Mgr... R. J. Myers, Bob Hicks
 Prog. Dir... Harris Owen
 Pub. Dir... M. Berg
 Chief Engineer... Kermit F. Tracy

K T H S

LITTLE ROCK—1924—CBS

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Operated Radio Bcstg., Inc.
 Business-Studio Address: 313 Main St.
 Phone: 4-2293 Air Time: Full Time
 News Service UP, AP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 President W. H. Bronson
 General Manager B. G. Robertson
 Comm. Mgr. W. V. Hutt
 Sales Prom. Mgr. R. Brown
 Program Director Cecil Bland
 Chief Engineer Cecil L. Suitt

K V L C

LITTLE ROCK—1948—KBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Southwestern Bcstg. Co.
 Address Southern Natl. Insurance Bldg.
 Phone: FR 5-5321 Air Time: Full Time
 News Service AP
 Representative Radio Representatives
 Membership BAB
 President R. M. Saxon
 Vice-Pres. Leonard Coe
 Sta. Mgr., Chief Eng. Dale Mahurin
 Asst. Sta. Mgr. Wally Geiger

K X L R

LITTLE ROCK—1946—MBS

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Ark. Airwaves Co.
 Address Cotton Belt Bldg.
 Phone: FR 2-2155 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Rep. Venard, Rintoul & McConnell
 President John F. Wells
 Gen., Sta. Manager Emil J. Pouzar
 Commercial Mgr. Melton Lancaster
 Program Director Roy Nichols
 Chief Engineer Earl H. Butler

K V M A

MAGNOLIA—1948—MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Magnolia Bcstg. Co.
 Business-Studio Address: 212 N. Jefferson St.
 News Service AP
 President Joe F. Rushton
 Rep. John E. Pearson
 Membership NARTB
 Comm. Mgr. D. Waller
 Gen., Sta. Mgr. William M. Bigley
 Chief Engineer Ray Wells

K D A S

MALVERN—1951—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.

Owned-Operated By Malvern Bcstg. Co.
 Address Young Insurance Bldg.
 Phone: 1584 Air Time: Daytime
 Transcription Service World
 Representative Devney, Melville
 President J. C. Cuffman
 Gen. Manager Charles Perry
 Program Director Overton Hurst
 Chief Engineer John R. Williams

K V S A

McGEHEE—1953—KBS

Frequency: 1220 Kw. Power: 1000 Watts d.
 Owned-Oper. By S. E. Arkansas Bcstrs. Inc.
 Address Box 1220
 Phone: 20 Air Time: Daytime
 News Service AP
 Transcription Service Capitol
 Representative Best
 Membership NARTB
 Pres., Gen. Mgr. Abbott F. Kinney
 Comm. Mgr. Mrs. M. F. Kinney
 Sales Manager William R. Moore
 Program Director H. E. Parent
 Chief Engineer Robert L. Padgett

K E N A

MENA—1950—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. B. Bell
 Address S. Reene St.
 Phone: 878 Air Time: Full Time
 Transcription Service Standard
 News Service UP
 Station Representative Hill Best
 Owner Manager R. B. Bell
 Program Director Bernice Bell
 Chief Engineer O. D. Frederick

K V O M

MORRILTON—1953

Frequency: 800 Kw. Power: 250 Watts d.
 Owned-Oper. By Morrilton Bcstg. Co.
 Address P. O. Box 541
 Phone: 506 Air Time: Daytime
 Transcription Service Standard, World
 Station Manager J. C. Willis
 Commercial Manager Howard F. Houston
 Station Representative Hill Best

K T L O

MOUNTAIN HOME—1953—MBS

Frequency: 1490 Kw. Power: 250 Watts
 Owned-Oper. By Mountain Home Bcstg. Corp.
 Address Box 67
 Phone: 1490 Air Time: Full Time
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. A. Stricklen
 Commercial Mgr. Bob Pratt
 Chief Engineer Don Bowen

KNBY

NEWPORT—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By... Newport Bcstg. Co.
 Business Address... Box 218
 Phone: 749. Air Time: Daytime
 News Service... UP
 President... Harold Sudbury
 Commercial Mgr.... Gene Howe
 Program Director: Jerry Grojean
 Chief Engineer... Anson Clark

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Osceola Bcstg. Corp.
 Business Address... P. O. Box 311
 Phone: 880. Air Time: Daytime
 News Service... AP
 Transcription Service... World
 Membership... NARTB
 Representative... Hil F. Best
 President... H. F. Ohlendorf
 General Manager... Ted Woods
 Commercial Manager... Belty G. Woods
 Program Director... Hobson Daws
 Chief Engineer... H. M. Jones

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Progressive Bcstg. Co.
 Business Address... Box 491
 Phone: Cedar 2-7627. Air Time: Full Time
 News Service... AP
 General Manager... G. T. Rand
 Commercial Manager... Doayne F. Bateman
 Business Manager... T. M. Self
 Prog. Dir... W. Wheelis
 Chief Engineer... Russell Schwamb

KCLA

PINE BLUFF—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Engineering Service
 Business-Studio Address... 2900 W. 28th St.
 Phone: 1900. Air Time: Full Time
 News Service... AP
 Transcription Service... Langworth
 Station Representative... Hil Best
 General Mgr.... Kenneth Kesterson
 Commercial Manager... Clyde Martin
 Pgm. Dir., Chief Engineer... Charles Penix

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Universal Bcstg. Corp.
 Address... 505½ Main St.
 Phone: 721. Air Time: Full Time
 News Service... AP

Transcription Service... Thesaurus
 Pres., Gen. Mgr., Chief Engr... B. J. Parrish
 Prom. Mgr... R. W. Etter
 Program Director... Hilda Matz

KPOC

POCAHONTAS—1950—KBS

Frequency: 1420 Kc. Power: 1,000 Watts d.
 Owned-Operated By... Pocahontas Radio, Inc.
 Address... P. O. Box 250
 Phone: 500. Air Time: Daytime
 News Service... AP
 Transcription Service... World
 Membership... NARTB
 Pres., Gen. Mgr... Adrian L. White
 Com. Mgr... Hiram Mayo
 Prog. Dir... Bill Nicholson
 Chief Engineer... Jack Wilson

KAMO

ROGERS—1954

Frequency: 1390 Kc. Power: 500 Watts
 Owned... Leon McAuliffe, Don Thompson
 Address... Am. Natl. Bank Bldg.
 Phone: 1390. Air Time: Daytime
 News Service... UP
 Station Representative... Hil Best
 General Mgr... G. Don Thompson
 Commercial Mgr... Gean Boroughs

KXRJ

RUSSELLVILLE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Valley Broadcasters, Inc.
 Address... Fine Arts Bldg.
 Phone: 299. Air Time: Full Time
 News Service... AP
 Owner, Gen., Sta. Mgr... C. R. Horne
 Commercial Manager... L. L. Bryan
 Sales Prom. Mgr... Don Sammons
 Pgm. Dir., Chf. Engr... W. C. McKenney

KWCB

SEARCY—1951—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned... White County Bcstg. Co., Inc.
 Address... P. O. Box 95
 Phone: 1281. Air Time: Daytime
 News Service... AP
 Representative... Hil F. Best
 Membership... NARTB
 Pres., Gen. Mgr... Carl N. Dodd
 Sales Prom. Manager... Don P. Jones
 Program Director... Marie H. Apple
 Chief Engineer... Homer Harris

KUOA

SILOAM SPRINGS—1923—MBS

Frequency: 1290 Kc. Power: 5,000 Watts d.
 Owned-Operated By... KUOA, Inc.
 Business-Studio Address... Siloam Springs
 Phone: 777. Air Time: Daytime

News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President John E. Brown, Jr.
 Gen. Mgr. Cecil Smith
 Comm. Mgr. James Sheed
 Program Director..... Ralph Kennedy
 Chief Engineer..... Cecil E. Smith

K B R S

SPRINGDALE—1949—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned..... N.W. Ark. Bcstg. & TV. Co.
 Address Box 29
 Phone: 675 Air Time: Full Time
 News Service AP
 Representative Pearson
 President..... Donald W. Reynolds
 General Manager..... Roy J. Bowman
 Comm. Mgr. E. E. Bullock
 Sales Prom. Mgr. Phil Phillips
 Chief Engineer..... Bill Ussery

K W A K

STUTTGART—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Stuttgart Bcstg. Corp.
 Business Address..... 1818 S. Buerkle
 Phone: 25212 Air Time: Full Time
 News Service UP
 Transcription Service..... Standard, World
 Representative..... Hil F. Best
 Membership NARTB
 President Beloit Taylor
 Gen. Manager..... Melvin P. Spann
 Station Mgr. June S. Spann
 Tech. Dir. Wm. R. Beard
 Chief Engineer..... Marvin Heffington

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

K O S Y

TEXARKANA—1951—MBS

Freq.: 790 Kc. Power: 1 Kw. d., 500 w. n.
 Owned-Operated By..... Gateway Bcstg. Co.
 Address.... Wadley Bldg., State Line Ave.
 at 6th

News Service AP
 Station Representative Pearson
 Transcription Service Thesaurus
 Partners.... Dr. W. Decker Smith, A. L. Davis
 General Manager..... Tom E. Dillahunty
 Commercial Manager..... Herman Cecil
 Program Director..... Bill Mitchell
 Chief Engineer..... Chas. Mathis

K R L W

WALNUT RIDGE—1951
 RAZORBACK

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By.. Southern Baptist College
 Address College City
 Phone: 980 Air Time: Day Time
 Representative Best
 President..... Dr. H. E. Williams
 General Manager..... Wm. H. Cate
 Program Director..... Bill Thornton
 Chief Engineer..... Leonard Ringle

K W R F

WARREN—1953

Freq.: 860 Kc. Power: 250 Watts
 Owned Pines Bcstg. Co.
 Address Box 480
 Phone: 353, 4 Air Time: Daytime
 News Service..... AP
 Trans. Service World
 Gen., Sta. Mgr. Lee Reaves
 Comm., Sls. Prom. Mgr. Bill Wells
 Program Dir..... Deno Nichols
 Chief Engineer Larry Self

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... KWEM Inc.
 Business-Studio Address..... 69 Buntyn St.
 Phone: 48-3311 Air Time: Daytime
 President..... E. D. Rivers, Jr.
 Sta. Dir..... Bob Way
 Sales Prom..... Bob Honore
 Prog. Dir..... Tom Roan
 Pub. Dir..... Matty Brescia
 Com. Mgr..... Spencer Bedsole
 Chief Engineer..... Ed Beck

ONLY

4

STATIONS

in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego**.

- Of these top four, KBIG ...
- is the only independent
 - costs the least
 - delivers most listeners per dollar

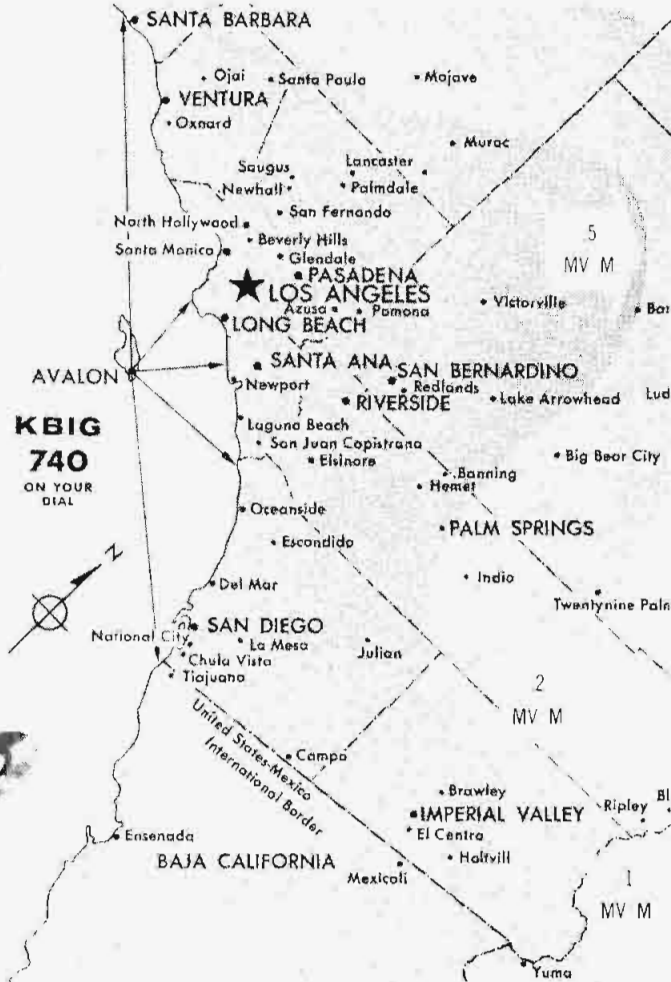
KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

KBIG helps you to make the **Whale Sale**, to all the Southland, at Wholesale Prices -- as little as \$6.75 a break!

Prove It To Yourself! Compare KBIG's base hour rate (\$132) or base minute rate (\$20) with any combination of newspapers, outdoor, television or radio you need to get this same coverage.

You'll see why KBIG is the **Giant Economy Package of Southern California Radio**.

Call Meeker or us -- get the whole KBIG story.



KBIG
740
ON YOUR
DIAL

The
Catalina
Station

KBIG

10,000 WATTS
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

JOHN POOLE BROADCASTING CO

6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205 • KBIF - Fresno • 900 KC • center of the dial • center of the San Joaquin Valley

CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12,804,000 — Families 4,380,000

Radio Homes — 4,923,000 — TV Homes 3,273,000 Stations in State 141

KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 207
Phone: 2531 Air Time: Daytime
News Service.....UP
Trans. Ser.....Standard, Capitol, SESAC
Representative.....Best
President.....Jackson Teuter
Managing Director.....Dale C. Williams
Comm. Prom. Mgr.....Rae E. Gloster
Chief Engineer.....Ralph Powers

KAVR

APPLE VALLEY—1954

Frequency: 960 Kc. Power: 5 Kw.
Owned.....Apple Valley Bcstg. Co.
Address.....Apple Valley Inn
Phone: Victorville 5390 Air Time: Daytime
News Service.....UP
Membership.....NARTB
President.....Newton T. Bass
Gen., Sta., Comm. Mgr.....Charles H. Cowling
Exec. Secretary.....Mary Sowell
Program Dir.....Jerry Casselman
Chief Engineer.....Dean Kiner

KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Hollywood
Phone Number.....Hollywood 3-3205
Air Time.....Daytime
News Service.....UP
Transcription Service.....Capitol
Representative.....Robert Meeker Associates
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr., Chf. Engr.....John Poole
Comm. Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser

KBAK

BAKERSFIELD—1946

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Bakersfield Bcstg. Co.
Address.....29 Woody Rd., P. O. Box 1448
Phone: FA 4-6421 Air Time: Full Time
News Service.....UP
Representative.....Forjoe
Membership.....NARTB
President.....Harold P. See
General Manager.....A. H. Constant
Sales Manager.....Frank Onstott
Program Director.....Joe Kinser

Publicity Director.....Vern Mack
Chief Engineer.....James Garner

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....2013 Chester Ave.
Phone: FA 4-6093 Air Time: Full Time
News Service.....UP
Representative.....Young
Membership.....NARTB, RAB
Pres., Mgr.....Hal Brown
Commercial Mgr.....Franklin H. Wilbur
Program Director.....Hal Brown
Chief Engineer.....Jack Duemler

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By.....McClatchy Bdcstg. Co.
Business-Studio Address.....Elk's Club Building
Phone: FA 5-7475 Air Time: Full Time
News Service.....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
President.....Eleanor McClatchy
Station Manager.....Walter Bazluk
Chief Engineer.....Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Kern County Bcstrs., Inc.
Business-Studio Address.....1420 Truxton Ave.
Phone: 44548 Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Avery Knodel
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Gene De Young
V.P., Gen. Sales Mgr.....Ed Urner
Program Director.....Leslyn Day
Publicity Director.....Forrest Kyle
Chief Engineer.....Edwin Andrews

KPMC

BAKERSFIELD—1932—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....P. O. Bin 1709
Phone: Fairview 7-8157 Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Station Representative.....George P. Hollingbery
Membership.....NARTB, BAB
President.....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin
Sales Prom., Comm. Mgr.....C. C. Sturm

Publicity Director..... P. R. Biermann
 Chief Engineer..... L. P. Jarvis

K P A S

BANNING—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned..... Darwin Bcstg. Co.
 Address..... 4425 W. Ramsey St.
 Phone: 515..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World, SESAC
 Representative..... Continental
 Pres., Gen. Mgr..... Chet Darwin
 Sales Prom. Mgr..... Harry Reed
 Prog. Dir., Chief Eng..... Jack Campbell
 Publicity Dir..... Bob Allen

K W T C

BARSTOW—1947—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Mojave Valley Bcstg. Co.
 Address..... Box 697
 Phone: 4001..... Air Time: Full Time
 News Service..... UP
 Representative..... O'Connell
 President..... W. T. Brown
 Sta., Com. Mgr..... Harry S. White
 Program Director..... Richard Cruse
 Chief Engineer..... Don Hetzel

K R E

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
 Pres., Gen. Sta. Mgr..... Arthur Westlund
 Comm., Prom. Mgr..... Don Hambly
 Program Director..... Les Avery

K I B S

BISHOP—1953—KBS

Frequency: 1230 Kw..... Power: 250 Watts
 Owned-Oper. By..... Inyo Bcstg. Co.
 Address..... Rt. 1, Box 28
 Phone: Bishop 4411..... Air Time: Full Time
 Transcription Service..... Capital
 Station Representative..... Western Radio Sales
 Owner, Gen. Mgr..... James R. Oliver
 Partner..... S. A. Cisler
 Commercial Mgr..... R. S. Deming
 Program Director..... John Drozd
 Chief Engineer..... Alva Wilt

K Y O R

BLYTHE—1948—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned..... Bcstg. Corp. of Am.
 Address..... Box 987
 Phone: 6290..... Air Time: Full Time

News Service..... UP
 Representative..... Pearson
 General Mgr..... Peter R. Odens
 Program Dir..... Mrs. Guen McIntosh
 Chief Engineer (actg.)..... Conrad Figueroa

K R O P

BRAWLEY—1946—ABC

Frequency: 1300 Kc..... 1000 Watts d., 500 n.
 Owned-Oper. By..... Bcstg. Corp. of America
 Address..... Del Rio Country Club Bldg.
 Phone: OV 6-0260..... Air Time: Full Time
 Representative..... John E. Pearson Co.
 General Manager..... Dale R. Peterson
 Station Manager..... Vince Palmer
 Program Director..... Ed Silvera
 Chief Engineer..... John Quimby

K B L A

BURBANK—1952

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Bcstrs. of Burbank
 Address..... 11516 Oxnard St.
 Phone: Sunset 2-1195..... Air Time: Full Time
 News Service..... UP
 Station Representative..... Grant Webb
 Transcription Service..... Langworth, Capitol
 President..... Gordon A. Rogers
 Gen. Mgr..... Robert S. Marshall
 Chief Engineer..... William Robinson

K I C O

CALEXICO—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Charles R. Love
 Address..... 724 Main St., El Centro
 News Service..... AP
 Station Representative..... D. Cooke, O'Connel
 Membership..... NARTB
 President..... Charles R. Love
 General Mgr..... W. A. Geddes
 Program Director..... Chap Rollins
 Chief Engineer..... Jim Coin

K H S L

CHICO—1935—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated..... Golden Empire Bcstg. Co.
 Address..... Box 303
 Phone: FI 20141..... Air Time: Full Time
 News Service..... UP
 Representative..... Avery-Knodel
 Membership..... NARTB
 Pres., Gen. Mgr..... Mrs. H. McClung
 Station Manager..... Charles H. Kinsley, Jr.
 Commercial Manager..... J. A. Perio
 Program Director..... Tommy Nelson
 Chief Engineer..... Mel Milburn

K X O C

CHICO—1949—MBS

Frequency: 1060 Kc..... Power: 10,000 Watts

Owned-Oper. By.....**KXOC, Inc.**
 Address-Trans.....Box 523
 Phone: FI 2-4211.....Air Time: Full Time
 News Service.....**UP**
 Transcription Service.....Standard
 Rep.....Adam J. Young, D. F. McGavren Co.
 Membership.....**RAB**
 President.....Harold T. Gibney
 Gen., Sta., Mgr.....Jack L. Powell
 Comm., Promotion Mgr.....Burke Riley
 Prog. Director.....Neil McIntyre
 Chief Engineer.....Bill Pope

KCHV

COACHELLA—1954

Owner.....Coachella Valley Bcstg. Co.
 Address.....Professional Bldg.

KBMX

COALINGA—1950—KBS

Frequency: 1470 Kc.....Power: 500 d.
 Owned-Oper. By.....Westside Brcstg. Co.
 Address.....Box 715
 Phone: 136.....Air Time: Daytime
 News Service.....**UP**
 Gen., Mgr., Chief Eng.....Clifford S. Lantz
 Station Mgr.....H. R. Brown
 Comm. Mgr.....Dick Brown

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned.....Radio Broadcasting, Inc.
 Business Address.....Porphy Rd.
 Phone: 1370-1-2.....Air Time: Full Time
 News Service.....**UP**
 Pres., Gen. Mgr.....Henry Fritzen
 Sta., Sales Mgr.....Charles M. Ferguson
 Chief Engineer.....Robert Cochems

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Norte Bcstg. Co.
 Address.....Box 248
 Phone: 3061.....Air Time: Full Time
 News Service.....**AP, INS**
 Representative.....Ayres
 Transcription.....Standard, SESAC, World
 Pres., Gen. Mgr., Pgm. Dir.....Robert E. Grey
 Comm. Mgr.....A. S. Lavanaway

KCHJ

DELANO—1950

Frequency: 1010 Kc.....Power: 1000 Kc. d.
 Owned-Oper. By.....Charles Herman Johns
 Address.....P. O. Box 262
 Phone: 8676.....Air Time: Daytime
 Transcription Service.....SESAC
 News Service.....**UP**
 Pres., Gen. Mgr., Chief Eng.....Charle H. Johns
 Program Director.....Jean J. Johns

KRDU

DINUBA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Dinuba Co.
 Business-Studio Address.....Box 157
 Phone: DI 500.....Air Time: Full Time
 News Service.....**AP**
 Station Rep.....Continental, Ayres
 Pres., Gen., Sta. Mgr.....Egon A. Hofer
 Program Director.....Harold Sparks
 Chief Engineer.....Warren Nystrom

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....Box 140
 Phone: 1100.....Air Time: Full Time
 News Service.....**UP**
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 President.....Paul A. Jenkins
 General Manager.....Riley R. Gibson
 Commercial Manager.....Belle Hovey
 Chief Engineer.....Norm German

KHUM

EUREKA—1947—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Carroll R. Hauser
 Address.....Box 1015
 Phone: Hillside 2-5744.....Air Time: Full Time
 News Service.....**AP**
 Transcription Service.....Capitol
 Representative.....Pearson, MacGavren
 Gen., Sta. Mgr.....Carroll R. Hauser
 Commercial Mgr.....Frank M. Smith
 Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown
 Chief Engineer.....Dean Elliott

KIEM

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned Opr. By...Redwood Bdcstg. Co., Inc.
 Address.....6th at E. Sts.
 Phone: Hillside 3-1621.....Air Time: Full Time
 Trans. Ser.....MacGregor, World
 News Service.....**UP**
 Membership.....NARTB, RAB
 Representative.....John Blair
 President, Manager.....Wm. B. Smullin
 General Manager.....Don Telford
 Commercial Mgr.....Robert Stach
 Program Director.....Pearl Jacobsen
 Chief Engineer.....Larry King

KDAC

FORT BRAGG—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Mendocino Coast Bcstg. Co.
 Address.....Box 616
 Phone: 3251.....Air Time: Full Time

News Service AP
 Owner Edward Mertle
 General Manager Craig N. Smith
 Comm. Mgr., Prog. Dir. Matthew V. Huber
 Chief Engineer Donald E. Wood

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By KARM
 Business-Studio Address. 1333 Van Ness Ave.
 Phone: 4-2966 Air Time: Full Time
 News Service AP, INS
 Transcription Service Standard
 Representative Bolling
 President Mrs. Hattie Harm
 General-Station Manager. Clyde F. Coombs
 Comm. Mgr. L. L. Daggett
 Sla. Prom. Mgr. E. Roth Cooney
 Program Director. Lou Lampe
 Chief Engineer. Elbert Dean

K F R E

FRESNO—1937—CBS

Frequency: 940 Kc. Power: 50,000 Watts
 Owned-Oper. By Calif. Inland Bcstg. Co.
 Business-Studio Address. T. W. Patterson Bldg.
 Phone: 4-5001 Air Time: Full Time
 Transcription Service World
 Representative Avery-Knodel
 V. P. Eng. Keith L. Mealey
 V.P., Sta. Mgr. Ed J. Frech
 Program Dir. Hal O'Donnell
 Treasurer. Helen Johnson
 Dir. Sales Service. Harry H. Burum

K G S T

FRESNO—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By. Delle Broadcasting Co.
 Address. Plaza Shopping Center
 Phone: 6-9901 Air Time: Daytime
 News Service UP
 Station Representative Rambeau
 Membership NARTB
 Commercial Manager. Morris Mindel
 Program Director. Jeanne Bacher

K M A K

FRESNO—1953

Frequency: 1340 Kw. Power: 250 Watts
 Owned-Oper. By. McMahan Bcstg. Co.
 Address. 2020 McKinley
 Phone: 6-9448 Air Time: Full Time
 Representative Grant
 Membership NARTB
 President. R. O. McMahan
 Gen., Sta. Mgr. Coyle Chambers
 Chief Engineer. Ed Nickels

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: 3-6277 Air Time: Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative Paul H. Raymer
 President Eleanor McClatchy
 Station Manager. David T. Harris
 Commercial Manager Roy Swanson
 Sales Promotion. Richard Ebbert
 Chief Engineer. William N. Wallace

K Y N O

FRESNO—1947—MBS—DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Radio KYNO
 Address. 2125 N. Barton Ave.
 Phone: 5-8383 Air Time: Full Time
 News Service UP
 Representative Hollingbery
 Membership NARTB, RAB
 General, Sta. Manager. L. E. Chenault
 Sales Prom. Mgr. Jim Carroll
 Program Director. Leo Goldman
 Chief Engineer. Bert Williamsop

K I E V

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By. Cannon System, Ltd.
 Address. 102 N. Glendale Ave.
 Phone: Cltrus 1-1133 Air Time: Daytime
 News Service UP
 Transcription Service Standard
 President. David H. Cannon
 General Mgr. Cal Cannon
 Chief Engineer. Charles N. Whitten, Jr.

K N G S

HANFORD—1948

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Oper. By. Hanford Bcstg.
 Business Address. P. O. Box 620
 Phone: 620 Air Time: Full Time
 Paper Affiliation. Hanford Sentinel, Journal
 News Service INS, UP
 Representative McGavren
 Membership NARTB, RAB
 President. Earl J. Fenston
 Gen., Sta., Mgr. Robert Klein
 Commercial Manager. M. Offenbach
 Program Director. Les Castaneda
 Chief Eng. Stan Vestal

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....KFWB Inc.
 Business-Studio Add....6419 Hollywood Blvd.
 Phone: HO 3-5151.....Air Time: Unlimited
 News Service.....UP, INS
 Transcription Service.....SESAC
 Station Representative.....Branham
 Pres.....Harry Maizlish
 Gen. Manager.....Morton Sidley
 Program Director.....Dan Russell
 Chief Engineer.....Harry Meyers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address.....6314 Sunset Blvd.
 Phone: HO 4-0201.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 Owner.....Ben S. McGlashan
 General Manager.....Thelma Kirchner
 Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1928

Freq: 570 Kc. Power: 5 Kw. d.; 1 Kw. n
 Owned-Operated By.....KMTR Radio Corp.
 Address.....6363 Sunset Blvd
 Phone: Hollywood 2-7271..Air Time: Full Time
 News Service.....INS, UP
 Representative.....Adam J. Young, Jr.
 Membership.....NARTB
 President, Gen. Mgr.....M. W. Hall
 Commercial Manager.....Felix D. Adams
 Program Director.....R. F. Horgan

KREO

INDIO—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned.....Bcstg. Corp. of America
 Phone: OV 6-0260.....Air Time: Full Time
 News Service.....UP
 Representative.....Pearson
 General Mgr.....Dale R. Peterson
 Station Mgr.....John M. Wages
 Commercial Mgr.....Nadine Hill
 Office Mgr.....Teddy Wages
 Chief Engineer.....Manuel Barraza

KAVL

LANCASTER—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1192
 Phone: Lancaster 1000..Air Time: Full Time
 Transcription Service.....Lang-Worth
 Membership.....NARTB, RAB
 Station Representative.....Western Radio
 News Service.....UP

Pres., Gen. Mgr.....W. B. Carter
 Commercial Mgr.....H. L. Comstock
 Chief Engineer.....James French

KCVR

LODI—1946—KBS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Central Valley Radio
 Business Address.....P. O. Box 600
 Phone: Lodi 8-0628.....Air Time: Daytime
 Transcription Service.....Standard
 Station Representative.....Wm. Ayres
 Membership.....RAB
 News Service.....UP
 Co-owners...Herbert W. Brown, D. A. Brown
 Public Relations.....Clyde C. Casto
 Chief Engineer.....George Sampson

KFOX

LONG BEACH—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By..Nichols & Warriner, Inc.
 Address.....220 E. Anaheim Street
 Phone: Long Beach 6-7281..Air Time: Full Time
 News Service.....UP
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....F. A. Fetsch
 Gen., Sta. Mgr.....Hal G. Nichols
 Pub., Prom. Mgr.....Robert Lamb
 Prog. Pub. Director.....Hal Shideler
 Technical Advisor.....Al Mutter

KGER

LONG BEACH—1926—KBS

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By...John Brown Schools of Calif., Inc.
 Business-Studio Address.....3745 Atlantic
 Phone: 40-7907.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Gill-Perna
 Membership.....NARTB
 President.....Dr. John E. Brown
 Gen., Sta. Mgr.....Clinton H. Fowler
 Chief Engineer.....Luther Crumbaugh

KABC

LOS ANGELES—1929—ABC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By.....American Bcstg. Co., Inc.
 Address..1539 N. Vine St., Hollywood 28, Cal.
 Phone: HO 2-3141.....Air Time: Full Time
 News Service.....AP, UP
 Representative.....Edward Petry
 President.....Robert E. Kintner
 General Manager.....John Hansen
 Promotion Manager.....David Nowinson
 Commercial Mgr.....William Baxley
 Program Director.....Dresser Dahlstead
 Chief Engineer.....Cameron Pierce

☆ **KNX IS**
CBS RADIO IN
LOS ANGELES

CARROLL ALCOTT
 EVE ARDEN
 RUTH ASHTON
 GENE AUTRY
 HARRY BABBITT
 MEL BALDWIN
 BILL BALLANCE
 LIONEL BARRYMORE
 JACK BENNY
 EDGAR BERGEN
 BARBARA BRITTON
 ROSEMARY CLOONEY
 CHARLES COLLINGWOOD
 PERRY COMO
 BILL CONRAD
 DWIGHT COOKE
 CHARLES CORRELL
 BILL COSTELLO
 BING CROSBY
 DAN CUBBERLY
 BILL CULLEN
 IRVING CUMMINGS
 ROSEMARY DeCAMP
 RICHARD DENNING
 HUGH DOUGLAS
 BILL DOWNS
 GALEN DRAKE
 CHARLES FARRELL
 BOB FERRIS
 GASTON FISCHER
 GEORGE FISHER
 TENNESSEE ERNIE FORD
 BILL FORMAN
 CHRISTY FOX
 ARTHUR GODFREY
 GALE GORDON
 FREEMAN GOSDEN
 FRANK GOSS
 TOM HANLON
 TOM HARMON
 MAHALIA JACKSON
 TODD HUNTER
 JOHNNY JACOBS
 DICK JOY
 WILLIAM KENNEALLY
 HARRY KOPLAN
 CATHY LEWIS
 ELLIOT LEWIS
 ROBERT Q. LEWIS
 ART LINKLETTER
 MARY LIVINGSTONE
 JOHN LUND
 ROBERTA LINN
 JAMES MATTHEWS
 NELSON McININCH
 RAY MILLAND
 VAUGHN MONROE
 EDWARD R. MURROW
 PHILIP NORMAN
 JOANIE O'BRIEN
 LOUELLA PARSONS
 PETER POTTER
 MAX ROBY
 WILL ROGERS, Jr.
 BILL SHADEL
 DAVE SHOWALTER
 HERB SHRINER
 HOWARD K. SMITH
 GALE STORM
 RALPH STORY
 LOWELL THOMAS
 LARRY THOR
 ROBERT TROUT
 DAVID VAILE
 ELENA VERDUGO
 JIMMY WAKELY
 JOE WALTERS
 MAURIE WEBSTER

Los Angeles' Most-Listened-to Station

DIAL 1070

K F A C

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Los Angeles Bcstg. Co., Inc.
 Bus.-Studio Address: 5773 Wilshire Blvd.
 Phone: Webster 0161 Air Time: Full Time
 News Service AP
 Representative: Bolling
 Membership: NARTB
 Pres.-Gen. Sta. Mgr.: Calvin J. Smith
 Program Director: Howard Rhines
 Chief Engineer: Ron Oakley

K F I

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By: Earle C. Anthony, Inc.
 Business-Studio Address: 141 N. Vermont Ave.
 Phone: Dunkirk 2-2121 Air Time: Full Time
 News Service AP, UP
 Transcription Service: Capitol, World
 Representative: Henry I. Christal
 Membership: NARTB
 Pres., Gen. Mgr.: Earle C. Anthony
 Sales Prom. Mgr.: Ronnie Manders
 Asst. to President: Charles E. Hamilton
 Program Director: Pat Kelly
 Co-Chief Eng's: H. L. Blatterman, C. W. Mason

K F V D

LOS ANGELES—1925

Frequency: 1020 Kc. Power: 5,000 Watts
 Owned-Operated By: Standard Bcstg. Co.
 Business-Studio Address: 338 S. Western Ave.
 Phone: Dunkirk 8-2345 Air Time: Daytime
 News Service AP, UP
 Trans. Ser.: Lang-Worth, MacGregor
 Representative: McGillvra
 Membership: NARTB
 Pres., Gen. Mgr.: Frank Burke, Jr.
 Comm., Sta. Manager: Vern Lindblade
 Pgm., Pub. Dir.: Carl Brewster
 Chief Engineer: Leonard Reeves

K N X

LOS ANGELES—1922—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: Hollywood 9-1212 Air Time: Full Time
 News Service AP, UP
 Representative: CBS Radio Spot Sales
 Gen. Sta. Mgr.: William D. Shaw
 Comm. Mgr.: Bert West
 Sales Promotion Mgr.: John Asher
 Program Director: Robert Sutton
 Pub. Dir.: Lloyd Brownfield
 Chief Engineer: Les Bowman

K M P C

LOS ANGELES—1927

Freq.: 710 Kc. Power: 50 Kw. d.; 10 Kw. n.
 Owned-Oper. By: KMPC, Inc.
 Address: 5939 Sunset Boulevard
 Phone: Hollywood 9-5341 Air Time: Full Time
 News Service INS, UP
 Membership: NARTB
 President: Gene Autry
 Gen. Mgr. & V.P.: Robert O. Reynolds
 V.P. & Asst. Gen. Mgr.: Loyd C. Sigmon
 Gen. Sales Mgr.: Stanley Spero
 Director of Bcstg., Sls. Prom.: Mark Haas
 Chief Engineer: L. C. Sigmon

K P O L

LOS ANGELES—1952

Frequency: 1540 Kc. Power: 10,000 Watts d.
 Owned-Oper. By: Coast Radio Bdcstg. Corp.
 Address: 4628 Wilshire Blvd.
 Phone Number: Webster 8-2345
 News Service AP
 Transcription Service: Associated, SESAC
 Representative: Keller
 Membership: NARTB
 President, Gen. Mgr.: Hugh R. Murchison
 Station, Comm. Mgr.: Frederick Custer
 Program Director: R. Scott
 Chief Engineer: Floyd Hall

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 covering the
NEGRO and
MEXICAN
 Markets

THIS TIME
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KFVD
 LOS ANGELES
 Represented by
 Joseph Hershey McGillvra, Inc.

K H J

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Oper. By: General Teleradio, Inc.
Address: 1313 N. Vine St., Hollywood
Phone: Hollywood 2-2133. Air Time: Full Time
News Service: AP, UP
Representative: H-R
Membership: NARTB, RAB
President: Willet H. Brown
General Manager: Ward D. Ingram
Vice Pres., Sales: Norman Boggs
Sales Promotion Mgr.: Robert Light
Program Director: A. J. LaFrano
Publicity Director: Bud Coulson
Chief Engineer: Robert Arne

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: Madison 2121. Air Time: Daytime
News Service: AP, INS
Transcription Service: World, SESAC
Membership: NARTB
General Manager: Ned Connor
Pgm. Dir.-Chief Announcer: Charles Clifton
Chief Engineer: Benjamin Brown

K M Y C

MARYSVILLE—1940—MBS

Frequency: 1410 Kc. Power: 1,000 Watts
Owner-Oper., Marysville-Yuba City Bcstrs., Inc.
Business Address: P. O. Box 631
Phone: 2-2396. Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: W. S. Grant
Membership: NARTB, RAB
President: H. E. Thomas
Gen.-Station Manager: Joe D. Carroll
Program Director: W. R. Cleveland
Chief Engineer: Loyd McQueary

K Y O S

MERCED—1936—MBS-DON LEE-KBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: Merced Bcstg. Co.
Business Address: G. St. Grade
Phone: RAndolph 2-6251. Air Time: Full Time
News Service: UP
Representative: W. S. Grant
Membership: NARTB, RAB
Pres., Gen. Mgr.: C. O. Chatterton
Commercial Manager: Bob Garrett
Program Director: Gene Bell
Sales Promotion Mgr.: Gary Lorensen
Chief Engineer: Mal Beavers

K B O X

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
Owned: Stanislaus County Bcstrs. Inc.
Address: 1507 10th St.
Phone: 3-7756. Air Time: Full Time
News Service: AP
Representative: Rambeau
Pres., Gen., Sta. Mgr.: Milton Hibdon
Comm., Sls., Prom. Mgr.: R. Nicholson
Program Director: Norma Alamshau
Chief Engineer: Maurice Hill

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Radio Modesto, Inc.
Address: P. O. Box 941
Phone: 2-1051. Air Time: Full Time
News Service: AP
Representative: Meeker; Moore; McGovern
Membership: NARTB
President: John Griffin
Gen. Mgr.: Don C. Reeves
Comm. Mgr.: Judd Sturtevant
Program Director: Gene D'Accardo
Chief Engineer: Don Allen

K T R B

MODESTO—1933

Frequency: 860 Kc. Power: 10,000 d.; 1000 n.
Owned-Operated By: KTRB Bcstg. Co., Inc.
Address: Norwegian Ave.
Phone: 3-0737. Air Time: Full Time
News Service: INS, UP
Transcription Service: Cole, Standard
Representative: W. S. Grant
Pres.-Gen.-Station Mgr.: William H. Bates, Jr.
Commercial Mgr.: Lee Roddy
Prog. Dir.: Don E. Lapan
News Director: Charlie McEwen
Chief Engineer: William H. Bates, Jr.

K M B Y

MONTEREY—1939—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Monterey Radio-TV Co.
Business Address: 468 Calle Principal
Phone: 2-4541. Air Time: Full Time
Membership: NARTB
News Service: UP
Transcription Service: World
Station Representative: Grant
President: Kenyon Brown
General Manager: S. M. Aston

K W S D

MT. SHASTA—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Shasta Cascade Bcstg. Corp.
Address: E. Alma Street



Phone: Mt. Shasta 2124..Air Time: Full Time
 News ServiceAP
 Representative.....Continental, McGavren,
 Western Radio
 MembershipNARTB
 General Manager.....Arthur Adler
 Sta. Mgr., Chief Eng.....David H. Rees
 Program Director.....Iola Huntingdon

News ServiceUP
 Transcription Service.....Standard
 Representative.....Raymer
 MembershipNARTB, BAB
 President.....Sheldon F. Sackett
 General Manager.....J. G. Paltridge
 Program Director.....Russ Coughlan
 Chief Engineer.....A. Pattison

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Oper. By...Gibson Radio & Pub. Co.
 Address.....P. O. Box 911
 Phone: Vallejo 2-7127...Air Time: Full Time
 News ServiceUP
 Newspaper Affil.....Times Herald, News
 Chronicle
 Transcription Service.....World
 Representative.....Wm. Ayres
 Pres., Gen. Mgr.....Luther E. Gibson
 Sta., Comm. Mgr.....Elmer L. Gibson
 Sales Prom. Mgr.....Dave Bous
 Publicity Director.....Nolan S. Cruise
 Program Director.....Cindy Morgan
 Chief Engineer.....Harley Shumway

KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Needles Bdcstg. Co.
 Address.....P. O. Box C-2
 Phone: 1234.....Air Time: Full Time
 News ServiceINS
 Station RepresentativeContinental
 Transcription ServiceThesaurus
 Partners..B. J. Fitzpatrick, L. A. Newsome, Jr.
 Program Director.....L. A. Newsome, Jr.
 Chief Eng.....Albert Lincoln

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By...Tribune Building Co.
 Business Studio Address.....401 13th St.
 Phone: Glencourt 1-0660..Air Time: Full Time
 Newspaper Affiliation.....Oakland Tribune
 News ServiceAP
 Transcription Service.....World, Thesaurus
 Representative.....Moore, Walker
 MembershipBAB
 President.....J. R. Knowland, Jr.
 General Manager.....Bud Foster
 Prog. Dir.....Bill Laws
 Publicity Director.....Jean Williams
 Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Address.....464 19th St.
 Phone: TWinoaks 3-9600..Air Time: Full Time

KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....Warner Bros. Radio
 Business-Studio Address.....327 22nd St.
 Phone: Higate 4-1212...Air Time: Unlimited
 News ServiceUP
 TranscriptionCapitol
 RepresentativeForjoe
 General Manager.....S. W. Warner
 Station Manager.....F. Wellington Morse
 Program Director.....Jeane K. Fisher
 Chief Engineer.....Paul Gregg

KOCS

ONTARIO—1946

Frequency: 1510 Kc.....Power 250 Watts
 Owned-Operated By...The Daily Report Co.
 Business-Studio Address.....222 East "B" St.
 Phone: 627-54.....Air Time: Daytime
 News ServiceUP
 Transcription Service.....World, SESAC
 RepresentativeL. O'Connell
 President.....Jerene A. Harnish
 Gen., Comm. Mgr.....Harry Allen
 Chief Engineer.....Glenn Clark

KMOR

OROVILLE—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oroville Bcstrs.
 Address.....P. O. Box 1032
 Phone Number1340
 News ServiceUP
 RepresentativeAyes (S.F.)
 President.....Joy C. Fearnhead
 Gen., Sta., Comm. Mgr.....J. R. Bird
 Program Director.....Louis Coppola
 Chief Engineer.....James R. Bird

KCMJ

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Palm Springs Bcstg. Co.
 Business Address.....Box KK
 Phone: 2253.....Air Time: Full Time
 News ServiceUP
 Rep.....Western Radio Sales, McGavren
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....Joseph E. Gamble
 Commercial Manager.....Norman Lofthus
 Program Director.....Jim Hadlock
 Chief Engineer.....N. Vincent Parsons

KPAL

PALM SPRINGS—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. Desert Radio-Telecasting Co.
 Address: 174 N. Palm Canyon Dr.

KIBE

PALO ALTO—1947

Frequency: 1220 Kc. Power: 1,000 Watts d.
 Owned-Oper. By Sundial Bcstg. Corp.
 Address: 149 Calif. St.
 Phone: Yukon 2-6272. Air Time: Daytime
 News Service UP
 Representative Western Radio Sales
 Membership NARTB, RAB
 President William R. Crocker
 General Mgr. Edward Davis
 Sta. Comm. Sales Mgr. Peter A. Cuneo
 Program Director George Schaller
 Chief Engineer H. J. Richards

KALI

PASADENA—1950

Frequency 1430 Kc. Power: 5000 Watts d.
 Owned-Operated By Consolidated Bcstg. Co.
 Business-Studio Address: 758 E. Colorado
 Phone: RY 1-7148. Air Time: Daytime
 News Service UP
 Representative Harla Oakes
 Pres., Gen. Mgr. Henry Fritzen
 Sales Prom., Prog Dir. Ernesto Cervera
 Chief Engineer Harvey Fritch

KWKW

PASADENA—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Southern Calif. Bcstg. Corp.
 Address: 800 Sierra Madre Villa
 Phone: Ryan 1-6744. Air Time: Unlimited
 News Service AP
 Rep. O'Connell, BCSTG. Time Sales
 Membership NARTB
 President Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Pgm. Dir. Bill Garr
 Chief Engineer Paul W. Spargo

KXLA

PASADENA—1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By Pacific Coast Bcstg. Co.
 Business: 1401 So. Oak Knell Ave.
 Phone: Ryan 6-8383. Air Time: Full Time
 News Service AP
 Trans. Ser. World, Lang-Worth, Associated
 Membership RAB
 President-Gen. Sta. Mgr. Loyal K. King
 Director of News Carl Saunders
 Program Director Marian Atkinson
 Chief Engineer Jack Reeder

KPRL

PASO ROBLES—1946—MBS-KBS

DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By D. J. & Bernard Schwartz
 Business-Studio Address: 32nd & Oak Sts.
 Phone: 204. Air Time: Full Time
 News Service AP
 Membership NARTB
 Representative W. S. Grant
 Station Mgr. Dale Schwartz
 Pgm., Comm. Dir. Bernard Schwartz
 Commercial Mgr. Dorothy Schwartz
 Gen. Mgr., Chief Engineer Dale Schwartz

KAFP

PETALUMA—1950—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Redwood Empire Bcstg. Co.
 Address: Redwood H'wy South
 Phone Number 2-9787
 Transcription Service World
 News Service UP
 Rep. Western Radio Sls., McGavren
 Pres., Gen. Sta. Mgr. A. T. Shields
 Comm. Sls. Prom. Mgr. Gerald M. Hauser
 Prog., Pub. Dir. Corinne Shields
 Chief Engineer Aubin Thomas

KECC

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KECC, Inc.
 Business: 235 Railroad Ave.
 Phone: 2-2964. Air Time: Full Time
 News Service UP
 Transcription Service World, Lang-Worth
 Representative W. S. Grant
 General Mgr. Mel D. Marshall
 Commercial Mgr. John C. McFarland
 Chief Engineer Wm. P. Grether

KPMO

POMONA—1947

Frequency: 1600 Kc. Power: 1 Kw. d.
 Owned-Oper. By Valley Bdcstg. Co.
 Business-Studio Address: 1240 E. Holt St.
 Phone: Lycoming 2-1293. Air Time: Full Time
 News Service UP
 Station Representative Ben Paschall
 Partner, Comm. Mgr. Dean H. Wickstrom
 Chief Engineer R. H. Rogers

KTIP

PORTERVILLE—1947—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Ralph F. Miller
 Business-Studio Address: Box 1312
 Phone: PO 1450. Air Time: Full Time
 News Service UP

Transcription ServiceThesaurus
 RepresentativeO'Connell
 Gen. Mgr., Owner.....Ralph F. Miller
 Local Sales Mgr.....B. Harland Ohde

KBLF
 RED BLUFF—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hal K. Shade
 Address.....737 Main St.
 Phone: 880.....Air Time: Full Time
 General Manager.....Hal K. Shade
 Chief Engineer.....Harry Shelby

KSDA
 REDDING—1954

Frequency: 1230 Kc.....Power: 250 Watts
 OwnerVair, Inc.
 Address.....1308 Placer St.
 Phone.....600 & 163
 RepresentativeGrant
 Pres., Mgr.....R. H. Dow
 Chief Engineer.....Harry Shelby

KVCV
 REDDING—1936—CBS

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Oper. By...Golden Empire Bcstg. Co.
 Address.....Box 717, Merced
 Phone: 1646.....Air Time: Full Time
 News ServiceUP
 Transcription Service.....Standard
 Representative.....Avery Knodel
 MembershipNARTB
 Pres., Gen. Mgr.....Mrs. Hugh McClung
 Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Sales Prom. Mgr.....Ted Dooley
 Pgm., Prod. Dir.....Lyle Mathys
 Publicity Director.....Charles Castor
 Chief Engineer.....Russ Pope

KCAL
 REDLANDS—1954

Frequency: 1410 Kc.....Power: 1000 Watts
 Owner.....Southwest Bcstg. Co., Inc.
 Address.....P. O. Box 52
 Phone.....3-2358
 RepresentativeTracy Moore
 President.....Dr. Bernard Corren
 Chief Engineer.....Robert Levinson

KPRO
 RIVERSIDE—1941

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned.....Bcstg. Co. of America
 Business Address.....3401 Russell
 Phone: Riverside 6290.....Air Time: Full Time
 News ServiceAP
 RepresentativePearson
 Gen. Mgr.....D. R. Peterson

KCRA
 SACRAMENTO—1945—NBC

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....KCRA, Inc.
 Business Studio Address.....1010 11th St.
 News ServiceUP
 Transcription Service.....World
 RepresentativeRobert Meeker
 MembershipRAB, NARTB
 President-General Mgr.....Ewing C. Kelly
 Commercial Mgr.....David A. Williamson
 Station Mgr.....Howard J. Smiley
 Publicity Director.....Irma Davis
 Program Dir.....John Kuhlman
 Chief Engineer.....W. Herbert Hartman

KFBK
 SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business Studio Address.....708 Eye St.
 Phone: Gilbert 3-1745.....Air Time: Full Time
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP, AP
 Transcription ServiceThesaurus
 Representative.....Paul H. Raymer
 MembershipRAB, NARTB
 PresidentEleanor McClatchy
 Station Manager.....Keith B. Collins
 Commercial Mgr.....A. C. Williams
 Program Director.....Harry Warren
 Chief Engineer.....Stam Sronce

KGMS
 SACRAMENTO—1952

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Capitol Radio Enterprises
 Address.....Hotel Senator
 News ServiceAP
 Transcription Service.....World, Langworth
 Representative.....W. S. Grant
 MembershipNARTB
 General Manager.....Irving J. Schwartz
 Station Manager.....J. Matranga
 Commercial Manager.....S. George
 Chief Engineer.....Vince Lambert

KROY
 SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KROY, Inc.
 Business-Studio Address.....Hotel Sacramento
 Phone: Gilbert 3-2525.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 RepresentativeAvery-Knodel
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....C. L. McCarthy
 Comm. Mgr.....W. H. Weaver
 Sls. Prom. Mgr.....E. Jefferey
 Prod. Mgr.....E. Gish
 Oper. Mgr.....Orel Phillips
 Chief Engineer.....William Karpisek

KXOA
SACRAMENTO—1945—MBS
DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Sacramento Bcstrs., Inc.
Business Address P. O. Box 94
Phone: WAbash 5-2717 Air Time: Full Time
News Service UP
Representative A. J. Young, McGavern
Membership NARTB, RAB
Pres., Gen. Mgr. Lincoln Dellar
Comm., Sales Prom., Mgr. R. Guild
Program Director Dean Seaton
Chief Engineer Ewald Berger

KDON
SALINAS—1935

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By Charles Blackwood Grant
Business Address Box 1490, Salinas
Phone: 2-6464 Air Time: Full Time
News Service UP
Transcription Service World, Capitol
Representative Weed & Co.
Membership NARTB, RAB
Pres., Gen. Mgr. Charles B. Grant
Commercial Mgr. Ann Knowlton
Program Director George Nicholaw
Chief Engineer Omer Wright

KSBW
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
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
Membership NARTB, RAB
Gen., Sta. Manager John C. Cohan
Commercial Manager W. M. Oates
Sales Prom., Pub. Dir. Mike Morisoli
Program Director Richard E. Shermerhorn
Chief Engineer George Freeman

KCSB
SAN BERNARDINO—1947

Frequency: 1350 Kc. Power: 500 Watts
Owned-Oper. By Fred P. D'Angelo
Business Address 770 Mill St.
Phone: 8-2245 Air Time: Full Time
News Service UP
Representative W. S. Grant
President, Gen. Mgr. Fred P. A'Angelo
Pgm. Dir. Jim Tracewell
Comm. Prom. Dir. Jim Lawson

KFXM
SAN BERNARDINO—1929—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By Lee Bros. Bcstg. Corp.
Business-Studio Address 512 Fifth St.

Phone: 4761 Air Time: Full Time
News Service UP
Membership NARTB
Representative John Blair
President E. W. Lee
General Manager Gene W. Lee
Commercial Mgr. Willard Hasbrook
Sls. Prom. Mgr. Ed England
Pub. Dir. Bettie Iglai
Chief Engineer George Ewing

KITO
SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By KITO, Inc.
Address Box 889
Phone: 7807 Air Time: Unlimited
News Service UP
Representative Hollingbery
Pres., Gen., Sta. Mgr. J. J. Flanigan
Commercial Manager Arnold Benum
Program Director Fred Reinhardt
Chief Engineer Richard Klitzing

KRNO
SAN BERNARDINO—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Empire Bcstrs., Inc.
Address 990 Colton Ave
Phone: 8-2771 Air Time: Full Time
News Service AP
Representative Donald Cooke, Western
Radio, McGavren
Pres., Gen. Mgr. Norman H. Rogers
Station Manager Wesley Brock
Program Director Chuck Palmer
Chief Engineer George W. Brock

KCBQ
SAN DIEGO—1946-ABC

Freq.: 1170 Kc. Power: 5 Kw. d; 1 Kw. n.
Owned-Operated By Charles E. Salik
Bus. Studio Address P. O. Box 1629
Phone: Cypress 5-4103 Air Time: Unlimited
News Service UP
Representative Weed
Membership NARTB
Pres. Stanley Schultz
Gen., Station Mgr. Stan Norman
Comm. Mgr. Matt Baer
Sales Promotion Mgr. John Caidenhead
Program Director Ralph Nenard
Publicity Director Harry Dangerfield
Chief Engineer Charles Sherburne

KFMB
SAN DIEGO—1941—CBS

Freq.: 540 Kc. Power: 5 Kw. d., 5 Kw. n.
Owned Wrather-Alvarez Bcstng Co.
Bus. Studio Address Fifth & Ash Sts.
Phone: BE 2-2114 Air Time: Full Time
News Service AP, UP
Transcription Service Capitol

RepresentativePetry
 Membership RAB, NARTB
 President..... J. D. Wrather
 Vice President..... Maria Helen Alvarez
 General Manager..... George Whitney
 Station Manager..... A. M. Mortensen
 Comm. Mgr..... J. M. Miller
 Sls. Prom. Mgr., Pub. Dir..... W. H. Ryan
 Program Director..... Jerry Lee Pecht
 Chief Engineer..... Charles F. Abel

Owned-Operated By.....Marion R. Harris
 Address.....1017 First Ave.
 Phone: BE 3-6151..... Air Time: Full Time
 News ServiceUP
 RepresentativeH-R
 MembershipRAB, NARTB
 President..... Marion R. Harris
 Ass't Mgr.....Leonard W. Landmark
 Program Director.....Robert S. Regan
 Chief Engineer.....Joe Kline

K F S D

SAN DIEGO—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFSD, Inc.
 Business-Studio Address.....U. S. Grant Hotel
 Phone: Belmont 3-6353..... Air Time: Full Time
 News Service.....AP
 RepresentativeKatz Agency
 MembershipNARTB
 President.....James G. Rogers
 General Manager.....William Goetze
 Station Manager.....W. R. Hasbrook
 Program Director.....Bill Browning
 Chief Engineer.....Leroy Bellwood

K G B

SAN DIEGO—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts

K S D O

SAN DIEGO—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...San Diego Bcstg. Co.
 Bus.-Studio Address...U. S. Natl. Bank Bldg.
 Phone: BE 2-2041..... Air Time: Full Time
 News ServiceAP
 Rep.....Pearson, McGavren, Moore & Lund
 Vice-Pres., Gen. Mgr.....Wilson Edwards
 Commercial Manager.....Norman Kay
 Station Manager.....W. Edwards
 Chief Engineer.....Vern Milton

K S O N

SAN DIEGO—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fred & Dorothy Rabell
 Address.....630 F. St.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Phone: BE 3-5175... Air Time: Full Time
 News Service AP
 Transcription Service... Associated, Standard
 Membership NARTB
 Representative Tracy Moore
 General Manager..... Fred Rabell
 Program Director..... Dick Thompson
 Chief Engineer..... Jack Rabell

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: State 4-6291... Air Time: Full Time
 News Service AP
 Transcription... Capitol, World, Lang-Worth
 President..... E. P. Franklin
 Gen., Comm., Sta. Mgr..... Howard P. Gray
 Prog., Pub. Dir..... Allen McKee
 Chief Engineer..... Jay Rice

K C B S

SAN FRANCISCO—1912—CBS

Frequency: 740 Kc... Power: 50,000 Watts
 Owned-Operated By... CBS
 Address Palace Hotel
 Phone: YUkon 2-7000... Air Time: Full Time
 News Service AP, UP, INS
 Representative CBS Radio Spot Sales
 Membership NARTB, RAB
 President (CBS)..... Frank Stanton
 Gen., Sta. Mgr..... Arthur Hull Hayes
 Commercial Manager..... Jules Dundes
 Promotion Mgr..... Evelyn Clark
 Program Director..... Pede Worth
 Publicity Director..... William Cullenward
 Chief Engineer..... Alan Cormack

K F R C

SAN FRANCISCO—1924—MBS

Frequency: 610 Kc... Power: 5000 Watts
 Owned-Oper. By... General Teleradio
 Business-Studio Address... 1000 Van Ness Ave.
 Phone: Prospect 6-0500... Air Time: Full Time
 News Service AP, UP
 Representative H.R. Representatives
 Membership RAB, NARTB
 General Manager..... William D. Pabst
 Commercial Manager... William E. Nichols
 Sales Prom. Mgr.-Pub. Dir... Dink Templeton
 Program Director..... Mel Venter
 Chief Engineer..... E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc... Power: 50,000 Watts
 Owned-Oper. By... ABC PT
 Business Address... 277 Golden Gate Ave.
 Phone: UN 3-0077... Air Time: Full Time
 News Service AP, INS
 Transcription Service Lang-Worth
 Representative Edward Petry
 Membership RAB
 President (ABC)..... Robert E. Kintner
 General Manager..... James H. Connolly
 Station Manager..... Paul T. Scheiner
 Sales Manager..... Aaron S. Bloom
 Program Director..... Russ Baker
 Chief Engineer..... Harry Jacobson

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: Ordway 3-4148... Air Time: Daytime
 News Service AP, INS
 Representative Avery Knodel
 Membership NARTB, RAB
 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—1924—NBC

Frequency: 680 Kc... Power: 50,000 Watts
 Owned-Operated By... National Bcstg. Co.
 Address..... 420 Taylor St.
 Phone: GRaystone 4-8700... Air Time: Full Time
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative..... NBC Spot Sales
 Membership NARTB, RAB
 President (NBC)..... S. L. Weaver, Jr.
 Gen., Sta. Mgr..... George Greaves
 Commercial Mgr..... W. K. McDaniel
 Sales Promotion Mgr..... Dean Moxley
 Program Director..... John Thompson
 Publicity Director..... Jane Morrison
 Chief Engineer..... Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Oper. By... Golden Gate Bcstg. Corp.
 Business Address... 1355 Market St.
 Phone: Market 1-8171... Air Time: Full Time
 News Service UP
 Representative Stars National
 President..... S. H. Patterson
 Gen. Mgr..... N. J. Patterson
 Station Mgr..... Richard P. Bott
 Pgm. Dir..... Shirley Bott

Comm. Mgr. Walter Conway
 Chief Engineer H. Wickersham

K S F O
SAN FRANCISCO—1925

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By San Francisco Bcstr's, Inc.
 Bus.-Studio Address Van Ness at Greenwich
 Phone: PProspect 6-5100 Air Time: Full Time
 News Service INS, UP
 Trans. Service .. Standard; World; Associated
 Representative Headley-Reed
 Membership NARTB, RAB
 President Wesley I. Dumm
 Gen., Sta. Mgr. Alan L. Torbet
 Com. Mgr. Gary Garland
 Prom. Mgr. Phyllis Diller
 Program Dir. Robert Hansen
 Dir. of Engineering Charles Smith

K Y A
SAN FRANCISCO—1926

Freq.: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By KYA, Inc.
 Business Studio Address Fairmont Hotel
 Phone: DOuglas 2-2536 Air Time: Full Time
 News Service UP
 Representative Wins, Young
 Membership RAB
 President J. Elroy McCaw
 General Manager H. G. Fearnhead
 Commercial Manager Irving C. Phillips
 Prog. Dir. Pat Heron
 Chief Engineer Paul Beck

K B I F
SANGER—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By John Poole Bcstg. Co.
 Business Address 1117 N. St.
 Phone: 6-0791 Air Time: Daytime
 News Service UP
 Representative Meeker
 Transcription Associated
 Membership RAB, NARTB
 President John H. Poole
 Gen. Mgr. George Nickson
 Comm. Mgr. Ray Grant
 Prog. Dir. Walter K. Novell
 Chief Engineer Russell C. Friend

K E E N
SAN JOSE—1947

Frequency 1370 Kc. Power 1000 Watts
 Owned-Operated By United Bcstg. Co.
 Business Studio Address Hotel De Anza
 Phone: Cypress 4-0344 Air Time. Full Time
 News Service UP
 Representative W. S. Grant
 President George M. Mardikian
 V.P., Gen. Mgr. Floyd Farr
 Commercial Mgr. Robert J. Blum

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: YUkon 6-0621 Air Time: Full Time
 News Service AP
 Membership RAB
 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

Freq.: 1590 Kc. Power: 1 Kw. d., 500 w. n.
 Owned-Operated By Santa Clara Bcstg. Co.
 Business Address P. O. Box 995
 Phone: Cypress 3-8030 Air Time: Unlimited
 Paper Affil. Los Gatos Times, Gilroy Dispatch
 News Service UP
 Transcription Service Standard
 Representative Rambeau
 President Patrick H. Peabody
 Gen., Sta. Mgr. R. M. Bruce
 Comm. Mgr. Earle Russell
 Sales Prom. Mgr. F. Darien
 Program Director Norman Paul
 Chief Engineer Edward W. Meese

K X R X
SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By San Jose Bcstg. Co.
 Address Box 167
 Phone: Cypress 2-5080 Air Time: Full Time
 News Service UP
 Representative McGavren, Tracy Moore
 President-Gen. Mgr. Joe E. Levitt
 Sta., Commercial Mgr. Gordon Graham
 Program Director Frank G. Kilpatrick
 Chief Engineer Frank Glass

K A T Y
SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KATY
 Address P. O. Box 700
 Phone: 3171 Air Time: Full Time
 News Service UP
 Trans. Service World
 Representative Meeker
 President Maynard Marquardt
 Sales Prom. Mgr. Dave Hildebran
 Program Director Barbara Brydia
 Publicity Director Glenn O. Porter
 Chief Engineer Clay Coldwell

K V E C
SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.

Owned-Oper. By....Valley Electric-Jacobson
 Business Address.....787 Higuera St.
 Phone: 1100.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....W. S. Grant
 Membership.....NARTB
 Pres.-Owner.....Christina M. Jacobson
 Gen. Sta. Mgr.....Les Hacker
 Commercial Manager.....Si Darrah
 Program Director.....Arthur Hapgood
 Chief Engineer.....James Cochrane

KEAR

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 10 Kw.
 Owned-Oper. By.....Bay Radio Inc.
 Address.....1 Nob Hill Circle
 Phone: EX 2-4265.....Air Time: Full Time
 News Service.....AP
 Rep.....Good Music, Western Sales
 President.....Stephen A. Cisler
 Gen. Mgr.....Ken Hildebrandt
 Commercial Mgr.....Walter Tolleson, Jr.
 Program Director.....Ward Glen
 Chief Engineer.....D. F. Mariska

KVSM

SAN MATEO—1947

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Hugh H. Smith
 Business Studio Address.....279 Baldwin Ave.
 Phone: Diamond 4-2541.....Air Time: Daytime
 News Service.....INS, UP
 Representative.....Rambeau
 President.....Les Malloy
 Program Director.....Edward Kirk
 General Manager.....Jack Grant
 Chief Engineer.....Carl Rolliff

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Marin Bcstg. Co., Inc.
 Business Address.....1117 Fifth St.
 Phone: GLenwood 3-6880.....Air Time: Daytime
 Newspaper Affiliation.....S. R. Independent
 Journal
 News Service.....UP
 Station Rep.....LaFonteeze, Indie
 President.....Roy A. Brown
 Gen. Mgr., Prog. Dir.....Hugh E. Turner
 Publicity Director.....Kitty Oppenheimer
 Chief Engineer.....Edward Ohmstead

KWIZ

SANTA ANA—1926

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned.....Voice of the Orange Empire
 Business Address.....105 E. 5th St.
 Phone: Kimberly 3-8321.....Air Time: Unlimited
 News Service.....UP
 Representative.....Pearson

Pres., Gen. Mgr.....Ernest L. Spencer
 Station Manager.....Hal Davis
 Commercial Mgr.....Donner P. Spencer
 Chief Engineer.....Roy Morris

KDB

**SANTA BARBARA—1921—MBS
 DON LEE**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....F. Robert Bauer
 Business-Studio-Transmitter.....Radio Square
 Phone: 413.....Air Time: Unlimited
 News Service.....UP
 Representative.....Pearson
 Transcription.....Standard
 Pres., Gen. Sta.....F. Robert Bauer
 Comm. Mgr.....W. Buckley
 Program Director.....Richard Barrett
 Chief Engineer.....Robert Carter

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry C. Butcher
 Business-Studio Address.....Balboa Bldg.
 Phone: Woodland 3981.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 Membership.....RAB
 Pres., Gen., Sta., Pub. Mgr.....Harry C. Butcher
 Vice President.....M. J. McKeogh
 Commercial Manager.....James Blomfield
 Sales Promotion Mgr.....Michael J. McKeogh
 Program Director.....Claire Behan
 Chief Engineer.....Gene Fossell

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Oper. By.....News-Press Publishing Co.
 Business-Studio Address.....de la Guerra Plaza
 Phone: 3921.....Air Time: Full Time
 Newspaper Affil. Santa Barbara News-Press
 News Service.....AP, UP
 Transcription Service.....Langworth
 Representative.....Paul H. Raymer
 President.....Thomas M. Storke
 Gen., Sta. Mgr.....Charles A. Storke
 Commercial Mgr.....Jo Benes
 Prog., Prom. Dir.....Gordon Phillips
 Chief Engineer.....Leo De Conick

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: GR 5-1080.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB, RAB
 Transcription Service.....Standard, Thesaurus

Pres., Gen. Mgr., Chief Eng.....C. V. Berlin
Pub. Dir.....Lena Saluas

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: 5-2644.....Air Time: Full Time
Newspaper Affiliation.....News Press Co.
Representative.....Paul H. Raymer
President.....T. M. Storke
Gen. Mgr.....C. A. Storke
Sales Prom. Mgr.....Harold Young
Program Director.....Carolyn Conrad
Chief Engineer.....John D. Clowes, Jr.

KSMA

SANTA MARIA—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hagerman, Groom
Address.....510 W. Morrison
Phone: 5-2582.....Air Time: Full Time
News Service.....UP
Sta. Rep.....Tracy Moore
Transcription Service.....World
Partners...James M. Hagerman, John I. Groom
Program Dir.....Anthony Kent
Chief Eng.....Gale Brady

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc...Power: 10,000 Watts, d.
Owned-Operated By.....KOWL, Bcstg. Co.
Address.....Pico at Ocean
Phone: TEKas 0-5152.....Air Time: Daytime
Membership.....RAB
President.....J. D. Funk
General Manager.....G. A. Baron
Office Manager.....Margaret A. Johnson
Sls. Promotion Director.....John Malone
Program Director.....Paul Compton
Chief Engineer.....Robert H. Dye

KSPA

SANTA PAULA—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....Middle Rd.
Phone: 940.....Air Time: Full Time
Transcription Service.....World, SESAC
Station Rep.....O'Connell, Ayres
General Manager.....Hugh D. Elder
Program Director.....Stella Elder
Prom., Comm. Mgr.....Chas. Martin
Chief Engineer.....Denman Dayton

meet the people
whose
"Specialized
Programming"

SELLS your clients' products

KOWL with 10,000 watts and "Specialized Programming"—gives you more complete coverage of the Negro, Spanish and Mexican-American markets in Los Angeles County, than any other radio station.



JOE ADAMS
Nation's Top Negro D.J. (also Negro spirituals).



LILLIAN RANDOLPH
Top Negro star of radio, TV and movies... now daily on her own variety show



'CHICO' LIONEL SESMA
The original Mexican - American D.J. (English speaking)



CHESTER WASHINGTON
Negro news and sports... West Coast Editor of Pittsburgh Courier and sports chief.



ELENA SALINAS
Most beloved Spanish language personality... variety and music.



SEÑOR WM. OROZCO
Favorite Spanish language radio personality for over 25 years... news and variety.



10,000 WATTS

Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California

National Representatives:

Forjoe & Co. New York, Chicago, Dallas, San Francisco
Dora-Clayton Atlanta, Georgia

GEORGE A. BARON, Gen'l Mgr.



KSRO

SANTA ROSA—1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By: Finley Bcstg. Co.
 Bus.-Studio Address: Corner Fresno & Finley
 Phone: 110. Air Time: Full Time
 News Service: UP
 Representative: W. S. Grant
 President: Mrs. Ruth Finley
 Gen. Station Manager: Frank McLaurin
 Program Director: Al Pearson
 Chief Engineer: Hilmar Cann

KROG

SONORA—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Brewster E. Ferrel
 Business Address: P. O. Box 996
 Phone: Jefferson 2-7426. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard, SESAC
 Owner, Gen. Mgr.: Brewster E. Ferrel
 Comm. Mgr.: G. E. Manley
 Prog., Pub. Dir.: L. E. Ferrel
 Chief Engineer: C. W. Mitchell

KGDM

STOCKTON—1926—CBS

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By: E. F. Peffer
 Business-Studio Address: 519 E. Market St.
 Phone: 4-4551. Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: John Blair
 President: E. F. Peffer
 Gen., Comm. Mgr.: E. Smith
 Program Director: A. Stover
 Promotion Director: James Block
 Publicity Dir.: L. Parkin
 Chief Engineer: J. Tyron Kelley

KSTN

STOCKTON—1949

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By: San Joaquin Bcstg. Co.
 Business Address: Hotel Clark
 Phone: HO 4-7338. Air Time: Full Time
 News Service: UP
 Representative: Hollingbery
 Membership: NARTB, RAB
 President: Knox La Rue
 Gen., Sta., Com. Mgr.: D. T. Ralph
 Program Director: Ellis Lind
 Chief Engineer: Carl McGee

KW G

STOCKTON—1921—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: McClatchy Bcstg. Co.
 Bus.-Studio Address: 612 E. Market St.
 Phone: HOward 5-5728. Air Time: Full Time
 Newspaper Affiliation: McClatchy

News Service: AP
 Transcription Service: Thesaurus
 Representative: Paul H. Raymer
 Membership: NARTB, RAB
 President: Eleanor McClatchy
 Station Manager: James H. Ranger
 Program Manager: James E. Longe
 Chief Engineer: Frank Nesmith

KXOB

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: KXOB, Inc.
 Business-Studio Address: Hotel Stockton
 Phone: 4-7313. Air Time: Full Time
 News Service: UP
 Representative: Young Co., McGavren
 Membership: RAB
 President: J. E. Gamble
 Gen., Sta. Mgr.: Ort Lofthus
 Comm. Mgr., Prog. Dir.: Arthur Taylor
 Publicity Director: Carolyn Prybil
 Chief Engineer: James R. Johnson

KSUE

SUSANVILLE—1948—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Nolan Hollowell
 James E. McKahan
 Phone: 2020. Air Time: Full Time
 News Service: UP
 Transcription Service: Capitol, Standard
 Representative: Tracy Moore
 Membership: NARTB
 Gen., Sta. Mgr.: Nolan Hollowell
 Commercial Manager: Frank Rondas
 Program Director: Gerald Oliver
 Chief Engineer: Harold C. Houston

KTKR

TAFT—1948—KBS

Frequency: 1310 Kc. Power: 500 Watts d.
 Owned-Operated By: Taft Bcstg. Co.
 Business Address: P.O. Box "WW"
 Phone: 5-3101. Air Time: Daytime
 News Service: UP
 Pres., Gen. Mgr.: Kenneth Aitken
 Station Manager: George J. Tchumy, Jr.
 Commercial Manager: Jack Smith
 Chief Engineer: Kenneth Aitken

KCOK

TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By: Sheldon Anderson
 Business Address: P. O. Box 119
 Phone: 6-9513. Air Time: Full Time
 News Service: UP
 Representative: ForJoe
 Membership: NARTB, RAB
 Acting Gen. Mgr.: J. Bowles
 Sta., Sales Prom. Mgr.: Don Weldon
 Program Director: Jack Miller
 Chief Engineer: Don Ferguson

KTUR

TURLOCK—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....O'Connell
 Membership.....NARTB, RAB
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....B. McMillen
 Chief Engineer.....Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....M. E. Sims
 Address.....P. O. Box 638
 Representative.....Grant
 Transcription Service.....Standard
 News Service.....AP
 Membership.....NARTB
 Pres., Gen. Mgr.....M. E. Sims
 Commercial Mgr.....Louis DuMoulin
 Program Director.....John Oliveira
 Chief Engineer.....Stanley Ryno

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Vallejo Bcstg. Co.
 Business-Studio Address.....3267 Sonoma Blvd.
 Phone Number.....Vallejo 8-8944
 News Service.....UP
 Transcription.....Capitol
 Representative.....McGavren
 Co-Owners.....Ellsworth Peck, A. J. Krisik
 Program Director.....Ellsworth Peck
 Publicity Director.....Robert Wade
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....Box 1611
 Phone: Miller 3-8675.....Air Time: Full Time
 News Service.....UP
 Rep.....McGavren, Webb, Western Radio Sls.
 President.....Carroll Hauser
 General Manager.....Sydney Held
 Station Manager.....Karl Rembe
 Commercial Mgr.....Bob Brown
 Sls. Prom. Mgr.....Woody Bretz
 Program Director.....Fred Hall
 Chief Engineer.....Charles Farmer

KUDU

VENTURA—1947—KBS

Frequency: 1590 Kc.....Power 1000 Watts

Owned-Oper. By...Voice of Ventura County
 Business Address.....South Mills Rd.
 Phone: Miller 3-6185.....Air Time: Full Time
 Representative.....Walker, Oakes, Keystone
 News Service.....AP
 Transcription Service.....Langworth
 Gen., Prom., Prog. Dir.....Bill E. Williams
 Comm. Mgr.....Dwight Drumm
 Chief Eng.....Dick Anderson

KONG

VISALIA—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tulare County Bdcstg.
 Address.....Rt. 6, Box 205
 Phone: 4-5811.....Air Time: Full Time
 News Service.....UP
 Representative.....Hollingbery
 President.....Knox La Rue
 General Manager.....Stan Simpson
 Sls. Prom. Mgr.....Virginia Hooker
 Program Manager.....Dick Scudder
 Publicity Dir.....Greg LeClercq
 Chief Engineer.....Gorman Brown

KWSO

WASCO—1950

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Operated By...Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone: 4251.....Air Time: Daytime
 Transcription Service.....Lang-Worth, SESAC
 News Service.....UP
 President.....E. J. Peters
 Gen. Mgr.....E. Franz
 Station Mgr.....Theo. G. Heinrichs
 Comm. Mgr.....Jim Hodges
 Pgr. Dir.....Bob Bann

KHUB

WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Patrick H. Peabody
 Business Address.....P. O. Box 349
 Phone: 4-5641.....Air Time: Full Time
 News Service.....UP
 Representative.....Rambeau
 Membership.....NARTB
 President.....Patrick H. Peabody
 Gen., Comm. Mgr.....Vic Rugh
 Program Director.....Tom Martin
 Chief Engineer.....Merle Rossman

KSYC

YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone: 624.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....T. Moore
 Membership.....NARTB

President.....E. G. Millbourn
 General Manager.....D. C. Hollinger
 Station Manager.....Jack A. Mitchell
 Asst. Mgr., Prog. Dir.....C. Eng

KAGR

YUBA CITY—1953

Frequency: 1450 Kc.....Power: 100 Watts
 Owner.....James E. Jaeger
 Address.....Box 271
 Phone.....Marysville 3-7343
 President.....James E. Jaeger
 Chief Engineer.....James E. Walley

KUBA

YUBA CITY—1947

Freq.: 1600 Kc.....Power: 1 Kw. d., 500 w. n.
 Owned-Operated By.....Peachbowl Bcstrs., Inc.
 Business Address.....Hotel Marysville
 Phone: 3-7309.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Ayers, O'Connell
 President.....Chester V. Ullom
 Gen., Station Manager.....Roger R. Hunt
 Commercial Manager.....Lloyd Klemp
 Sales Promotion Mgr.....Robert Fahey
 Pgm., Pub. Dir.....Ric Ryan
 Chief Engineer.....Carl W. Pendergraft

COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — Families 446,000

Radio Homes 131,000 — TV Homes 217,000 — Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. L. Allen
 Address.....P. O. Box 179
 Phone: 26.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....SESAC
 General Manager.....D. L. Allen
 Sls., Prom. Mgr.....Dick Frink
 Prog. Director.....Kyle McClaugherty
 Chief Engineer.....Delbert L. Allen

KRDO

COLORADO SPRINGS—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Pikes Peak Bcstg. Co.
 Business-Studio Address.....399 S. 8th St.
 Phone: Melrose 2-1515.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....Standard, Langworth,
 Thesaurus
 Representative.....McGillvra
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Harry W. Hoth
 Program Director.....John Finlayson
 Publicity Dir.....Patricia Colt
 Chief Engineer.....Herbert Schubarth

KBOL

BOULDER—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Boulder Radio KBOL, Inc.
 Address.....1617 Pearl
 Phone: Hillcrest 2-2242.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Station Rep.....Holman
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Russel Shaffer
 Commercial Manager.....Gene Palm
 Program Dir.....John Wilcox
 Chief Engineer.....Blair Dobbins

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Voice of the Rockies, Inc.
 Address.....512 So. Tejon
 Phone: Melrose 4-2844.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World, Associated
 Representative.....Hollingbery
 Membership.....NARTB, RAB
 President.....J. D. Russell
 Station Mgr.....Verl Bratton
 Sls., Prom. Mgr., Prog. Dir.....R. Conner
 Chief Engineer.....Earl Leonard

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: 1400.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Keystone, Cole
 Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
 Chief Engineer.....Ed Wood

KRAI

CRAIG—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....No. Western Colo. Bcstg. Co.
 Address.....P. O. Box 65
 Phone: 707-8.....Air Time: Full Time
 News Service.....UP
 Representative.....Community Network

Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Miles Barrett
 General Manager.....George Cory
 Station Manager.....Richard E. Bonderod
 Sales Prom. Mgr.....Dale Kirk
 Program Dir.....Norman Davis
 Chief Engineer.....Tom Weir

K F S C
 DENVER—1954

Frequency: 1220 Kc.....Power: 1 Kw.
 Owned.....Francisco V. Sanchez
 Address.....P. O. Box 246
 Phone: AComa 2-8935.....Air Time: Daytime
 News Service.....INS
 General Manager.....Paco Sanchez
 Manager, Director.....Levi Beall
 Commercial Manager.....Joe Lito
 Sales Manager.....J. R. Rutherford

K I M N
 DENVER—1923—MBS

Frequency: 950 kc.....Power: 5 kw.
 Owned.....KIMN, Inc.
 Address.....5350 W. 20th Ave.
 Phone: BE 7-2734.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 Station Representative.....Avery-Knodel, Inc.
 Membership.....RAB
 President.....A. L. Glasmann
 Gen., Sta. Mgr.....Collin W. Lowder
 Commercial Manager.....Kenneth E. Palmer
 Sales Promotion Mgr.....Ted Nelson
 Program Director.....Ronald J. McCoy
 Publicity Director.....Ted Nelson
 Chief Engineer.....Arthur F. Southwick

K L I R
 DENVER—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....G. B. Anderson
 Address.....6535 W. Jewell
 Phone: WA-2-1189.....Airtime: Daytime
 News Service.....INS
 Rep.....Holman, Continental, Biddick
 Owner-Gen. Mgr.....G. B. Anderson
 Commercial Mgr.....L. L. Tracy
 Bus. Mgr.....H. G. Kincaid
 Pub. Dir.....F. F. Hayes
 Chief Engineer.....Lloyd L. Wilson

K L Z
 DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Aladdin Radio & TV, Inc.
 Business-Studio Address.....131 Speer Blvd.
 Phone: MAIn 3-4271.....Air Time: Full Time
 News Service.....AP, INS.
 Newspaper Affiliation.....Time, Inc.
 Representative.....Katz
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Hugh B. Terry

Station Mgr.....Phil Hoffman
 Commercial Manager.....Lee Fondrew
 Sales Prom. Mgr.....Harold Storm
 Program Director.....Charles Roberts
 Chief Engineer.....Harvey E. Wehrman

K M Y R
 DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone: MAIn 3-4161.....Air Time: Full Time
 News Service.....AP
 Station Representative.....Sears & Ayer
 Membership.....NARTB
 Pres., Gen. Mgr.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer
 Chief Engineer.....Walt Wilson

K O A
 DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Metropolitan TV. Co.
 Business-Studio Address.....1625 California St.
 Phone: Main 3-6211.....Air Time: Full Time
 News Service.....AP, INS
 Representative.....Edward Petry & Co.
 Membership.....NARTB, RAB
 President.....William W. Grant
 Gen., Sta. Mgr.....Don Searle
 Sales Promotion Manager.....John Aldern
 Comm. Mgr.....Robert Hix
 Program Director.....Jim Atkins
 Publicity Director.....Ralph Radetsley
 Chief Engineer.....J. A. Slussea

K T L N
 DENVER—1948

Frequency: 1280 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....431 W. Colfax
 Phone: Acoma 2-4811.....Air Time: Full Time
 News Service.....UP
 Membership.....RAB
 Representative.....Radio Reps., Inc.
 Owner.....Leonard Coe
 General Manager.....John L. Buchanan
 Local Sales Mgr.....Dean Jarvis
 Nat. Sales Mgr.....Lee Mehlig
 Program Director.....Jack Helling
 Chief Engineer.....O. E. Kelly

K V O D
 DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Colorado Radio Corp.
 Business-Studio Add.....Midland Savings Bldg.
 Phone: TAbor 5-2291.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Free & Peters

Membership NARTB, RAB
 President-Gen. Mgr. William D. Pyle
 Station Manager T. C. Ekrem
 Sales Prom. Mgr. Ben Stanton
 Program Director V. W. Corbett
 Chief Engineers W. D. Pyle, T. C. Ekrem

KIUP

DURANGO—1935—MBS-KBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By San Juan Bcstg. Co.
 Address P. O. Box 641
 Phone: 117. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus, World
 Representative Holman Co.
 President J. A. Segerberg
 General Manager R. E. O'Brien
 Comm., Prom. Mgr. Lindsey Becker
 Program Director Herb Jobs
 Publicity Director Frank Toomey
 Chief Engineer Lou Shaw

KGMC

ENGLEWOOD—1952

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned By McMa Agency
 Address 3355 S. B. oadway
 Phone: Sunset 1-4481 Air Time: Daytime
 News Service UP
 Co-owner, Gen. Mgr. Grady F. Maples
 Co-owner R. B. McAlister
 Comm. Mgr. J. Kenneth Brothens
 Sls. Prom. Mgr. R. J. Cutting
 Chief Engineer D. F. White, Jr.

KCOL

FT. COLLINS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Northern Colo. Bcstg. Co.
 Business-Studio Address. 1600 La. Porte Ave.
 Phone: 2600. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Station Rep. H-R Reprs. Inc.
 Membership NARTB, RAB
 President Herb Hollister
 General Manager Ellis Atteberry
 Commercial Manager Bob McClary
 Program Director Hollis Hoff
 Chief Engineer Dan Coltrane

KFTM

FORT MORGAN—1949—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Morgan County Bcstg. Co.
 Address P. O. Box 431
 Phone: 1000. Air Time: Daytime
 News Service UP
 Transcription Service Capitol
 General Manager Mac McGraw
 Program Director Frank Alien
 Chief Engineer Richard Oldfield

KGLN

GLENWOOD SPRINGS—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By KGLN, Inc.
 Address P. O. Box C
 Phone: 777. Air Time: Full Time
 Representative Holman
 Membership NARTB
 News Service UP
 President Rex Howell
 Co-owner, Gen. Mgr. Jerry Fitch
 Sales Promotion Director Bob Duffy
 Program Director Gene Curtis
 Chief Engineer Bonner Z. Baker

KEXO

GRAND JUNCTION—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Voice of Western Colo., Inc.
 Address 2508 North Ave.
 Phone: 1230. Air Time: Full Time
 News Service INS
 Transcription Service Capitol, Thesaurus
 Representative Harlan Oakes
 Membership NARTB, RAB
 President D. Spencer Grow
 Gen., Sta. Mgr. Abbott Tesson
 Program Director Robert Collins
 Publicity Director Mildred Fuller
 Chief Engineer D. E. Towne

KFXJ

GRAND JUNCTION—1926—MBS

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Western Slope Bcstg. Co.
 Business-Studio Address. Box 30
 Phone: 1300. Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Hal Holman
 Membership NARTB
 Pres., Gen. Mgr. Rex Howell
 Sta., Comm. Mgr. E. Anson Thomas
 Program Director Gregg Chancellor
 Chief Engineer Cecil Whitchurch

KFKA

GREELEY—1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By Mid-Western Bcstg. Co., Inc.
 Business-Studio Address. 620—8th Ave.
 Phone: 450. Air Time: Full Time
 Representative Hal Holman
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. H. E. Green
 Sta., Comm. Mgr. William G. Stewart
 Program Director Jack Redus
 Chief Engineer Harry Brewer

KYOU

GREELEY—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By 2424 6th Ave., Meroco B. Co.
 Phone: 3275. Air Time: Full Time
 News Service AP
 Membership NARTB
 Representative McGilvra, Inc.
 Transcription Service World
 President, Gen. Mgr. Elwood H. Meyer
 Comm. Mgr. Everett Shupe
 Sta. Mgr. Chief Engr. John T. Roscoe

KBNZ

LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Otero Broadcasting Co.
 Address Box 485
 Phone: 42. Air Time: Full Time
 News Service UP
 Representative Clark
 Transcription Standard
 President M. S. Morrison
 Gen., Sta. Mgr. R. D. McGregor
 Comm. Mgr., Chief Eng. Don Smith
 Sls. Prom. Mgr. Jack Lee
 Pub. Dir. Robert Mahaffey
 Program Director Jane Henkenseifken

KLMR

LAMAR—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By SE Colorado Bcstg. Co.
 Address P. O. Box 632
 Phone: 804. Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Continental
 President Ralph Eaton
 Gen., Sta. Mgr. Everett Shupe
 Comm., Prom. Mgr. Dennis Behan
 Program Director Claire Behan
 Chief Engineer Kenneth Roberts

KLVC

LEADVILLE—1951—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. Top of the Nation Station, Inc.
 Address 520 W. 6th St.
 Phone: 70. Air Time: Full Time
 Membership NARTB
 Representative Clark
 President Arline S. Hodgins
 General Manager David W. Hodgins

KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Longmont Bcstg. Co.
 Address Imperial Hotel
 Phone: 1050. Air Time: Daytime
 News Service UP
 Transcription Service Lang-Worth

Station Rep. Continental
 Membership NARTB
 President Irving Ludlow
 Program Director Frank Leslie
 General Manager P. Reed Walker
 Sales Manager Pat Patnode
 Chief Engineer Walter Robinson

KSLV

MONTE VISTA—1954—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned San Luis Valley Bcstg. Co.
 Address 109 Adams St.
 Phone: 553. Air Time: Full Time
 News Service UP
 Trans. Service Thesaurus
 Membership NARTB
 General Manager George O. Cory
 Asst. Gen. Mgr. Dale G. Moore
 Station Mgr. John McRae

KUBC

MONTROSE—1947—KBS

Freq.: 1260 Kc. Power: 1 Kw., d., 500 W. n.
 Owned-Operated By Uncompaghre Bcstg. Co.
 Business-Studio Address P. O. Box 279
 Phone: 599. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 President F. J. Hartman
 Gen. Mgr. Geo. Cory
 Station Mgr. Dale G. Moore
 Comm., Sales Prom. Mgr. Robert Churney
 Program Director Ed DeJulio
 Chief Engineer Tom Weir

KCSJ

PUEBLO—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Star Bcstg. Co., Inc.
 Address 2226 Big Hill Rd.
 Phone: LI 4-5782. Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Pres., Gen. Mgr. Douglas Kahle
 Commercial Mgr. Ray Whitworth
 Station Mgr. Larry Gordon
 Chief Engineer Marion Cunningham

KDZA

PUEBLO—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Address 3011 Elizabeth
 Phone: 1255. Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative McGilvra
 Pres., Gen., Comm. Mgr. Dee B. Crouch
 News, Spls. Dir. Jerry Rhoads

WTIC...By Every Measurement A GREAT RADIO STATION

MANAGEMENT
WTIC's management is in the hall of fame.

FACILITIES
From these modern studios to the...

PROGRAMMING
Many top stars of radio had their...

PUBLIC SERVICE
WTIC's traditional concern is public service.

WTIC has earned the loyalty and confidence of its listeners by placing public welfare above all other considerations. Not only in times of emergency and disaster but every day the public welfare is our concern.

MARKET
Connecticut, the center of the great WTIC market, ranks first in the U.S. in per family income. WTIC dominates this prosperous Southern New England Market.

Total Number of Families	794,700
Effective Buying Income	\$4,763,631,000
Total Retail Sales	3,265,380,000
Total Food Sales	\$64,958,000

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Measure of a Great
Radio Station

REPRESENTED NATIONALLY BY
THE HENRY I. CRISTAL CO., INC.

NEW YORK BOSTON CHICAGO DETROIT SAN FRANCISCO

KGHF

PUEBLO—1928—ABC

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Colorado Bcstg. Co., Inc.
 Address: Box 293
 Phone: LI 2-5570 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Gill-Perna, Inc.
 Membership: NARTB, RAB
 President: Gifford Phillips
 General Manager: Robert D. Ellis
 Commercial Manager: Bill Mahoney
 Station Manager: J. H. McGill
 Chief Engineer: Willis C. Shanks

KVRH

SALIDA—1948—KBS-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned: Heart of the Rockies Bcstg. Co.
 Phone: 30 Air Time: Full Time
 News Service: INS
 Pres., Gen. Mgr.: Jon F. Lohmer
 Program Director: Alan Wall
 Chief Engineer: O. V. Charles

KGEK

STERLING—1925

Frequency: 1230 Kc. Power: 250 Watts d.
 Owned-Operated By: Elmer G. Beehler
 Address: P. O. Box 830
 Phone: 679 Air Time: Daytime
 News Service: UP
 Trans. Service: Lang-Worth, MacGregor, Cole
 Membership: NARTB
 Owner, Gen. Mgr.: Elmer G. Beehler
 Station, Comm. Mgr.: Al Ross
 Prog. Director: John Gazdik
 Chief Engr.: E. G. Beehler

KCRT

TRINIDAD—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: KCR, Inc.
 Address: Box 772
 Phone: 338 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Rep., Indie Sales: Ken Palmer
 Pres., Gen. Mgr.: E. M. Cooper
 Program Director: Pete Deluca
 Chief Engineer: E. M. Cooper

CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — Families 678,000

Radio Homes 670,000 — TV Homes 557,000 — Stations in State 25

WICC

BRIDGEPORT—1926—MBS-YANKEE

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By: Bridgeport Bcstg. Co.
 Address: Box 9140
 Phone: AM 8-1601 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Adam Young
 Membership: RAB
 Pres., Gen., Sta. Mgr.: Philip Merryman
 Commercial Manager: Manning Slater
 Sales Promotion Manager: Joan Fisher
 Program Director: Bob Crane
 Publicity Director: Leo Miller
 Chief Engineer: Pat Ulicano

Gen., Sta., Comm. Mgr.: John Ellinger
 Sales Prom. Mgr., Prog. Dir.: Harry Luke
 Asst. Prog. Dir.: Jack Kane
 Publicity Director: Stu Warshauer
 Chief Engineer: Norman Howard

WBIS

BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By: The Bristol Bcstg. Corp.
 Business-Studio Address: 183 Main St.
 Phone: 3-9265 Air Time: Daytime
 News Service: UP
 Representative: Clark
 Transcription Service: Associated, World
 Pres., Gen. Mgr.: Eric Hatch
 Sta. Mgr.: R. C. Kilbourn
 Comm. Mgr.: Amleto Ciccarelli
 Chief Engineer: Richard L. Ricci

WNAB

BRIDGEPORT—1941
 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WNAB, Inc.
 Business-Studio Address: 991 Broad St.
 Phone: 3-3112 Air Time: Full Time
 News Service: UP
 Representative: Burke Stuart, Walker
 President: Harold Thomas

WLAD

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By: Berkshire Bcstg. Corp.
 Business-Studio Address: 207 Main St.
 Phone: 8-3565 Air Time: Daytime
 News Service: AP

Transcription Service.....World. SESAC
 RepresentativeIndie Sales
 President.....John P. Previdi
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
 Program Director.....Eleanor Kemble
 Chief Engineer.....George McGuy

Asst. Gen. Mgr., Sls. Mgr.Walter Johnson
 Asst. Sales Mgr.....Irwin Cowper
 Program Manager.....Leonard J. Patricelli
 Public Rel. Dir.....Bernard Mullins
 Chief Engr.....Herman D. Taylor
 (See Page 366)

W C C C

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d
 Owned-Oper. By...Greater Hartford Bcstg Corp.
 AddressHotel Bond
 Phone: Jackson 5-6648.....Air Time: Daytime
 News ServiceUP
 Station Rep.Walker
 President.....William M. Savitt
 Sec'l, Treas.....M. Savitt
 Sta., Comm. Mgr.....R. H. Klein
 Program Director.....B. LaCoe
 Publicity Director.....E. Seltzer
 Chief Engineer.....Michael Cookish

W M M W

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Silver City Crystal Co.
 Business-Studio Address.....8 W. Main St.
 Phone: 5-5747.....Air Time: Daytime
 News ServiceUP
 RepresentativeRambeau
 President.....C. A. Schultz
 General Manager.....G. A. Kruttschnitt
 Comm. Mgr.....William Golder
 Sales Prom. Mgr.....James McGovern
 Program Director.....Lester H. Fox
 Chief Engineer.....John Roache

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By...The Connecticut Bcstg. Co.
 Business-Studio Address...869 Blue Hills Ave.
 Phone: Chapel 2-5596...Air Time: Full Time
 News ServiceUP
 Representative.....Paul H. Raymer
 MembershipNARTB
 President.....Franklin M. Doolittle
 General Manager.....Walter B. Haase
 Comm., Sales Prom. Mgr.....William F. Malo
 Program, News Dir.....Harvey H. Olson
 Chief Engineer.....Henry M. Broderick, Jr.

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: Diamond 7-2565...Air Time: Daytime
 TranscriptionThesaurus
 Station Rep.Devney
 President.....R. J. O'Brien
 General Manager.....Wm. J. O'Brien, Jr.
 Program Director.....Wm. J. Glynn
 Chief Engineer.....Kenneth A. F. Bishop

W G T H

HARTFORD—1935—MBS-ABC

Frequency: 1410 Kc.....Power: 5,000 Watts
 Owned-Oper. By...Gen. Times Television Corp.
 Business-Studio Address.....54 Pratt St.
 Phone: JA 7-9131.....Air Time: Full Time
 News ServiceUP
 Representative.....H-R Reps, Inc.
 MembershipRAB
 President.....Thomas F. O'Neil
 General Manager.....F. W. Wagenvoord
 Commercial Manager.....Gordon R. Kerr
 Program Director.....John Downey
 Chief Engineer.....Rogers Holt

W H A Y

NEW BRITAIN—1949 CONNECTICUT STATE FOREIGN LANGUAGE

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By...Central Conn. Bcstg. Co.
 Business Address.....22 Grove Hill
 Phone: 3-2721.....Air Time: Unlimited
 News ServiceUP
 RepresentativeNona Kirby
 President.....Patrick Goode
 Exec. Vice-Pres.....Edward D. Taddei
 General Mgr.....Aldo DeDominicis
 Sta., Comm. Mgr.....Charles Bell
 Program Director.....George Ehrlich
 Chief Engineer.....Hillis W. Holt

W T I C

HARTFORD—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Travelers Bcstg. Service
 Business-Studio Address.....26 Grove St.
 Phone: JA 5-0801.....Air Time: Full Time
 News ServiceAP
 Transcription Service...Lang-Worth SESAC
 RepresentativeChristal
 MembershipNARTB, RAB
 V.P., Gen. Mgr.....Paul W. Morency

W K N B

NEW BRITAIN—1946

Frequency: 840 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...New Britain Bcstg. Co.
 Address.....1422 New Britain Ave.
 Phone: Baldwin 3-3603...Air Time: Daytime
 News ServiceAP
 RepresentativeBolling
 President.....Julian Gross
 General Manager.....Peter B. Kenney
 Commercial Manager.....Gustave Nathan
 Program Director.....Ray Neilan
 Publicity Director.....Helen M. Loy
 Chief Engineer.....John Shipley

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By: WAVZ Bcstg. Corp.
 Business-Studio Address: 152 Temple St.
 News Service: AP
 Representative: Forjoe, Kettell, Carter
 Membership: RAB
 President: Victor W. Knauth
 V.P., Gen. Mgr.: Daniel W. Kops
 Comm. Mgr.: Richard J. Monahan
 Program Director: E. J. Markle
 Publicity Director: S. L. Barstein
 Chief Engineer: Ralph Carrano

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc. Power: 1000 Watts
 Owned By: Conn. Radio Foundation, Inc.
 Business-Studio Address: 221 Orange St.
 News Service: UP
 Representative: H. R. Repts., Rbt. Foster
 Pres., Gen. Mgr.: Richard W. Davis
 Commercial Mgr.: Edwin H. Schweitzer
 Publicity Director: Rudy Frank
 Program Director: Charles H. Wright
 Chief Engineer: Fred King

WNHC

NEW HAVEN—1944—NBC, CSN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Elm City Bcstg. Corp.
 Business-Studio Address: 1110 Chapel St.
 Phone: SP 7-3611. Air Time: Full Time
 News Service: AP
 Representative: Katz Agency
 Membership: NARTB
 President: Patrick J. Goode
 General Manager: Aldo DeDominicis
 Exec. Vice-Pres.: Edward D. Taddei
 Commercial Manager: J. Vincent Callanan
 Station Manager: Edward C. Obrist
 Prom. Mgr., Publ. Dir.: James W. Evans
 Chief Engineer: Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Thames Bcstg. Corp.
 Business-Studio Address: 281 State St.
 Phone: GI 2-4365. Air Time: Full Time
 News Service: UP
 President-Gen. Sta. Mgr.: Gerald J. Morey
 Comm.-Sales Prom. Mgr.: Leo B. Keegan
 Prog., Publ. Dir.: Nelson Brown
 Chief Engineer: Randolph Barrett

WNLK

NORWALK—1948

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By: Norwalk Bcstg. Co., Inc.

Business-Studio Address: Main & Wall Sts.
 Phone: Temple 8-5566. Air Time: Full Time
 News Service: UP
 Representative: McGillvra
 Pres., Gen. Mgr.: James Stolz
 Program Director: Dick Bounerba
 Chief Engineer: Clarence Burnham

WICH

NORWICH—1946

Freq: 1310 Kc. Power: 1 Kw.
 Owned-Oper. By: Eastern Conn Bcstg. Co.
 Business-Studio Address: Cuprak Rd.
 Phone: Turner 7-1613. Air Time: Full Time
 News Service: INS, UP
 Transcription Service: CWB Time, World
 Representative: Grant Webb
 Membership: NARTB, RAB
 President: D. Lasser
 Promotion Dir.: Edward Adler
 Comm. Mgr.: Richard Reed
 Program Dir.: Sid Frank
 Chief Engineer: Alexander Dubenetsky

WPCT

PUTNAM—1953

Frequency: 1350 Kw. Power: 500 Watts d.
 Owned-Oper. By: Israel Putnam Bcstg. Co.
 Address: 42 Main St.
 Phone: 8-2721. Air Time: Daytime
 News Service: UP
 Transcription: World
 Membership: NARTB
 President: Roland A. Gayette
 Station Manager: Ralph F. D'Andrea
 Chief Engineer: James Bonney

WSTC

STAMFORD—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: W. Conn. Bcstg. Co.
 Business-Studio Address: 270 Atlantic St.
 Phone: 4-7575. Air Time: Full Time
 Newspaper Affiliation: Stamford Advocate
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Everett-McKinney
 Membership: NARTB
 President: Kingsley Gillespie
 Gen. Manager: Julian Schwartz
 Program Director: Steve Phillips
 Chief Engineer: Robert A. Reynolds

WLCR

TORRINGTON—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Litchfield Cty. Radio Corp.
 Business-Studio Address: 23 Main St.
 Phone: Hunter 9-4173-74. Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Representative: Sears & Ayer

Membership BAB, NARTB
 Pres., Gen. Mgr. Charles O. Scott
 Station Mgr. Joe Trent
 Comm. Mgr. Alex Pernal
 Program Director Joe Storm
 Chief Engineer Alfred Pollakat

Sales Prom. Mgr. Wallace Gordon
 Program Director Wally King
 Publicity Director Bob Gillespie
 Chief Engineer Russell Jensen

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: 9-4181 Air Time: Full Time
 News Service AP
 Representative Rambeau
 President Edmund Waller
 Gen., Sta., Comm. Mgr. John J. Morris
 Program Director Al Ayre
 Pub. Dir. Louise Morris
 Chief Engineer Edwin Michalski

W B R Y
WATERBURY—1934—CBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By. American-Republican, Inc.
 Business-Studio Address P. O. Box 1627
 Phone: 3-1125 Air Time: Full Time
 Newspaper Affiliation, Waterbury Republican
 News Service AP
 Transcription Service World
 Rep. Avery-Knodel, Kettel-Carter
 Membership NARTB
 President William J. Pape
 Commercial Manager Harry A. DeVorken
 Gen. Mgr. J. Maxim Ryder
 Sales Promotion Mgr. Robert Holczer
 Program Director Walter O. Howard
 Chief Engineer Frank B. Hales

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: 5-1121 Air Time: Full Time
 News Service UP
 Representative Burke-Stuart
 Membership NARTB
 President Harold Thomas
 Gen., Sta., Comm. Mgr. Sam Elman

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: 4-5141 Air Time: Full Time
 News Service AP
 Representative McGillvra
 President William G. Wells
 General Manager James H. Shoemaker
 Program Director Robert C. Crazer
 Chief Engineer Wm. Goldstein

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — Families 103,000
Radio Homes 99,000 — TV Homes 87,000 — Stations in State 7

WDOV DOVER—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned. Del. State Bcstg. Corp.
Business Address. Denny's Rd.
Phone: 5816. Air Time: Daytime
News Service AP
Transcription Service World
Representative Rambeau
Membership RAB
President William S. Freed
General Manager Cliff Goodman
Program Director Virginia Bracken
Chief Engineer Perley Tribout

WJWL GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By. Rollins Bcstg., Inc.
Address DuPont Highway
Phone: 2567. Air Time: Daytime
News Service AP
Transcription Service Thesaurus
Representative Zimmer
President John W. Rollins
Gen., Comm. Manager Norman M. Glenn
Program Director Bill Jaeger
Chief Engineer Edward Marzora

WKS B MILFORD—1953

Frequency: 930 Kc. Power: 500 Watts d.
Owned-Oper. By. Kent-Sussex Bcstg. Co.
Address Box 444
Phone: Milford 8881. Air Time: Daytime
News Service UP
Transcription Service Lang-Worth
Co-owner, Comm. Mgr. H. M. Griffith Jr.
Co-owner, Chief Engineer C. V. Lundstedt
Program Director Borden E. Smith

WAMS WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned. Rollins Broadcasting Co.
Address 321 Delaware Ave.
Phone: 4-8882. Airtime: Daytime
News Service AP
Transcription Service Associated
Representative Rollins, Inc., N. Y. C.
President O. Wayne Rollins
General Manager Ralph J. Baron
Program Director Tim Crow
Chief Engineer Fitzgerald McDaniel

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By. WDEL, Inc.
Business-Studio Address. 10th & King Sts.
Phone: 8-7269. Air Time: Full Time
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB
Station Executive Clair R. McCollough
Station Manager Harvey C. Smith
General Sales Mgr. J. Robert Gulick
Program Director R. V. Aydelotte
Technical Director J. E. Mathiot

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Delaware Bcstg. Co.
Business-Studio Address. 920 King St.
Phone: 4-7771. Air Time: Full Time
News Service UP
Transcription Service World
Representative Bolling Co.
Membership RAB
Pres., Gen. Mgr. Ewing B. Hawkins
Sta., Comm. Mgr. Jackson F. Lee
Program Director Warren Keyser
Chief Engineer H. Edwin Kennedy

WTUX

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By. Port Frere Bcstg. Co., Inc.
Business-Studio Address. 1400 Market St.
Phone: 5-8821. Air Time: Daytime
News Service AP
Representative Indie Sales, Inc.
Pres.-Sta. Mgr. Gordon K. MacIntosh
V.P., Sales Mgr. William S. Ewing
General Mgr. Howard Robinson
Commercial Mgr. John M. Talley
Program Director William H. Gehlert
Publicity Director Justina Spagnolo
Chief Engineer Seymour Toberlisky

DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — Families 281,000
 Radio Homes 272,000 — TV Homes — 231,000 — Stations in State 7

WGMS

WASHINGTON, D.C.—1947

Freq.: 570 Kc. Power: 1000 W. d.
 Owned-Oper. By: The Good Music Station, Inc.
 Address: Hotel Harrington
 Phone: Executive 3-8676. Air Time: Daytime
 Transcription Service: Associated
 News Service: AP
 Representative: Good Music, Thomas F. Clark
 Pres., Gen. Sta. Mgr.: M. Robert Rogers
 Comm., Sales Prom. Mgr.: Dan R. Cavalier
 Program Director: Pierson Underwood
 Chief Engineer: Nicholas J. Chaconas

WMAL

WASHINGTON, D.C.—1925—ABC

Freq.: 630 Kc. Power: 5,000 Watts
 Owned: Evening Sun Bcstg. Co., Inc.
 Address: 4461 Connecticut Ave., N.W.
 Phone: Kellogg 7-1100. Air Time: Full Time
 News Service: AP
 Representative: Katz
 Newspaper Affiliation: The Evening Star
 President: John W. Thompson, Jr.

General Manager: Fred S. Houwink
 Station Manager: Robert W. Jonscher
 Sales Prom. Mgr.: Arnold Katinsky
 Program Director: Martin Pinsker
 Chief Engineer: Allan Powley

WOL

WASHINGTON, D. C.—1924

Frequency: 630 Kc. Power: 250 Watts
 Owned: Wash. Bcstg. Corp.
 Address: 2000 P. St., N. W.
 Phone: ME 8-0010. Air Time: Full Time
 News Service: UP
 Representative: Gill-Perna
 Pres., Gen. Mgr.: Henry Rau
 Vice-Pres.: Charles Dillon
 Comm. Mgr., Prog. Dir.: Maxwell Marvin
 Publicity Director: Charles Brailer
 Chief Engineer: Lloyd Smith

WOOK

WASHINGTON, D. C.—1940

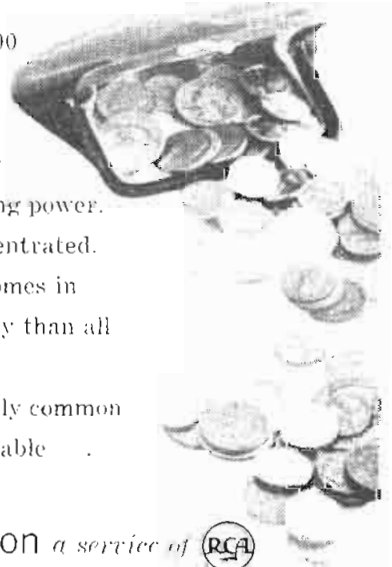
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio: 8th & I Sts., N.W.

There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. Nielsen averages show WRC delivering more homes in Washington's rich five-county area night and day than all the other radio stations combined!

To tap this tremendous buying power, it is only common sense to use the most potent selling power available.



WRC **NBC**

Radio in Washington a service of 

*Sources: Nielsen Coverage Service,
 Sales Management Survey of Buying Power*

Represented by NBC Spot Sales

Phone: Republic 7-8000... Air Time: Full Time
 Station Rep. United Bcstg., Harlan Oakes
 News Service WNS
 Pres., Gen. Mgr. Richard Eaton
 Program Director Cliff Holland
 Comm., Sta. Mgr. Arthur A. Snowberger

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By . National Bcstg. Co., Inc.
 Business-Studio Address . Sheraton Park Hotel
 Phone: Adams 4-5400... Air Time: Full Time
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Representative NBC Spot Sales
 Membership NARTB, RAB
 President (NBC) Sylvester L. Weaver Jr.
 Exec. Vice-Pres. (NBC) Robert Sarnoff
 Vice-Pres. (Wash.) Frank Russell
 Vice-Pres., Gen. Mgr. Carlton D. Smith
 Program Director James E. Kovach
 Sales Prom. Mgr. Robert Adams
 Director of Sales Joseph W. Goodfellow
 Commercial Mgr. Charles de Lozier
 Publicity Director Jay Royen
 Chief Engineer John Rodgers

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By WTOP Inc.
 Address 40th & Brandywine, N.W.
 Phone: Emerson 2-9300... Air Time: Full Time
 News Service AP, UP, INS
 Representative CBS Radio Spot Sales
 Membership RAB
 President John S. Hayes
 V.P., Sta. Mgr. Lloyd Dennis
 Comm. Mgr. R. W. Schellenberg
 Sls. Prom. Mgr., Pub. Dir. W. J. Wiggins
 Prog. Dir. P. A. Searight
 Chief Eng. Granville Klink

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By WWDC, Inc.
 Business-Studio Address 1627 K St., N.W.
 Phone: Sterling 3-3800... Air Time: Full Time
 News Service AP, UP
 Transcription Service ... Standard, Thesaurus,
 Langworth, World
 Representative Blair
 Membership NARTB, RAB
 President Joseph Katz
 General Manager Ben Strouse
 Comm. Manager Herman Paris
 Program Director Norman Reed
 Sls. Prom., Pub. Dir. Irving Lichtenstein
 Chief Engineer Ross H. Beville

**THOSE WHO KNOW
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**KNOW THE MOST
 FAMOUS BRAND
 IN NEWS IS**

AP

FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,591,000 — Families 1,111,000

Radio Homes 1,005,000 — TV Homes 190,000 — Stations in State 95

W B A R

BARTOW—1953

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By: WBAR, Inc.
Address: Box 820, Lakeland Hwy.
Phone Number: 3-5111
President: W. A. Wynne
General Manager: Ted Leeper
Commercial Mgr.: John Burgreen
Program Dir.: Chuck Dent
Chief Engineer: Edward St. Clair

W S W N

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Seminole Bcstg. Co.
Phone: 2064 Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, World
Membership: RAB, NARTB
President: Dr. R. G. Nelson
V.P., Gen. Mgr.: Mrs. Mary Foy
Sales Manager: Marvin Smith
Program Director: W. E. Eggleston
Chief Engineer: C. S. Clemans

W T R L

BRADENTOWN—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Land o' Lakes Bcstg. Co.
Address: Memorial Pier, P. O. Box 1060
Phone: 31-531 Air Time: Full Time
News Service: AP
Representative: Hil Best
Membership: NARTB
Transcription Service: World, Standard
President: Howard A. Donahoe
Gen., Sta. Mgr.: William McD. Herson
Comm., Sales Prom. Dir.: Ken McKendree
Program Director: Charles A. Blake
Publicity Director: Earl Lindgren
Chief Engineer: Gerald McGougan

W T A N

CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: WTAN, Inc.
Business Address: 200 Pierce Blvd.
Phone: 33084 Air Time: Full Time
News Service: UP
Representative: McGillvra
Membership: NARTB, RAB
President: Wm. G. Wells
General, Station Manager: H. D. Parker
Commercial Manager: F. L. Parker
Program Director: L. H. Falconnier
Chief Engineer: Leslie E. Freedom

W K K O

COCOA—1953—KBS

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By: Brevard Bcstg. Co.
Address: Box 387
Phone: 1020 Air Time: Daytime
News Service: UP
Transcription Service: Standard, SESAC
Representative: Hil F. Best
Membership: BAB
Gen. Mgr., Program Dir.: Carl G. Collins, Jr.
Comm. Mgr.: Mercer Livermore
Chief Engineer: Davis E. Wilson

W V C G

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By: Peninsular Bcstg. Corp.
Business Address: 223 Aragon Ave.
Phone: 8-74-11 Air Time: Daytime
News Service: AP
Transcription Service: Associated
Representative: Clark
Membership: RAB, NARTB
President-General Mgr.: George W. Thorpe
Commercial Manager: T. Hooke McCallie
Program Director: Robert S. Stevens
Chief Engineer: Thomas Middleton

W C N U

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Gulfshores Bcstg. Co.
Business-Studio Address: Box 518
Phone: 3511 Air Time: Daytime
News Service: AP
Transcription Service: World, SESAC
President: D. Grady O'Neal
General Manager: H. French Brown, Sr.
Program Director: Vernon Cooper
Station Manager: Sam F. Townsend

W D C F

DADE CITY—1954

Frequency: 1350 Kc. Power: 1 Kw.
Owned: Pasco Bcstg. Co.
Address: P. O. Box 387
News Service: AP
Station Representative: Dora-Clayton
General Manager: Elmo B. Kitts

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: 6492..... Air Time: Full Time
 News ServiceUP
 MembershipNARTB
 Representative.....Joseph Hershey McGillvra
 Station Manager.....Ray Clancy
 Commercial Manager.....John S. Pitts
 Program Director..... Mildred Mullins
 Chief Engineer..... Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948—MBS

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Operated By.....News-Journal Corp.
 Business-Studio Address.....Daytona Beach, Fla.
 Phone: 2-1511..... Air Time: Full Time
 News ServiceAP
 Representative.....John H. Perry
 MembershipRAB, NARTB
 Gen.-Sta.Mgr.....Jerry Stone
 Comm. Mgr.....R. Y. Huffman
 Prog. Dir.....Jo Bledsoe
 Chief Engineer.....F. A. Scott

WROD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Daytona Beach Bcstg. Corp.
 Bus. Address..... Wilder Blvd. & S. Beach St.
 Phone: 4626..... Air Time: Full Time
 News ServiceUP
 Transcription Service.....Thesaurus
 MembershipRAB
 Representative.....Rambeau
 Pres.-Gen. Mgr.....E. J. Sperry
 Pgm. Dir., Chief Engr.....W. C. Collier

WJBS

DELAND—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....John B. Stetson Univ.
 Address.....220 East Hubbard Ave.
 Phone: 1490..... Air Time: Full Time
 News ServiceAP
 Transcription Service.....Associated
 Stations Rep.....Donald Cooke
 MembershipNARTB
 Gen. Mgr., Prog. Dir.....C. L. Menser
 Comm. Mgr.....William G. Hall
 Program Dir.....C. L. Menser
 Chief Engineer.....John Andre

WDBF

DELRAY BEACH—1954

Frequency: 1420 Kc.....Power: 500 Kw.
 Owned.....Delray Bcstg. Corp.
 Address.....Bon Air Hotel
 President.....S. R. Sague
 Commercial Mgr.....Norman V. Bergholm
 Station Manager.....Robert Murray
 Promotion Mgr.....Bill Gannon
 Chief Engineer.....Jim Lacey
 Executive Engineer.....Bob Leedham

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Broward Bcstg. Co.
 Address.....P. O. Box 78
 Phone Number2-2563
 News ServiceUP
 Representative.....Hil F. Best
 President.....L. C. Judd
 Gen., Sta. Mgr.....Chas. H. Gravett
 Program Director.....Betty Phillips
 Chief Engineer.....Theodore Dudas

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gore Publishing Co.
 Bus.-Studio Address.....1785 S. E. 15th St.
 Phone: 3-2511..... Air Time: Full Time
 News ServiceAP
 Transcription Service.....World
 President.....J. W. Dickey
 Gen., Sta., Comm. Mgr.....R. L. Bowles
 Program Director.....Jack W. Swart
 Chief Engineer.....Richard P. Northey

WINK

FT. MYERS—1940—CBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ft. Myers Bcstg. Co., Inc.
 Address.....54 Palm Beach Blvd.
 News ServiceAP
 Representative.....Donald-Cooke
 President.....Daniel Sherby
 General Manager.....A. J. Bauer
 Program Director.....Frank Nodine
 Chief Engineer.....Bob Bachman

WMYR

FT. MYERS—1952

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Robert Hecksher
 Address.....WMYR Bldg.
 Phone: 5-1175..... Air Time: Full Time
 News ServiceUP
 Station Representative.....Dora-Clayton
 MembershipRAB
 Owner.....Robert Hecksher

WARN

FORT PIERCE—1952—ABC-KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....Hurricane Bcstg. Co.
 Address.....Angle Rd.
 Phone: 1330..... Air Time: Daytime
 News ServiceAP
 Transcription Service.....Standard
 MembershipNARTB, RAB
 Co-owner, Gen. Mgr.....Murray C. Tillman
 Co-owner, Prom. Mgr.....C. C. Tillman
 Program Director.....Willis M. Shawver Jr.
 Chief Engineer.....John E. Palmer

WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Indian River Bcstg. Co.
 Business Address: Melody Lane
 Phone: 1400 Air Time: Full Time
 News Service: UP
 Membership: RAB, NARTB
 Transcription Service: World
 Pres., Gen., Sta. Mgr.: James L. Howe
 Program Director: Anne Wilder
 Commercial Manager: J. Kingsley Bult
 Chief Engineer: James Sowinski

WFTW

FT. WALTON BEACH—1953

Frequency: 1260 Kc. Power: 1000 Watts
 Owner: Vacationland Bcstg. Co.
 Address: 39 Main St., Box 87
 Phone: 3-2601
 President: Wilbur R. Powell
 Chief Engineer: Frank Prestwood

WGGG

GAINESVILLE—1948—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned: Alachua County Bcstg. Co., Inc.
 Business-Studio Address: 1230 Waldo Rd.
 Phone: Franklin 6-5791 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Best
 Pres., Gen. Mgr., Ch. Eng.: R. M. Chamberlin
 Commercial Manager: Leon E. Mims
 Program Director: Pierre A. Bejano
 Promotion Manager: Scott Sutton

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: Univ. of Fla.
 Business-Studio Address: Campus, Univ. of Fla.
 Phone: 3261, Ext. 466-7-8 Air Time: Full Time
 News Service: AP
 Trans. Service: Lang-Worth, Thesaurus
 Representative: Burn-Sraith
 Membership: NARTB
 General Manager: Garland Powell
 Commercial Manager: John Dunnivant
 Program Director: Ray Dantzler
 Chief Engineer: Bertram McNamara

WGMA

HOLLYWOOD-MIAMI—1953

Freq.: 1320 Kc. Power: 500 Watts
 Owned: Greater Miami Broadcasters, Inc.
 Address: Box 757
 Phone: Jackson 3-2616 Air Time: Daytime
 News Service: AP
 Station Representative: J. Hershey McGillvra
 Membership: NARTB
 President: Major Ramulf Compton

Gen. Managers: Mr. & Mrs. Wm. B. Murphy
 Sales Prom. Mgr.: Steve Marko
 Program Director: Bop Hope
 Chief Engineer: Wm. B. Murphy

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By: WIVY, Inc.
 Address: 1050 Spring Grove Ave.
 News Service: INS
 Representative: Thomas F. Clark
 Pres., Gen. Mgr.: Edward J. Oberle
 Commercial Manager: Randolph S. Jones
 Program Director: Lawrence Picus
 Chief Engineer: James Stephens

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By: City of Jacksonville, Fla.
 Business-Studio Address: 1 Broadcast Pl.
 Air Time: Full Time
 Transcription Service: MUSAC
 Representative: John Blair; Harry E. Cummings
 Commissioner in Charge: J. D. Kennedy
 Sta. Mgr., Chief Eng.: John T. Hopkins, III
 Program Director: Marion D. Trowell
 Commercial Manager: J. W. Douglass

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Jacksonville Journal Co.
 Bus.-Studio Address: 4038 Phillips Highway
 Phone: EX 8-9751 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Lang-Worth
 Representative: John H. Perry Associates
 President: John H. Perry, Jr.
 General Manager: T. S. Gilchrist, Jr.
 Operation Mgr.: Jack Newsom
 Commercial Mgr.: Bill Fraker
 Sales Prom. Mgr.: Martha Thomas
 Program Director: Larry Bodkin
 Publicity Director: Martha Thomas
 Chief Engineer: Beecher Hayford

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By: So. Radio and Equip. Co.
 Business-Studio Address: 1036 Mary St.
 Phone: 98-3411 Air Time: Daytime
 Station Representative: Stars
 President: E. D. Rivers, Sr.
 General Manager: Jim Macri
 Chief Engineer: W. F. Askew

WMBR

JACKSONVILLE—1933—CBS

Frequency: 1460 Kc. Power: 5000 Watts

Owned-Oper. By.....Washington Post Co.
 Business-Studio Address.....605 Main St. S.
 Phone: Ex 8-0501.....Air Time: Full Time
 News Service.....UP
 Representative.....CBS Radio Spot Sales
 Membership.....BAB
 President.....Philip Graham
 Vice President.....John S. Hayes
 V.P., Comm. Mgr.....Dave Booher
 Sls. Prom. Mgr.....Roger Langston
 Program Director.....Ted Chapeau
 Chief Engineer.....Ernest B. Vordermark

WPDQ

JACKSONVILLE—1942—ABC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jacksonville Bcstg. Corp.
 Studio Address.....Gulf Life Bldg.
 News Service.....AP
 Transcription Service.....World
 Station Rep.....Rintoul & McConnell, Ayers
 President.....James R. Stockton
 General-Station Manager.....Robert R. Feagin
 Comm., Prom. Mgr.....Kenneth F. Small
 Program Director.....Wm. H. Blackburn
 Chief Engineer.....James R. Donavan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRHC, Inc.
 Address.....247 Margaret St.
 Phone: 6-0461.....Air Time: Full Time
 Membership.....NARTB, RAB
 Representative.....Forjoe & Co.
 Pres., Prom. Mgr.....Harold S. Cohn
 General Manager.....Harold Cohn, II
 Program Director.....Mrs. Elva Stein
 Chief Engineer.....William Johnson

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.
 Address.....12th Ave., N., Box 428
 Phone: 5-5674.....Air Time: Daytime
 Representative.....Hil F. Best
 Membership.....NARTB
 News Service.....AP
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.
 Station Mgr.....Morton B. Robinson
 Commercial Mgr.....Thomas P. Harper
 Program Director.....Morton B. Robinson
 Chief Engineer.....Leslie C. Miner

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By.....John M. Spittswood
 Address.....P. O. Box 891
 Phone: 2-7777.....Air Time: Full Time
 Pres., Gen. Comm., Mgr.....John M. Spittswood
 Station Manager.....Kermit Lewin
 Chief Engineer.....Charles Lowe

WRWB

KISSIMMEE—1954

Frequency: 1220 Kc.....Power: 250 Watts
 Owned.....Emerson W. Browne
 Address.....Acade Theater Bldg.
 Phone: 2111.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....Emerson W. Browne
 Commercial Mgr.....Frank Taylor

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Deep South Radioways
 Business-Studio Address..126 No. Marion St.
 Phone: 525-591.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 General Manager.....Alfred H. Temple
 Station Mgr.....Dick Whittington
 Chief Engineer.....Richard L. Cook

WLAK

LAKELAND—1936—NBC

Freq.: 1430 Kc.....Power: 5 Kw.
 Owned-Operated By..Lakeland Bcstg. Corp.
 Business Address.....P. O. Box 1211
 Phone: MU 2-1271.....Air Time: Full Time
 News Service.....UP
 Transcription Service..Associated, World, Std.
 Station Representative.....John E. Pearson
 Membership.....RAB, NARTB
 Pres., Gen. Mgr.....S. O. Ward
 Sta. Mgr., Chief Engr.....William P. Lee
 Sales & Prom. Mgr.....S. O. Ward
 Commercial Manager.....Powell Adams
 Program Director.....Garland Burt
 Chief Engineer.....William P. Lee

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Coastal Bcstg. Co.
 Business Address.....Lake Hunter Drive
 Phone: MU 5117.....Air Time: Full Time
 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

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned.....Imperial Palk Bcstg. Corp.
 Address.....P. O. Box 712
 Phone: 2-9831.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....SESAC
 Membership.....RAB, NARTB

President.....S. W. Keen
 Gen. Mgr., Chf. Engr.....G. Max Kimbrel
 Program Director.....Shirley Tucker
 Publicity Director.....John Haughee

WLBE

LEESBURG—1949—MBS-KBS

Frequency: 790 Kc.Power: 1000 Watts
 Owned-Operated By.....WLBE, Inc.
 AddressBox 297
 Phone: Leesburg 552....Air Time: Full Time
 News ServiceUP
 Station RepresentativeBest
 Transcription ServiceWorld
 President.....Paul A. Husebo
 General Manager.....Wendel F. Husebo
 Program Director.....Richard R. Coleman
 Chief Engineer.....Martin Kirkland

WNER

LIVE OAK—1949—KBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned.....Suwanne Bcstg. Co.
 Business Address.....P. O. Box 655
 Phone: 1450.....Air Time: Full Time
 News ServiceUP
 Owner, Gen. Mgr.....Norman O. Protsman
 Commercial Mgr.....John Lee Alford
 Program Director.....Faith Protsman
 Chief Engineer.....C. S. Parker

WTYS

MARIANNA—1948—MBS-KBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. By..John H. Phipps Radio Stas.
 AddressBox 565
 Phone: 650.....Air Time: Full Time
 News ServiceAP
 RepresentativeCummings
 President.....John H. Phipps
 General Manager.....L. H. Graves
 Station Manager.....Guy Hamilton
 Chief Engineer.....Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1948—MBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By..Melbourne Bcstg. Corp.
 Business-Studio Address.....WMMB Bldg.
 Phone: 574-5.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Station RepresentativeRambeau
 President.....Louis G. Bessler
 Vice-President.....Erna Bessler
 Gen., Comm. Mgr.....Vern L. Bessler
 Sales Prom. Mgr.....Le Chapman
 Publicity Director.....Robert Jobs
 Chief Engineer.....Fred Schopflin

WFEC

MIAMI—1949

Frequency: 1220 Kc.Power: 250 Watts
 Owned-Oper. By.....David Haber
 Address.....350 N.E. 71st St.
 Phone: 89-7534.....Air Time: Daytime
 RepresentativeRambeau
 President.....David Haber
 Gen., Comm. Mgr.....Herbert Schorr
 Program Director.....Milton Oshins
 Chief Engineer.....William Reader

WGBS

MIAMI—1944—CBS

Freq.: 710 Kc.Power: 50 Kw. d., 10 Kw. n.
 Owned.....Storer Bcstg. Co.
 Address1650 Biscayne Blvd.
 Phone: 9-2401.....Air Time: Full Time
 Newspaper Affiliation.....Miami Beach Sun
 News ServiceUP
 Transcription ServiceLang-Worth
 Station Representative.....Katz Agency, Inc.
 MembershipNARTB, RAB
 President.....George B. Storer
 Managing Director.....Miller N. Babcock
 Commercial Manager.....Francis J. Riordan
 Sales Promotion Mgr.....James Storer
 Program Director.....Donald E. Fischer
 Chief Engineer.....Edward C. Lockwood

WINZ

MIAMI—1946

Freq.: 940 Kc.Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By.....Hollywood Bcstg.
 Business Address.....Biscayne Terrace Hotel
 Phone: 82-6641-3.....Air Time: Full Time
 News ServiceINS
 Trans. Service.....Standard, Associated
 RepresentativePaul Raymer
 MembershipNARTB
 Pres., Gen. Mgr.....Rex Rand
 Nat. Sls. Mgr.....B. E. Henry
 Chief Engineer.....Stanley Brown

WIOD

MIAMI—1928—NBC

Frequency: 610 Kc.Power: 5,000 Watts
 Owned-Oper. By..Isle of Dreams Bcstg. Corp.
 Business-Studio Address...600 Biscayne Blvd.
 Phone: 3-6444.....Air Time: Full Time
 Newspaper Affiliation.....Miami Daily News
 News ServiceAP, INS, UP
 Transcription Service.....RCA, Thesaurus
 RepresentativeHollingsbery

President.....Daniel J. Mahoney
 General Manager.....James M. LeGate
 Commercial Manager.....Robert L. Fidler
 Program Director.....Scott Bishop
 Chief Engineer.....M. C. Scott

WMIE

MIAMI—1948

Freq.: 1140 Kc..Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By...Sun Coast Bcstg. Corp.
 Address244 Biscayne Blvd.
 Phone: 3-5556.....Air Time: Full Time
 News ServiceINS
 RepresentativeStars Nail, Inc.
 President.....E. D. Rivers, Sr.
 Gen., Sta. Mgr.....Kurt Meer
 Commercial Manager.....Stan Beaton
 Sales Promotion Director.....S. J. Spiegel
 Program Director.....Bill O'Hara
 Publicity Director.....Harriet Barondess
 Chief Engineer.....Russell Bennett

WQAM

MIAMI—1921—ABC

Frequency: 560 Kc..Power: 5 Kw.d., 1 Kw. n.
 Owned-Operated By.....Miami Bcstg. Co.
 Business-Studio Address.....duPont Bldg.
 Phone: 2-6121.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeJohn Blair
 MembershipNARTB, BAB
 President.....John S. Knight
 Gen., Sta., Comm. Mgr.....Owen F. Uridge
 Sales Prom., Pub. Dir.....Ruth Tanksley
 Program Dir.....Walt Suehla
 Chief Engineer.....Gene Rider

WWPB

MIAMI—1947—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Paul Brake
 Business-Studio Address....414 S.W. 2nd Ave.
 Phone: 3-7405.....Air Time: Full Time
 News ServiceAP
 RepresentativeWalker
 Pres., Gen., Sta. Mgr.....Paul Brake
 Program Director.....Peggy Newmay
 Publicity Director.....Bert Y. Johnson
 Chief Engineer.....Les Bryant

WAHR

MIAMI BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alan H. Rosenson
 Address.....420 Lincoln Road
 Pres., Gen. Mgr.....Alan Rosenson

WKAT

MIAMI BEACH—1937—MBS

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WKAT, Inc.
 Trans.-Address.....1759 Bay Road
 Phone: 5-5711.....Air Time: Full Time
 News ServiceUP
 Transcription Service.....Standard, Cole
 RepresentativeHeadley-Reed
 President.....A. Frank Katzentine
 General Manager.....John I. Prosser
 Commercial Mgr.....C. A. Wamper
 Chief Engineer.....Arthur P. Smith, Jr.

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. W. Rounsaville
 AddressMacArthur Causeway
 Phone: 5-5586.....Air Time: Daytime
 News ServiceUP
 Representatives.....Dora, Clayton, Forjoe
 Mgr. Dir.....W. R. Wagner
 Station Manager.....J. E. Vaughn
 Program Director.....Ed. Cook
 Commercial Mgr.....Arnold Kaufman
 Chief Engineer.....E. H. Wilbur

WEBY

MILTON—1954

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned.....C. W. Mapoles
 Address.....Ward Basin Rd.
 Air Time.....Daytime
 News ServiceUP
 Trans. ServiceWorld
 Owner.....C. W. Mapoles

WSBB

NEW SMYRNA BEACH—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Beach Bcstg. Co.
 Address.....P. O. Box 125
 Phone: 1230-1.....Air Time: Full Time
 News ServiceUP
 Station Rep.Continental
 Transcription ServiceLang-Worth
 General Manager.....A. V. Catterton
 Program Director.....James D. King
 Chief Engineer.....Roland W. Jordon

WMOP

OCALA—1953

Frequency: 900 Kc.....Power: 1000 Watts
 Owner.....A. B. Letson
 Address311 Robertson Bldg.
 PhoneMarion 2-4118
 Prog. Dir.....Art Creamer
 Chief Eng.....Lloyd Lutz

WTMC

OCALA—1939—NBC-KBS

Frequency: 1230 Kc. Power: 1000 Watts
 Owned-Operated By... Ocala Bcstg. Co. Inc
 Address 14 S. Magnolia
 Phone: MA 2-4127. Air Time: Full Time
 Newspaper Affiliation... Perry Newspapers
 News Service AP, UP
 Transcription Service Lang-Worth
 President John H. Perry, Jr.
 Gen. Mgr. Thomas S. Gilchrist, Jr.
 Station Manager T. S. Catalano
 Comm. Mgr. Paul Marlowe
 Publicity Director Ken Brown
 Program Dir. Ruth Brumball
 Chief Engineer William P. Callahan

WDBO

ORLANDO—1924—CBS-FRN

Frequency: 589 Kc. Power: 5000 Watts
 Owned-Operated By... Orlando Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone: 5-0541. Air Time: Full Time
 News Service AP, UP
 Trans. Ser. World, Thesaurus, Associated
 Representative... John Blair, Harry Cummings
 Membership NARTB, BAB
 Pres., Gen. Mgr. Harold P. Danforth
 Sales Dir. W. G. McBride
 Program Director Rosalind Boggs
 Chief Engineer J. E. Yarbrough

WHOO

ORLANDO—1947—ABC

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By WHOO, Inc.
 Address Fort Gatlin Hotel
 Phone: 5-3591. Air Time: Full Time
 News Service AP
 Transcription Service Standard, World
 Representative Forjoe
 President Edward Lamb
 Gen., Sta., Comm. Mgr. Carl Hallberg
 Program Director Walter Mitchell
 Chief Engineer Don Compton

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By... Mid-Fla. Radio Corp.
 Business-Studio Address Box 1991
 Phone: 8163. Air Time: Full Time
 News Service UP
 Station Rep. Raymer
 Membership NARTB, RAB
 General Manager Donn R. Collee
 Commercial Mgr. Thomas H. Donohue
 Program Director Ernest Legge
 Promotion Dir. Thomas H. Donohue
 Chief Engineer W. Dodd Daniel

WORZ

ORLANDO—1947—NBC

Freq.: 740 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Central Florida Bcstg. Co.
 Address P. O. Box 740
 Phone: 2-2451. Air Time: Full Time
 News Service INS
 Transcription Service Capitol, Associated
 Rep. Venard, Rintoul & McConnell
 President Naomi Murrell
 Sta., Comm. Mgr. Eugene D. Hill
 Comm. Mgr. John E. Surrick
 Sls. Prom. Mgr. Maurice Marshall
 Program Director Stephen Wesley
 Chief Engineer James Guerrinni

WWPF

PALATKA—1947—KBS

Frequency: 1260 Kc. Power: 500 Watts
 Owned-Operated By... Palatka Bcstg. Co.
 Address Box 86
 Phone: EA 54555. Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Gen. Mgr., Chief Engr. L. C. McCall
 Program Dir. Johnny Gillis
 Commercial Manager Herb Young

WDLP

PANAMA CITY—1940—NBC-KBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By... Panama City Bcstg. Co., Inc.
 Business-Studio Address 323 West Beach Dr.
 Phone: Poplar 3-1777. Air Time: Full Time
 Transcription Service Lang-Worth
 News Service AP
 Representative Perry Associates
 President John H. Perry
 General Manager C. B. Kelly
 Sta., Comm. Mgr. Don Brookins
 Chief Engineer Cal Howrigan

WPCF

PANAMA CITY—1949—ABC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Bay County Bcstg. Co.
 Address 300 E. 15th St.
 Phone: SU 5-6176. Air Time: Full Time
 Transcription Service Thesaurus
 Representative Devney, Dora-Clayton
 Pres., Gen. Mgr. E. L. DuKate
 Program Director Martha Ann Heath
 Production Director Glenn Lockhart
 Chief Engineer J. Frank Haynes

WBSR

PENSACOLA—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... WBSR, Inc.
 Business Address 1603 N. Pace Blvd.
 Phone: Hemlock 2-6172. Air Time: Full Time
 News Service AP

Representative, Venard, McConnell & Rintoul
 Pres. & Gen. Mgr. Don J. Lynch
 Commercial Manager. Bo Mitchell
 Program Director. Tony Chastain
 Chief Engineer. Glenn Nichols

WCOA

PENSACOLA—1925—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By. WCOA, Inc.
 Address. 118 E. Intendencia St.
 Newspaper Affiliation. News-Journal
 Transcription Service. Lang-Worth
 Representative. John H. Perry Associates
 President. John H. Perry, Jr.
 General Manager. J. Holliday Veal
 Sales Promotion Mgr. Ronald C. Tuten
 Program Director. Roland Wolf, Jr.
 Chief Engineer. Harold Heath

WEAR

PENSACOLA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper By. Gulfport Bcstg. Co.
 Address. P. O. Box 1188
 News Service. AP
 Sta. Rep. Hollingbery
 Membership. RAB
 Pres., Gen., Sta. Mgr. Mel Wheeler
 Program, Pub. Dir. Bill Anderson
 Chief Engineer. Jim Smith

WPRY

PERRY—1954

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By. Taylor Co. Bcstg. Co.
 Pres., Gen. Mgr. Elmo B. Kitts

WPLA

PLANT CITY—1949—KBS

Frequency: 1570. Power: 250 Watts d.
 Owned-Operated By. W. A. Smith
 Address. P. O. Box 1588
 Station Representative. Best
 Membership. NARTB, BAB
 President. W. A. Smith
 Gen., Sta., Comm. Mgr. George Friend
 Sales Prom. Mgr. Joseph J. Wilson
 Program Director. Miss Frankie Blackwelder
 Publicity Director. Gordon Solie
 Chief Engineer. James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Quincy Bcstg. Corp.
 Address. Box 190
 Membership. NARTB
 Pres., Gen. Mgr. A. B. Letson
 Comm. Mgr. Wendell Taylor
 Program Director. Dewey C. Newton
 Chief Engineer. A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned. Fountain of Youth Bcstg. Co.
 Address. Box 588
 News Service. UP
 Transcription Service. World
 Station Rep. W. S. Grant
 Membership. NARTB
 President. Mrs. Mary E. Bell
 Gen., Sta. Mgr. John E. Bernhard, Jr.
 Prog., Pub. Dir. Mrs. Frankie C. Walker
 Chief Eng., Farm Editor. Ernest Raistrick

WSTN

ST. AUGUSTINE—1954

Frequency: 1420 Kc. Power 1 Kw.
 Owned. St. Augustine Bcstg. Co.
 Address. 66 Treasury St.
 Phone: 815. Air Time: Daytime
 News Service. AP
 Transcription Service. Thesaurus
 Station Rep. Indie
 General Manager. Tom Carr
 Commercial Mgr. Roth K. Robbins

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By. Fla. W. Coast Bcstrs., Inc
 Address. Royal Palm Hotel
 Phone: 7-0511. Air Time: Daytime
 News Service. AP
 Station Representative. Indie Sales
 Membership. BAB
 President. Dr. Charles Farrington
 Gen., Comm. Mgr. Arthur Mundorff
 Station Manager. Bob Clayton
 Commercial Mgr. Richard Marsh
 Promotion Manager. Marjorie Blank
 Program Director. James Carley
 Publicity Director. Larry Rhodes
 Chief Engineer. Manley St. Jean

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. City of St. Petersburg
 Business Address. Municipal Pier
 Phone: 5-4121. Air Time: Full Time
 News Service. UP
 Transcription Service. Associated, World
 Representative. Weed
 Membership. NARTB
 General Manager. Charles L. Kelly
 Commercial Manager. Vera New
 Program Director. Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By. Pinellas Bcstg. Co.

Business-Studio AddressBox 691
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeH-R
 MembershipNARTB, BAB
 PresidentNelson Poynter
 General ManagerF. J. Kelly
 Comm. Mgr.L. L. Wildman
 Prom., Prog. Dir.Jack Faulkner
 Chief EngineerWilliam D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated ByMyron A. Reck
 Business AddressBox 1541
 News ServiceUP
 Gen., Sta. Mgr.Myron A. Reck
 Commercial ManagerRoy D. Green
 Program DirectorJ. Marion Harman, Sr.
 Chief EngineerJames S. Williamson, Jr.

WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.Power: 1000 Watts d.
 Owned-Operated BySarasota Bcstg. Co.
 AddressP. O. Box 2431
 RepresentativeHil Best
 MembershipNARTB
 News ServiceAP
 Transcription ServiceLang-Worth, World
 Pres., Gen. Mgr.A. G. Fernandez

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated ByWSPB, Inc.
 Business AddressCity Island
 Phone: Ringling 8-1811. Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeJohn E. Pearson
 MembershipNARTB, BAB
 PresidentRobert C. Jones, Jr.
 General ManagerJohn B. Browning
 Commercial ManagerJ. M. Miller
 Program DirectorDavid Hale
 Chief EngineerJames E. Grant

WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated ByClearfield Bcstrs., Inc.
 Business AddressP. O. Box 233
 Phone: 5-1811.Air Time: Full Time
 Transcription ServiceLang-Worth
 News ServiceUP
 PresidentW. K. Uerlich
 Gen. Mgr.William J. Thomas
 Sta., Comm. Mgr.Al Frank
 Program DirectorBetty Frank
 Chief EngineerRobert Goshorn

WSTU

STUART—1954—MBS-KBS

Frequency: 1450 Kc.Power: 100 Watts
 Owned-Oper. ByBluewater Bcstg. Co.
 Pres., Gen. Mgr.Lester M. Combs

WTAL

TALLAHASSEE—1935—CBS

Frequency: 1270 Kc.Power: 5000 Watts
 Owned-Operated ByJohn H. Phipps
 Business AddressBox 989
 PresidentJohn H. Phipps
 General ManagerL. Herschel Graves
 Program DirectorJoe Hosford
 Chief EngineerW. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC-KBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. ByTallahassee Appll. Corp.
 Business-Studio AddressDuval Hotel
 RepresentativeDora-Clayton
 MembershipNARTB
 Pres., Gen. Mgr.Frank W. Hazelton
 Chief EngineerCharles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.Power: 1000 Watts d.
 Owned-Operated ByTampa Bcstg. Co.
 Address401 W. Tyler St.
 Transcription ServiceLang-Worth
 Station RepresentativePearson
 MembershipNARTB
 Pres., Gen., Sta., Comm. Mgr. W. Walter Tison
 Program Dir.C. W. Geer
 Chief EngineerJ. B. Tison

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.Power: 5000 Watts
 Owned-Operated ByTampa Times Co.
 Business AddressN. Franklin St.
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeKatz
 PresidentDavid E. Smiley
 General ManagerL. Spencer Mitchell
 Program DirectorKenneth W. Skelton
 Chief EngineerWilliam Pharr Moore

WEBK

TAMPA—1950—KBS

Frequency: 1590 Kc.Power: 1000 Watts d.
 Owned-Operated ByHillboro Bcstg. Co.
 Address1521 E. Broadway
 Phone: 4-4177.Air Time: Full Time
 News ServiceINS

Station Rep.....Dora Clayton
Gen. Mgr., Chf. Engr.....Elmo B. Kitts
Commercial Mgr.....John Sanders

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Transcription Service.....Thesaurus
Representative..John Blair, Harry E. Cummings
Membership.....NARTB
President.....John C. Council
Sta.-Gen. Mgr.....George W. Harvey
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Paul M. Jones
Commercial Mgr.....Melvin E. Myer
Chief Engineer.....Joseph Mitchell

WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Sulphur Springs Bcstrs., Inc.
Business Address.....11,011 Florida Ave.
News Service.....AP
Pres., Gen. Mgr.....Harold A. Dunlap
Sta., Comm. Mgr.....Charley Arnett
Program Director.....Ellen Sauls
Chief Engineer.....Larry M. Kay

WIOK

TAMPA—1954

Frequency: 1150 Kw.....Power: 1000 Watts
Owner.....H. C. Young, Jr.
Address.....Box 1101
Phone.....4-1109
Chief Engineer.....Henry Cassady

WBOY

TARPON SPRINGS—1954

Frequency: 1470 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Freedemiller Bcstg. Co.

WNTM

VERO BEACH—1954

Frequency: 1370 Kc.....Power: 1 Kw.
Owned.....Cen. Fla. Bcstg. Co.
Address.....P. O. Box 397
Sta. Rep.....Venard, Rintoul & McConnell
President.....(Mrs.) Naomi T. Murrell
Sta., Comm. Mgr.....Rex Barney
Program Director.....James King, Jr.
Publicity Director.....Jeanne Pharr
Chief Engineer.....James Gurrinni

WTTB

VERO BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
President.....Merrill P. Barber

WEAT

WEST PALM BEACH—1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.
Owned.....WEAT-TV, Inc.
Address.....P. O. Box 70
Phone: 2-1505.....Air Time: Full Time
News Service.....AP
Transcription Service.....Capitol
Station Rep.....Walker Reps.
President, Gen., Sta. Mgr.....J. R. Meachem
Commercial Mgr.....Clifford H. Glick
Sls. Prom. Mgr., Prog., Pub. Dir.....Peter Cole
Chief Engineer.....Wayne Stump

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: 2-3638.....Air Time: Full Time
News Service.....AP
Transcription Service.....World, Lang-Worth
Representative.....Robert Meeker, Ayres
Membership.....NARTB
President.....S. K. Russell
Gen.-Sta. Mgr.....H. V. McMillan
Publicity Director.....Harry Forster
Chief Engineer.....Curtis Brinson

EST. 1936

WJNO

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

3rd LARGEST CITY
On the Famous Florida Gold Coast

TRADING AREA—206,000 PLUS
— Plus a Big Bonus Tourist Population
Year Around

WJNO EASILY LEADS
in Total Morning, Afternoon and Evening
Radio

QUALITY OF MARKET INDEX

139*

- EFFECTIVE BUYING INCOME \$190,341,000.00
- RETAIL SALES \$110,225,000.00
- BUILDING PERMITS SHOW INCREASE EACH YEAR

WJNO IS A HABIT IN
THE PALM BEACHES

WEST PALM BEACH, FLORIDA

National Representative:
Robert Meeker Associates, Inc.
Southeastern: James S. Ayres Co.

WIRK

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Ken-Sell, Inc.
 Business Address: 715 S. Flagler Drive
 Phone: 2-1744 Air Time: Full Time
 News Service: AP
 Transcription Service: Associated
 Representative: Cooke, Dora Clayton
 Pres., Gen., Sta. Mgr.: Joseph S. Field, Jr.
 Sales & Operations Mgr.: Rome Hartman
 Chief Engineer: William P. Heitzman

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Citrus Belt Bcstrs., Inc.
 Business Address: P. O. Box 633
 Phone: 32-561 Air Time: Full Time
 News Service: UP
 Representative: Devney & Co.
 President: Tom Moore
 Gen., Sta. Manager: Larry Rollins
 Commercial Manager: Earl Sturgeon
 Program Director: Richard Eyrich
 Chief Engineer: L. Orden Traig

WWPG

WEST PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power 250 Watts
 Owned: Palm Beach Bcstg. Co.
 Address: 3000 So. Ocean Blvd.
 News Service: UP
 Sta. Rep.: John H. Perry
 President: Charles E. Davis
 Program Director: Jodi Westaway
 Chief Engineer: Clyde Walkden

WABR

WINTER PARK—1954

Frequency: 1440 Kc. Power: 1 Kw.
 Owned: Orange County Bcstrs. Inc.
 Address: P. O. Box 7547
 Phone: 5-6631 Air Time: Daytime
 Sta. Rep.: Stars Nat'l
 General Mgr.: R. H. Gunckel, Jr.
 Sales Manager: Jim Macri
 Chief Engineer: Ray Campbell

GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,060 — Families 998,000
 Radio Homes 837,000 — TV Homes 150,000 — Stations in State 92

WALB

ALBANY—1941—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: Herald Publishing Co.
 Address: 138 Pine Ave.
 Phone: Hemlock 5-4511 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Newspaper Affiliation: Albany Herald
 Representative: Burn-Smith, Ayers
 Membership: NARTB
 President: James H. Gray
 General Manager: Tom Stillwagon
 Program Director: Jack Mayer
 Chief Engineer: John Rivard

WJAZ

ALBANY—1952

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By: Southeastern Bcstg. System
 Representative: Dora-Clayton
 News Service: UP
 President: James S. Rivers
 General Manager: Richard B. Smith
 Sta., Comm. Mgr.: R. V. Rogers

WDEC

AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Americus Bcstg. Co.
 Business-Studio Address: 109½ Windsor Ave.
 Phone: 3681-3682 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Dora-Clayton, Indie Sales
 Vice-Pres., Gen., Sta. Mgr.: Charles C. Smith
 Comm. Mgr.: J. G. Gilstrap, Jr.
 Chief Engineer: Raymond C. LaPrade

WGPC

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Albany Bcstg. Co.
 Business-Studio Address: New Albany Hotel
 Phone: Hemlock 21277 Air Time: Full Time
 News Service: UP
 Representative: George P. Hollingbery
 Membership: NARTB, BAB
 President: J. W. Woodruff
 Executive Manager: J. W. Woodruff, Jr.
 Sta., Comm., Sls., Prom., Pub. Dir.: L. M. George
 Program Director: Walter H. Flint
 Chief Engineer: Asa Tift

WGAU

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: J. K. Patrick Bcstg. Co.
 Business-Studio Address: Bobbin Mill Road
 Phone: Liberty 6-6575 Air Time: Full Time

Newspaper AffiliationBanner-Herald
News ServiceAP
President.....C. A. Rowland, Sr.
Gen., Sta. Mgr......Burl Womack
Program Dir......Mary L. Betts
Chief Engineer.....Bill Evans

WRFC

ATHENS—1948

Freq.: 960 Kc...**Power**: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add......279½ N. Lumpkin St.
News Service.....UP
Membership.....RAB, NARTB
Sta. Rep......McIlwra
Pres., Gen., Sta. Mgr......L. H. Christian
Commercial Mgr......J. T. Lloyd
Sls. Prom. Mgr......E. A. Thilenius
Program Director.....Franklin Butler
Publicity Director.....Ed Thilenius
Chief Engineer.....Lucius D. Drewry

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc...**Power**: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address.....1018 W. Peachtree St.
Phone: Vernon 3553...**Air Time**: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Katz
Membership.....NARTB, BAB
President.....George B. Storer, Sr.
General Manager.....Claude H. Frazier
Promotion Manager.....R. David Mayo
Program Director.....Les Henrikson
Chief Engineer.....Hugo Bondy

WAOK

ATLANTA—1931

Frequency: 1380 Kc...**Power**: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....201 Henry Grady Bldg.
Representative.....Forjoe
Pres., Gen. Mgr......L. M. George
Station Mgr......Dorothy Lester
Comm. Mgr......Stan Raymond
Prog., Pub. Dir......Zena Sears
Chief Engineer.....Eathel Holley

WBGE

ATLANTA—1947

Frequency: 1340 Kc...**Power**: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address...Georgian Terrace Hotel
News Service.....AP
Transcription Service.....Lang-Worth
Station Rep......J. Hershey McGillvra, Inc.
Pres......Robert N. Pinkerton
Gen., Sta. Mgr......H. W. Lanham
Program Director.....Edward S. Sosman
Chief Engineer.....Howard J. Parrish, Jr.

WERD

ATLANTA—1948

Frequency: 860 Kc...**Power**: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add....274½ Auburn Ave., NE
Phone Number.....Lamar 0888-7-9
Representative.....Interstate, Dora-Clayton
Membership.....NARTB, BAB
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr......J. B. Blayton, Jr.
Commercial Mgr......Albert H. Saddler
Program Director.....Paul E. X. Brown
Chief Engineer.....William F. Kennedy

WGST

ATLANTA—1923—ABC

Frequency: 920 Kc...**Power**: 5 Kw. d.; 1 Kw. n.
Owned...Board of Regents, University System of Ga.
Bus.-Studio Address.....900 Forsyth Bldg.
Phone: Walnut 8441...**Air Time**: Full Time
News Service.....AP
Representative.....Blair
Membership.....NARTB, BAB
Gen., Sta. Manager.....Ben Ackerman
Commercial Mgr......Don Mitchell
Prom., Pub. Dir......Mrs. M. Lunt
Program Director.....Jack Kelly
Chief Engineer.....Ivan Miles



waga
 ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by
 The Katz Agency, Inc.



Southern arithmetic:

750_{KC} + 2^{CHANNEL} = 1zillion*
SET HOMES

*That's all there is—there ain't no more!

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

wsb

The Voice of the South
750 KC

wsb-tv

The Great AREA station
of the Southeast
CHANNEL 2

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc. Power: 50,000 Watts
 Owned-Oper. By... Atlanta Newspapers, Inc.
 Address... Biltmore Hotel
 Phone: ELgin 6711. Air Time: Full Time
 Newspaper Affiliation... Journal, Constitution
 News Service... AP, UP
 Transcription Service... Associated
 Representative... Edward Petry
 Membership... NARTB, BAB
 Exec. Director... J. Leonard Reinsch
 General Manager... John M. Outler, Jr.
 Station Manager... Frank Gaither
 Sales Promotion Mgr... Walter Paschall
 Program Director... Elmo Ellis
 Publicity Director... Wayne L. Anderson
 Chief Engineer... C. F. Daugherty

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... R. W. Rounsaville
 Bus.-Studio Address. 3165 Mathieson Dr., N.E.
 Transcription Service... Standard
 Station Rep... Hollingbery, Dora Clayton
 Membership... NARTB
 Station Manager... John Fulton
 Commercial Mgr... Frank Erwin
 Program Dir... Robert Watson
 Chief Engineer... Elton B. Chick
 Technical Director... Paul Cram

W A U G

AUGUSTA—1951—KBS

Frequency: 1050 Kc. Power: 250 Watts
 Owned... Geo. Nicholson, Chester H. Jones
 Address... Bon Air Hotel
 Sta. Rep... Interstate United Newspapers
 Membership... BAB
 Pres., Gen. Sta. Mgr... Geo. C. Nicholson
 Comm., Sls., Prom. Mgr... J. Louis Solomon
 Program Dir... Reese J. Vaughn
 Chief Engineer... Marvin Tarpley

W B B Q

AUGUSTA—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owner... Savannah Valley Bdcstg. Co.
 Address... 515 Jefferson Davis Avenue
 Representative... Walker, Dora Clayton
 Membership... BAB
 President... John W. Weiss
 Gen., Sta., Comm. Mgr... Edward H. Dunbar
 Prom. Mgr... Joe Physioc
 Program Director... George W. Fisher
 Chief Engineer... Marvin Tarpley

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.

Owned-Oper. By... The Twin States Bcstg. Co.
 Business-Studio Address... 664 Broad St.
 Phone: 2-2692. Air Time: Full Time
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Avery-Knodel
 Membership... NARTB, BAB
 Pres., Gen. Mgr... A. D. Willard, Jr.
 Station Mgr... Donald MacDonald
 Commercial Mgr... Martin E. White
 Program Dir... Stanley Carey
 Chief Engineer... William Atkinson

W B I A

AUSTIN—1945—NBC

Frequency: 1230 Kc. Power: 250 Kw.
 Owned... Media, Inc.
 Address... 15 8th St.
 Station Rep... Forjoe & Co., Dora Clayton
 Membership... NARTB, BAB
 Vice Pres., Gen. Mgr... J. T. Snowden, Jr.
 Station Manager... Steve D. Manderson
 Program Director... Jim Armistead
 Chief Engineer... Ernest Swint

W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Augusta, Inc.
 Address... Masonic Bldg.
 Phone: 2-8805. Air Time: Full Time
 News Service... AP
 Transcription Service... World
 Representative... Headley-Reed
 Membership... RAB, NARTB
 President... Grover C. Maxwell
 General Manager... W. R. Ringson
 Station Manager... J. R. Owens, Jr.
 Sales Manager... M. C. Gregory
 Program Director... Richard Warner
 Chief Engineer... Rabun F. Bobo

W M G R

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Decatur Bcstg. Co.
 Address... Box 375
 Transcription Service... World
 General Manager... Charles W. Dowdy
 Commercial Manager... R. A. Vaughn
 Program Director... Joe Hill
 Chief Engineer... Woodrow Dunlap

W H A B

BAXLEY—1954

Frequency: 1260 Kc. Power: 1000 d.
 Owned-Oper. By... Farnell O'Quinn

W G I G

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
 Owned-Operated By... Brunswick Bcstg. Corp.

Business-Studio Address.....1514 Union St.
 Phone Number2714
 News ServiceAP
 RepresentativeMcGillvra
 General Manager.....Hugh K. Tollison
 Commercial Manager.....John Lane
 Program Director.....Jack Lenz
 Chief Engineer.....Herman Lange

W M O G

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Brunswick Inc.
 Address.....St. Simons Causeway
 Phone Number.....1500
 RepresentativeDora-Clayton
 President.....Allen M. Woodall
 General Manager.....E. J. Turk
 Program Director.....Lew Carter
 Chief Engineer.....Cecil Tankersly

W G R A

CAIRO—1950—ABC—KBS-GALS

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Grady Mitchell Bcstg. Co.
 AddressBainbridge Rd.
 Phone Number2-4392
 Transcription ServiceStandard
 Station Rep.Indie
 News ServiceUP
 PresidentGeise Dozier
 General ManagerGlenn Pelham
 Program Director.....Gus W. Mann
 Chief Engineer.....Ilmar A. Strang

W C G A

CALHOUN—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....Gordon Cty. Bcstg. Co.
 Address.....Box 312, West Point, Ga.

W C L B

CAMILLA—1954—KBS

Frequency: 1540 Kc.....Power: 250 Watts
 Owned.....Capel Bcstg. Co.
 Address.....P. O. Box 205
 Phone: 2776.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceStandard
 General Mgr.....Russell A. Browne
 Commercial Mgr.....Charlie Browne

W L B B

CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Carroll Bcstg. Co., Inc.
 Business-Studio Address.....Bremen Rd.
 Phone Number2-7041
 Transcription ServiceWorld
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy
 Comm. Sales Prom. Mgr.....J. D. Norton Jr.
 Program Director.....Bill Shell
 Chief Engineer.....Chessley Hooper

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. R. Frier
 Phone Number1200
 News ServiceUP
 Transcription ServiceThesaurus
 Station Manager.....W. Ryan Frier
 Program Director.....Martha Sullins
 Chief Engineer.....H. E. Bridges

W G A A

CEDARTOWN—1941—ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Polk City Bcstg. Co.
 Business-Studio Address.....P. O. Box 807
 Phone Number.....Cedartown 777
 News ServiceAP
 Representative.....Southern Radio Prod.
 Gen. Mgr., Chief Engr.....Frank Proctor

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: 5447.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 Station Representative.....Headley Reed
 MembershipNARTB, BAB
 President.....Allen M. Woodall
 Sta., Sales Prom. Mgr.....Miles H. Ferguson
 Commercial Manager.....William Massie
 Program Director.....Joe Byars
 Chief Engineer.....Max F. Harper

W G B A

COLUMBUS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Christian and McClure
 Business-Studio Address.....1213½ Broadway
 Phone: 3-3603.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeMcGillvra, Dora-Clayton
 MembershipBAB
 Pres., Gen., Sta. Mgr.....C. A. McClure
 Sales Prom. Mgr.....Ralph Burgess
 Program Director.....Rhett Turnipseed
 Publicity Director.....Robert F. Bradley
 Chief Engineer.....F. Keith Brown

W R B L

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Columbus Bcstg. Co.
 Business-Studio Address.....1350 - 13th St.
 Phone: 2-0601.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceAssociated
 Sta. Rep.Hollingbery
 MembershipNARTB, BAB
 Pres., Gen. Mgr.....J. W. Woodruff Jr.

Operations Dir.....Ridley Bell
 Commercial Mgr.....Walter Graham
 Sls. Prom. Dir.....George 'Red' Jenkins
 Program Director.....George A. Gingell
 Chief Engineer.....Joe A. Gamble

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Bcstg. System
 Business-Studio Address...20th Ave. & B St.
 Representative.....T. F. Clark
 President.....James S. Rivers
 General Mgr.....William E. Blizard, Jr.
 Commercial Manager.....O. Grady Cooper
 Program Director.....Clark Standard
 Chief Engineer.....Russell Caldwell

WCON

CORNELIA—1953—ABC

Frequency: 1450 Kw.....Power: 250 Watts
 Owned-Oper. By.....Habersham Bcstg. Co.
 Address.....1 Burrell St.
 Station Rep.....Indie
 General Manager.....Jack Bradley
 Commercial Mgr.....Bobby Wilkes
 Program Director.....Jim Marlow
 Promotion Mgr.....Bob Kilgore
 Chief Engineer.....Bobby Wilkes

WGFS

COVINGTON—1953—KBS

Frequency: 1430 Kc.....Power: 1 Kw.
 Owned.....Georgia Bcstg. Ser.
 Address.....615 Monticello St.
 Phone: 2337.....Air Time: Daytime
 Station Representative.....Dora-Clayton
 General Manager.....R. B. Taber

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Bdcstg. Corp.
 Business-Studio Address...111 South Pentz St.
 Membership.....NARTB, BAB
 President.....H. C. Kenemer
 General Manager.....William B. Davies
 Program Dir.....Marthel Acree
 Chief Engineer.....John S. Andrews

WRCD

DALTON—1954

Frequency: 1430 Kc.....Power: 1000 d.
 Owned-Oper. By.....Whitefield Bcstg. Co.
 General Manager.....Jim Honey

WDWD

DAWSON—1948—ABC-KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By.....Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address.....Box 390

Phone Number.....416
 News Service.....UP
 Representative.....Indie Sales
 President.....Ed Stevens
 General Manager.....W. C. Woodall, Jr.
 Program Director.....Barney Parmacott
 Chief Engineer.....Joe Stephens

WEAS

DECATUR—1947

Frequency: 1010 Kc.....Power: 50 Kw.
 Owned.....WEAS, Inc.
 Address.....217 W. Ponce de Leon Ave.
 Phone: DE 2521.....Air Time: Daytime
 News Service.....INS
 Station Representative.....Stars, Inc.
 Chairman of Board.....E. D. Rivers, Jr.
 Vice-Chairman.....Marie Bie Rivers
 Vice-President.....Imogene Jones
 Secretary.....D. E. May
 Treasurer.....Hubert E. Ulmer
 Program Director.....Bob Siegrist
 Chief Engineer.....W. H. Loudermilk

WGLS

DECATUR—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....DeKalb Bcstg. Co.
 Business-Studio Address...526 Church St.
 Phone: Crescent 6471.....Air Time: Day Time
 Newspaper Affiliation....."New Era"
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Rambeau
 President.....Guy W. Rutland, Sr.
 Gen., Sta. Mgr.....Sam W. Kane
 Comm. Sales Prom. Mgr.....Al Ciraldo
 Chief Engineer.....Lawrson Leake

WDMG

DOUGLAS—1947—KBS

Frequency: 860 Kc.....Power 1000 Watts D.
 Owned-Operated By.....WDMG, Inc.
 Business-Studio Address...Box 590
 Phone: 564.....Air Time: Daytime
 News Service.....UP
 Membership.....NARTB
 Representative.....Dora-Clayton
 President.....B. F. J. Timm
 General Mgr.....Mary Jarrard
 Prog. Director.....Donald H. Wingate
 Chief Engr., Prog. Dir.....S. H. Strickland

WMLT

DUBLIN—1945—MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned-Operated By.....Dublin Bdcstg. Co.
 Business Address.....Dublin
 Phone: 871.....Air Time: Day Time
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB
 President.....George T. Morris
 General Manager.....W. Newton Morris

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 5000 Watts d.
Owned-Oper. By J. S. & D. R. Rivers
Address Cordele, Ga.
News Service UP
President James S. Rivers
Gen. Mgr., Chief Engr. Wm. J. Hill

WSGC

ELBERTON—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Elberton Bcstg. Co.
Address Elberton
Manager Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Ben Hill Bcstg. Corp.
Address 601 Roanoke Dr.
Air Time Full Time
News Service AP
Transcription Service World
Representative Evans
President Otto Griner
Gen. Sta., Comm. Mgr. Al H. Evans
Program Director Duphine Newsome
Chief Engineer Ed Durham

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By Peach Belt Bcstg. Co.
Address Fort Valley
News Service UP
Trans. Service Noew
Representative Indie Sales
President Ed Stevens
General Manager Hugh Birdsong
Program Director Lowell Register
Chief Engineer Wayne Foster

WDUN

GAINESVILLE—1949—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Northeast Ga. Bcstg. Co.
Business-Studio Address 217½ S. Main St.
Phone: LEnox 4-7331 Air Time: Full Time
News Service AP
Representative Indie Sales
Pres., Gen. Manager John W. Jacobs, Jr.
Station Manager J. A. Hartley
Program Director Julius Still
Chief Engineer Les Brooks

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.
Owned-Operated By Blue Ridge Bcstg. Co.

Business Address Press-Radio Center
Phone: LE 2-6211 Air Time: Full Time
News Service INS
Newspaper Affil. Daily Times
Membership NARTB, BAB
Representative Dora Clayton Agency
President Charles A. Smithgall
Gen. Sta. Manager Edmond F. Jared
Commercial Manager Robert Schwab
Chief Engineer Wilbert Darracott

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WKEU
Address P. O. Box 155
Phone Number 5507
Air Time Full Time
News Service AP
Transcription Service Lang-Worth
President, General Mgr. A. W. Marshall, Jr.
Chief Engineer W. F. Westmoreland

WHIE

GRIFFIN—1952

Frequency: 1320 Kw. Power: 1000 Watts d.
Owned-Oper. By Griffin Bcstg. System
Address Box 971
Phone Number 9451
News Service UP
Transcription Service World
Representative Dora-Clayton
Membership NARTB, BAB
Owner Virginia Price Bowen
Station Manager James Watson
Commercial Mgr. Johnny Williams
Chief Engineer Charles Player

WKLY

HARTWELL—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By Louie L. Morris
Business Address Box 189, Hartwell
Phone Number 71
News Service UP
Transcription Service Capitol, World
President Louie L. Morris
Exec. Vice-Pres. Max G. Pfander
Chief Engineer Broadus McLane

WCEH

HAWKINSVILLE—1952—KBS

Frequency: 610 Kc. Power: 500 Watts
Owned Tri-County Bcstg. Co., Inc.
Address Box 184
Phone: TWilight 3-3381 Air Time: Day Time
News Service UP
Trans. Service World
Representative Dora Clayton
President R. T. Ragan
Gen. Sta., Comm. Mgr. Paul E. Reid
Sls. Prom. Mgr. James D. Popwell
Chief Engineer Mike Pelton

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By... Altamaha Bcstg. Co.
 Address... P. O. Box 147
 Phone: 2444. Air Time: Daytime
 News Service... UP
 Transcription Service... Capitol
 Representative... Dora-Clayton
 Pres., Gen. Mgr... W. G. Thomas, Sr.
 Sta., Comm. Mgr... Dennis N. Brown

WLFA

LAFAYETTE—1954—KBS

Frequency: 1590 Kc. Power: 1000 d.
 Owned-Oper. By... Radio Dixie
 General Manager... Harry Morgan

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Bdcstg. Co.
 Business-Studio Address... 305-307 Broome St.
 News Service... UP
 Representative... Indie Sales, Dora-Clayton
 President... Roy C. Swank
 General-Station Mgr... Edwin Mullinax
 Sales Promotion Mgr... Patricia Smith
 Program Director... John Bogges
 Publicity Director... Carol Keith
 Chief Engineer... James McKay

WTRP

LaGRANGE—1953

Frequency: 620 Kw. Power: 500 Watts d.
 Owned... Chattahoochee Bcstg. Co., Ltd.
 Address... Hammelt Bldg.
 Transcription Service... Thesaurus
 Membership... RAB
 Partner, Gen. Mgr... Byron H. Hurst, Jr.
 Station Manager... W. Weyman Brooks
 Program Director... Emil Rutland
 Publicity Director... George Pettit
 Commercial Mgr... Frank E. Hurst
 Chief Engineer... Ray Relihan

WBML

MACON—1941—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned... Middle Georgia Bdcstg. Co.
 Business-Studio Address... 230 Second St.
 News Service... AP
 Transcription Service... World
 Representative... Headley-Reed
 Membership... RAB
 President... C. R. Rader
 Sta., Gen. Mgr... George W. Patton
 Commercial Mgr... E. Frederick Griffith, Jr.
 Chief Engineer... James M. Wilder

WIBB

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Peach State Bcstg. Co., Inc.
 Business-Studio Address... Professional Bldg.
 Phone: 2-2505. Air Time: Daytime
 News Service... AP
 Representative... Walker, Dora-Clayton
 Membership... NARTB
 Pres., Gen. Mgr... Thomas H. Maxwell
 Commercial Manager... Donald C. Frost
 Program Director... Gordon Price

WMAZ

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By... Southeastern Bcstg. Co.
 Address... Bankers Insurance Bldg.
 Phone: 2-7373. Air Time: Full Time
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Katz
 Pres., Chief Engineer... George P. Rankin
 General Manager... Wilton E. Cobb
 Commercial Mgr... Frank Crowther
 Publicity Director... Ed Pendleton
 Chief Engineer... George P. Rankin

WNEX

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Macon Bcstg. Co.
 Business-Studio Address... Bibb Bldg.
 Phone... 5-3301
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Branham
 President... Ed Lowe
 General Manager... Alfred Lowe
 Business Manager... Emory G. Stroberg
 Commercial Manager... Marion Bragg
 Program Director... Jean Jackson
 Chief Engineer... Emanuel Farber

WFOM

MARIETTA—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... F. Wilson & A. Jones
 Address... P. O. Box 131
 Phone: 8-3396. Air Time: Full Time
 News Service... UP
 Transcription Service... Thesaurus
 General Manager... Albert L. Jones
 Prog. Dir., Chief Engr... Chuck Strauss

WMVG

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Jere N. Moore
 Business-Studio Address... Milledgeville, Ga.
 Phone: 250. Air Time: Full Time
 Newspaper Affiliation... "Union Recorder"
 Transcription Service... Lang-Worth

Representative Hazel Griffith
 Membership NARTB
 General Manager Michael T. Landy
 Program Director Josephine Ragsdale
 Chief Engineer Joseph S. Boone

WMRE

MONROE—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Walton Bcstg. Co.
 Address Monroe, Ga.
 Phone: 8-1711 Air Time: Full Time
 News Service AP
 Manager Warren G. Gilpin

WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By John F. Pidcock
 Business-Studio Address Box 310
 Phone Number 999
 Air Time Full Time
 News Service UP
 Representative Everett-McKinney, Ayres
 Owner, Gen. Mgr. John F. Pidcock
 Station, Comm. Mgr. Roy F. Zesa
 Pgm., Publ. Dir. Robert Lenihan
 Chief Engineer Homer Sloan

WMTM

MOULTRIE—1953

Frequency: 1300 Kc. Power: 5000 Watts
 Owner Douglas J. Turner
 Owner N. B. Mills
 Chief Engineer Wm. C. Player

WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Newnan Bcstg. Co.
 Address P. O. Box 581
 Phone: 1400 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Sta., Comm. Mgr. J. O. Hardin, Jr.
 Chief Engineer William E. Davis, Jr.

WLAQ

ROME—1947—ABC

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By News Publishing Co.
 Address 209 Broad St.
 Phone Number 7767
 Newspaper Affiliation "News Tribune"
 News Service AP, INS
 Transcription Service SESAC
 President Mrs. Jane F. Mooney
 General Manager J. F. Mann
 Station Manager Roy Underwood

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Commercial Manager.....Martha Daniel
 Program Director.....Jean Wadsworth
 Chief Engineer.....Dan Scott

WRGA

ROME—1929—MBS-WGN-KBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcastg. Corp.
 Bus. Studio Address.....501 Broad St.
 Phone: 2-2411.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker, Dora-Clayton
 Pres. and Gen. Mgr.....Mather Payne
 Secretary-treasurer.....Charles Smithgail
 Commercial Manager.....L. B. Talley
 Sales Prom. Mgr.....Clarence Salmon
 Program Director.....Jim Roberts
 Chief Engineer.....R. A. Starr

WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coosa Valley Radio Co.
 Business-Studio Address.....121½ Broad St.
 Phone: 2-0833.....Air Time: Daytime
 News Service.....AP
 Representative.....Southern
 President.....Dean Covington
 Gen. 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 Bcastg. Co.
 Business-Studio Address.....P. O. Box 943
 News Service.....UP
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Program Director.....Charles Beresford
 Publicity Director.....Jesse Mooney
 Chief Engineer.....William Moats

WDAR

SAVANNAH—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....Robert Radecki
 Program Director.....Danny Clark
 Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcastg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone: 3-9642.....Air Time: Full Time
 News Service.....AP
 Representative.....McKinney-Ayres
 Pres., Gen. Sta. Mgr., Pgm. Dir., John F. Pidcock
 Comm., Sls. Prom., Pub. Mgr., John Williams
 Chief Engineer.....B. M. McKnight

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJIV, Inc.
 Bus. Address.....Box 737
 Phone.....4-7264
 News Service.....AP
 Membership.....BAB
 Representative.....Stars' Natl.
 President.....W. H. Keller, Jr.
 General Manager.....J. L. Woods
 Program Dir.....Jack Holden
 Chief Engineer.....Heyward Tuten

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSAV, Inc.
 Bus. Studio Address.....Liberty Natl. Bank Bldg.
 Phone: 3-0234.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Blair
 Pres., Gen. Sta. Mgr.....Harben Dandlel
 Comm., Sales Prom. Mgr.....Don Jones
 Program Director.....Duane A. Hatch
 Publicity Director.....Susan Perry
 Chief Engineer.....M. E. Thompson

WTOC

SAVANNAH—1929—CBS

Frequency: 1230 Kc.....Power: 5000 Watts
 Owned-Operated By.....Savannah Bcastg. Co.
 Business-Studio Address.....516 Abercorn St.
 Phone: 2-0127.....Air Time: Full Time
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 Pres., Gen. Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Program Director.....Dwight J. Bruce
 Sales Prom. Mgr.....C. J. Lipton
 Publicity Director.....Joan Purcell
 Chief Engineer.....Kyle E. Goodman

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Statesboro Bcastg. System
 Address.....P. O. Box 146

Phone: PO 4-5446. Air Time: Full Time
News Service UP
 Membership NARTB, RAB
 Pres., Gen. Mgr. R. H. Thompson, Sr.
 Station Manager. Jack V. LoPresti
 Comm. Mgr., Chief Eng. Ed. Bass

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Tri-State Bcstg. Co.
 Address Box 213
 Phone: 295 Air Time: Daytime
News Service UP
 Transcription Service Capitol
 Station Rep. Stars Natl.
 President. E. C. Pesterfield
 General Manager. William B. Farrar
 Program Director. Laurence Keown
 Chief Engineer. Charles M. Lowry, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Jack & Nancy M. Thompson
 Address Covena Rd.
 Phone Number 2011
 Trans. Service. Langworth, Capitol, World
News Service UP
 Membership NARTB
 General Manager. Jack A. Thompson
 Sta. Mgr., Chief Engr. John H. (Jack) Wiseley
 Program Director. Doris Lewis

WSFT

THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. Thomaston Bcstg. Co.
 Business-Studio Address. P. O. Box 689
 Phone: 2187. Air Time: Daytime
 Newspaper Affil. "Times" and "Free Press"
 Transcription Service World
News Service AP
 Membership BAB, NARTB
 President. J. B. Hardy
 Gen., Sta. Mgr. S. J. Carswell
 Comm., Sales Prom. Mgr. C. D. Thames
 Program Director. Bill Heule
 Chief Engineer. Craig Wills

WKTG

THOMASVILLE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Southern Bcstg. System, Inc.
 Address. Bank of Thomas County Bldg.
 Phone: 1501. Air Time: Daytime
News Service AP
 Transcription Service. World, Thesaurus
 Representative Clark, Dora-Clayton
 Pres., Gen. Mgr. W. F. Scott, Jr.
 Sta., Comm. Manager. L. T. Porter
 Program Director. Ed Bray
 Chief Engineer. Bruce E. Singleton

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. H. Wimpy
 Business-Studio Address. 117 Remington Ave.
 Phone Number 909
News Service UP
 Transcription Service Capitol
 Owner, Gen. Mgr. H. Wimpy
 Commercial Manager. Al Feinberg
 Chief Engineer. James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Hickory Hill Bcstg. Co., Inc.
 Business Address. 127 Journal St.
 Phone: 777. Air Time: Full Time
 Newspaper Affiliation. McDuffie Progress,
 Columbia News
News Service UP
 Transcription Service. Thesaurus
 Membership NARTB, BAB
 President. Edgar H. Kobak
 General Manager. Frank F. Hash
 Commercial Mgr. H. E. Buffington
 Chief Engineer. Gene Hardin

WWGS

TIFTON—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Tifton Bcstg. Corp.
 Address. 800 So. Main
 Phone: 921. Air Time: Full Time
News Service UP
 Membership NARTB
 Representative Thomas F. Clark
 President. Ralph N. Edwards
 Commercial Mgr. Evelyn K. Edwards
 Program Director. Joe Beaumont
 Publicity Director. Pat Newsome
 Chief Engineer. J. Allen Brimmer

WLET

TOCCOA—1941—MBS-KBS

Frequency: 1420 Kc. Power: 5000 Watts d.
 Owned-Oper. By. R. G. LeTourneau
 Address. 423 Prather Bridge Rd.
 Phone: 544. Air Time: Daytime
News Service UP
 Transcription Service. Keystone
 Representative Thomas F. Clark
 President. R. G. LeTourneau
 Sta. Mgr., Prog. Dir. Virgle E. Craig
 Comm., Sls. Prom. Mgr. Roy Gaines
 Prog. Dir. Virgle E. Craig
 Chief Engineer. C. H. Sutton

WGAF

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. John E. Pearson, Dora-Clayton
 Membership NARTB
 Pres., Gen. Mgr. George B. Cook
 Program Director Willard Belote
 Publicity Director Mary V. McDonald
 Chief Engineer E. W. Greene

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WGOV, Inc.
 Address Daniel Ashley Hotel
 Phone Number 1420
 Air Time Full Time
 News Service UP
 Chairman of Board Ed Rivers
 President Wm. H. Keller, Jr.
 General Mgr. A. B. Smith
 Program Director Vince Randolph
 Chief Engineer Lester Q. Hall

WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Vidalia Bcstg. Co.
 Address Box 391
 Phone: 3029 Air Time: Daytime
 News Service UP
 Transcription Service Cole
 Membership NARTB
 Bus., Gen. Mgr. Howard C. Gilreath
 Station Manager Ruby Bryant
 Commercial Mgr. Howard C. Gilreath
 Sales Prom. Mgr. R. E. Leoford
 Program Director Joe Doggan
 Chief Engineer Loren Dorough

WRPB

WARNER ROBBINS—1954

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Oper. ... Warner Robbins Bcstg. Co., Inc.
 President D. L. Fountain

WACL

WAYCROSS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By Teletronics Inc.
 Address Memorial Drive
 Phone Number 3068
 News Service AP
 Transcription Service Lang-Worth
 Membership BAB
 President James S. Rivers
 General Manager L. H. Thesmar
 Station Manager Robert C. Lay
 Chief Engineer Lloyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Jack Williams
 Business-Studio Address 1600 Carawell Ave.
 Phone: 965 Air Time: Full Time
 News Service UP
 Transcription Service World
 Membership NARTB
 Representative Hal Holman
 President Jack Williams
 Commercial Mgr. John J. Tobola
 Sales Prom. Mgr. Charles R. Witt
 Program Director Raymond Williamson
 Publicity Director Dorothy Smith
 Chief Engineer Curtis Frazier

WBRO

WAYNESBORO—1953—MBS-KBS

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned Burke County Broadcasting Co.
 Address Highway 56, McBean Road
 Phone Number 3373
 Air Time Daytime
 News Service INS
 President R. F. Chalker
 Gen. Mgr., Chief Engr. Billy Fulghum

WRLD

WEST POINT—1941—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Valley Bcstg. Co., Inc.
 Business Address P. O. Box 312
 Phone: 2-2771 Air Time: Full Time
 Newspaper Affil. Valley Daily Times New
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph H. McGillvra
 Membership BAB, NARTB
 Pres., Gen. Mgr. J. C. Henderson
 Sales Promotion Mgr. Dorothy Forrester
 Sta. Comm. Mgr. Jim Murphy
 Prog. Pub. Director Aileen Love
 Chief Engineer Al Stancil

WIMO

WINDER—1952—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Winder-Monroe Bcstg.
 Business Address P. O. Box 526
 Phone Number 4831
 News Service UP
 President W. C. Woodall, Jr.
 Gen., Comm. Mgr. C. H. Grider
 Program Director Orson G. Swindle, Jr.
 Publicity Director R. A. Jones
 Chief Engineer W. R. Powell

IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — Families 188,000
Radio Homes 184,000 — TV Homes 40,000 — Stations in State 24

KBLI

BLACKFOOT—1951

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: William I. Palmer
Address: P. O. Box 192
Phone: 780 Air Time: Full Time
News Service AP
Membership NARTB
President: Howard Johnson
Gen. Sta. Mgr.: T. L. Morrison
Program Director: Tommy Thompson
Chief Engineer: Donald R. Clark

KBOI

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bcstrs., Inc.
Business-Studio Address: 311 N. 10th St.
Phone: 3-2511 Air Time: Full Time
News Service UP
Transcription Service World
Representative: Free & Peters
Membership RAB
Pres., Gen. Mgr.: H. Westerman
Whillock Sta., Comm. Mgr., Prog. Dir.: Earl Glade, Jr.
Local Sales Mgr.: George Ganz
Publicity Dir.: Dave Johnson
Chief Engineer: James Jontz, Jr.

KGEM

BOISE—1946—ABC-KBS

Frequency: 1140 Kc. Power: 10,000 Watts
Owned-Oper. By: Idaho Bcstg. & Telev. Co.
Business-Studio Address: 5601 Cassia
Phone: 4-3511 Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership RAB, NARTB
President: Frank C. Carman
Comm., Gen. Mgr.: George R. Turpin
Chief Engineer: Howard McDonald

KIDO

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: KIDO, Inc.
Address: 709 Idaho St.
Phone: 2-4611 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative Blair-TV, Inc.
Membership NARTB, RAB
President: Georgia M. Davidson
General Mgr.: Walter E. Wagstaff
Commercial Mgr.: John Young
Program Director: George Walton
Chief Engineer: Harold W. Toedtmeier

KBAR

BURLEY—1946—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: KBAR, Inc.
Business-Studio Address: P. O. Box 461
Phone: 10 Air Time: Full Time
News Service UP
Membership RAB
Transcription Service World
Station Rep.: McKinney, O'Connell, Ayres
President: Jessica L. Longston
Commercial Mgr.: Dee Carter
Gen., Sta. Mgr.: K. Clark
Program Director: E. Joan Walleri
Chief Engineer: Donald Lockwood

KCID

CALDWELL—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Caldwell Bcstg. Co.
Address: Box 1052
Phone: 9-7444 Air Time: Full Time
News Service UP
Membership NARTB, RAB
Transcription Service Capitol
Station Rep.: Harlan G. Oakes
Pres., Comm. Mgr.: Clair B. Hull
Sta. Mgr., Prog. Dir.: F. H. Booton
Program Director: Joy Myers
Chief Engineer: Richard Lewis

KVNI

COEUR D'ALENE—1946—MBS

DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Coeur d'Alene Bcstg. Co.
Business-Studio Address: Blackwell Island
Phone: 4-2522 Air Time: Full Time
Pres., Gen. Mgr.: Burl C. Hagadone
Sta., Comm. Mgr.: Wayne E. Olsen
Program Director: Bernard V. Merriman
Chief Engineer: Don Schafer

KORT

GRANGEVILLE—1954

Frequency: 1230 Kc. Power: 250 Watts
Owner: Far West Radio Inc.

KID

IDAHO FALLS—1928—CBS

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: Idaho Radio Corp.
Phone: 4 Air Time: Full Time
News Service UP
Transcription Service World
Representative Gill-Perna

General-Station Manager..... C. N. Layne
 Commercial Manager..... Leonard Warden
 Program Director..... Leo Higham
 Chief Engineer..... Carroll Secrist

KIFI

IDAHO FALLS—1946—ABC-MBS
 KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address..... Box 581
 Phone: 1054..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Avery-Knodel
 Pres., Gen. Mgr..... J. M. Brady
 Commercial Mgr..... J. L. Thomas
 Program Director..... Hal Simmons
 Publicity Director..... Malcolm Davis
 Chief Engineer..... George Stone

KLER

LEWISTON—1953

Frequency: 740 Kw..... Power: 250 Watts d.
 Owned-Oper. By..... Cole E. Wylie
 Address..... 2829 Country Club Dr.
 Phone: 3-5558..... Air Time: Daytime
 News Service..... AP
 Representative..... McGillvra
 Membership..... RAB
 President..... Cole E. Wylie
 General Manager..... William C. Rhodes
 Program Director..... Robert O. Edwards
 Chief Engineer..... Gene Wilson

KRLC

LEWISTON—1935—MBS

Frequency: 1350 Kc..... Power: 5 Kw. d.
 Owned-Operated By..... H. E. Studebaker
 Business-Studio Address..... Lewis-Clark Hotel
 Phone: 3-1551..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... Weed, Moore-Lund
 Membership..... NARTB, RAB
 General Manager..... H. E. Studebaker
 Station Manager..... Donald Thomas
 Commercial Manager..... Thomas Decker
 Program Director..... Alben Nelson
 Chief Engineer..... William Neuman

KRPL

MOSCOW—1947—KBC

Frequency: 1400..... Power: 250 Watts
 Owned By..... Latah County Bcstrs.
 Address..... Box 396
 Phone: 2283..... Air Time: Full Time
 News Service..... AP
 Representative..... Moore & Lund, Biddick
 Membership..... NARTB
 Pres., Gen. Mgr..... Roy Anderson
 Stl. Comm. Mgr..... Gale "Gub" Mix
 Sales Prom. Mgr..... Jim New

Program Director..... John Mix
 Publicity Director..... Al McDonald
 Chief Engineer..... Bert Anderson

KFXD

NAMPA—1930—MBS
 INTERMOUNTAIN

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Frank E. Hurt & Son
 Business Address..... Box 891
 Phone: 6-4611..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 Membership..... RAB
 President..... Edward P. Hurt
 Sta., Comm. Mgr..... Doyle Cain
 Program Director..... Shirl Black
 Chief Engineer..... G. M. Rose

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... Radio Service Corp.
 Business-Studio Address..... Box 31
 Phone: 4000..... Air Time: Full Time
 News Service..... UP
 Transcription Standard, Lang-Worth, Thesaurus
 Representative..... Weed and Co.
 Membership..... NARTB, RAB
 Pres., Gen., Comm. Mgr..... Henry H. Fletcher
 Publicity Dir..... Olive M. Looney
 Program Director..... Ruth A. Fletcher
 Chief Engineer..... Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS-KBS
 INTERMOUNTAIN

Frequency: 1240 Kc..... Power: 250 Watts
 Owned..... Pocatello TV Corp.
 Address..... 1140 Yellowstone Ave.
 Phone: 3400..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World
 Station Rep..... Avery-Knodel, Donald Cooke,
 Daren McGavren, Western Radio
 President..... James M. Brady
 General Manager..... John R. Taylor
 Commercial Mgr..... Roger L. Hagadone
 Program Director..... Bert Godfrey
 Chief Engineer..... Dean McCurdy

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Voice of The Rockies, Inc.
 Address..... Box 192
 News Service..... UP
 Transcription Service..... Associated
 President..... Leon Smith
 Gen., Sta. Mgr..... Rulon Dunn
 Commercial Mgr..... M. S. Stocking
 Chief Engineer..... D. A. Nash, Jr.

K R X K

REXBURG—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned.....Snake River Radio & TV Co., Inc.
 Address.....445 S. 2nd East
 Phone: 700, 701. Air Time: Full Time
News Service AP
 Transcription Service Thesaurus
 Rep. Radio-TV Prom. Synd., West Coast Sales
 President.....Dr. M. F. Rigby
 General Manager.....Merrill Skinner
 Program Director.....James G. Clawson
 Chief Engineer.....Merrill Andrus

K S P T

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Bauer Bcstg. Co.
 Address.....P. O. 431
 Phone: 555. Air Time: Full Time
News Service AP
 Station Rep.....Continental, Moore & Lund
 Transcription Service.....Standard, Langworth
 Membership NARTB, RAB
 Pres., Gen. Mgr.....Norman Bauer
 Program Director.....Watt Moreland Jr.
 Chief Engineer.....William Frey

K E E P

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By.....Radio Sales Corp.
 Address.....P. O. Box 511
 Phone: 3002. Air Time: Full Time
News Service UP
 Transcription Service Thesaurus
 Station Rep.....Gill-Perna
 President.....Spencer D. Grow
 Gen., Sta. Mgr.....Kenneth W. Montgomery
 Program Director.....Dick Bingham
 Chief Engineer.....Harold W. Gilson

K L I X

TWIN FALLS—1946—MBS-ABC-KBS

Frequency: 1310 Kc. Power: 1000 Watts
 Owned.....Southern Idaho Bcstg. & TV Co.
 Business-Studio Address.....Elizabeth Blvd.
 Phone: 2820. Air Time: Full Time
News Service AP
 Transcription.....Capitol, MacGregor, Associated
 Rep.....Avery-Knodel, Moore-Lund, N. W.
 Membership NARTB
 V.P., Gen. Sta. Mgr.....Frank C. McIntyre
 Commercial Mgr.....Juneau H. Shinn
 Program Director.....Don Allen
 Sales Prom. Mgr.....Bill Folsom
 Chief Engineer.....Don Cedarstrom

K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Address.....241 Main Ave. W.
 Phone: 2400. Air Time: Full Time
News Service UP
 Transcription Service Lang-Worth
 Representative **Wood**
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr.....F. M. Gardner
 Commercial Mgr.....D. Silvester
 Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
 Chief Engineer.....Marvin Hartley

K W A L

WALLACE—1938—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Oper. By.....Metals Bcstg. Co.
 Business-Studio Address.....Box 930
 Phone: 8-2111. Air Time: Full Time
 Transcription Service Lang-Worth
 Reps.....Hal Holman, Moore & Lund Co.
 Membership RAB
 Pres., Gen. Sta. Mgr.....R. Lee Black
 Program Director.....W. E. Roberts
 Comm., Sales Prom. Mgr.....T. R. Lantry
 Publicity Director.....J. D. Adams
 Chief Engineer.....Joe L. Martin

K W E I

WEISER—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Phone: 700. Air Time: Full Time
News Service UP
 Transcription Service Capitol
 Membership RAB
 Pres., Gen. Sta. Mgr.....M. V. Ling
 Comm., Sales Prom. Mgr.....George MacDonald
 Chief Engr., Prog. Dir.....Edwin C. Miller
 Publicity Director.....Don Quigley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — Families 2,887,000

Radio Homes 2,826,000 — TV Homes 2,212,000 — Stations in State 87

WOKZ

ALTON—1948—KBS

Frequency: 1570 Kc.Power 1000 Watts
Owned-Oper. By.....Edward N. Palen
AddressHotel Stratford
Phone: 5-5506.....Air Time: Daytime
News ServiceUP
Pres., Gen. Mgr.....Edward N. Palen
Sta., Comm. Mgr.....W. Eccles Huff
Sales Prom. Mgr.....Lloyd Smith
Program Director.....Clyde Wiseman
Chief Engineer.....Nicholas Bono

WMRO

AURORA—1938

Frequency: 1280 Kc.Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
News ServiceINS
Transcription ServiceLang-Worth
Pres., Gen. Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Coffey
Prog., Publ. Dir.....Jeanne M. Doran
Chief Engineer.....John Kitner

WIBV

BELLEVILLE—1947

Frequency: 1080 Kc.Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus. Studio-Transmitter Address. 2100 W. Main
Phone: AD 3-5000.....Air Time: Daytime
News ServiceAP
RepresentativeIndie Sales
Pres., Gen., Sta. Mgr.....John W. Lewis
Program Director.....Wm. C. Bailey
Comm., Prom. Mgr.....Clarence Keller
Chief Engineer.....Marvin Mollring

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone: 5-2078.....Air Time: Full Time
News ServiceUP
Transcription Service.....Thesaurus, World
RepresentativeRambeau
MembershipNARTB, RAB
President.....Loring C. Merwin
General Sta., Manager... Warner C. Tidemann
Asst. Mgr., Prog. Dir.....Fred Muxfeld
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch

Business Address.....Box 311
Phone: 1490.....Air Time: Full Time
News ServiceUP
RepresentativeJohn E. Pearson
MembershipNARTB, RAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....C. Graham
Publicity Director.....E. S. Myers

WBYS

CANTON—1947—KBS

Frequency: 1560 Kc.Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
News ServiceAP
Transcription ServiceSESAC
MembershipRAB
President.....H. R. Winsor
General Manager.....Charles E. Wright
Program Director.....Jerry Bidle
Sta., Comm. Mgr.....Gene Mayhall
Chief Engineer.....John Stockberger

WCIL

CARBONDALE—1946

Frequency: 1020 Kc.Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone: 167.....Air Time: Daytime
News ServiceAP
MembershipNARTB
Gen., Sta. Mgr., Chf. Engr.....Paul F. McRoy

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc.Power: 1000 Watts d.
Owned-Oper. By.....Carmi Bdcstg Co.
Address101 South Walnut Street
News ServiceUP
Transcription Service.....Lang-Worth, SESAC
RepresentativeSears & Ayer, Inc.
President.....Roy Clippinger
General Manager.....Howard M. Reedy
Commercial Manager.....Frank Cummins
Publicity Director.....Howard M. Beedy
Program Director.....Bill Baker
Chief Engineer.....John Greenwood

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.Power: 1000 Watts d.
Owned-Oper. By...Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Phone: 520.....Air Time: Daytime
Station Rep.....Sears & Ayer
PresidentLola Compton
ManagerJohn Palmer

Others May Talk— But Here Are Facts!

In October, 1954, Fairbanks, Morse & Company ran 40 station break announcements in one day on WGN.

Results from WGN and WGN Only:

375 sump pumps sold at \$65 to
\$140 each!

Every dewatering pump sold at
double that amount!

Many electric motors sold!

Three standby generators sold!

Obtained five new dealers!

Results such as this can be yours on WGN
— reaching more homes per week than
any other medium in Chicago.

The logo for WGN radio station, featuring the letters 'WGN' in a stylized, bold, sans-serif font. The 'G' is positioned between the 'W' and the 'N', and all letters are interconnected.

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representatives: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—233 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

WCNT
CENTRALIA—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
Owned: Southern Illinois Bestg. Co.
Address: Box 428
Phone: 5151 Air Time: Daytime
News Service: UP
Transcription Service: Standard, Thesaurus
Membership: NARTB
President: C. W. Rodgers
Gen. Sta. Mgr.: Merle G. Rogers
Sls. Prom. Mgr.: D. Cummings
Prog. Dir.: C. Dennis
Chief Engineer: Al Wetzell

WDWS
CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. Power: 250 Watts
Owner: The Champaign News Gazette, Inc.
Business Address: 48 Main St.
Phone: 6-1855 Air Time: Full Time
News Service: UP
Transcription Service: World
Representative: Robert Meeker & Associates
Membership: NARTB
President: Mrs. Helen M. Stevick
General Manager: J. A. McDermott
Station Manager: Larry Stewart
Chief Engineer: Robert Brown

WEIC
CHARLESTON—1954—KBS

Frequency: 1270 Kc. Power: 1000 Watts
Owner: The Friendly City Bcstrs.
Address: Box 107
Phone: 2990
Program Director: Lloyd McFee
Chief Engineer: William Setliffe

WAAF
CHICAGO—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
Owned-Operated By: Corn Belt Pub., Inc.
Business Address: 221 N. LaSalle St.
Phone: Randolph 6-1932 Air Time: Daytime
News Service: UP
Transcription Service: Standard
Representative: Young
President: Ward A. Neff
Sta., Comm., Prom. Mgr.: Thomas L. Davis
Sales Prom. Mgr.: Fred R. Randazzo
Prog., Publ. Director: Bill Bauer
Chief Engineer: Carl W. Ulrich

WAIT
CHICAGO—1936

Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WAIT
Bus. Studio Address: 75 E. Wacker Dr.
Phone: Franklin 2-0660 Air Time: Daytime
News Service: UP
Transcription: Thesaurus, SESAC, Standard

Representative: For Joe
Gen. Mgr., Prog. Dir.: Robert O. Miller
Sales Prom. Mgr.: L. Webb
Publicity Director: E. Reynolds
Chief Engineer: Edward W. Jacker

WGN
CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
Owned-Operated By: WGN, Inc.
Bus. Studio Address: 441 N. Michigan Ave.
Phone: SU 7-0100 Air Time: Full Time
Newspaper Affiliation: The Chicago Tribune
News Service: AP, INS, UP
Transcription Service: Standard
Representative: Hollingberry
Membership: NARTB, RAB
President: Col. Robert R. McCormick
Manager-Treasurer: Frank P. Schreiber
Commercial Manager: William A. McGuineas
Sales Promotion Manager: Charles A. Wilson
Program Director: Bruce Dennis
Publicity Director: James Hanlon
Dir. of Engineering: Carl J. Meyers

WBBM
CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
Owned By: CBS, Inc.
Operated By: CBS Radio Division
Address: 410 N. Michigan Ave.



CHICAGO'S
Only
GROWING
Radio Station

FRANKLIN 2-0660

DAILY NEWS PLAZA — CHICAGO 6

News Service.....AP, UP, INS
 Sta. Rep.....CBS Spot Sls.
 Membership.....NARTB, RAB
 Vice-Pres., Gen. Mgr.....H. Leslie Atlass
 Asst. Gen. Mgr.....E. H. Shomo
 Commercial Mgr.....Wm. F. Miller
 Program Director.....Al Bland
 Sales Prom. Mgr.....C. W. Doebler
 Publicity Dir.....Andy Murphy
 Chief Engineer.....J. F. Novy

W C F L

CHICAGO—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
 Owned.....Chicago Federation of Labor
 Business-Studio Address, 666 Lake Shore Dr.
 Transcription Service.....Standard
 Membership.....RAB
 Representative.....Burke Stuart, O'Connell
 General Manager.....Martin F. Hogan
 Commercial Mgr.....Thomas E. Haviland
 Program Director.....L. J. Ronder, Jr.
 Chief Engineer.....Charles E. Willett

W C R W

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone: Diversey 8-4440...Air Time: Full Time
 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: CRawford 7-4100...Air Time: Full Time
 News Service.....UP
 President.....Emil Denmark
 Gen. Station-Comm. Mgr.....Frank J. Kolnour
 Program, Publicity Director.....Bill Mack

W G E S

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By... Radio Station WGES
 Address.....2708 Wash. Blvd.
 News Service.....UP
 Transcription Service.....Associated
 General, Station Manager.....John A. Dyer
 Commercial Mgr.....Elizabeth M. Hinzman
 Sales Promotion Maager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....William Shunk

W H F C

CHICAGO—1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address, 3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone: Townhall 3-6305...Air Time: Full Time
 News Service.....AP
 General Manager.....Richard W. Hoffman

WIND
 CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WIND, Inc.
 Bus.-Studio Address.....400 N. Michigan Blvd.
 Transcription Service.....Standard
 Representative.....AM Radio Sales
 Transcription.....Standard
 Membership.....RAB
 President, General Manager...Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Program Director.....H. Leslie Atlass, Jr.
 Sls. Prom. Mgr., Pub. Dir....Robert D. Peel
 Chief Engineer.....Kenneth C. Shirk

W J J D

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Plough Bcstg. Co.
 Bus.-Studio Address...230 N. Michigan Ave.
 Phone: STale 2-5466...Air Time: Daytime
 News Service.....UP
 Trans. Service.....Standard, Capitol, World
 Representative. Radio-TV Representatives, Inc.
 Membership.....RAB
 President.....Abe Plough
 Gen., Sta. Mgr.....Frederick G. Harm
 Commercial Mgr.....Louis J. Frenkel
 Sales Prom. Mgr.....Fred Livingston
 Program Director.....Ralph A. Blank
 Chief Engineer.....Walter F. Myers

50,000 WATTS OF PERSONALITY

featuring

RANDY BLAKE
CY NELSON
AL PARKER
SID ROBERTS
CARL WARNER
ROSEMARY WAYNE
STELLA WHITE

MUSIC • NEWS • SPORTS
 THE 1160 SPOT ON YOUR DIAL

W J J D

230 N. MICHIGAN AVENUE
 CHICAGO 1, ILL.

FRED HARM

vice-president-general manager

A PLOUGH, INC. STATION

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Oper. By: WLS, Inc.
 Business Address: 1230 Washington Blvd.
 Phone: MO 6-9700. Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Standard
 Representative: John Blair
 Membership: NARTB
 President: James E. Edwards
 Gen., Sta. Mgr.: Glenn Snyder
 Commercial Manager: Charles M. Freeman
 Sls. Prom. Mgr., Pub. Dir.: Betty Howard
 Asst. Gen. Mgr.: A. M. Harre
 Program Director: Harold Safford
 Chief Engineer: Thomas Rowe

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co., Inc.
 Business-Studio Address: Merchandise Mart
 Phone: Superior 7-8300. Air Time: Full Time
 News Service: AP, INS, UP
 Transcription Service: Thesaurus
 Representative: National Spot Sales
 Membership: NARTB
 President: Sylvester Weaver
 General Manager: Jules Herbeveux
 Asst. Mgr.: H. T. Sjogren
 Director of Sales: C. Dresser
 Comm. Manager: Rudi Neubauer
 Sales Promotion Manager: John Keys
 Program Director: George Heineman
 Publicity Director: Chet Campbell
 Chief Engineer: Howard Lutgens

WSBC

CHICAGO—1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Radio Station WSBC
 Business-Studio Address: 2400 W. Madison St.
 Phone: Monroe 6-9060. Air Time: Full Time
 News Service: UP
 Transcription Service: SESAC
 Representative: Stars Nat'l. Inc.
 Gen., Sta. Mgr., Pgm. Dir.: Louis B. Lee
 Commercial Manager: Julius Miller

WHOW

CLINTON—1947

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornhelt Bcstg. Co.
 Business Address: 401½ S. Side Sq.
 Phone Number: 305
 Representative: Holman
 Transcription Service: SESAC
 News Service: AP
 President: J. R. Livesay
 V.P., Gen., Sta. Mgr.: Rolland O. Looper
 Comm. Manager: James Williams
 Program Director: Frank C. Jennings

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Northwestern Pub. Co.
 Address: 1500 N. Washington
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Everett-McKinney, Inc.
 Membership: NARTB, RAB
 General Manager: Robert J. Burow
 Sta., Comm., Sls. Prom. Mgr.: Max Shaffer
 Pub. Dir.: Kay Shake
 Chief Engineer: T. G. Magin

WITY

DANVILLE—1953

Frequency: 980 Kc. Power: 1 Kw. d. n.
 Owned: Vermilion Bcstg. Corp.
 Address: P. O. Box 142
 Phone: 1312. Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Burns Smith
 Membership: NARTB, RAB
 President: Gilbert E. Metzger
 Gen., Sta. Mgr.: Francis A. Higgins
 Commercial Mgr.: Wm. O'Toole
 Sales Prom. Mgr.: Cecil Higgins
 Program Dir.: Eldon Q. Johnson
 Publicity Dir.: June Holm
 Chief Engineer: Taylor Clowson

WDZ

DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: WDZ Bcstg. Co.
 Business-Studio Address: 265 S. Park St
 Phone: 3-9744. Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Free & Peters
 Membership: NARTB, BAB
 President: Charles C. Caley
 Gen., Sta. Mgr.: Frank C. Schroeder, Jr.
 Program Director: William F. Miller
 Chief Engineer: L. E. Mayfield

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Illinois Bcstg. Co.
 Address: Rt. 48 at N. Jasper St.
 Phone: 5371. Air Time: Full Time
 News Service: AP
 Transcription Service: World, Standard, Cole
 Representative: Weed
 Membership: NARTB, RAB
 President: Frederick W. Schaub
 Gen., Comm. Mgr.: Merrill Lindsay
 Sta. Mgr.: M. H. Stuckwisch
 Prog., Pub. Dir.: Eugene Dorsey
 Chief Engineer: Allan Doyle

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. DeKalb Radio Studios, Inc.
 Business-Studio Address. 153½ N. Third St.
 Phone: 6-3485 Air Time: Daytime
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Pres., Gen. Mgr. George C. Biggar
 Commercial Manager Richard Meier
 Program Director R. C. Brown
 Publicity Dir. Herb Carrol
 Chief Engineer Robert Zirk

WDQN

DU QUION—1951

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Operated By Johnson & Johnson
 Address. 30½ W. Main St.
 Phone: 1399 Air Time: Daytime
 News Service UP
 Transcription Service SESAC
 Co-owner, Prom. Mgr. Leonard M. Johnson
 Co-owner, Gen. Mgr. Leonard F. Johnson
 Sales Manager Raymond Steele
 Chief Engineer Favre F. Fike

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By On the Air, Inc.
 Business-Studio Address. Broadview Hotel
 Phone: 4-4390 Air Time: Full Time
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 President Alvin O. Eads
 Gen., Sta. Comm. Mgr. Frank J. Prendergast
 Promotion Mgr. Frank Imboden
 Promotion Director D. Dellamano
 Chief Engineer Erle E. White

WCRA

EFFINGHAM—1947—KBS

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Address. 110 N. Banker St.
 Phone: 1090 Air Time: Daytime
 News Service UP
 President Joseph E. McNaughton
 General Manager Jack Armel
 Program Director Lee Hayward
 Chief Engineer Tom Mathis

WRMN

ELGIN—1949—KBS

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By The Elgin Bdcstg Co.
 Address. 158 Division St.
 Phone: 7700-1 Air Time: Daytime

News Service UP
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Comm. Mgr. J. Richard Sutter
 Prog. Dir., Chf. Engr. George J. Merker

WEAW

EVANSTON—1953

Frequency: 1330 Kc. Power: 500 Watts
 Owned. No. Shore Bcstg. Co., Inc.
 Address. 2425 Main
 News Service AP
 Transcription Service World
 Sta. Rep. Ayer, Good Music Bcstrs.
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr. Edward A. Wheeler
 Commercial Manager J. Collins
 Sales Prom. Mgr. Burton Harris
 Program Director Bill Fyffe
 Publicity Director Jane Brower
 Chief Engr. Fred Dennison

WNMP

EVANSTON—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Business-Studio-Transmitter. 2201 Oakton St.
 Transcription Capitol, SESAC
 Membership NARTB, RAB
 Pres., Gen. Mgr. Angus D. Pfaff
 Program Dir. J. W. Horton
 Chief Engineer Albert Griffin

WFIW

FAIRFIELD—1953

Frequency: 1390 Kw. Power: 500 Watts d.
 Owned-Oper. By Wayne County Bcstg. Co.
 Address. Box 148
 Phone: Fairfield 2159 Air Time: Daytime
 News Service AP
 Representative Grant Webb
 Membership NARTB
 Co-Owner, Gen. Mgr. Thomas S. Land
 Co-Owner, Prog. Dir. Bryant Davidson
 Commercial Mgr. Garnet Williams

WFRL

FREEMPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Freeport Bcstg. Co., Inc.
 Business-Studio Address. 9 N. Chicago Ave.
 Phone: State 436 Air Time: Daytime
 News Service AP
 Representative Sears & Ayer
 Membership NARTB
 Pres., Gen. Mgr., Ch. Engr. Vincent S. Barker
 Commercial Manager Dave Taylor
 Program Director Charles Harlan

WGIL

GALESBURG—1936

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By... Galesburg Bcstg. Co., Inc.
 Business Address.....312 Hill Arcade
 Phone: 4626.....Air Time: Full Time
 Newspaper Affiliation.."Daily Register Mail"
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWm. G. Rambeau
 PresidentMrs. O. N. Custer
 General Manager.....Robert W. Frudeges
 Commercial Mgr.....Roger L. Hoffman
 Publicity Director.....David Loring
 Chief Engineer.....H. H. Frederick

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter....100 E. Poplar St.
 Phone: 328.....Air Time: Full Time
 News ServiceUP
 Gen.-Station-Comm. Mgr.....Inglls M. Taylor
 Sales Prom. Mgr.....Ken Hamilton
 Program Director.....Dorice Turner
 Publicity Director.....Eddie Wise
 Chief Engineer.....Elmer L. Gladson

W M C W

HARVARD—1954

Frequency: 1600 Kc.....Power: 500 Watts
 OwnerEsther Blodget

W C F S

HARVEY—1954

Frequency: 1570.....Power: 250 Watts
 Owner.....Chas. F. Sebastian
 Address.....1220 N. Austin Blvd.

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Egyptian Bcstg. Co.
 Business-Studio Address.....P. O. Box 179
 Phone: 382.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John E. Pearson
 MembershipNARTB, RAB
 President.....Orville W. Lyerla
 General Manager.....Charles R. Cook
 Comm. Manager.....Fred Simmons
 Prog. Dir.....Louise Piantanida
 Chief Engineer.....Ben Orf

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned..Jacksonville Radio & TV Bcstg. Corp.
 AddressJacksonville
 Phone: 1180.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 Newspaper Affiliation“Journal-Courier”

RepresentativeHal Holman
 MembershipNARTB, RAB
 President.....Robert A. Fay
 Gen., Comm., Sta. Mgr.....R. Karl Baker
 Program Director.....T. J. Fairburn
 Chief Engineer.....G. J. Cassens

W J O L

JOLIET—1924

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter....601 Walnut St.
 Phone: JO 4761.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeAyer
 MembershipRAB
 PresidentCalvin Wilson
 Gen., Sta. Mgr.....Joseph J. Garvey
 Comm. Manager.....George Stofan
 Promotion Manager.....Marion Philburn
 Program Director.....Eileen Caron
 Chief Engineer.....Lester DeCosta

W K A N

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Kankakee Daily Journal Co.
 Business-Studio Address...183 N. Schuyler Ave.
 Phone: 3-6633.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeSears-Ayer
 MembershipNARTB
 President.....Leslie C. Small
 General Manager.....Burrell Small
 Station Manager.....Bruce Brown
 Asst. Station Manager.....Robert Hawkins
 Sales Mgr.....M. Moncrief
 Program Director.....Orren Allain
 Chief EngineerRichard Eckels

W K E I

KEWANEE—1952—KBS

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....WKEI Bcstg. Co.
 Address.....202½ N. Tremont
 Phone: 4471.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....H. F. Best
 Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
 Prog., Pub. Dir.....Paul Messplam

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By...The La Grange Bcstg. Co.
 AddressBox 408
 Phone: FL 2-1300.....Air Time: Daytime
 RepresentativeGill Perna
 MembershipNARTB, RAB
 PresidentCharles Sebastian

Partner Russ Salter
 Commercial Manager..... Ralph Faucher
 Sales Prom. Mgr..... Vince Essig
 Program Dir..... Ted Carlson
 Publicity Dir..... Stan Noyes
 Chief Engineer..... Bill Ward

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: 3100..... Air Time: Daytime
 News Service AP
 Newspaper Affil..... News Trib.
 Transcription Service RCA, Thesaurus
 Membership NARTB, RAB
 President Peter Miller
 Gen., Comm. Mgr..... William Helm
 Program Director..... Donald Frost
 Publicity Director..... Laverne Waltman
 Chief Engineer..... Lawrence McCann

WPRC

LINCOLN—1947—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By Prairie Radio Corp.
 Address..... P. O. Box 37
 Phone: 1370..... Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership RAB
 Pres., Gen. Sta. Mgr..... Ray F. Knochel
 Comm. Manager..... Paul E. Rankin
 Sales Prom. Mgr..... John H. Deal
 Program Director..... William H. Brady
 Pblcity Director..... Earle W. Layman
 Chief Engineer..... Donald Thompson

WSMI

LITCHFIELD—1950—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Mid-Illinois Bcstg. Co.
 Address Box 241
 Phone: 100..... Air Time: Daytime
 News Service AP
 Transcription Service World
 Representative Hil Best
 Membership RAB
 Pres., Gen. Mgr..... Hayward L. Talley
 Comm. Manager..... Clark O. Whitman
 News Ed..... Don Yaeger

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By..... The Macomb Bcstg. Co.
 Address 1135 Plymouth Bldg.
 Phone: Macomb 1350..... Air Time: Daytime
 News Service UP
 Transcription Service..... Lang-Worth, World
 Membership NARTB

Pres., Gen. Mgr..... Wm. E. Schons
 Sta., Comm. Mgr..... Allan Fobes
 Sales Promotion Mgr..... Don Vallier
 Chief Engineer..... John Meyers

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By..... George W. Dodds
 Business Address..... P. O. Box 311
 Phone: 824..... Air Time: Daytime
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Membership RAB
 Pres., Gen. Mgr., Chief Eng. George W. Dodds
 Commercial Manager..... Raymond L. Hatley
 Prog. Dir., Sta. Mgr..... James W. Duncan

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
 Owned-Operated By..... Mattoon Bcstg. Co.
 Bus.-Studio Address..... 17th & Broadway Ave.
 Phone: 6464..... Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, RAB
 President, Gen.-Station Mgr..... J. R. Livesay
 Commercial Manager..... Ken Wooddell
 Sales Promotion Manager..... Dwain Bower
 Program Director..... Robert Gwess
 Chief Engineer..... Ray Livesay

WMOK

METROPOLIS—1951—KBS

Frequency: 920 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Fort Massac Bcstg. Co.
 Address..... Nat'l State Bank Bldg.
 Phone: 2106..... Air Time: Daytime
 Transcription Service SESAC
 News Service UP
 Representative Holman
 Membership NARTB, RAB
 General Manager..... James H. Firmin
 Commercial Mgr..... P. Roewe
 Program Director..... Sue Teckenbrock
 Chief Engineer..... Carlos Steel

WQUA

MOLINE—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..... Quad-City Bcstg. Corporation
 Address..... 1319 Fifth Ave.
 Phone: 4-6727..... Air Time: Full Time
 News Service AP
 Representative..... Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 V. Pres., Gen. Mgr..... G. LaVerne Flambo
 Comm. Mgr..... W. J. Archer
 Prog. Dir., Chief Eng..... Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By WVMC
 Address No. Cherry St. Rd.
 Phone: 1360. Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 General Manager Stephen P. Bellinger
 Comm. Manager Charles H. Green
 Program Director Gil Wallace
 Chief Engineer Eugene D. Garrett

WMIX

MT. VERNON—1947

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address No. 2 Radio Center
 News Service AP
 Transcription Service World
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General Manager R. J. Cheney
 Comm. Mgr. C. Schoch
 Chief Engineer Alva Hulbert

WINI

MURPHYSBORO

Frequency: 1420 Kc. Power: 500 Watts
 Owner Cecil W. Roberts

WOPA

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Transcription Service Standard
 News Service UP
 Asst. Sta. Mgr. A. Michelotti
 Comm. Mgr. E. Sanderling
 Program Director Martin Bouhan
 Publicity Director Marylou Kelley
 Chief Engineer Sidney Schneider

WVLN

OLNEY—1947—KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Address 302½ E. Main
 News Service AP
 Transcription Service SESAC, World
 Representative Hal Holman
 Pres., Gen., Sta. Mgr. Marshall H. Poole
 Comm. Mgr. Clifford Thomas
 Prog. Dir. Dick Griggs
 Chief Engineer Paul Hartsey

WCMY

OTTAWA—1952

Frequency: 1430 Kc. Power: 500 Watts d.

Owned-Operated By Carl H. Meyer
 Address P. O. Box 687
 Phone: 1551. Air Time: Full Time
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 Pres., Gen. Mgr. Carl H. Meyer
 Comm. Mgr. D. M. Meyer
 Prog. Dir. Bill Sweda
 Chief Eng. Sam Potter

WPRS

PARIS—1951—KBS

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.
 Address 2 Mi. W. Paris on State Rd. 133
 Phone: 3-1440. Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus, Capitol
 Pres., Gen., Sta., Comm. Mgr. A. Ferguson, Jr.
 Chief Eng. C. Thomas

WSIV

PEKIN—1946

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 News Service AP
 Representative Rambeau
 Pres., Gen. Mgr. W. Kenneth Patterson
 Commercial Manager James T. Butler
 Promotion Dir. George Udry
 Program Director R. C. Furnace

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Address Commercial Natl. Bank Bldg.
 News Service AP
 Representative Headley-Reed
 Membership NARTB, RAB
 President Sen. Robert S. Kerr
 Gen. Mgr. Fred C. Mueller
 Sta., Comm. Mgr. Tom Greer
 Sales Mgr., Pub. Dir. F. R. Oakley
 Chief Engineer Wayne Lovely

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: 4-9239. Air Time: Full Time
 News Service UP
 Representative Avery-Knodel
 Membership NARTB
 President Timothy W. Swain
 General Mgr. Tom Gavin
 Sta., Comm. Mgr. Paul C. Brines
 Sls. Prom. Mgr. Tom Miller
 Prog., Pub. Director Cal Rains
 Chief Engineer Rudolph Luukinen

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Oper. By..... WMBD, Inc.
 Address 212 South Jefferson Street
 Phone: 6-0711..... Air Time: Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Charles C. Caley
 Asst. Mgr..... Marvin H. Hult
 Sales Manager..... Harold V. Phillips
 Promotion Mgr..... Toby Carlson
 Program Director..... Charles A. Miller
 Chief Engineer..... A. James Ebel

W P E O

PEORIA—1951

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... WPEO, Inc.
 Address 926 Main St.
 Phone: 4-9249..... Air Time: Daytime
 News Service AP
 Membership NARTB
 Representative Holman
 Pres., Gen. Sta. Mgr..... John R. Livingston
 Program Director..... Ken Scott
 Chief Engineer..... Gerry De Vore

W T V H

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By..... Hilltop Bcstg. Co.
 Address 234 No. Madison
 Phone: 6-5503..... Air Time: Full Time
 Newspaper Affiliation..... Peoria Journal
 News Service AP
 Representative..... Sears & Fyer
 President..... Henry P. Slane
 Gen. Mgr..... E. G. Smith
 Asst. Gen. Mgr..... R. L. Jawer
 Station Mgr..... Joe Faulkner
 Sls. Prom. Mgr., Prog., Pub. Dir., L. K. Harvey
 Chief Engineer..... Wallace Wurz

W B B A

PITTSFIELD

Frequency: 1580 Kc. Power: 250 Watts
 Owner..... Pike Bcstg. Co.

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: 6840..... Air Time: Full Time
 Newspaper Affiliation..... Quincy Herald Whig
 News Service UP
 Transcription Service World
 Representative Avery-Knodel

President..... T. C. Oakley
 General Manager..... Joseph S. Bonansinga
 Comm. Mgr..... J. E. Muse
 Chief Engineer..... Frank E. Laughlin

W T A D

QUINCY—1927—CBS

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Lee Bcstg., Inc.
 Address 10th floor, WCU Bldg.
 Phone: 6200..... Air Time: Full Time
 News Service AP, UP
 Trans. Service..... Standard, Associated
 Representative..... Weed & Co.
 Membership NARTB, RAB
 President..... Lee P. Loomis
 General Manager..... Walter Rothschild
 Sales Promotion Mgr..... Dick Moore
 Program Dir..... Merritt Milligan
 Chief Engineer..... J. E. Gray

W R O K

ROCKFORD—1929—ABC

Freq.: 1440 Kc. Power: 1 Kw. d.; 500 W. n.
 Owned..... Winnebago Newspapers, Inc.
 Bus. Studio Address..... Rockford Newstower
 Phone: 2-6621..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative H. R.
 President..... E. K. Todd
 Gen., Comm. Mgr..... John J. Dixon
 Publicity Dir..... Betty L. Thro
 Program Director..... Maurice P. Owens
 Chief Engineer..... Maurice H. Nelson

W R R R

ROCKFORD—1953

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By..... Rock River Bcstg.
 Address 113 S. Court St.
 Phone: 8-2263..... Air Time: Daytime
 Representative..... Radio TV Reps.
 Exec. V.P., Chief Engr..... Boyd Phelps
 General Manager..... L. O. Fitzgibbons
 Commercial Mgr..... H. I. Tingley
 Program Director..... Rick Edwards

W H B F

ROCK ISLAND—1925—CBS

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By..... Rock Island Bcstg. Co.
 Business-Studio Address..... 231 18th St.
 Phone: 6-5441..... Air Time: Full Time
 Newspaper Affiliation..... Rock Island Argus
 News Service UP
 Transcription Service..... Standard, World
 Representative Avery-Knodel
 Membership NARTB, RAB
 President..... Ben H. Potter
 V.P., Gen. Sta. Mgr..... Leslie C. Johnson
 Asst. Mgr., Dir. Sales..... Maurice Corken

Program Director.....Frank S. Hicks
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnott

WCVS

SPRINGFIELD—1922—MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Transcription ServiceWorld
 MembershipNARTB
 Representative.....Sears & Ayer
 President.....H. L. Dewing
 Comm., Prom., Gen. Mgr.....C. W. Need
 Chief Engineer.....R. Ashenfelter

WMAY

SPRINGFIELD—1950—NBC

Freq.: 970 Kc..Power: 1 Kw. d.; 500 W. n.
 Owned-Oper. By.....Lincoln Bcstg. Corp.
 Address.....711 Myers Bldg.
 News ServiceUP
 TranscriptionThesaurus
 Representative.....John E. Pearson
 MembershipNARTB
 Pres., Gen., Sta. Comm. Mgr. Gordon Sherman
 Program Director.....Syl Binkin
 Prom., Publ. Dir.....Mel Kempe
 Chief Engineer.....Melvin Feldman

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone: 2-4441.....Air Time: Full Time
 News ServiceAP
 TranscriptionWorld
 RepresentativeWeed
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....Oliver J. Keller
 Commercial Manager.....O. J. Keller, Jr.
 Sales Promotion Manager.....Bill Miller
 Program Director.....John W. Midgely
 Chief Engineer.....E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.
 Address.....218 1st Ave.
 News ServiceAP
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....Sam Bartlett
 Comm. Mgr.....Lillian Bartlett
 Program Director.....John Rohwer
 Chief Engineer.....Ed Fisher

WIZZ

STREATOR—1953

Frequency: 1250 Kw.....Power: 500 Watts d.

Owned-Oper. By.....Streator Bcstg. Co.
 AddressBox 431
 Phone: 4147.....Air Time: Daytime
 RepresentativeBest
 Gen., Sta., Mgr.....Vernon R. Nunn
 Commercial Mgr.....Jack A. Dill
 Chief Engineer.....Harold I. Peters

WTIM

TAYLORVILLE—1952

Frequency: 1410 Kc.....Power: 1000 Watts d
 Owned-Operated By.....Moyer Bcstg. Co.
 Phone: 1410.....Air Time: Daytime
 Transcription Service...Standard, Thesaurus
 News ServiceUP
 RepresentativeContinental
 PresidentRoger Moyer
 General Manager.....James C. Hilderbrand
 Station Manager.....Kester Pollock
 Chief Engineer.....Tom Giles

WKID

URBANA—1948—KBS

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By.....Sterling Bcstg. Co.
 AddressP. O. Box 192
 Phone: 75431.....Air Time: Daytime
 News ServiceINS
 RepresentativeJohn Pearson

WTAX

Maximum Audience
 at Minimum Cost!

Year after year Hooper has shown WTAX far in front in Springfield, Illinois.

Its average audience exceeds that of the other Springfield stations combined.

Hooper Radio Index
 Springfield, Ill., City Zone
 October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

Daytime Monday thru Friday
 Other stations reported ranged from 1.9 to 4%

CBS RADIO Affiliate

Represented by Weed & Company

Membership NARTB
 Pres., Gen. Mgr. Allen Embury
 Sta., Comm. Mgr. C. Loulek
 Program Director. Steven Austin
 Publicity Dir. Roger Klucos
 Chief Eng. James Duryed

W K R S

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By News-Sun Bcstg. Co.
 Business Address. P. O. Box 500
 Phone: DELta 6-7900. Air Time: Daytime
 News Service AP
 Transcription Service. Thesaurus, Standard
 Representative McGillvra
 President F. Ward Just
 Gen., Comm. Mgr. Joseph B. Kirby
 Program Director. A. F. Sorenson
 Chief Engineer. Stanley G. Chadwick

W F R X

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned. Pyramid Radio Bcstg. & TV Co.
 Address. S. Logan St.
 Phone: 1300 Air Time: Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Indie Sales
 President. Guy Lambert
 Gen., Sta., Comm. Mgr. Robert O. Veach
 Program Director. Billy Spangler
 Chief Engineer. Everett Kennedy

W C B D

ZION—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By Michael J. Mintern
 Business Address. Administration Bldg.
 Phone: 2-4521. Air Time: Sunday only
 Managing Director. Michael J. Mintern
 Commercial Manager. Carl Q. Lee

INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — Families 1,354,000
 Radio Homes 1,307,000 — TV Homes 951,000 — Stations in State 50

W C B C

ANDERSON—1946—KBS

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By Civic Bcstg Corp.
 Address. 204 Tower Bldg.
 News Service UP
 Transcription Service World
 Membership RAB
 Station Rep. Hil Best
 President. Paul E. Billheimer
 General Manager. Worth S. Rough
 Program Director. John Snider
 Chief Engineer. Marvin D. Carmony

W H B U

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Anderson Bcstg. Corp.
 Business-Studio. 640 Citizens Bank Bldg.
 Transcription Service Standard
 Representative Bolling Co.
 Membership RAB, NARTB
 President. C. Bruce McConnell
 General Manager. John R. Atkinson

W B I W

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Bedford, Inc.

Address. Radio Farm, P. O. Drawer 472
 News Service INS
 Transcription Service. Thesaurus, RCA
 Representative W. S. Grant
 Pres., Gen. Mgr. William C. Smith, Jr.
 Program Director. Claude Parsons
 Chief Engineer Carl J. Finger

W T T S

BLOOMINGTON—1949—ABC

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.
 Owned-Oper. By Sarkes Tarzian, Inc.
 Business-Studio Address 535 S. Walnut St.
 News Service AP
 Representative. Robert Meeker Associates
 Membership RAB
 President Sarkes Tarzian
 Station Manager. Glenn Van Horn
 Commercial Mgr. Ray Barlett
 Chief Engineer. Carl Onken

W B N L

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Boonville Bcstg. Co.
 Address Lynville Rd.
 News Service UP
 Co.-O., Gen., Comm. Mgr. H. C. Sanders
 Co.-O. Asst. Mgr., Pgm. Dir. Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By... Syndicate Theatres, Inc.
 Address... Carr Hill Rd.
 Phone: 3397-98. Air Time: Daytime
 Trans. Service... Thesaurus
 Membership... RAB
 Station Rep... Rambeau
 News Service... AP
 President... Joseph Finneran
 General Manager... Dick Jewell
 Chief Engineer... Max Cockley

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By... News Examiner Co.
 Business-Studio Address... 406 Central Ave.
 Phone: 1950. Air Time: Daytime
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Gill-Perna
 Membership... NARTB
 Secretary... G. S. Tatman
 Gen., Sta., Comm. Mgr... E. M. Jackson
 Program Director... Ralph T. Underwood
 Chief Engineer... Earl Thompson

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owner-Oper. By... Truth Publishing Corp.
 Business-Studio Address... 116 S. Second St.
 Phone: 3-1960. Air Time: Full Time
 News Service... UP
 President... John F. Dille, Jr.
 General Manager... Donald McFall
 Commercial Mgr... Don Freed
 Chief Engineer... Lester Zellmer

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... WFBM, Inc.
 Business-Studio Address... 24 N.W. 3rd St.
 Phone: 4-9215. Air Time: Full Time
 News Service... AP
 Transcription Service... Lang-Worth
 Membership... NARTB, RAB
 Representative... Katz
 President... Harry M. Bitner, Jr.
 General-Station-Commercial Mgr... Don Menke
 Program Director... Michael Finn
 Chief Engineer... William Schultz

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5 Kd. d.; 1 Kw. n.
 Owned-Operated By... On The Air, Inc.
 Business-Studio Ad... 1001 Diamond Ave.

Phone: 21171. Air Time: Full Time
 Representative... Weed & Co.
 News Service... UP
 Membership... NARTB
 President... Alvin Q. Eades
 Ex. V.P., Gen., Sta. Mgr... Martin L. Leich
 Sales Prom., Pub. Dir... Del Greenwood
 Program Director... Mrs. Pat Roper
 Chief Engineer... Erwin P. Schoeny

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By... South Central Bcstg. Corp.
 Address... 1162 Mt. Auburn Rd.
 Phone: 4-8284. Air Time: Daytime
 News Service... AP
 Transcription Service... Thesaurus
 Representative... John E. Pearson Co.
 Membership... RAB
 Pres., Gen.-Sta. Mgr... John A. Engelbrecht
 Chief Engineer... George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By... WJPS, Inc.
 Business-Studio Address... 206 Main St.
 Phone: 5-2221. Air Time: Full Time
 News Service... AP
 Transcription Service... Standard, World
 Representative... George P. Hollingbery
 Membership... NARTB
 President... Robert S. Davis
 Gen., Sta. Mgr... Jack McLean
 Sales Prom. Mgr., Pub. Dir... Charles Caldwell
 Chief Engineer... James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Radio Fort Wayne, Inc.
 Address... Fort Wayne Nat'l Bank Bldg.
 Phone: Anthony 6212. Air Time: Full Time
 News Service... AP
 Transcription Service... Standard
 Representative... Boiling
 President... C. Bruce McConnell
 General Manager... Robert McConnell
 Station Manager... Charles E. Kennedy
 Local Commercial Manager... Merlin Smith
 Program Director... Robert Hill
 Chief Engineer... Eugene Humphrey

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: Eastbrook 3366. Air Time, Full Time
 Newspaper Affiliation... News-Sentinel
 News Service... UP
 Transcription Service... Langworth
 Representative... Headley-Reed

Membership RAB
 President..... Helen R. Foellinger
 Gen., Sta. Comm. Mgr..... Merrill C. Johnson
 Prom. Mgr., Pub. Dir..... Dorsey M. Roth
 Program Director..... Norman Widenhofer
 Chief Engineer..... Damon Wilson

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
 Owner... Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add. 220 E. Jefferson St.
 Phone Number Anthony 2295
 News Service UP, AP
 Transcription Service World
 Representative Raymer
 President Clarence L. Schust
 General Manager Edward G. Thoms
 Sales Prom. Mgr..... Wilson Schroeder
 Commercial Manager..... Carleton B. Evans
 Program Dir..... Eugene A. Chase

WOWO

FT. WAYNE—1926—NBC

Frequency: 1190 Kc.....Power: 50 Kw.
 Owner..... Westinghouse Radio Stations, Inc.
 Bus.-Studio Address... 124 W. Washington Blvd.
 Phone: Anthony 2136..... Air Time: Full Time
 News Service UP
 Transcription Service..... Thesaurus
 Representative..... Free & Peters
 Membership RAB
 President..... Chris J. Witting
 General Manager..... J. E. Baudino
 Station Mgr..... Carl W. Vandagriff
 Commercial Manager..... Tom Longworth
 Sales Prom. Mgr..... Hilda C. Woehrmeyer
 Program Director..... Guy Harris
 Chief Engineer Bruce H. Ratts

WILO

FRANKFORT—1953—KBS

Frequency: 1570 Kc.....Power: 250 Watts
 Owned Radio Frankfort
 Address..... 52½ E. Washington St.
 Phone: 3338..... Air Time: Daytime
 News Service UP
 Station Rep..... Hil Best
 Membership RAB
 General Mgr..... George A. Foulkes

WGRY

GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... WGRY, Inc.
 Address..... 734 Washington St.
 Phone: 5-7511..... Air Time: Daytime
 News Service UP
 Membership RAB
 Transcription Service SESAC
 Station Rep..... Indie
 Pres., Gen. Mgr..... George Whitney
 Program Director Jock Smith

WWCA

GARY—1949

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By... Lake Bdcstg Co., Inc.
 Address Hotel Gary
 Phone: 6-9171..... Air Time: Full Time
 News Service AP
 Membership RAB
 Station Rep..... John E. Pearson Co.
 Pres., Gen., Sta. Mgr..... Dee O. Coe
 Prom. Mgr..... Sam Weiler
 Program Todd Branson
 Chief Engineer Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By... South Shore Bcstg. Corp.
 Address 449 State St.
 Phone: Sheffield 8400... Air Time: Full Time
 News Service UP
 Representative... Joseph Hershey McGillvra
 Pres., Gen. Mgr..... R. C. Adair
 Program Director..... Gerald Mitchell
 Chief Engineer..... Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By... WFBM, Inc.
 Business-Studio Address... 1330 N. Meridian St.
 Phone Number..... Melrose 4-8521
 News Service AP, INS
 Representative Katz
 Transcription Service..... World
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr..... Harry M. Bitner, Jr.
 Commercial Manager..... William F. Kiley
 Prom. Mgr., Pub. Dir..... Bernard W. Carney
 Program Dir..... Robert Yeager
 Chief Engineer..... Harold Holland

WIBC

INDIANAPOLIS—1938—MBS

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
 Owned-Operated By... WIBC, Inc.
 Business-Studio Address... 30 W. Washington St.
 Phone: MELROSE 4-2305... Air Time: Full Time
 News Service AP, UP
 Transcription Service..... SESAC, Thesaurus
 Representative John Blair
 Membership NARTB
 President, Gen. Mgr..... Richard M. Fairbanks
 Commercial Manager..... Gilbert I. Berry
 Sales Prom., Pgm. Dir..... William L. Dean
 Chief Engineer..... Robert W. Minton

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
 Owned-Oper. By... Indianapolis Bcstg., Inc.
 Business-Studio Add... 307 N. Pennsylvania St.

Phone: Melrose 5-1541... Air Time: Full Time
 Newspaper Affiliation... Central Newspaper
 News Service... AP
 Transcription Service... Langworth
 Representative... Free & Peters
 Membership... RAB
 President... Eugene C. Pulliam
 General Manager... Willard C. Worcester
 Commercial Manager... Daniel C. Park
 Prom. Mgr., Pub. Dir... Richard Higgs
 Program Director... M. Wayland Fullington
 Chief Engineer... Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By... Universal Bcstg. Co., Inc.
 Business-Studio Address... 1440 N. Meridian St.
 Phone: MELrose 4-6411... Air Time: Full Time
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Bolling
 Membership... RAB, NARTB
 President... C. Bruce McConnell
 Gen. Mgr... Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir... Jim Buck
 Comm. Manager... Robert Ohleyer
 Program Director... William E. Frosch, Jr.
 Chief Engineer... Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 950 Kc. Power: 5 Kw. d.
 Owned-Oper. By... Radio Indianapolis, Inc.
 Address... 3003 Kessler Blvd.
 News Service... UP
 Representative... John Pearson
 Membership... BAB, NARTB, AIMS
 President... Lyman S. Ayres
 General Manager... Robert D. Enoch
 Program Director... G. A. Smith, Jr.
 Chief Engineer... Bert Goetzinger

WITZ

JASPER—1948—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By... Jasper on the Air Inc.
 Address... P. O. Box 167
 News Service... UP
 Transcription Service... Thesaurus
 Membership... RAB
 President... Dr. Gilbert E. Metzger
 Gen., Sta. Mgr... Dennis Keller
 Commercial Manager... Al Farber
 Sales Prom. Mgr... Joe Salvi
 Publicity Director... Beverly Chism
 Program Director... Jim Young
 Chief Engineer... Peter Russo

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner... North Central Indiana Bcstg. Corp.

Business Address... 212½ North Main St.
 Phone: 6194... Air Time: Full Time
 News Service... AP
 Transcription Service... World
 Representative... Weed
 Membership... NARTB, RAB
 President... Richard Blackledge
 V.P., Gen., Sta. Mgr... John Carl Jeffrey
 Promotion Mgr... John C. Jeffrey
 Chief Engineer... Elvin Cunningham

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By... WFAM, Inc.
 Business-Studio Address... McCarty Lane
 Phone: 2-4300... Air Time: Full Time
 News Service... UP
 Representative... Wm. G. Rambeau
 Membership... RAB
 President... O. E. Richardson
 Sta., Comm. Mgr... Herbert Nelson
 Program Director... James Potter
 Chief Engineer... Richard Cochran

WLOI

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By... La Porte Bcstg. Co.
 Business-Studio Address... Rumely Hotel
 Phone: 3784... Air Time: Daytime
 Sta. Rep... McGillvra
 News Service... AP
 Transcription Service... Capitol
 President... Hoyt H. Scott
 Sec'y, Treas., Gen. Mgr... Dr. Edward Young
 Station Mgr... Robert F. Coffen

WBTO

LINTON—1953

Frequency: 1600 Kw. Power: 500 Watts d.
 Owned-Oper. By... The Linton Bcstg. Co.
 Address... c/o WBNL, Boonville, Ind.
 Phone... 63
 Owner... Henry C. Saunders

WSAL

LOGANSPOUT—1949—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Logansport Bdg. Corp.
 Address... P. O. Box 399
 Phone: 3111... Air Time: Full Time
 News Service... AP
 Membership... NARTB, RAB
 General Manager... Raymond W. Baker
 Comm. Mgr... Joseph A. Wiler
 Program Director... Ira McCormack
 Chief Engineer... Raymond A. Olson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Marlon Radio Corp.

Business-Studio Address... 303½ S. Adams St.
 Phone: 5500. Air Time: Full Time
News Service AP
 Transcription Service Standard, World
 Representative Best
 Membership NARTB
 President John Ramp
 Station Manager William Fowler
 Program Dir. William Richards
 Commercial Mgr. Wm. J. Emard
 Sales Promotion Mgr. Forest Parsons
 Chief Engineer Tom Morrisey

WIMS

MICHIGAN CITY—1947

Freq.: 1420 Kc. Power: 1 Kw. d.; 500 Wts. n.
 Owned. Northern Indiana Bcstgs., Inc.
 Business-Studio Address 415 Franklin St.
 Phone: 5-5245. Air Time: Full Time
News Service UP
 Station Representative Wm. G. Rambeau
 Pres., Gen. Mgr. William N. Udell
 Commercial Managers Al Halus, Jay Schoff
 Program Director Richard Olson
 Chief Engineer Robert J. Schilling

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tri City Radio Corp.
 Business Address Hwy. No. 35
 Phone: 4403. Air Time: Full Time
News Service AP
 Transcription Service Standard, World
 Representative Walker, Hal Holman
 Pres., Gen. Sta. Mgr. D. A. Burton
 Commercial Manager Bill Craig
 Program Director Lee Allerton
 Chief Engineer M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Ohio Valley Bcstg., Inc.
 Address Box 285
 Phone: 4-2235. Air Time: Full Time
News Service UP
 Station Rep. Hil F. Best Co.
 Pres., Gen. Sta. Mgr. Roy L. Hickox
 Comm. Mgr. Milton Lamm
 Program Director Keith Reising
 Sales Prom. Mgr. Joe Gillum
 Chief Engineer Tom Allebrandi

WARU

PERU—1954

Frequency: 1600 Kc. Power: 500 Watts
 Owner Wabash-Peru Bcstg. Co.
 Address Senger-Marvick Bldg.
 Phone 2271
 President Dr. Wendell Hansen

WPGW

PORTLAND—1951—KBS

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Oper. By Glenn West
 Address Box 608
 Phone Number 1094
 Transcription Service SESAC, World
 Gen. Mgr. Glenn West

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Princeton Bcstg. Co.
 Address Box 8
 Phone: 1250. Air Time: Daytime
News Service AP
 Transcription Service Thesaurus
 Station Representative McGillvra
 Membership RAB
 President M. R. Lankford
 Station Manager Gene Peterson
 Commercial Mgr. D. T. Critchfield
 Program Director Jack Wiedemann
 Chief Engineer Harold Bass

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Address W. Main St.
 Phone: 3-1156 Air Time: Full Time
News Service UP
 Transcription Service Thesaurus, World
 Representative Robert Meaker
 Membership RAB
 President Paul R. Quigg
 Gen., Sta. Mgr. Lester G. Spencer
 Comm., Sls. Roland L. Nusbaum
 Program Director Marie Robbins
 Chief Engineer L. J. Duning

WSLM

SALEM—1953—KBS

Frequency: 1220 Kw. Power: 250 Watts d.
 Owned-Oper. By Don H. Martin
 Address Radio Ridge
News Service AP
 Transcription Service Thesaurus, MacGregor
 Representative Hil F. Best
 Membership RAB
 Pres., Gen. Mgr. Don H. Martin
 Commercial Mgr. Simon Spurgeon
 Sales Promotion Mgr. Boyd Smedley
 Pub. Dir. Barney Schocke
 Program Director Margaret Martin
 Chief Engineer Darrell Dixon

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Operated By Dr. Azra C. Baker

Address.....1534 Ewing St.
 General Manager.....Azra C. Baker
 Commercial Manager.....Robert E. Shippee
 Program Director.....Roger W. Bradley
 Chief Engineer.....Arnold Haun

W H O T

SOUTH BEND—1944—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By South Bend Bcstg. Corp.
 Address.....434 S. St. Joseph St.
 Representative.....Bolling
 Membership.....NARTB, RAB
 Pres.....Rev. Theodore M. Hesburgh, C.S.C.
 Sec'y, Treas.....Rev. Edmund P. Joyce, C.S.C.
 Vice-Pres., Gen. Mgr.....Bernard Barch
 Station Mgr.....Frank Crosiar
 Sales Manager.....C. J. Pa-Jakowski
 Program Director.....Wm. Etherton
 Chief Engineer.....Ira Kealy

W J V A

SOUTH BEND—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdstg. Corp.
 Address.....Box 179
 Representative.....Burn-Smith
 Pres., Gen. Mgr.....F. R. Householder
 Program Director.....Owen Lackey Jr.
 Commercial Mgr.....Vince Doyle
 Chief Engineer.....Francis J. Bock

W S B T

SOUTH BEND—1921—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Bus-Studio Address.....225 W. Colfax Ave.
 Phone: CE 3-3141.....Air Time: Full Time
 Newspaper Affiliation.....South Bend Tribune
 News Service.....UP, INS
 Representative.....Paul H. Raymer
 Membership.....NARTB, RAB
 General Manager.....Neal B. Welch
 Nat'l Sales Mgr.....Robert H. Elrod
 Publicity Director.....Clarence W. Harding
 Program Director.....Robert J. Drain
 Chief Engineer.....Arthur R. O'Neil

W T C J

TELL CITY—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tell City Bcstg. Co.
 Phone Number.....740
 Owner, Manager.....James R. Brewer

W B O W

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.
 Transcription Service.....Thesaurus
 Representative.....Weed
 President.....Alvin Eades
 Comm., Gen., Sta. Mgr.....William F. Rippetoe
 Sales Prom. Manager.....Harry E. Frey
 Program Director.....Ralph S. McHargue
 Publicity Director.....Ralph McHargue
 Chief Engineer.....Howard Stewart

W T H I

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address.....918 Ohio St.
 Phone. Crawford 9481.....Air Time: Full Time
 Representation.....Bolling Co., Inc.
 Membership.....NARTB
 President.....Anton Hulman, Jr.
 Gen. Mgr.....Joseph M. Higgins
 Station Mgr.....Madeline K. Barry
 Promotion Mgr.....John Ball
 Chief Engineer.....Don Petii

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Vincennes Sun Co.
 Business Address.....Grand Hotel
 News Service.....UP
 Newspaper Affil.....Central Newspapers
 Transcription Service.....World
 Representative.....Free & Peters
 President.....Eugene C. Pulliam
 Sls. Prom. Mgr.....G. A. Bright
 Program Director.....Lorraine Monnin
 Station Mgr.....Roy Stanley

W K A M

WARSAW—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Kosciusko Bcstg. Corp.
 Address.....612 W. Pike St.
 Phone: 1210.....Air Time: Daytime
 News Service.....AP
 Representative.....Hal Holman Co.
 President.....J. W. Autenrieth, Jr.
 Comm. Mgr.....Charles R. Palmquist, Jr.
 Chief Engineer.....Robert Norwood

W R S W

WARSAW—1952

Frequency: 1480 Kc.....Power: 500 Watts
 Owned-Oper. By.....Reub Williams & Sons, Inc.
 Address.....Times Building
 Trans. Service.....Thesaurus, RCA
 President.....Raymond B. Williams
 General Manager.....C. Reuben Williams
 Station Mgr.....William Mollenhour
 Comm. Mgr.....Jack Essenberg
 Program Director.....Marie Snyder
 Chief Engineer.....Fred Gresso

IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — Families 882,000
Radio Homes 857,000 — TV Homes 515,000 — Stations in State 52

KASI

AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Ames Bcstg. Co.
Business-Studio Address: 328½ Main St.
Phone: 3460. Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
President: W. S. Rupe
Gen., Sta. Mgr.: Arthur A. Skinner
Commercial Mgr.: Gene Loeffler, Jr.
Program Director: Ruby Tillerson
Chief Engineer: Doyle D. Kelso

KJAN

ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Nishna Valley Bcstg. Co.
Phone: 1717. Air Time: Daytime
News Service: AP
Gen., Sta. Mgr.: Franklin G. Miller
Comm., Prom. Mgr.: H. A. Preston
Chief Engineer: Deane Johnson

KWBG

BOONE—1950

Freq.: 1590 Kc. Power: 1 Kw. d.: 500 Wts. n.
Owned-Operated By: Boone Bcstg. Co.
Address: Boone, Ind.
Phone: 149. Air Time: Full Time
News Service: AP
Representative: John E. Pearson
President: Mary G. Garvey
General Manager: H. A. Garvey
Sales Manager: R. G. Cauier
Program Dir.: Tom Quinlan
Chief Engineer: Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By: Burlington Bcstg. Co.
Business-Studio Address: Roosevelt Ave.
Phone: PL 2-2701. Air Time: Full Time
News Service: AP
Transcription Service: Standard
Representative: Venard, McConnell
Membership: RAB, NARTB
Pres., Gen., Sta. Mgr.: Gerard B. McDermott
Prom., Comm. Mgr.: David H. Steidle
Program Director: Richard Mosena
Chief Engineer: John Gallino

KCIM

CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Carroll Broadcasting Co.
Address: 520 N. Adams St.

Transcription Service: Thesaurus
News Service: AP
Representative: Pearson
Membership: NARTB
General Manager: M. W. McPherson
Chief Engineer: Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By: Cedar Rapids TV Co.
Business: 104 1st St. S.W.
Newspaper Affil.: Gazette
News Service: AP, INS
Transcription Service: World
Representative: Gilk-Perna
President: Joseph F. Hladky, Jr.
Sta., Comm. Mgr.: W. S. Patterson
Program Director: Ralph D. Willey
Promotion Mgr.: Edna Herbst
Chief Engineer: Carl Rollert

KPIG

CEDAR RAPIDS—1949—TALL CORN
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Cedar Rapids Bcstg.
Business Address: 211 1st St. S.W.
News Service: UP
Membership: RAB
Transcription Service: Capitol
Representative: Pearson
Gen., Comm. Mgr.: James I. Mitchell
Program Director: Ronald R. Barkley
Chief Engineer: Donald Carmichael

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned: American Bcstg. Stations, Inc.
Bus.-Studio Address: Paramount Theater Bldg.
Phone: 4-0171. Air Time: Full Time
News Service: AP, INS, UP
Transcription Service: RCA
Representative: Katz
Membership: NARTB, RAB
President: William B. Dolph
General Manager: William B. Quarton
Sales Manager: Lew Van Nostrand
Pub. Dir.: Jim Bowermaster
Program Manager: Bruce Anderson
Chief Engineer: George Hixenbaugh

KCOG

CENTERVILLE—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Hiawatha Bdcstg. Co.

Address 1910 South Main St.
 Phones 131, 407..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus, RCA
 Representative McGillvra
 Membership NARTB
 President S. A. Chesley
 Program Director..... Meredith Griffing
 Chief Engineer..... Harry Hanson

KCHA

CHARLES CITY—1951—KBS

Frequency: 1580 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Radio Incorporated
 Address..... Kelley & Main
 Phone: 787..... Air Time: Daytime
 News Service AP
 Transcription Service..... World, Thesaurus
 Representative..... Orville Lawson, Walker
 Membership NARTB
 President..... Charles J. Ellis
 General Manager..... Ralph A. Petti, Jr.
 Commercial Mgr..... Vern Bromberg
 Program Director..... John Fisher
 Asst. Mgr. Sales..... Earl Wooton
 Chief Engineer..... Charles J. Ellis

KCHE

CHEROKEE—1952

Frequency: 1440 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Cherokee Bcstg. Co.
 Address..... 219½ W. Main St.
 Phone: 51..... Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Gen., Comm. Mgr..... Russell A. Hickmon
 Prom. Mgr., Prog. Dir..... Charles Resnikow
 Chief Engineer..... Sterling H. Heil

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone: 446..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Pearson
 Membership NARTB, RAB
 President W. S. Jacobsen
 General Manager..... B. M. Jacobson
 Commercial Mgr..... Darline Gordon
 Program Director..... Ralph Stoeckel
 Chief Engineer Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address..... 120 S. Main
 Phone: 4041..... Air Time: Daytime
 News Service AP
 Newspaper Affil..... Nonpareil
 Transcription Service..... Thesaurus

Representative..... Arthur Hagg & Assoc.
 Membership NARTB
 President..... Robert R. O'Brien
 Gen., Sta. Mgr., Chief Eng..... Robert H. O'Brien
 Commercial Manager..... Richard B. Gurney
 Sales Promotion Mgr..... Marjorie W. Morris
 Program Director..... R. M. Hallgren
 Publicity Director..... Robert H. O'Brien

KSIB

CRESTON—1946—KBS

Frequency: 1520 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Southwest Iowa Bcstg. Co.
 Address..... Creston
 Phone: 55..... Air Time: Full Time
 News Service INS
 Transcription Service..... Thesaurus
 Representative Pearson
 President..... Arden D. McKee
 Gen., Sta., Comm. Mgr..... E. M. Horning
 Publicity Director..... Ron Wilson
 Chief Engineer..... William Zollman

KFMA

DAVENPORT—1952—KBS

Frequency: 1580 Kc..... Power: 250 Watts d.
 Owned-Operated By..... KFMA Bcstg. Co.
 Address..... 415 Perry St.
 Phone: 6-4407..... Air Time: Daytime
 News Service UP
 Transcription Service Capitol
 Station Representative..... Best, Associated
 Membership NARTB
 Pres., Gen., Comm. Mgr..... A. D. Pierce
 Promotion Mgr..... Doris Hanner
 Pgm., Pub. Dir..... Eugene Larsen
 Chief Engineer..... Francis B. Shawver

KSTT

DAVENPORT—1946—MBS

Frequency: 1170 Kc..... Power: 1000 Watts
 Owned-Operated By..... Davenport Bcstg. Co. Inc.
 Address..... 310 Harrison St.
 Phone: 6-2541..... Air Time: Full Time
 Representative..... Sears & Ayer
 President..... A. M. McGregor
 Commercial Mgr..... Neil Conklin
 Nat'l Sales Mgr..... Lois Snively
 Program Director..... Bill Merchant
 Gen. Mgr., Pub. Dir..... I. F. Whalen
 Chief Engineer..... Jim Wycher

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Tri-City Bdcstg. Co.
 Address 805 Brady Street
 Phone: 3-3661..... Air Time: Full Time
 News Service UP
 Representatives Free & Peters, Inc.
 Membership NARTB, RAB
 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.....Warren Vasen
 Publicity Director.....Paul Ives
 Chief Engineer.....Paul Arvidson

K D E C

DECORAH—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Scenic Bcstg. Co.
 Business-Studio Address.....State Road
 Phone: 1240.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Pres., Gen. Co-Mgr.....Verne Koenig
 Commercial Mgr.....Kenneth Bjerke
 Program Dir.....Verne Koenig
 Chief Engineer.....Arnie Zaruba

K C B C

DES MOINES—1947

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Majestic Bcstg. Co.
 Business-Studio Address.....3512 Ingersoll
 Phone: 7-4483.....Air Time: Full Time
 News Service.....INS
 President.....Karl Peters
 General Manager.....Rollo H. Bergeson
 Commercial Manager.....Claire E. Grant
 Sales Prom. Mgr.....Don Purdy
 Chief Engineer.....Bob Brown

K I O A

DES MOINES—1948

Freq.: 940 Kc... Power: 10 Kw. d., 5 Kw. n.
 Owned.....Town & Farm Co. Inc.
 Address.....10th & Mulberry
 Phone: 2-9191.....Air Time: Full Time
 News Service.....INS, UP
 Transcription Service.....World, Cole
 Representative.....H.R. Reps.
 Membership.....RAB
 President.....Don Searle
 Gen., Sta. Mgr.....Joe Rohrer
 Commercial Mgr.....Rex Lathen
 Program Director.....Joe Rohrer
 Chief Engineer.....Lyle Nolan

K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business Address.....Register & Tribune Bldg.
 Phone: 3-2111.....Air Time: Full Time
 Newspaper Affiliation.....Register-Tribune
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Station Representative.....The Katz Agency
 Membership.....NARTB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott

Sales Prom. Mgr., Pub. Dir.....Joe Hudgens
 Program Director.....Dick Covey
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Murphy Bcstg. Co.
 Address.....1910 Ingersoll Ave.
 Phone Number.....3-0571
 News Service.....AP, INS
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 President.....Kingsley H. Murphy
 Gen., Sta. Mgr.....Bill C. Baldwin
 Commercial Mgr.....Gene Shumate
 Pub., Pgm. Dir.....Gloria Frumkin
 Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1948—MBS

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....Des Moines Bcstg. Corp.
 Business-Studio Address.....419 Locust
 Phone: 2-8363.....Air Time: Full Time
 News Service.....INS, UP
 Pres., Comm. Mgr.....George W. Webber
 Gen., Sta. Mgr.....Robert L. Webber
 Program Director.....Edith L. Webber
 Sales Prom. Mgr.....Max Rower
 Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Central Bcsta. Co.
 Address.....1100 Walnut St.
 Phone: 8-6511.....Air Time: Full Time
 News Service.....AP, INS, UP
 Trans. Service.....Thesaurus, SESAC, Standard
 Station Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Secretary & Controller.....William D. Wagner
 Sales Manager.....Harold Fulton
 Asst. Manager.....W. W. Woods
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Cecil C. Huntzinger
 News Bureau Manager.....Jack D. Shelley
 Chief Engineer.....Reed E. Snyder

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address.....Eighth Ave. & Bluff St.
 Phone: 3-7351.....Air Time: Full Time
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP

Station Representative Pearson
 Membership NARTB
 President Fred Woodward
 General-Station Manager..... K. S. Gordon
 Commercial Manager..... A. C. Newburgh
 Program Director..... George Freund
 Publicity Director..... Gerald McAleece
 Chief Engineer..... Donald Abitz

WDBQ

DUBUQUE—1933—MBS-ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Dubuque Bcstg. Co.
 Business-Studio Address..... 505 Main St.
 Phone: 3-8241..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus, RCA
 Representative..... Robert Meeker
 Membership NARTB
 President..... Charles T. Landon
 Exec. V.P., Gen. Sta. Mgr..... James R. King
 Commercial Mgr. Harry Hatzenbuehler
 Program Director..... Thomas G. Goodman
 Publicity Director..... R. E. Carpenter
 Chief Engineer..... Barker-Heim

KLIL

ESTHERVILLE—1952—ABC-KBS

Frequency: 1340 Kc..... Power: 100 Watts
 Owned..... Esterville Bcstg. Corp.
 Address..... 1151 Plymouth Bldg.
 Phone: 1800..... Air Time: Full Time
 News Service..... AP
 Transcription Service World, Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr..... William E. Schons
 Commercial Mgr..... Jack Turnbull
 Sales Prom. Mgr..... Ken Peterson
 Program Dir..... James Colston
 Publicity Dir..... Mavis Peterson
 Chief Engineer..... Gleon LeMont

KFAD

FAIRFIELD—1953—KBS

Frequency: 1570 Kw..... Power: 250 Watts d.
 Owned-Oper. By..... Hiawatha Bcstg. Co.
 Address Box 494
 Phone: 345..... Air Time: Daytime
 Transcription Service..... Thesaurus, World
 News Service UP
 President..... S. A. Chesely
 General Manager..... John W. Ward
 Program Director..... Arthur Bouldin
 Chief Engineer..... Harry Hansen

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Northwest Bcstg. Co.
 Business-Studio Address..... Warden Bldg.
 Phone: Walnut 3761..... Air Time: Full Time

News Service UP, INS
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, RAB
 President, General Manager ... Edward Breen
 Commercial Manager..... Max E. Landes
 Program Director..... Drexel Peterson
 Chief Engineer..... David G. Sinclair

KXGI

FT. MADISON—1948

Frequency: 1360 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... KXGI, Inc.
 Business-Studio Address..... Marquette Bldg.
 Phone: 1360..... Air Time: Daytime
 News Service UP
 Transcription Service..... Standard
 Pres., Gen. Sta., Prom. Mgr.... Greg Rouleau
 Commercial Mgr..... Paul Oye
 Pgm., Pub. Dir..... Lloyd Mallette
 Chief Engineer..... Harold Hackbarth

KXIC

IOWA CITY—1948—KBS

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
 News Service INS
 Trans. Service..... World
 Representative Pearson
 Membership NARTB, RAB
 President..... Scott Swisher
 Gen. Mgr..... Gene Claussen
 Commercial Mgr..... F. M. Broeders
 Program Dir..... Durward Early
 Chief Engineer..... Elliott Full

KOKX

KEOKUK—1948

Freq.: 1310 Kc..... Power: 1 Kw. d., 500 w. n.
 Owned-Operated By Keokuk Bdcstg. Co.
 Address..... 4 So. 5th St.
 Phone: 235..... Air Time: Full Time
 News Service AP
 Membership NARTB
 President..... H. W. Stadler
 General Manager..... Gary E. Schroeder
 Office Manager..... Lee Loomis
 Commercial Mgr..... Charles Kasper
 Program Director..... Joe Malkin
 Chief Engineer..... Virgil Fortner

KLEM

LE MARS—1954

Frequency: 1410 Kc..... Power: 1000 Watts
 Owned-Oper. By..... B & B Bcstg. Co.
 Address Box 1410
 Phone: 1410..... Air Time: Daytime
 Station Manager..... Robert McKune
 Advertising Manager..... Robert Coddington

K F J B**MARSHALLTOWN—1923—MBS
TALL CORN**

Frequency: 1230 Kc. Power: 250 Watts
 Operated By: Marshall Electric Co.
 Address: 133 E. Main St.
 Phone: 3361. Air Time: Full Time
 News Service: UP
 Representative: Pearson
 General Manager: William P. White
 Commercial Manager: William C. Doll
 Prom. Mgr., Prog. Dir.: Allan N. Schrock
 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.
 Bus. Studio Address: 2nd & Pennsylvania
 News Service: AP, UP
 Transcription Service: World
 Representative: Weed
 Membership: NARTE, RAB
 President: Lee P. Loomis
 Exec. V.P., Gen. Mgr.: Herbert R. Ohrt
 Comm. Mgr.: Lloyd D. Loers
 Publicity Director: Donald Harter
 Program Director: William G. Suter
 Chief Engineer: Roger E. Sawyer

K R I B**MASON CITY—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Mason City Bcstg. Co.
 Address: 402 - 19th S.W.
 Phone: 5400. Air Time: Full Time
 Representative: Pearson
 Transcription Service: Thesaurus
 News Service: AP
 Pres., General Manager: Ed Lamson
 Commercial Mgr.: Donald Obie
 Program Director: Charlotte Ackerman
 Publicity Dir.: Margaret Lamson
 Chief Engineer: Howard Fullmer

K S M N**MASON CITY—1948**

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mohawk Bcstg. Co.
 Business Studio Address: Weir Bldg.
 News Service: UP
 Transcription Service: APS
 Station Rep.: Lawson, Holman, Devney
 Pres., Gen. Mgr.: Robert M. Carson
 Commercial Mgr.: Jack Whitsell
 Program Director: Robert Booe
 Chief Engineer: L. L. Miner

K W P C**MUSCATINE—1947**

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: Muscatine Bcstg. Co.

Address: Mulberry & Houser
 News Service: UP
 Transcription Service: World
 Representative: Pearson
 Membership: NARTE, RAB
 Comm. Gen. Sta. Mgr.: George J. Volger
 Program Director: John Williamson
 Chief Engineer: Darrell Dorsey

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: 120; 121. Air Time: Full Time
 Representative: Pearson
 Transcription Service: Thesaurus, SESAC
 News Service: INS, AP
 Membership: NARTE, RAB
 President: Earl W. Moore
 Gen. Sta. Mgr.: W. J. Teich
 Comm. Prom. Mgr.: Donald McKee
 Prog. Dir.: Robert Zimmerman
 Publicity Director: Len Bjella
 Chief Engineer: Burt Murphy

K B O E**OSKALOOSA—1950—TALL CORN**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By: Oskaloosa Bcstg. Co.
 Address: Highway 63, N. of Oskaloosa
 Phone Number: 3-3493
 Transcription Service: Thesaurus, Standard
 News Service: AP
 Representative: Pearson
 Membership: NARTE
 President: E. G. Wenrick
 General Manager: Ken Kilmer
 Commercial Mgr.: G. L. Stanley
 Program Director: Bob Henry
 Chief Engineer: Robert W. Moore

K B I Z**OTTUMWA—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Address: 2513 N. Court Rd.
 Phone: MU 2-4535-36-37. Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Membership: NARTE
 President, General Mgr.: James J. Conroy
 Station Manager: Alice E. Fisher
 Comm. Mgr.: Berg Allison
 Program Director: Woody Hirsch
 Chief Engineer: Loyd Hanson

K L E E**OTTUMWA—1954**

Frequency: 1480 Kc. Power: 500 Watts
 Owner: Lee E. Baker
 Address: 425 West 2nd St.
 Phone: MUrray 4-5425

K F N F

SHENANDOAH—1924—MBS

Freq.: 920 Kc. Power: 1 Kw. d. 500 Watts n.
 Owned-Operated By.....Capitol Bcstg. Co.
 AddressShenandoah
 Phone: 1302.....Air Time: Full Time
 News Service.....AP, INS
 Transcription Service.....World, SESAC
 RepresentativePearson
 MembershipNARTB, RAB
 Sta., Gen., Comm. Mgr.....C. Earl Williams
 Sls. Prom. Mgr.....Carl R. Anders
 Publicity Director.....Mary Boyer
 Program Director.....Earl Blakesley
 Chief Engineer.....Franz Cherny

K T R I

SIoux CITY—1938

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By.....Sioux City Bcstg. Co.
 Address400 Commerce Bldg.
 Phone: 8-0165.....Air Time: Full Time
 News Service.....UP
 RepresentativeVenard
 President.....John C. Kelly
 General Manager.....James Mitchell
 Station Manager.....H. W. Cassill
 Sales Prom. Dir.....Harry Bulow Jr.
 Program Director.....Bob Hansen
 Chief Engineer.....Sam Seidon

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Phone: 192.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....SESAC
 RepresentativeEdward Pety
 MembershipNARTB
 President.....Edward W. May
 General Manager.....Owen Saddler
 Station Manager.....Anthony Koelker
 Commercial Mgr.....Harold Arkoff
 Pub. Dir., Sales Prom. Mgr.....Floyd Nelson
 Program Director.....Warren Nielson
 Chief Engineer.....R. J. Schroeder

K I C D

SPENCER—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Iowa Great Lakes Bcstg. Co.
 AddressHighway 71 North
 Phone Number1240
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativePearson
 MembershipRAB, NARTB
 Pres., Gen., Sta. Mgr.....Ben B. Sanders
 Comm., Prom. Mgr.....Kenneth Black
 Program Director.....Mason Dixon
 Publicity Director.....Tom Shumate
 Chief Engineer.....Eldon Kanago

K M N S

SIoux CITY—1949—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Oper. By.....Siouxland Bcstg. Co.
 Address620 Insurance Exchange Bldg.
 Phone: 8-0628.....Air Time: Full Time
 RepresentativePearson
 MembershipRAB
 President.....Wm. F. Johns
 Sales, Prom. Mgr.....Ray Coffee
 Program Director.....Dean Murray
 Prog. Dir., Chief Eng.....Al Smith

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 AddressPark Building
 Phone: 1490-1.....Air Time: Daytime
 News Service.....AP
 MembershipNARTB, RAB
 President.....O. J. Grau
 Program Director.....P. R. Benson
 Chief Engineer.....Paul Tarrant

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
 Representative.....George P. Hollingsbery
 MembershipNARTB
 President.....W. R. Perkins
 Manager.....E. T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harrady
 Chief Engineer.....Ernest Kruger

K W W L

WATERLOO—1947—MBS

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Black Hawk Bcstg Co.
 AddressHotel Russell Lamson
 Phone: 4404.....Air Time: Full Time
 News ServiceAP
 RepresentativeHeadley-Reed
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy
 Commercial Manager.....Donald E. Inman
 Program Manager.....Dale Wood
 Chief Engineer.....T. W. Kirksey

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By WOPA, Inc.
 Address Highway 20 East
 Phone: 3-3371, 3-3372 Air Time: Full Time
 News Service **INS**
 Membership NARTB
 Representative Avery-Knodel
 Pres., Gen. Mgr. Egmond Sonderling
 Commercial Mgr. A. J. DuMond
 Chief Engr., Program Dir. Don E. Kassner

KJFJ

WEBSTER CITY—1949—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Land O'Corn Bcstg. Co.
 Address Box 222
 Phone: 1500 Air Time: Daytime
 News Service **AP**
 Transcription Service Thesaurus, Capitol
 President Charles V. Warren
 General Manager Ray Malmberg
 Pgm. Dir. G. D. Warland
 Chief Engineer Cecil C. Segar

KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — Families 621,000

Radio Homes 597,000 — TV Homes 246,000 — Stations in State 12

KSOK

ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By The KSOK Bcstg. Co.
 Address Box 172
 Phone: 2666 Air Time: Full Time
 News Service **AP**
 Transcription Service Thesaurus
 President Oscar S. Stauffer
 General Manager S. C. Thompson
 Program Director Richard Moore
 Commercial Mgr. C. E. Archer
 Chief Engineer Edward H. Howe

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By The Midwest Bcstg. Co., Inc.
 Business-Studio Address 8th & Elm
 Phone: 1843-4 Air Time: Full Time
 News Service **AP, INS**
 Transcription Service World
 President Richard M. Seaton
 Gen., Sales Prom. Mgr., Pub. Dir. R. Pratt
 Commercial Manager E. B. Spoonamore
 Program Dir. Richard S. Embody
 Chief Engineer J. S. Jamiset

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Griffith-Buenning Bdstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone: 2447 Air Time: Full Time
 News Service **AP**
 Representative Sears & Ayre
 Membership NARTB
 Transcription Service Standard
 General Manager J. M. Griffith
 Comm. Sta. Mgr. Paul H. Buenning
 Program Director Ross Phillips
 Chief Engineer L. H. Winegardner

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned Town & Farm Co., Inc.
 Address Grand Island, Neb.
 Phone: 790 Air Time: Daytime
 News Service **UP**
 Transcription Service RCA, SESAC
 Rep. H-R Reps.
 Membership **RAB**
 President Don Searle
 V.P., Mgr. Ed Mason
 Commercial Mgr. William A. Martin
 Promotion Manager Mrs. Fay Keil
 Chief Engineer V. L. Lynch

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecil W. Roberts
 Address Beach & Blumber
 Phone: 434 Air Time: Daytime
 News Service **UP**
 President Cecil W. Roberts
 Gen. Mgr., Chief Engr. D. W. Hoisington
 Comm. Sls., Prom. Mgr. John Wright
 Program Director Paula Hoisington

KFRM

CONCORDIA—1947—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Oper. By KMBC Bcstg. Co.
 Address 11th & Central, Kans. City, Mo.
 Phone: Harrison 2650 Air Time: Daytime
 News Service **AP, UP**
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership **NARTB, RAB**
 President L. G. Backstrom



Vice-Pres., Gen. Mgr. George J. Higgins
 V.P., Sales Mgr. George T. Higgins
 Program Director John T. Schilling
 Promotion Mgr. Harold W. Storm
 Chief Engineer C. E. Moler

KNCK

CONCORDIA—1954

Frequency: 1390 Kc. Power: 500 Watts
 Owned General Bcstg. Co., Inc.
 Address ½ Mile, W. of St. Joseph Hosp.
 Phone: 1414 Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr. W. F. Danenbarger
 Sales Mgr. Oscar W. Allen

KGNO

DODGE CITY—1930

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By Dodge City Bcstg. Co.
 Business Address 705½ Second St.
 Phone: HU 3-3151 Air Time: Full Time
 Newspaper Affiliation Dodge City Daily Globe
 News Service AP, UP
 Representative Art Hagg
 Membership NARTB, RAB
 President J. C. Denious
 Gen. Mgr. W. Elliott
 Program Director Herschel Holland
 Chief Engineer Frank Miller
 Commercial Mgr. Ruth Peterson

KBTO

EL DORADO—1953

Frequency: 1360 Kw. Power: 500 Watts d.
 Owned-Oper. By O. A. Tedrick
 Address Bank of Poplar Bluff
 Phone: 2526 Air Time: Daytime
 Station Rep. Indie
 News Service AP
 Trans. Service Standard
 Owner O. A. Tedrick
 General Manager Jim Platt
 Chief Engineer Jay H. Williams

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Emporia Bcstg. Co., Inc.
 Address P. O. Box 350
 Phone: 153 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Gill-Perna, W. C.
 President G. F. Reed
 V.P., Gen. Mgr. Jack Fallon
 Commercial Manager Harold Servey
 Program Director Hugh Aspinwall
 Chief Engineer Everett Thompkins

KMDO

FORT SCOTT—1954—KBS

Frequency: 1600 Kc. Power: 500 Watts

Owned Ft. Scott Bcstg. Co.
 Address Ft. Scott
 Phone: 2545 Air Time: Daytime
 General Mgr. L. C. McKenney
 Station Mgr. Jim McKenney

KGAR

GARDEN CITY—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ark Valley Bcstg. Co., Inc.
 Business-Studio Address 878
 Phone Number 3041
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman Co.
 Membership NARTB
 President Ellsworth Sherman
 General Manager Russell D. Erickson
 Program Director William J. Bennett
 Chief Engineer Earl E. Tipton

KIUL

GARDEN CITY—1935—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By KIUL, Inc.
 Address 509½ N. Main
 Phone: 3251 Air Time: Full Time
 News Service AP
 Transcription Service World, Thesaurus
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. Robert Wells
 Commercial Manager Bob Emery
 Program Director Tony Jewell
 Promotion Director Mary Connors
 Chief Engineer Joe Tennesen

KWGB

GOODLAND—1947—MBS-KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owner-Oper. By Goodland Bcstg. Co.
 Address Hotel Howard
 Phone: 331 Air Time: Daytime
 News Service UP
 Membership NARTB
 Transcription Service Capitol, Cole
 Owner, General Mgr. James E. Blair
 Commercial Mgr. Bert Blair
 Program Director Ken Waddell
 Chief Engineer Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By KVGB, Inc.
 Address Sec. State Bank Bldg.
 Phone: 4317 Air Time: Full Time
 News Service AP
 Newspaper Affiliation "Daily Tribune"
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB
 President Helen T. Coogan
 V.P., Gen., Sta. Mgr. Grover C. Cobb
 Asst. Mgr. Sherwood R. Parks
 Sls. Prom. Mgr. Bette Moore

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Comm. Manager.....Robert Hilgendorf
 Program Director.....Ray H. Beals
 Chief Engineer.....Gilbert Hanzlicek

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KAYS, Inc.
 Phone: 4-2578.....Air Time: Full Time
 Address.....2450 Hall St.
 Newspaper Affiliation.....Hays Daily News
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, RAB
 President.....Frank Motz
 Gen., Sta., Comm. Mgr.....Bob Schmidt
 Program Director.....Max Bicknell
 Publicity Director.....Janie Roth
 Promotion Manager.....Bud Ryan
 Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nation's Center Bcstg. Co.
 Business-Studio Address.....Box 1026
 Phone: 24486.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Vemard, Rintoul & McConnell
 Membership.....NARTB
 President.....Bess Marsh Wyse
 Station Mgr.....J. W. Powell
 Commercial Manager.....Kainor Carson
 Program Director.....Bill Scott
 Chief Engineer.....Bob Bassett

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc..Power: 1 Kw. d.; 500 n.
 Owned-Operated By.....KWHK Bcstg. Co., Inc.
 Business-Studio Address.....18 W. 5th St.
 Phone: 5-4461.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Representative.....Everett-McKinney
 President.....James E. Murray
 General Manager.....Vern Minor
 Comm. Mgr.....Dan Salmon
 Chief Engineer.....Millard Clary

KIND

INDEPENDENCE—1947—MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Central Bcstg., Inc.
 Bus.-Studio-Transmitter.....Professional Bldg.
 Phone: 1010.....Air Time: Daytime
 News Service.....AP
 Pres., Gen. Mgr.....J. Nelson Rupard
 Comm. Manager.....Jo Randall
 Sales Prom. Mgr.....Neale Rowland
 Program Director.....Phil Atkisson

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc.Power: 1000 Watts d.
 Owner-Oper. By.....Junction City Bcstg. Co.
 Address.....724½ No. Washington St.
 Phone: 8-3165.....Air Time: Daytime
 News Service.....AP
 Representative.....Indie Sales
 Transcription Service.....World
 Pres., Gen., Comm. Mgr.....R. L. Weir, Jr.
 Chief Eng.....Royce Baerg
 Program Director.....Albert E. Horner

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KCKN Bcstg. Co.
 Business Address.....300 Waltower Bldg.
 Phone: Victor 3864.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Membership.....NARTB
 Representative.....Capper Publications
 President.....H. S. Blake
 General Manager.....Ben Ludy
 Program Director.....B. J. Stott
 Chief Engineer.....Louis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Lawrence Bcstrs. Inc.
 Address.....Lawrence
 Phone: 3431.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....W. S. Grant
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Arden Booth
 Comm. Mgr.....Tom Beal
 Program Director.....Ed Hundley
 Chief Engineer.....Ollie Coburn

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc.Power: 500 Watts d.
 Owned-Oper. By.....Midwest Bcstg. Sys.
 Address.....Farmington
 Phone: 3620.....Air Time: Daytime
 News Service.....UP
 Representative.....Hil F. Best
 President.....Cecil W. Roberts
 Station Manager.....Chet B. Kozak
 Commercial Mgr.....Jack Campbell
 Program Dir.....Frances Johnston
 Chief Engineer.....Del Rush

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Seward County Bcstg. Co.
 Business Address.....P. O. Box 311

Phone: 3891..... Air Time: Daytime
 News ServiceUP
 Transcription Service Lang-Worth
 Representative..... Hil F. Best
 MembershipNARTB, RAB
 President Alf M. Landon
 General Manager..... Leon S. Salathiel
 Chief Engineer..... Wayne Pash

KMAN

MANHATTAN—1950—KBS

Frequency: 1350 Kc.... Power: 500 Watts d.
 Owned-Oper. By..... Manhattan Bcstg. Co.
 Address..... 114 No. 4th St.
 Phone: PR 8-4451..... Air Time: Daytime
 Transcription Library..... Thesaurus, SESAC
 Newspaper Affil..... "Daily Mercury-Chronicle"
 News ServiceAP
 Membership NARTB
 President..... Fred A. Seaton
 Gen., Sta. Manager..... Lowell E. Jack
 Comm. Sales Prom. Mgr., Paulson E. Leighton
 Program Director..... Sam Blessing
 Chief Engineer..... Herbert P. Lavin

KNEX

McPHERSON—1949—KBS

Frequency: 1540 Kc.... Power: 250 Watts d.
 Owned-Operated By K. R. Krehbiel
 Phone: 1540..... Air Time: Daytime
 News ServiceAP
 Newspaper Affiliation..... Daily Republican
 Transcription Service Thesaurus
 Membership RAB
 General Manager Henry Dais
 Prog. Dir..... Morris Heitschmidt
 Chief Engineer..... Claude Hughes

KJRG

NEWTON—1953—KBS

Frequency: 950 Kc.... Power: 500 Watts
 Owned..... Geo. Basil Anderson
 Address Box 77
 Phone: 3240..... Air Time: Daytime
 News Service..... AP
 Transcription Service Thesaurus
 Station Rep..... Continental, Biddick
 President..... Geo. Basil Anderson
 Station Mgr..... Robert Kent

KOFO

OTTAWA—1949

Frequency: 1220 Kc.... Power: 250 Watts d.
 Owned-Operated By..... Ottawa Bcstg. Co.
 Address..... P. O. Box 46
 Phone: 1045..... Air Time: Daytime
 News ServiceUP
 Membership RAB
 Transcription Service... Capitol, Lang-Worth
 Pres., Gen. Mgr..... Roderick B. Cupp
 Chief Eng..... G. Servatius

KLKC

PARSONS—1948—KBS

Frequency: 1540 Kc.... Power: 250 Watts d.
 Owned-Oper. By..... Community Bcstg. Co.
 Address..... 109½ S. Central
 Phone: 4050..... Air Time: Daytime
 News ServiceAP
 Transcription Service... Thesaurus, Associated
 President Carol B. Combs
 General Manager..... Lester M. Combs
 Station Mgr..... Richard R. Combs
 Chief Engineer..... L. D. Hargreaves

KOAM

PITTSBURG—1937—NBC

Freq.: 860 Kc.... Power: 10 Kw. d., 5 Kw. n
 Owned-Oper..... The Pittsburg Bcstg. Co., Inc.
 Address..... Professional Bldg.
 Phone: 2165..... Air Time: Full Time
 News ServiceAP
 Representative..... John E. Pearson
 Membership NARTB
 Pres., Gen., Sta. Mgr..... E. V. Baxter
 Sales Prom. Mgr. Paul Hudson
 Chief Engineer..... Leo Stafford

KSEK

PITTSBURG—1947—KBS

Frequency: 1340 Kc.... Power: 250 Watts
 Owned-Oper. By..... KSEK Bcstg. Co., Inc.
 Business-Studio Address 1340 E. Quincy
 Phone: 742..... Air Time: Full Time
 News ServiceAP
 Membership NARTB
 Representative Cooke
 President..... O. S. Stauffer
 General Manager..... Thad M. Sandstrom
 Chief Engineer..... Paul A. Winders

KWSK

PRATT—1952—KBS

Frequency: 1570 Kc.... Power: 250 Watts
 Owned Clem Morgan
 Address 207½-209½ S. Main
 Phone: 1570-1..... Air Time: Daytime
 News Service..... UP
 Trans. Ser..... Thesaurus, Lang-Worth
 Membership NARTB, RAB
 General Mgr..... Clem Morgan
 Commercial Mgr..... Bud Pratt
 Sales Promotion Mgr..... M. H. Morgan
 Chief Engineer..... C. Evans

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
 Air Time Unlimited
 News ServiceAP
 Transcription Service... Lang-Worth, Standard
 Representative..... John E. Pearson

Membership NARTB, RAB
 President..... R. J. Laubengayer
 Station Mgr..... R. V. Jensen
 Prom. Mgr., Publ. Dir..... C. R. Lamer
 Program Director..... Al Thompson
 Chief Engineer..... Donald Engelhardt

Membership NARTB, RAB
 President..... Alf M. Landon
 Comm., Business Manager.... Fred L. Conger
 Sales Promotion Manager .. Gerald K. Barker
 Program Manager..... Max Falkenstein
 Technical Spvrs..... Albert J. Meyer

K J A Y

TOPEKA—1949

Frequency: 1440 Kc.. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By S. H. Patterson
 Address 908 Kansas Ave.
 Phone Number 3-1336
 Air Time Full Time
 News Service INS
 Representative McGillvra
 President..... S. H. Patterson
 Gen., Sta. Mgr..... Paul Roscoe
 Sales Prom. Mgr..... E. Reynolds
 Publicity Dir..... G. Allen
 Program Director..... Jim Gosa
 Commercial Mgr..... Wayne J. Hatchett

K A K E

WICHITA—1947—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... KAKE Bcstg. Co., Inc.
 Bus-Studio Address..... 418 W. Douglas Ave.
 Phone: HO 4-9369..... Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Radio Reps. Inc.
 Membership NARTB
 President..... Mark H. Adams
 Gen., Sta. Mgr., Pub. Dir.... Graeme Fletcher
 Commercial Mgr..... Roger Pepperd
 Program Director..... Dick Williams
 Chief Engineer..... Ira E. Courtney

K T O P

TOPEKA—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Charles B. Axton
 Address..... No. Buchanan St.
 Phone: 4-3444..... Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative John E. Pearson Co.
 Owner, Gen., Sta. Mgr..... C. B. Axton
 Commercial Manager..... Joseph M. Purcell
 Asst. Manager..... Marie M. McKinney
 Program Director..... Dennis Murphy
 Chief Engineer..... Floyd A. Griffiths

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc.. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By..... Taylor Radio & TV
 Business-Studio Address..... 1015 N. Broadway
 Phone: HO 4-2387..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service Associated
 Representative Raymer
 Membership NARTB
 President..... O. L. Ted Taylor
 General Manager..... Archie J. Taylor
 Comm. Mgr..... Alan Page
 Program Director..... Dave Wilson
 Chief Engineer..... Ted Heithecker

W I B W

TOPEKA—1926—CBS

Frequency: 580 Kc..... Power: 5000 Watts
 Owned By..... Capper Publications, Inc.
 Business-Studio Address..... 1035 Topeka Blvd.
 Phone: 3-2377..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service... Lang-Worth, Standard
 Membership NARTB
 Station Rep..... Cappep Publs, Inc.
 President..... H. S. Blake
 General-Station Manager..... Ben Ludy
 Commercial Manager..... Hilton Hodges
 Program Director..... Maude Carlson
 Chief Engineer..... Lewis Dickensheets

K F B I

WICHITA—1922—ABC

Freq.: 1070 Kc..... Power: 10 Kw. d., 1 Kw. n.
 Owned-Operated By..... KFBI, Inc.
 Business-Studio Address..... Box 1402
 Phone: Temple 8-3377..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB, RAB
 President..... Howard Lane
 Gen., Sta. Mgr..... Hale Bondurant
 Commercial Mgr..... Clarence Sewell
 Sales Prom. Dir..... Lewis H. Hunter
 Program Dir..... George Wells
 Publicity Director Marie MacDonald
 Chief Engineer..... K. W. Pyle

W R E N

TOPEKA—1926—ABC

Frequency: 1250 Kc..... Power: 5000 Watts
 Owned-Operated By... WREN, Bdcstg. Co., Inc.
 Business-Studio Address..... 411 W. 10th St.
 Phone: 2-0505..... Air Time: Full Time
 News Service UP
 Transcription Service..... Thesaurus, World
 Representative Weed

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By... Radio Station KFH Co.

Business-Studio Address.....KFH Bldg.
 Phone: 2-4491.....Air Time: Full Time
 Newspaper Affiliation....."Eagle"
 News Service.....UP, AP
 Transcription Service.....Capitol
 Representative.....Blair
 Membership.....NARTB
 President.....John Rigby
 V.P., Gen. Mgr.....Frank V. Webb
 Sales Promotion Manager...Elizabeth Lathrop
 Program Director.....Tom Bashaw
 Chief Engineer.....Virgil Hinshaw

K W B B

WICHITA—1951

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By...Wichita Beacon Bcstg. Co.
 Address.....2829 Salina Ave.
 Phone: 8-3331.....Air Time: Full Time
 Transcription Service.....Thesaurus, RCA
 News Service.....AP
 Membership.....NARTB, RAB
 President.....O. E. Bradley
 General Manager.....J. Milton Hall
 Commercial Mgr.....John Merrell
 Program Director.....Virginia Welch
 Chief Engineer.....Gene Williams

KENTUCKY

Population Feb. 1, 1955 (Est.) 3,055,000 — Families 780,000
 Radio Homes 694,000 — TV Homes 113,000 — Stations in State 58

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Ashland Bdcstg. Co., Inc.
 Address.....120 20th Street
 Phone: Main 3010.....Air Time: Full Time
 News Service.....UP
 Trans. Service.....World, Thesaurus
 Representative.....H.R. Reps
 President.....Charles Sawyer
 Exec. Vice-President.....J. P. Williams
 Ad. Assl.....Alex Buchan
 Sta., Sales Prom. Mgr.....W. R. Martin
 Prog., Pub. Dir.....J. B. Sowards
 Chief Engineer.....Clarence W. Weaver

W W K O

ASHLAND—1954

Frequency: 1420 Kc.....Power: 5 Kw.
 Owned.....States Bcstg. System
 Address.....Box 848
 Phone: Grand 6784.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....SESAC
 Station Representative.....W. S. Grant Co.
 President, Gen. Mgr.....Charles F. Triquette
 Sta. Mgr., Prog. Dir.....Ernest Sparkman
 Commercial Mgr.....Joe Barker
 Publicity Dir.....Herman Dotson
 Chief Engineer.....David B. Jordan

W B R T

BARDSTOWN—1954

Frequency: 1320 Kc.....Power: 1000 Watts
 Owner.....Bardstown Bcstg.
 Address.....P. O. Box No. 1
 Phone.....4780
 President.....Andy Anderson
 General Manager.....J. L. Brownell

W C B L

BENTON—1954

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Oper. By...Purchase Bcstg. Co.
 Air Time.....Daytime
 General Manager.....J. Shelby McCallum

W K C T

BOWLING GREEN—1947—ABC

Freq: 930 Kc...Power: 1 Kw. d.: 500 Wts. n.
 Owned-Oper. By...Daily News Bdcstg. Co.
 Address.....Box 727
 Phone: BO 4325.....Air Time: Full Time
 News Service.....UP
 Newspaper Affiliation...Park City Daily News
 Transcription Service.....Thesaurus
 Representative.....Pearson
 Membership.....NARTB
 President.....J. Ray Gaines
 Sta., Gen. Mgr.....Al Temple
 Comm. Mgr.....Jeff Wright
 Program Director.....T. J. Eversole
 Publicity Director.....Alvis Temple
 Chief Engineer.....Haro Durham

W L B J

BOWLING GREEN—1938—MBS-KBS

Freq: 1410 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Bowling Green Bcstg. Co.
 Address.....901 Fairview
 Phone: 3212.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 Membership.....RAB, NARTB
 Pres., Gen., Sta. Mgr.....Ken D. Given

Commercial Manager.....Robert Proctor
 Publicity Director.....Georgia Bates
 Program Director.....Helen Given
 Chief Engineer.....Tom Smith

WLCK

CAMPBELLSVILLE—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor Bcstg. Co.
 Address.....116 W. Main St.
 Phone: 380.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Cole
 Pres., Gen. Mgr.....Redman Turner
 Commercial Manager.....Lindsey Harden
 Promotion Mgr.....Frank Hayden
 Program Director.....Tommie Kerr
 Chief Engineer.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....S. Cen. Ky. Bcstg. Co.
 Business-Studio Address.....203 E. Main St.
 Phone: 250.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World. SESAC
 President.....H. T. Parrott
 Gen., Sta., Comm. Mgr.....Clifford Spurlock
 Program Dir.....Edward Miller
 Chief Engineer.....Harvey Kingsbury

WMTA

CENTRAL CITY—1954

Frequency: 1380 Kc.....Power: 500 Watts
 Owner.....Central City, Greenville Bcstg. Co.

WNES

CENTRAL CITY—1954

Frequency: 1600 Kc.....Power: 500 Watts
 Owner.....Muhlenberg Bcstg. Co.
 Pres., Gen. Mgr.....Wm. D. Atkinson

WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tri-County Bcstg. Corp.
 Address.....Columbia
 Phone: 4111.....Air Time: Daytime
 News Service.....UP
 Station Representative.....Hil Best
 Trans. Ser.....MacGregor, Thesaurus
 Pres., Gen. Mgr.....S. C. Bybee
 Program Director.....Oris Gowen
 Commercial Mgr.....Lanier Burchett
 Chief Engineer.....Lewis Owens

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Corbin Times-Tribune, Inc.
 Phone: 123-4.....Air Time: Full Time

News Service.....AP
 Transcription Service.....World
 President.....J. Springer Robinson
 General Manager.....John L. Crawford
 Station Manager.....Kenneth Turner
 Commercial Manager.....S. G. Hembree
 Chief Engineer.....C. R. Austin

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WZIP, Inc.
 Bus-Studio Address...Sixth & Madison Aves.
 News Service.....AP
 Representative.....Indies, Inc.
 Membership.....NARTB, RAB
 Pres., Gen., Comm. Mgr..Arthur L. Eilerman
 Station Manager.....Walter Rehbaum
 Chief Engineer.....Joseph M. Rice

WCPM

CUMBERLAND—1950—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Blanfox Radio Co.
 Address.....Harlan, Ky.
 Phone: 260.....Air Time: Full Time
 Trans. Service.....Thesaurus
 Station Rep.....Burn Smith
 Pres., Gen., Sta. Mgr.....R. B. Helms
 Program Director.....Al Cash
 Chief Engineer.....J. Francke Fox

WHIR

DANVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Commonwealth Bcstg. Corp.
 Address.....P. O. Box 234
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman Co.
 Membership.....NARTB, RAB
 Pres., Comm. Mgr.....W. T. Isaac
 V.P., Pgm. Dir.....David B. Hightbaugh
 Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elizabethtown Bcstg. Co.
 Phone: 5151.....Air Time: Full Time
 Transcription Service.....Associated
 Station Representative.....Hil Best
 News Service.....UP
 Membership.....NARTB
 President.....J. W. Hodges
 Gen., Sta. Mgr.....Dee Huddleston
 Program Director.....Clement Cockrell
 Chief Engineer.....Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Frankfort Bcstg. Co., Inc.

Address..... Kentucky Ave. Extended
 Phone: 48281..... Air Time: Full Time
 News Service..... UP
 Trans. Ser..... RCA. Thesaurus
 Representative..... Burn-Smith
 Pres., Gen. Mgr..... Ken Hart
 Prog. Dir..... Mary Flynn
 Comm. Mgr..... Bill Morrison
 Chief Engineer..... Wally Roach

W F K N

FRANKLIN—1954—KBS

Frequency: 1220 Kc..... Power: 250 Watts
 Owned..... Franklin Bcstg. Co.
 Address..... 103 High St.
 Phone: 33, 170..... Air Time: Daytime
 News Service..... AP
 General Manager..... L. L. Valentine
 Commercial Mgr..... A. W. Kockritz, Jr.
 Station Rep..... Southern Radio Prod.

W F U L

FULTON—1951

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Ken-Tenn Bcstg. Corp.
 Address..... Box 482
 Phone: 1270..... Air Time: Daytime
 News Service..... UP
 Station Representative..... Hil Best
 Membership..... NARTB
 Transcription Service..... Thesaurus
 President..... Dr. R. W. Bushart
 Gen. Mgr., Pgm. Dir..... J. O. Lewis
 Gen. Mgr., Chief Engr..... John Latham

W K A Y

GLASGOW—1946—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Glasgow Bcstg. Co., Inc.
 Phone: 2141..... Air Time: Full Time
 News Service..... UP
 Trans. Service..... SESAC. World. Standard
 Membership..... RAB
 President..... Jack Pedigo
 Gen., Sta. Mgr., Chief Eng..... Clovis Sadler
 Sales Prom. Mgr..... J. M. Barrick
 Mgr..... Freeman Cherry
 Program Director..... Caroline Biggers
 Chief Engineer..... C. H. Hulso

W H L N

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Bianfox Radio Co., Inc.
 Phone: 625..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus. World
 Representative..... Burn-Smith
 Membership..... RAB
 President, Gen. Mgr..... R. B. Helms
 Program Director..... Nell Bradford
 Commercial Mgr..... J. T. Morgan
 Chief Engineer..... Marvin Johnson

W K I C

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... BMG Bcstg. Corp.
 Address..... Peoples Bank Building
 Phone: 720..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World
 Representative..... Hil F. Best
 Membership..... RAB
 President..... Fred B. Bullard
 General Manager..... Charles W. Metcalf
 Chief Engineer..... Marvin E. Young
 News Director..... Charles W. Metcalf
 Comm., Prom. Manager..... Bob Mansfield

W S O N

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Henderson Bcstg. Co., Inc.
 Bus.-Studio Address..... Zion Rd.
 Phone: 3923..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Meeker
 Membership..... NARTB
 Pres., Gen., Sta. Mgr..... Hecht S. Lackey
 Comm. Mgr..... Ewing Graham
 Program Director..... Martin E. Schaeffer
 Publicity Dir..... Dorothy McCormick
 Chief Engineer..... Orville D. Jackson

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

W H O P

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Hopkinsville Bcstg. Co., Inc.
 Phone: TV 5-5331 Air Time: Full Time
 Studio-Transmitter Location...Cardiz Rd.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeMeeker
 MembershipNARTB, RAB
 Pres., Gen. Sta. Mgr.....F. E. Lackey
 Commercial ManagerKatherine Peden
 Program Director.....Margaret Wyatt
 Pub. Dir.....Mary Ruthlong
 Chief Engineer.....Leo Y. Wilson

W K O A

HOPKINSVILLE—1954

Frequency: 1480 Kc. Power: 1000 Watts
 Owner.....Pennyrile Bcstg. Co., c/o Stratton
 Address.....Box 110, Russelville, Ky.

W L B N

LEBANON—1953

Frequency: 1590 Kc. Power: 1 Kw., d.
 Owned.....Lebanon-Springfield Bcstg. Co.
 Address.....P. O. Box 647
 Phone: 486 Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 Pres., Gen. Mgr.....C. H. Hulse, Jr.
 Station Mgr.....Charles Shuffett
 Commercial Mgr.....Charles Hardin
 Sales Promotion Mgr.....Alan Baker
 Program Director.....Charles Shuffett
 Chief Engineer.....C. H. Hulse, Jr.

W L A P

LEXINGTON—1922—ABC

Frequency: 630 Kw. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address.....Radio Bldg.
 Phone: 3-2727 Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John E. Pearson
 MembershipNARTB, RAB
 President.....Gilmore N. Nunn
 V.P.-General Manager.....J. E. Willis
 Program Director.....Jack Brooks
 Sales Prom. Mgr.....Joe DeLong
 Technical Supervisor.....Henry C. Locklar

W L E X

LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By...Central Ky. Bcstg. Co.
 Address.....134 N. Lime St.
 Phone: 3-0433 Air Time: Full Time
 Trans. Service.....Lang-Worth, MacGregor
 MembershipNARTB

RepresentativeForjoe
 News ServiceAP
 President.....J. D. Gay, Jr.
 Secy.-Treas.Guthrie Bell
 Exec. V.P., Gen. Mgr.....Earl L. Boyles
 Commercial Mgr.....D. J. Abbott
 Chief Engineer.....J. M. Robertson

W V L K

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By...Bluegrass Bcstg. Co., Inc.
 AddressPhoenix Hotel
 Phone: 4-6470 Air Time: Full Time
 MembershipNARTB
 Transcription ServiceThesaurus
 RepresentativeBurn-Smith
 President.....Donald J. Horton
 V. Pres., Gen. Mgr.....Ted Grizzard
 Secy., Sta. Dir.....Ted Grizzard
 Commercial Manager.....Lynn E. Knox
 Promotion Manager.....George T. Webb
 Program Director.....O. C. Haiyard, Jr.
 Chief Engineer.....Paul Dunbar

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By...WAVE, Inc.
 Business Address334 E. Broadway
 Phone: Wabash 2201 Air Time: Full Time
 Transcription Service...Thesaurus, Standard
 News ServiceAP
 Representative.....NBC Spot Sales
 MembershipNARTB, RAB
 President.....George W. Norton, Jr.
 General-Station Manager.....Nathan Lord
 Commercial Manager.....Le Vel Waltman
 Sales Prom. Mgr.....Charles Hill
 Program Director.....James Caldwell
 Chief Engineer.....Wilbur Hudson

W G R C

LOUISVILLE—1936

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By...Northside Bcstg. Corp.
 Bus.-Studio Address...Ky. Home Life Bcstg.
 Phone: Wabash 8871 Air Time: Full Time
 News ServiceUP
 MembershipNARTB
 RepresentativeWalker
 President.....J. Porter Smith
 Gen. Sta., Mgr.....Charles L. Harris
 Comm., Sales Prom. Mgr.....Tom Underwood
 Pgm. Dir.....Ward Hatcher
 Chief Engineer.....W. J. Morrison

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By...WHAS, Inc.
 Address.....525 W. Broadway
 Phone: Wabash 2211 Air Time: Full Time
 News ServiceAP
 Newspaper Affil.... Courier-Journal, "Times"

Representative.....Henry I. Christal Co.
 Membership.....NARTB
 President.....Barry Bingham
 V. Pres., Dir.....Victor A. Sholis
 Station Manager.....Neil D. Cline
 Sales Director.....John M. Fouts
 Publicity Director.....William Loader
 Chief Engineer.....Orrin W. Towner
 Program Director.....Sam Gifford

Commercial Mgr.....Joe Starr, Jr.
 Prog. Dir.....Cliff Butler
 Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By Messenger Bcftsg. Co., Inc.
 Address.....Box 387
 Phone: 1885.....Air Time: Daytime
 Newspaper Affiliation.....Madison Publishing
 News Service.....UP
 Trans. Service.....Capitol, Thesaurus, Standard
 Representative.....Continental
 President.....Edgar Arnold, Sr.
 Sta., Gen. Mgr.....H. W. Wells
 Prom., Comm. Mgr.....Elmer L. Kelley, Jr.
 Program Director.....Richard T. Harris
 Chief Engineer.....Evers Mick

WINN

LOUISVILLE—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
 Bus.-Studio Address.....Earle Hotel
 Phone: WAbash 5148.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....R-TV, Rep.
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Harry McTigue
 Commercial Manager.....Chas. A. Schacht, Jr.
 Prog., Pub. Dir.....George Partridge
 Sales Prom. Mgr.....H. E. Roberts
 Chief Engineer.....Melvin Scarsdale

WKT M

MAYFIELD—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mayfield Bcstg. Co.
 Phone: 46.....Air Time: Daytime
 Studio Address.....Mayfield Hotel
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Best
 Membership.....NARTB
 President.....Mike Layman
 General Manager.....Jack D. Henderson
 Commercial Mgr.....Jerry Watson
 Program Director.....Frances Reynolds
 Chief Engineer.....Joseph M. Hargrove

WKLO

LOUISVILLE—1948—ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mid-America Bcstg. Corp.
 Business-Studio Address.....Henry Clay Hotel
 Phone: Clay 4441.....Air Time: Full Time
 Representative.....John Blair & Co.
 Membership.....RAB
 News Service.....UP
 General Manager.....D. C. Summerford
 Commercial Mgr.....Charles Farmer
 Program Director.....Mary Louise Moore
 Chief Engineer.....Raymond Ford

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....West Ky. Bcstg. Co., Inc.
 Phone: 1204.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NARTB, RAB
 President.....H. M. Suthard
 Station Manager.....T. E. Brewer
 Program Director.....O. L. Davis
 Promotion Mgr.....Bob Lee
 Chief Engineer.....Ben Dixon

WKY W

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Kentucky, Inc.
 Bus.-Studio Address.....431 W. Jefferson St.
 Phone: CLay 4811.....Air Time: Daytime
 News Service.....AP
 Representative.....Burn-Smith
 President.....F. Eugene Sandford
 Sta. Manager.....Edwin E. S. Weldon
 Commercial Manager.....H. Parker Smith
 Program Manager.....Paul L. Ruhle
 Chief Engineer.....Charles L. Troutman

WFT M

MAYSVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Standard Tobacco Co., Inc.
 Bus. Address.....626 Forest Ave.
 Phone: Logan 4-3361.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....Charles P. Clarke
 General Mgr.....John W. Betts
 Commercial Mgr.....James Newhart
 Program Director.....Gene Waters
 Chief Engineer.....Harvey Cross

WL O U

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Robert W. Rounsaville
 Business-Studio Address.....2549 S. Third St.
 Phone: Calhoun 3680.....Air Time: Daytime
 News Service.....AP
 Representative.....Forjoe, Dora-Clayton
 Managing Dir.....W. R. Wagner
 Station Manager.....Lee Smith

WMIK

MIDDLESBORO—1948—KBS

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Oper. By Cumberland Gap Bcstg.
 Phone: 980 Air Time: Daytime
 Representative Holman
 Transcription Service Thesaurus
 News Service UP
 Membership RAB
 President Dr. U. G. Brummett
 Gen., Sta., Comm. Mgr. Maurice K. Henry
 Program Dir. Lee Wilder
 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: 1340 Air Time: Full Time
 News Service AP
 Transcription Service World
 President H. T. Waldrop
 Manager Edward Griffin
 Comm. Mgr., Prog. Dir. Troy Glidwell
 Chief Engineer Otis Cohoon

WNOP

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address 606 Monmouth St.
 Phone: Juniper 7100 Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr. James G. Lang
 General Manager Ann Rolfes Lang
 Sta. Mgr., Prog. Dir. R. D. Nunn
 Comm. Mgr. R. M. Gilmore
 Chief Engineer William J. Snyder

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Owensboro Bcstg. Co., Inc.
 Phone: 3-1558 Air Time: Full Time
 News Service AP
 Newspaper Affiliations Messenger, Inquirer
 Transcription Service Thesaurus, RCA
 Representative Burn-Smith
 President Lawrence W. Hager
 Gen.-Sta. Mgr. Hugh O. Potter
 Sales Prom. Mgr. Jim Wilkinson
 Program Director Cliffordean Potter
 Chief Engineer Harold I. Peters

WVJS

OWENSBORO—1947

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Owensboro On The Air, Inc.
 Business-Studio Address 324 Allen St.
 Phone: 3-3521 Air Time: Full Time
 News Service UP

Representative William G. Rambeau
 Membership NARTB
 President V. J. Steels
 General Manager Malcolm Greep
 Commercial Manager John T. Rutledge
 Sales Prom. Mgr. Leola C. Haydon
 Program Director Larry Adams
 Publicity Dir. J. Walter Greep
 Chief Engineer Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Freq.: 570 Kc. Power: 1 Kw. d., 500 Wts., n.
 Owned-Oper. By WKYB, Inc.
 Address 504 Kentucky Ave.
 Phone: 2-1678 Air Time: Full Time
 News Service AP
 Newspaper Affiliation Sur
 Transcription Service World
 Representative Pearson
 Membership NARTB, RAB
 Pres., Gen. Mgr. E. J. Paxton, Jr.
 Commercial Manager S. Livingston
 Program Dir. Joe P. Knight
 Chief Engineer E. J. Pell

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Paducah Bcstg. Co., Inc.
 Address 4th & Bway—Taylor Bldg.
 Phone: 2-8231 Air Time: Full Time
 News Service UP
 Trans. Serv. Lang-Worth
 Representative Meeker
 Membership NARTB, RAB
 President Pierce E. Lackey
 General Manager Prewitt Lackey
 Asst. Sta. Mgr. Ray Mofield
 Comm. Manager Linn Wolff
 Prog., Pub. Dir. Ray Mofield
 Chief Engineer U. C. Morris

WSIP

PAINTSVILLE—1949—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Sandy Bcstg. Co.
 Address Meade Bldg.
 Phone: 1196 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Station Rep. Hil Best
 General Manager Ted Arnold Silvers
 Station Manager Jack Welch
 Chief Engineer Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone: 456 Air Time: Daytime
 Newspaper Affiliation Daily News
 News Service UP

Transcription Service Thesaurus
 President Mrs. W. J. Ward
 Gen., Comm. Mgr. Roy E. Alexander
 Program Dir. Charles T. Snowden
 Chief Engineer Guy N. Ferrell

WPKE

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bcstg. Corp.
 Phone: 1280 Air Time: Full Time
 News Service AP
 Station Rep. Continental
 Transcription Service World
 Membership NARTB
 President Mitchell Preston
 General Manager W. T. Frazier
 Program Director Al Kahn
 Chief Engineer Yancey Bowling

WPRT

PRESTONBURG—1952—KBS

Frequency: 960 Kc. Power: 1 Kw., d.
 Owned Kentucky Mt. Bcstg. Co.
 Address So. Lake Drive
 Phone: 5951 Air Time: Daytime
 News Service UP
 Transcription Service MacGregor
 President D. C. Stephens
 Gen., Sta. Mgr. Rex Osborne
 Commercial Mgr. Paul R. Fairchild
 Sales Promotion Mgr. Clarence Robinson
 Program Director Burt Roberts
 Chief Engineer James Hoskins

WPKY

PRINCETON—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned/Operated By Princeton Bcstg. Co.
 Address Box 478
 Phone: 2072 Air Time: Daytime
 Trans. Service Capitol
 Station Rep. Continental
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker
 Comm. Mgr. James Johnson
 Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WEKY

RICHMOND—1953—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned WEKY, Inc.
 Address McKee Bldg.
 Phone: 1340 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 President Dages I. Boyle
 General Manager O. C. Halyard Jr.
 Sales Prom. Mgr. Fred Welch
 Program Director Bob Doll

Promotion Mgr. Jay Watters
 Chief Engineer Estil Anderson

WRUS

RUSSELLVILLE—1953

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roth E. Hook
 Address P. O. Box 110
 News Service UP
 Trans. Service Capitol
 Station Representative Hil Best
 General Manager Earl H. Johnson
 Sales Manager Jim Pasteur

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address Stanford Rd.
 Phone: 1240-41 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 Representative Hill F. Best
 Pres., Gen. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director John A. Harnett
 Technical Dir. Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus-Studio Address Vanclave
 News Service AP
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Dir. Violet Person
 Chief Engineer Kenneth Amspauqh

WTCW

WHITESBURG—1953

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Ky.-Va. Bcstg. Corp.
 Address Whitesburg
 News Service UP
 Trans. Service SESAC
 Pres., Gen. Mgr. Kenneth J. Crosthwait
 Commercial Mgr. Frank L. Jones
 Program Director Aubrey Garber
 Chief Engineer Clifton Branham

WWKY

WINCHESTER—1954—MBS

Frequency: 1380 Power: 1000 Watts
 Owner Winchester Bcstg. Co., Inc.
 Address 17½ W. Broadway
 Phone 1380
 President N. B. Ratliff
 Chief Eng. K. P. Graham

LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — Families 745,000
Radio Homes 642,000 — TV Homes 323,000 — Stations in State 59

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... P. O. Box 306
Phone: 90... Air Time: Daytime
News Service... AP
Transcription Service... World
Membership... NARTB
General Manager... George P. Martin
Program Director... Ebba Lou Martin
Chief Engineer... George P. Martin

Owned-Oper. By... Morehouse Bcstg. Co.
Business-Studio Address... Box 193
Phone: 1400... Air Time: Daytime
News Service... UP
Transcription Service... World
General Manager... Bill Davis
Program Director... Carl Livingston
Commercial Manager... G. I. Johnson
Chief Engineer... Harry Howard

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Alexandria Bdcstg. Co., Inc.
Address... 601 Wash. St.
News Service... AP, UP
Transcription Service... World, MacGregor
Representative... Weed & Co.
Membership... NARTB, RAB
President... Walter H. Allen
Gen. Mgr... Willard L. Cobb
Sia., Comm. Manager... Walter D. Melson
Prom. Mgr. and Pub. Dir... Mary Petrie
Prog. Dir... Alex Marchand
Chief Engineer... Jesse R. Sexton

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By... Modern Bcstg. Co.
Address... 929 Government St.
Phone: 4-8571... Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Representative... Adam Young
Membership... NARTB, RAB
President... C. C. Barnard
V.P., Gen. Mgr... T. E. Gibbons
Commercial Mgr... Ron Litteral
Pub., Program Director... Howard Gordon
Chief Engineer... Donald K. Allan

KDBS

ALEXANDRIA—1953—KBS

Frequency: 1410 Kc. Power: 1 Kw.
Owned... Dixie Bcstg. Ser.
Address... 915 Fourth St.
News Service... UP
Commercial Mgr... D. Ed Pebbles
Station Director... W. G. Lynch

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By... Community Bcstg. Co.
Address... P. O. Box 1226
Phone Number... 49493
News Service... AP
Trans. Serv... Lang-Worth & Standard
Representative... Walker
President... G. T. Owen
Gen. Mgr... Robert Earle
Commercial Manager... Roger Davison
Program Dir... Scott W. Erwin
Chief Engineer... E. E. Case

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By... KSYL, Inc.
Address... Box 1489
Phone: 6611-12... Air Time: Full Time
News Service... AP
Membership... NARTB
Representative... Everett-McKinney
Pres., Comm. Mgr... Milton Fox
General Manager... Virgil G. Evans
Comm. Mgr... Sylvan Fox
Program Director... Bruce Rainey
Chief Engineer... Thomas Marhefka

WJBO

BATON ROUGE—1943—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By... Baton Rouge Bcstg. Co., Inc.
Business-Studio Address... 444 Florida St.
Phone: 2-5271... Air Time: Full Time
News, Affil... State Times, Morning Advocate
News Service... AP
Representative... George P. Hollingbery
Membership... RAB, NARTB
President... Douglas L. Manship
General Mgr... Kelly Maddox
Sales Manager... John D. Wooldridge
Prom. Dir... Kitty Haworth
Program Director... Don Perrie
Chief Engineer... Theodore Hubert

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc. Power: 250 Watts d.

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Air Waves, Inc.
 Business Address: 204 North St.
 Phone: 24411 Air Time: Full Time
 News Service: AP
 Transcription Service: Associated, World
 Representative: Wm. G. Rambeau
 Membership: NARTB, RAB
 President: Normon Saurage
 Gen. Manager: Lamar Simmons
 Station Manager: Gene Nelson
 Comm. Manager: Olas Olsen
 Publicity Director: Frank Kean
 Chief Engineer: Edward Van Valkenburg

WXOK

BATON ROUGE—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By: WXOK, Inc.
 Address: 243 Convention St.
 Phone: 4-7604 Air Time: Daytime
 News Service: UP
 Representative: Forjoe
 Co-Owners: Jules Paglin, Stanley W. Ray, Jr.
 Station Manager: Gordon Lloyd
 Comm. Mgr.: Tom McGuire
 Sales Prom. Mgr.: Al Homberger
 Program Director: Ed Bishop
 Chief Engineer: Noel Walter

WHXY

BOGALUSA—1954

Frequency: 920 Kc. Power: 1 Kw.
 Owned: Bogalusa Bestg. Co.
 Address: P. O. Box 689
 Phone: RE 2-4254 Air Time: Daytime
 News Service: AP
 Station Rep.: Clark, Dixie
 Exec. V.P., Gen. Mgr.: Bob Robinson
 Program Director: Aubry Gatewood
 Chief Engr.: Stanley Henderson

WIKC

BOGALUSA—1947—KBS

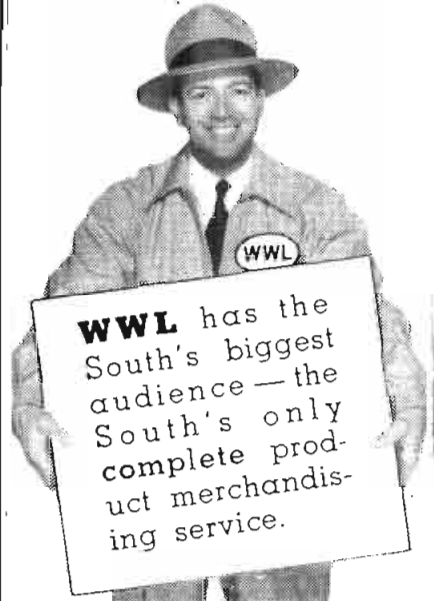
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Enterprise Publishing Co.
 Business Address: 605 N. Rio Grande St.
 Phone: RE 5-1355 Air Time: Full Time
 News Service: AP
 General Manager: Curt Siegelin

WARB

COVINGTON—1953—KBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By: A. R. Blossman, Inc.
 Address: Box 568
 Phone: 1600 Air Time: Daytime
 Membership: NARTB
 President: A. R. Blossman
 Gen. Mgr., Chief Engr.: William H. Bland Jr.

To **SELL** The
SOUTH
 You Need
WWL
 New Orleans



South's Greatest
 Salesman

WWL 50,000 watts
 Clear channel!
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 Represented nationally by the Katz Agency

Commercial Mgr. Roy Hebert
 Program Director Winford McDaniel
 Promotion Dir. Mildred Bland

KSIG
CROWLEY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Acadia Bcstg. Co.
 Bus. Studio Address 101 N. Parkerson Ave.
 Phone: 1450-1. Air Time: Full Time
 News Service AP
 Membership NARTB, RAB
 President Max Thomas
 General Manager George Thompson
 Commercial Manager Thomas E. Griffin
 Prog. Director Boyce Jim Trahan
 Chief Engineer C. P. Ruffner

KDLA

DeRIDDER—1951—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Wash. & 1st St.
 Phone: 7600. Air Time: Daytime
 News Service UP
 Trans. Service MacGregor
 President Cyril W. Reddoch
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson

KEUN

EUNICE—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tri-Parish Bcstg. Co.
 Address Box 789
 Phone: 3041. Air Time: Full Time
 News Service AP
 Transcription Service World
 President Vincent Riehl
 General Manager John A. Chauvin
 Publicity Director Milton S. David
 Chief Engineer Henry Baham

WFPR

HAMMOND—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Cefalu Radio Station
 Business-Studio Address Box 432
 Phone: 960. Air Time: Full Time
 Trans. Service SESAC, World
 Station Rep. Continental
 Membership NARTB
 News Service AP
 President Nicholas Cefalu
 Gen., Comm. Mgr. J. K. Ferris
 Sta. Mgr., Pgm. Dir. George Bonnell
 Chief Engineer Warren Adams

KCIL

HOUMA—1947—NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned KCIL, Inc.
 Address P. O. Box 1031

Phone: 6828. Air Time: Full Time
 News Service AP
 Transcription Service World
 Station Rep. Indie Sales
 Membership NARTB
 President Denver T. Brannen
 Gen., Sta. Mgr. L. H. Thesmar
 Commercial Mgr. Les Ryder
 Sales Prom. Mgr. Ken Rogers
 Prog., Pub. Director Virginia Ryder
 Chief Engr. Earl Herron

KJEF

JENNINGS—1950—KBS

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address 1521 Lake Arthur Ave.
 Phone: 1155. Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. Clovis L. Bailey
 Prog. Dir. Howard Hoag
 Comm. Mgr. Gerald Dugas
 Pub. Dir., Chief Engineer Clovis L. Bailey

KLFY

LAFAYETTE—1950—ABC

Freq.: 1420 Kc. Power: 1 Kw. d. 500 Wts. n.
 Owned-Oper. By Camellia Bcstg. Co.
 Address P. O. Box 398
 Phone: 8-9494. Air Time: Full Time
 Transcription Service World
 News Service UP
 Station Rep. Rambeau
 Membership NARTB
 President Paul H. De Clouet
 General Manager William A. Patton
 Program Director Bob Castellon
 Publicity Director Virginia Boulanger
 Chief Engineer Fred Herbert

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Inc.
 Address 519 S. Buchanan
 Phone: 5-6426-7. Air Time: Full Time
 Newspaper Affiliation "Daily Advertiser"
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, RAB
 President Morgan Murphy
 General Manager George H. Thomas
 Commercial Manager Thomas G. Pears
 Prog. Dir. B. Hillman Bailey, Jr.
 Chief Engineer Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KAOK, Inc.
 Address P. O. Box 1399
 Phone: 6-7541. Air Time: Full Time

News ServiceUP
 RepresentativeForjoe
 President.....Jules J. Paglin
 Co-Manager.....Tom Gresham
 Co-Mgr., Prog. Dir.....Roy Rhodes
 Station Director.....Stanley W. Ray, Jr.
 Chief Engineer.....Walter Jones

K LOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Pelican Bcstg. Co., Inc.
 Bus-Studio Address.....203 W. Clarence St.
 News ServiceAP
 RepresentativePearson
 Trans. ServiceThesaurus
 MembershipNARTB
 Pres., Owner.....Sara M. Anderson
 Commercial Mgr.....Harper L. Clark
 Program Director.....Harry Cook
 Publicity Dir.....Annelle H. Bulechek
 Chief Engineer.....Ernest J. Vincent

K PLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 AddressP. O. Box 1521
 Phone: 2713.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWeed
 President.....T. B. Lanford
 Gen., Sta. Mgr.....David Wilson
 Program Director.....Ken Gilmore
 Chief Engineer.....A. B. Craft

K DBC

MANSFIELD—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
 Owned.....DeSoto Bcstg. Corp.
 AddressP. O. Box 740
 News ServiceAP
 Trans. Ser.....Standard
 Gen., Comm. Mgr.....Arthur L. Greene

K APB

MARKSVILLE—1954

Frequency: 1370 Kc.....Power: 1000 Watts
 Owner.....Avoyelles Bcstg. Corp.
 AddressBox 506

K APK

MINDEN—1952

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Parish Bcstg. Co.
 AddressBox 586
 News ServiceUP
 Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
 Asst. Mgr.....M. E. (Pat) Brown
 Prog. Dir.....Ben F. Hubbard
 Chief Engineer.....Billy Hyatt

K LIC

MONROE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dr. Frank Cerniglia
 Address.....626 Bernhardt Bldg.
 Phone: 3-4617.....Air Time: Full Time
 Station Rep.....Dora Clayton
 News ServiceUP
 President, Manager.....Dr. Frank Cerniglia
 Commercial Manager.....William Miles
 Program Director.....Douglas China

K MLB

MONROE—1930—ABC

Frequency: 1440 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. By.....Liner's Bcstg. Station, Inc.
 Business Address.....Hotel Frances
 News ServiceAP
 MembershipNARTB, RAB
 RepresentativeVenard
 President.....Mrs. Robert Gaston, Jr.
 Gen., Sta. Mgr.....Charles Price
 Comm. Prog. Mgr.....James Plaisance
 Chief Engineer.....O. L. Morgan

K NOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....James A. Noe
 Business-Studio Address.....Knoe Road
 Phone: 8155.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeH-R Reps
 MembershipNARTB, RAB
 President.....James A. Noe
 General Manager.....Paul H. Goldman
 Station, Commercial Mgr.....Al Donaldson
 Program Director.....Harry Arthur
 Chief Engineer.....Jack Ratliff

K MRC

MORGAN CITY—1954

Frequency: 1430 Kc.....Power: 500 Watts
 Owned.....Tri-City Bcstg. Inc.
 AddressP. O. Box 889
 News ServiceUP
 President.....Warren J. Fortier
 V.P., Gen. Mgr.....Samuel F. Hosea
 Treasurer.....Mortimer Silverman, Jr.
 Secretary.....A. A. Bensabat, Jr.

K WCJ

NATCHITOCHEs—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Natchitoches Bcstg. Co.
 Business-Studio Address.....Box 232
 Phone: 2353.....Air Time: Full Time
 News ServiceAP
 MembershipNARTB
 President.....Dr. William H. Pierson
 Gen. Mgr.....Charles L. Planchard

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... New Iberia Bcstg. Co.
 Address... 101 West St., Peter St.
 Phone: 2-6726 Air Time: Full Time
 News Service... AP
 Transcription Service... World
 General Manager... George H. Thomas
 Station Manager... Dierrell Hamm
 Sales Prom. Hgr... Charles Malone
 Commercial Mgr... Donald Bonin
 Prog. Mgr... Jo Elyn Chambers
 Chief Engineer... Merle Case

KVIM

NEW IBERIA—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Queen City Bcstg. Co.
 Address... P. O. Box 50
 Phone: 2-5826 Air Time: Daytime
 Transcription Service... Associated
 President... P. M. Cochran
 General Manager... John H. Coco
 Promotion Mgr... L. E. Barrilleaux
 Chief Engineer... Kearney Escayne

WBOK

NEW ORLEANS—1951

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... WBOK, Inc.
 Address... 505 Baronne St.
 Phone: Tulane 5363 Air Time: Daytime
 News Service... UP
 Representative... For Joe
 President... Jules J. Paglin
 Gen., Sta. Mgr... Stanley W. Ray, Jr.
 Station Mgr... Ed. Prendergast
 Comm. Mgr... Fred Schwarz
 Sales Prom. Mgr... Jim Smith
 Chief Engineer... John Rhode

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By... WDSU Bcstg. Corp.
 Business-Studio Address... 520 Royal St.
 Phone: Tulane 4371 Air Time: Full Time
 News Service... AP, UP
 Transcription Service... Capitol, World
 Representative... John Blair
 Membership... NARTB, RAB
 President... Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr... Robert Swezey
 V.P. & Comm. Mgr... Louis Read
 V.P. Charge Prog'ng... Tom Hicks
 Program Director... Don Howell
 Prom. Dir... Marion Annenberg
 Chief Engineer... Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By... Louise C. Carlson
 Business-Studio Address... Cigali Bldg.
 Phone: Ma. 3488 Air Time: Full Time
 News Service... AP
 Membership... NARTB
 Pres., Gen. Mgr... Louise C. Carlson
 Commercial Mgr... Ed. Carlson
 Program Director... Edward C. Carlson
 Chief Engineer... Frank J. Recely, Jr.

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc. Power: 500 Watts d.
 Owned-Operated By... Supreme Bcstg Co., Inc.
 Address... Jung Hotel, 1500 Canal Street
 Phone: Canal 0356 Air Time: Daytime
 News Service... UP
 Representative... McGillvra
 Membership... NARTB, RAB
 President... Chester Owens
 Gen., Sta., Comm. Mgr... George A. Mayoral
 Sales Prom. Mgr... Robert E. Jeffers
 Program Director... Aubrey Moore
 Chief Engineer... Jack Petrik

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By... Southland Bcstg. Co.
 Address... 2107 Dryades St.
 Phone: Tulane 4841 Air Time: Daytime
 Representative... Gill-Perna
 Trans. Service... B.M.I.
 News Service... UP
 Membership... NARTB
 President... Lester Kamin
 General Manager... Mort Silverman
 Sales Prom., Pub. Dir... Mary Potter
 Prog. Dir... Larry McKinley
 Chief Engineer... Samuel Perkins

WNOE

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: Express 2173 Air Time: Full Time
 News Service... AP
 Transcription Service... SESAC
 Representative... H-R
 Membership... NARTB, RAB
 Owner... James A. Noe
 V.P., Gen., Sta. Mgr... James E. Gordon
 Commercial Mgr... Paul Beville
 Program Director... Tom Abbott
 Publicity Director... Eldon Durand
 Chief Engineer... A. J. Bourgeois

WSMB

NEW ORLEANS—1925—ABC

Frequency: 1350 Kc. Power: 5 Kw. d.; 5 Kw. n.
 Owned... WSMB, Inc.
 Address... Maison Blanche Bldg.

Phone: Magnolia 5921... Air Time: Full Time
 News Service AP
 Transcription Service World
 Station Rep. Avery-Knodel
 Membership NARTB
 President Gaston Pureau
 General, Sta. Mgr. John R. O'Meallie
 Program Director Marshall Pearce
 Publicity Dir. Mrs. Renate May
 Chief Engineer Harold Nebe

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Mid-Continent Bcstg. Corp.
 Address 624 Canal St.
 Phone: MAgnolia 3562... Air Time: Full Time
 News Service UP
 Membership NARTB
 Station Representative Young
 President Robert H. Storz
 Exec. Vice-President Todd Storz
 Vice-Pres., Gen. Mgr. George W. Armstrong
 Commercial Mgr. Fred Berthelson
 Program Director Larry Wilson
 Chief Engineer Morris E. Jones

WTPS

NEW ORLEANS—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.

Owned-Oper. By The Times Picayune
 Business Address 615 North St.
 Phone: Tulane 2411... Air Time: Full Time
 Transcription Service Associated
 News Service AP
 Membership NARTB
 Representative Branham
 President John F. Tims
 General Mgr. H. F. Wehrmann
 Prog. Dir. Robert Smith
 Prom. Mgr. Martin Burke
 Chief Engineer George DeBlieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address Hotel New Orleans
 Phone: Canal 3521... Air Time: Full Time
 News Service UP
 Representative Walker
 President A. J. Chilton
 General Manager Joe A. Oswald
 Program Dir. Ken Elliott
 Chief Engineer Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc. Power: 50,000 Watts
 Owned-Operated By Loyola University
 Address Roosevelt Hotel
 Phone: Raymond 2194... Air Time: Full Time
 News Service UP, AP
 Transcription Service Standard, Thesaurus
 Representative Katz
 Membership NARTB
 President Rev. Patrick Donnelly
 General Manager W. H. Summerville
 Comm. Manager Larry Batrd
 Sales Prom., Pub. Mgr. Harry Hildebrand
 Program Director E. M. Hoerner
 Chief Engineer J. D. Bloom, Jr.

KREH

OAKDALE—1953—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By Louisiana Bcstg. Service
 Address Box 571
 Phone: 900... Air Time: Daytime
 News Service UP
 President Cyril W. Reddoch
 General Manager Ralph L. Hooks
 Commercial Mgr. Mel Bennett

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Address KSLO Bldg.
 Phone Number 2633
 News Service UP
 Transcription Service World

In New Orleans

THE

**MID-CONTINENT
 FORMULA**

works at

• WTIX

In September, 1953, WTIX was last among 11 New Orleans stations. Then Mid-Continent took over, applied new ideas, programming, personalities. Now WTIX is *first* all day with an average of 21.3%; second station 17.9%.* Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

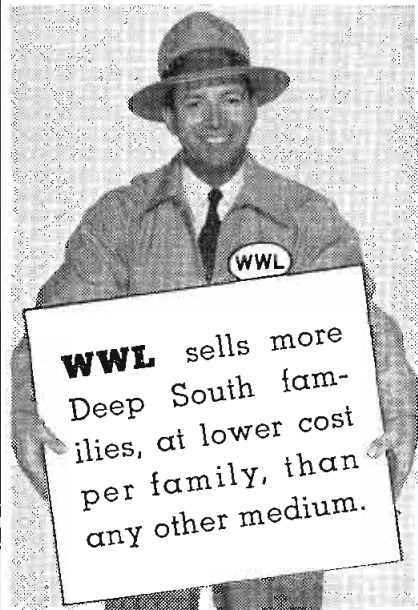
*Per last available Hooper (November, 1954)



MID-CONTINENT BROADCASTING CO.
 President: Todd Storz

KOWH, Omaha WHB, Kansas City WTIX, New Orleans
 Represented by Represented by Represented by
 H-R Reps, Inc. John Blair & Co. Adam J. Young, Jr.

To **SELL** The
SOUTH
You Need
WWL
New Orleans



South's Greatest
Salesman

WWL 50,000 watts
Clear channel
CBS Radio Affiliate

A department of Loyola University
Represented nationally by the Katz Agency

RepresentativeSears & Ayer
MembershipNARTB
Pres., Gen. Mgr.....W. Eugene Jones
Commercial Mgr.....A. B. Reed Jr.
Program Director.....Wandell Allegood
Chief Engineer.....Richard M. Cole

K R U S

RUSTON—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Bus.-Studio Address.....105 Park Ave.
News ServiceUP
Newspaper Affiliation....."Daily Leader"
RepresentativeBest
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Program Director.....Bill Carter

K A N V

SHREVEPORT—1954

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Northwest La. Bcstg. Corp.
Address... 2730 Tailbot St., P. O. Box 3611
Station RepresentativeDora-Clayton
Managing Director.....Glenn V. Wilson
Prog., Per. Mgr.....Doris F. Nargassans
Chief Engineer.....Carl F. Goulden

K C I J

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Phone: 4-6681.....Air Time: Daytime
Representative.....Young, Clark Brown
News Service.....UP, INS
PresidentLester Kamin
Gen., Comm. Mgr.....John H. Pace
Chief Engineer.....N. L. Keys

K E N T

SHREVEPORT—1947—MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone: 3-3681.....Air Time: Full Time
News ServiceAP
Transcription ServiceStandard
RepresentativePearson
MembershipNARTB, RAB
Pres., Gen. Mgr.....Frank H. Ford
Sta., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe
Sales Manager.....William F. Ford
Prog. Dir.....Irv Zeidman
Chief Engineer.....L. J. Carlson

K J O E

SHREVEPORT—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
OwnedAudiocasting, Inc.

Address507 Spring St.
 Phone: 2-0732..... Air Time: Daytime
 News ServiceAP
 Station RepresentativeForjoe
 Pres., Gen. Mgr.Joe Monroe

KTLD

TALLULAH—1954—KBS

Frequency: 1360 Kc..... Power: 500 Watts
 Owner..... Howard E. Griffin

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Radio Station KRMD
 Bus. Studio Address..... New Jefferson Hotel
 Phone: 3-6171..... Air Time: Full Time
 RepresentativeWeed
 MembershipNARTB
 President..... T. B. Lanford
 Manager..... G. V. Wilson
 Program Director..... Elizabeth V. Alford
 Chief Engineer..... Carl W. Goulden

KTIB

THIBODAUX—1953

Frequency: 630 Kc..... Power: 500 Watts
 Owner..... Delta Bcstrs., Inc.
 Address..... Lafourche Comet Building
 Phone..... 5348
 President..... F. H. Block
 Chief Engineer..... Don Gatz

KTBS

SHREVEPORT—1922—NBC

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By..... KTBS, Inc.
 Address..... 312 East Kings Hwy
 Phone: 7-3644..... Air Time: Full Time
 News ServiceAP, UP
 RepresentativePetry
 Transcription Service..... Associated
 MembershipNARTB, RAB
 Pres., Gen. Mgr..... E. Newton Wray
 Business Manager..... Patrick White
 Pub., Prom. Mgr..... Dorothy Goldsworthy
 Program Director..... Michael Roppolo
 Chief Engineer..... C. H. Maddox

KVPI

VILLE PLATTE—1953

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By..... Ville Platte Bcstg. Co.
 Address..... Box 566
 Phone: 5888..... Air Time: Daytime
 MembershipNARTB
 President..... Lionel B. Deville
 General Manager..... Chris Duplechain
 Comm. Mgr..... W. O. Carson
 Program Director..... J. S. Fontenot
 Chief Eng..... J. S. Fontenot

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc..... Power: 50,000 Watts
 Owned-Operated By..... International Bcstg. Corp.
 Business-Studio Address..... Box 1387
 Phone: 2-8711..... Air Time: Full Time
 Newspaper Affiliation..... Shreveport Times
 News Service..... AP, UP
 Transcription Service..... Standard
 RepresentativeBranham
 MembershipNARTB, RAB
 President..... William H. Bronson
 Exec. V.P., Gen. Mgr..... Henry B. Clay
 Commercial Manager..... Fred Watkins, Jr.
 Prom. Mgr., Pub. Dir..... James T. Briggs
 Program Director..... Horace Logan
 Chief Engineer..... O. S. Droke

KBSF

SPRINGHILL—1954

Frequency: 1460 Kc..... Power: 1000 Watts
 Owner..... Springfield Bcstg. Co.
 Address..... Box 508

THOSE WHO KNOW
 FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS
 BRAND IN NEWS IS

AP

MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — Families 293,000
Radio Homes 279,000 — TV Homes 122,000 — Stations in State 16

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....223 Lisbon St.
Phone: 3-3878. Air Time: Full Time
News ServiceUP
Transcription Service.....Standard, World
Representative.....O'Connell, Borgatti
President.....Faust Couture
General Manager.....Norman G. Gallant
Sales Prom. Mgr.....Harry Simons
Program Director.....Mona Hixon
Publicity Director.....Gregory Evans
Supervisory Engineer.....Joseph Roy

WRDO

AUGUSTA—1932—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. ByWRDO, Inc.
Address.....175 Water Street
Phone: 3-4735. Air Time: Full Time
News ServiceUP
Representative.....Weed
Membership.....NARTB, RAB
President.....Adeline B. Rines
Sta., Comm. Mgr.....Donald K. Powers
Publ. Pgm. Dir.....Leslie R. Hubley
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By...Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone: 6446. Air Time: Full Time
News ServiceAP
Representative.....Hollingbery, Kettell-Carter
Co-O., President.....Horace E. Hildreth
Gen., Sta., Comm. Mgr.....Leon Gorman, Jr.
Program Dir.....Richard Bronson
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned.....Bangor Bcstg. Corp.
Address.....26 Central St.
Phone: 7354. Air Time: Full Time
News Service.....UP
Station Rep.....Everett-McKinney, Kirby
Pres., Gen. Mgr.....Sherwood J. Tarlow
Station Mgr.....Allan W. Roberts
Commercial Mgr.....Joseph Kruger
Sales Prom. Mgr.....Herb Vining
Program Dir.....Kenneth Manley
Publicity Dir.....Robert Norris
Chief Engineer.....Sal Fulchino

WLBZ

BANGOR—1926—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone: Bangor 2-4656. Air Time: Full Time
News ServiceUP
Representative.....Weed
Membership.....NARTB, RAB
President.....Adeline Rines
General Manager.....Edward E. Guernsey
Comm. Mgr.....Gordon E. Kelley
Program Director.....Irving S. Hunter
Publicity Manager.....George Chapman
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.
Phone: 4-4566. Air Time: Full Time
News ServiceAP
Transcription Service.....World



WIDE BIDDEFORD-SACO, ME. MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781. From June through September 1,410,228 cars come into this market, bringing with them approximately 5,800,000 potential customers. 29.5 million dollars are spent annually in Biddeford and Saco. WIDE is located in the heart of Maine's richest resort area... Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls. Together with WIDE, WAZL, WHOL, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

ARTHUR A. DETERS
President & General Mgr.
Rep. Paul H. Raymer Co.

Station Rep. Raymer, Borgatti
 Membership NARTB
 President Victor C. Diehm
 Gen., Sta., Comm. Mgr. Arthur Deters
 Comm. Mgr. Carl Swanson
 Prog. Dir. Harold Swaney
 Chief Eng. Arthur Deters

W A B M

HOULTON—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Aroostook Bdcstg. Corp.
 Address 1340 North Rd.
 Phone: 2257 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Station Manager Ted Coffin
 Commercial Mgr. Eben Currie
 Program Director Keith Fowles
 Chief Engineer Robert W. MacIntosh

W C O U

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Business-Studio Address 223 Lisbon St.
 Phone: 4-6921 Air Time: Full Time
 News Service UP
 Transcription Serv. Standard, SESAC, World
 Representative . . . O'Connell, Borgatti, Holman

President Faust Couture
 General-Station Mgr. John C. Libby
 Comm. Mgr. Oscar J. Normand
 Pgm., Pub. Dir. Herb Fontaine
 Chief Engineer Carl P. Rounds

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lewiston-Auburn Bcstg.
 Business-Studio Address 129 Lisbon St.
 News Service AP
 Transcription Service Thesaurus
 Station Representative . . . Everett-McKinney,
 O'Connell, Kettell-Carter
 President, Station Mgr. Elden H. Shute, Jr.
 General Manager Frank S. Hoy
 Comm., Sales Prom. Mgr. Gerald T. Higgins
 Program Director Harold W. Dutch
 Chief Engineer Henry Root

W C S H

PORTLAND—1925—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By Congress Square Hotel Co.
 Business-Studio Address 157 High St.
 News Service AP, UP
 Representative Weed
 Membership NARTB, RAB
 President Adeline B. Rines
 General Manager William H. Rines
 Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Prog. Dir. Arthur Owens
 Chief Engineer Daniel H. Smith

W G A N

PORTLAND—1938—CBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Guy Gannett Bcstg. Services
 Business-Studio Address 390 Congress St.
 News Service AP, UP
 Trans. Service ASCAP, SESAC, B.M.I.
 Representative Avery-Knodel
 Membership NARTB
 President Jean Gannett Williams
 General Manager Creighton E. Gatchell
 Commercial Manager . . . Francis H. Farnum, Jr.
 Chief Engineer Roger W. Hodgkins

W P O R

PORTLAND—1946—ABC-YANKEE
MBS-LOBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Oliver Bcstg. Corp.
 Business-Studio Address 477 Congress St.
 Phone: 3-8111 Air Time: Full Time
 News Service AP
 Rep. O'Connell, Borgatti, Holman, Scott
 Membership NARTB, RAB
 Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager William J. Mullen
 Sales Prom. Mgr. Robert Maynard
 Pgm., Pub. Dir. Raymond Mercier
 Chief Engineer Thomas Conneen

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

W A G M

PRESQUE ISLE—1931—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Aroostook Bcstg. Corp.
 Address.....489 Main St.
 Phone: 8821.....Air Time: Full Time
 News ServiceAP
 MembershipNARTB
 Transcription ServiceThesaurus
 PresidentHarry Umphrey
 Gen., Sta. Mgr.....Harold D. Glidden
 Pgm., Comm. Dir.....Richard B. Marshall
 Chief Engineer.....Lester E. Hughes

W R K D

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....493 Main St.
 Phone: 1600.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeO'Connell, Borgatti
 MembershipRAB
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....Vere B. Crockett
 Chief Engineer.....Alfred M. Thurlow, Jr.

W R U M

RUMFORD—1953—KBS

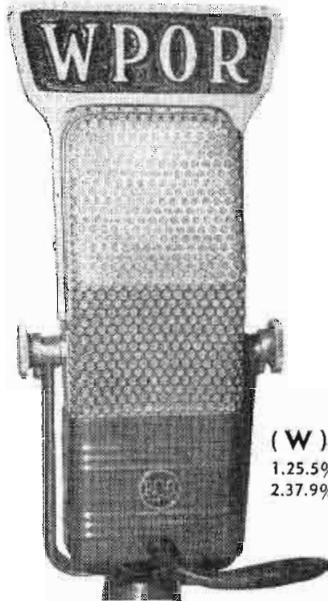
Frequency: 790 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Rumford Publ. Co.
 Address.....89 Congress St.
 Phone: 1057.....Air Time: Daytime
 News ServiceUP
 Trans. Service.....World, SESAC
 Representative.....O'Connell
 President.....Melvin L. Stone
 Gen. Mgr., Prog. Dir.....Ken J. Ellis
 Commercial Mgr.....G. B. Cunningham
 Program Director.....Ken Ellis
 Chief Engineer.....E. J. Tremblay

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: 2700-1.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 Representative.....O'Connell, Borgatti
 MembershipNARTB, RAB
 Pres., Gen.-Station Mgr.....Carleton D. Brown
 Commercial Mgr.....Harold L. Vique
 Program Director.....Fred Preble
 Chief Engineer.....Don Sutherland

AMERICAN — YANKEE — MUTUAL — LOBSTER



MUSIC
NEWS
SPORTS

(W) PORTLAND
 1.25.5% of state's population
 2.37.9% of state's retail sales

*Portland's
 Favorite Station
 Ask Anyone*

PORTLAND, MAINE

Represented by: New York: O'Connell • Boston: Borgatti • Chicago: Holman • Pacific Coast: Scott • HAL MEYER, Pres.

MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,651,000 — Families 692,600
Radio Homes 662,000 — TV Homes 620,000 — Stations in State 29

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By... Annapolis Bcstg. Corp.
Business-Studio Address... Box 749
Phone Number... Colonial 3-2500
News Service... UP
Representative... Pearson, Dora-Clayton
President, General Mgr... Morris H. Blum
Chief Engineer... Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By... Chesapeake Radio Corp.
Business Address... P. O. Box 1551
Phone: 9211... Air Time: Daytime
News Service... AP
Transcription Service... World
Pres., Gen. Mgr... Robert L. Blalock
Program Director... John Drew
Chief Engineer... Jos. H. Griscom

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... The Capital Bdcstg. Co.
Phone: Colonial 3-2639... Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Representative... Forjoe
Membership... NARTB
President... Albert H. MacCarthy
Sta., Com., Sls. Prom. Mgr.: M. A. Campbell, Jr.
Program Director... Betty Straubel
Pub. Dir... R. Norton
Chief Engineer... Alan B. Laffler

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts
Owned... Hearst Corp. (Radio & TV. Div.)
Address... 2610 North Charles St.
Phone: Hopkins 7-3000... Air Time: Unlimited
News Service... AP, INS, UP
Transcription Service... Thesaurus, SESAC
Representative... Christal
V.P. and Exec. Dir... 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... Alfred Buck
Pub. Mgr... Thomas J. White, Jr.
Chief Engineer... William C. Bareham

WBMD

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By... Key Bcstg. Corp.
Business-Studio Address... 879 Park Ave.
Phone Number... Mulberry 5-7095
News Service... UP
President... George E. Hull
Gen., Sta., Comm. Mgr... H. Shelton Earp, Jr.
Program Dir... Thomas H. O'Connor
Chief Engineer... Leo W. Karns

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By... Monumental Radio Co.
Business-Studio Address... 1102 N. Charles St.
Phone: Mulberry 5-0600... Air Time: Full Time
News Service... AP
Trans. Service... World
Representative... Paul H. Raymer
Membership... NARTB
Pres., Sta., Gen. Mgr... L. W. Milbourne
Comm., Prom. Mgr... Robert M. Richmond
Program Dir... George L. Filling
Chief Engineer... Martin L. Jones

WCBM

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: Belmont 5-8400... Air Time: Full Time
Representative... Bolling
Membership... NARTB
President, Comm. Manager... John Elmer
Gen., Sta., Comm. Mgr... G. H. Roeder
Sales Director... William S. Pirie, Jr.
Asst. Mgr., Prog. Dir... Charles A. Roeder
Chief Engineer... G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By... The Baltimore Radio Show
Address... 10 E. No. Ave.
Phone: Mulberry 5-1300... Air Time: Full Time
News Service... AP, UP

RepresentativeJohn Blair & Co.
 MembershipRAB, NARTB
 PresidentRobert S. Maslin
 V.P. & Gen. Mgr.....Robert B. Jones, Jr.
 Sls. Prom. Manager.....Mrs. Jean Mowbray
 Commercial Mgr.....Dudley Tichenor
 Program Dir.....Bert Hanauer
 Chief EngineerWilliam Q. Ranft

Comm., Prom. Mgr.....Jackson Lowe
 Chief Engineer.....Robert Carnine

W I T H

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Maryland Bcstg. Corp.
 Business-Studio Address...7 E. Lexington St.
 Phone: Lexington 9-7808 Air Time: Full Time
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeForjoe
 MembershipRAB
 Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Director.....Anna Ray Suter
 Chief Engineer.....Allen Hedrick

W S I D

BALTIMORE—1947

Frequency: 1010 Kc....Power: 1000 Watts, d.
 Owned-Operated By....United Bcstg. Co.
 Business-Studio Address...912 N. Charles St.
 Phone: Saratoga 8250 Air Time: Full Time
 News ServiceUP
 RepresentativeR. Wittig
 PresidentRichard Eaton
 Sta. Mgr.....Marvin Mirvis
 Program Director.....Helen Wherley
 Chief Engineer.....Cliff Inman

W W I N

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Belvedere Bcstg. Co.
 Address1119 N. Charles St.
 Phone Number.....Saratoga 7-3555
 News Service.....UP
 RepresentativeMcGillvra
 Pres., Gen. Mgr.....Thomasc F. McNulty
 Station Manager.....Lenore Feldman
 Comm. Mgr.....Beniley Stecher
 Chief Engineer.....Frank Murphy

W U S T

BETHESDA—1951

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Broadcast Management, Inc.
 Address3143 U St., Wash. D. C.
 Phone Number.....HO 2-0011
 News ServiceUP
 RepresentativeForjoe & Co.
 Pres., Gen. Mgr.....Harold E. Sheffers

W C E M

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....The Shore Bcstg Co.
 AddressThe Pines
 Phone Number1580
 News ServiceAP
 Transcription ServiceWorld
 Pres., Gen. Mgr.....G. P. Richards
 Commercial Mgr.....Sam Cannon
 Station Manager.....Thomas H. Maquire, Jr.
 Prog. Dir.....Bette B. Robbins
 Chief Engineer.....Arthur Coburn

W C U M

CUMBERLAND—1948—CBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By.....The Tower Realty Co.
 AddressWillam Rd., East of City Line
 Phone: 5400 Air Time: Full Time
 News ServiceAP
 RepresentativeForjoe
 President.....Karl F. Steinmann
 Sta. Mgr.....Eldred Steinmann
 Commercial ManagerRoy S. Knotts
 Chief Engineer.....Paul E. Custer

W D Y K

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Western Md. Bcstng.
 Address450 Byrd Avenue
 Phone: Cumberland 5001 Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 Representative ...Radio Representatives, Inc.
 President.....Richard A. Raese
 General Manager.....Gary Schroeder
 Commercial Manager.....Floyd V. Cozad
 Pgm., Pub. Dir.....Edwin Meyer
 Chief Engineer.....George Sokol, Jr.

W T B O

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Cumberland Valley Bcstg. Co.
 Address31 Frederick St.
 Phone: 299 Air Time: Full Time
 News ServiceUP
 Transcription Service.....Thesaurus
 RepresentativeBranham
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....A. William German
 Sales Prom. Mgr.....Virginia Rosenbaum
 Pgm. Dir.....Michael Hurst
 Publicity Director.....Robert Rosamond
 Chief Engineer.....Ralf Wirgman

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Monocacy Bcstg. Co.
 Address: 1 West Seventh St.
 Phone: Monument 3-4181 Air Time Daytime
 News Service AP
 Station Representative Meeker
 Membership NARTB
 President Laurence Leonard
 Commercial Manager Alan W. Long
 Program Director John W. Cooley
 Chief Engineer Howard Fisher

WARK

HAGERSTOWN—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: United Bcstg. Co., Inc.
 Address: 128 S. Prospect St.
 Phone: 4500 Air Time: Full Time
 News Service UP
 Station Rep.: United Bcstg.
 President Richard Eaton
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Chief Engineer G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Hagerstown Bcstg. Co., Inc.
 Business-Studio Address: Franklin Court
 Phone: 2323 Air Time: Full Time
 News Service AP
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Crilley
 Sta., Comm. Mgr. William H. Paulsgrove
 Pub., Pgm., Dir. Robert Leshner
 Chief Engineer George McIntire

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Chesapeake Bcstg. Corp.
 Address: P. O. Box 97
 Phone: 800 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Pgm., Pub. Dir. Bob Gray
 Chief Engineer Gerald D. Johnson

WKIK

LEONARDTOWN—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Southern Md. Bcstrs. Inc.
 Phone Number: Greenwood 5-2211
 News Service UP
 President James L. Bittner
 General Manager Charles E. Springer
 Commercial Mgr. W. C. Redd
 Chief Engineer James L. Bittner

WPTX

LEXINGTON PARK—1953—KBS

Frequency: 920 Kc. Power: 500 Watts
 Owned: Patuxent Radio Inc.
 Address: 224 Great Mills Rd.
 Phone: 2-1031 Air Time: Daytime
 Newspaper Affil.: Clearfield 'Progress'
 News Service AP
 Trans. Service Lang-Worth
 Pres., Gen. Mgr. W. J. Thomas
 Sta., Sls., Prom. Mgr. Charles Rutledge
 Commercial Manager Edward Lenaway
 Program Director Hazel Carnahan
 Publicity Director Edward Lenaway
 Chief Engr. Harold Huhn

WPGC

MORNINGSIDE—1954

Frequency: 1580 Kc. Power: 1000 Watts
 Owner WPGC Inc
 Phone: REDwood 6-8000

WINX

ROCKVILLE—1940

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Montgomery Cty. Bcstg. Co.
 Phone: Poplar 2-4357 Air Time: Daytime
 News Service UP
 Sta. Rep.: United, Oakes
 General Manager Richard Eaton
 Program Director Pierre Eaton
 Exec. V.P. Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: The Peninsula Bcstg. Co.
 Bus. Studio Address: Radio Park
 Phone: 6131 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 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

WGAY

SILVER SPRING—1946

Frequency: 1050 Kc. ... Power: 1000 Watts d.
 Owned-Oper. By... Tri-Suburban Bcstg. Corp.
 Business Address..... 11306 Kemp Mill Rd.
 Phone Number..... Juniper 9-1050
 News Service AP
 Representative Indie Sales
 Membership NARTB, RAB
 President..... John W. Kluge
 Gen.-Sta. Mgr..... Joseph L. Brechner
 Comm. Mgr..... Stuart J. Hepburn
 Program Dir..... Chuck Dulane
 Chief Engineer..... Arthur McDougall

WTOW

TOWSON—1954

Frequency: 1570 Kc..... Power: 1000 Watts
 Owner..... Suburban Time Mart

WTTR

WESTMINSTER—1953

Frequency: 1470 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... Carroll County Bcstg. Corp.
 Address Uniontown Road
 Phone: 1170..... Air Time: Daytime
 President..... E. Miller Richardson
 Gen., Sta., Comm. Mgr..... R. H. Morgan
 Prog. Dir..... C. T. Buffington
 Chief Engineer..... Charles T. Buffington

WDON

WHEATON—1953

Frequency: 1540 Kc..... Power: 250 Watts
 Owned..... Commercial Radio Equip. Co.
 Address... 1319 F St. N.W., Washington, D. C.
 Phone District 7-1356
 Owner, Gen. Mgr..... Everett L. Dillard
 Commercial Mgr..... James A. Gustafson
 Program Director..... Robert E. Best
 Chief Engineer..... John Moran

NERVE CENTER OF THE FABULOUS DEL-MAR-PENINSULA

WBOC

960 KC — Full Time — Est. 1940

81,915 RADIO HOMES

MUTUAL NETWORK

*Commands 65.8 percent of the radio listening audience.

WBOC-TV

Channel 16

Est. 1954

42,750 TV HOMES

ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent signal in area.

RADIO-TV PARK SALISBURY, MD.

SERVING 301,700 POPULATION; \$430,000,000 RETAIL SALES

President: John W. Downing

General Manager: Charles J. Truitt

* Conlan Survey: Mon. through Fri. average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — Families 1,505,000

Radio Homes 1,489,000 — TV Homes 1,370,000 — Stations in State 50

W A R A

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Attleboro Radio Assn.
Address: 8 N. Main St.
Phone Number: AT 1-1320
Representative: Walker
News Service: UP
Membership: NARTB
General Manager: Keith S. Field
Commercial Mgr.: William A. Dawson, Jr.
Program Director: David P. Mohr
Chief Engineer: Raymond D. Arwold

W B M S

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By: WBMS, Inc.
Business-Studio Address: Hotel Shelton
Phone: Copley 7-3005 Air Time: Daytime
News Service: UP
Representative: Indie Sales
President: John Laux
General Manager: Norman Furman
Station Mgr.: F. S. Bailey
Chief Engineer: Donald Snider

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: Westinghouse Bcstg. Co. Inc.
Business-Studio Address: 1170 Soldiers Field Rd.
Phone Number: ALgonquin 4-5670
News Service: AP, UP
Transcription Service: Thesaurus
Membership: RAB
Representative: Free & Peters
President: Chris J. Witting
Exec. Vice Pres.: J. E. Baudino
Station Manager: P. E. Mills
Commercial Mgr.: William J. Williamson
Promotion Manager: C. Lud Richards
Program Manager: Avner Rakov
Chief Engineer: W. H. Hauser
Publicity Director: Joseph Cullinane

W C O P

BOSTON—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By: Post Pub. Co.
Business-Studio Address: 485 Boylston St.
Phone: Copley 7-0123 Air Time: Full Time
News Service: AP

Newspaper Affil.: Boston Post
Transcription Service: World
Representative: Weed
President: John J. Fox
Gen., Sta. Mgr.: Roy V. Whisnand
Commercial Mgr.: P. T. McGovern
Prog. Dir.: Irvin Dierdorff
Chief Engineer: Roland C. Hale

W E E I

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By: CBS Radio Division
Business-Studio Address: 182 Tremont St.
Phone: Hubbard 2-2323 Air Time: Full Time
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: CBS Radio Spot Sales
Membership: NARTB, RAB
President: Adrian Murphy
Gen., Sta. Mgr.: Harvey J. Struthers
Commercial Mgr.: Emmett J. Heerd, Jr.
Sales Prom. Mgr.: John T. Curry, Jr.
Program Director: K. R. Ovenden
Publicity Director: Marie H. Houlahan
Chief Engineer: Harold A. Dorschug

W H D H

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By: WHDH, Inc.
Bus-Studio Address: 6 St. James Ave.
Phone: Hancock 6-5500 Air Time: Full Time
Newspaper Affil.: Boston Herald
News Service: AP
Representative: John Blair
Membership: NARTB, RAB
President: Robert B. Choate
V.P., Managing Dir.: William B. McGrath
Commercial Manager: Alexander M. Tanger
Program Director: George M. Perkins
Sales Prom. Mgr., Pub. Dir.: William E. Shea
Chief Engineer: Philip K. Baldwin

W M E X

BOSTON—1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Oper. By: The Northern Corp.
Business-Studio Address: 70 Brookline Ave.
Phone: CO 6-3900 Air Time: Full Time
News Service: INS
Transcription Service: SESAC
Pres., Prog. Dir.: John E. Reilly
General Manager: William S. Pote
Commercial Manager: Lawrence Flynn
Sales Promotion Manager: George Kaplan
Chief Engineer: William Ferruzzi

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 680 Kc. Power: 50 Kw. d.
 Owned-Oper. By... Yankee Net. Div., General
 Teleradio, Inc.
 Bus-Studio Address... 21 Brookline Ave.
 Phone: CO 6-0800... Air Time: Full Time
 News Service... INS, UP
 Representative... H-R Reps.
 Membership... NARTB
 President... Tom O'Neil
 Exec. V.P., Gen. Mgr... Norman Knight
 Vice President... George Steffy
 Commercial Manager... Tom Bateson
 Sales Prom. Mgr... George Hallberg
 Program Director... John D. Maloy
 Publicity Director... Phyllis Doherty
 Chief Engineer... I. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Pilgrim Bcstg. Co.
 Address... 92 State St.
 Phone: Lafayette 3-4000... Air Time: Full Time
 News Service... AP
 Representative... Headley Reed Co.
 President... Joseph A. Dunn
 Gen., Sta., Comm. Mgr... Arthur E. Haley
 Program Director... Norm Prescott
 Pub. Dir... Polly Haddad
 Chief Engineer... John Parker

WVDA

BOSTON—1953—ABC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By... Vic Diehm Assc. Inc.
 Address... 275 Tremont St.
 Phone: HANcock 6-1122... Air Time: Full Time
 News Service... UP
 Representative... Raymer
 Membership... NARTB
 President... Vic Diehm
 Station, Comm. Mgr... Len Hornsby
 Program Director... John Mounter
 Promotion Mgr... Gay Swankin
 Publicity Dir... Bob Martin
 Chief Engineer... Kenneth Smith

WVOM

BOSTON-BROOKLINE—1948—KBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By... The Boston Bcstg. Corp.
 Address... 790 Commonwealth Ave.
 Phone: BEacon 2-5650... Air Time: Full Time
 Transcription Service... Thesaurus
 News Service... UP
 V.P., Gen. Mgr... Benjamin Bartzoff
 Program Director... James A. Fitzgerald, Jr.
 Chief Engineer... Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Enterprise Publishing Co.
 Business-Studio Address... 60 Main St.
 Phone: Brockton 7062... Air Time: Full Time
 News Service... AP
 Newspaper Affil... Enterprise Times
 Transcription Service... Thesaurus
 Representative... Walker
 Membership... NARTB, RAB
 General Manager... Charles A. Fuller
 Commercial Mgr... Earle G. Clement
 Program Director... Arthur B. Jones
 Chief Engineer... Charles Nowell

WTAO

CAMBRIDGE—1948

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
 Membership... NARTB, RAB
 President... Frank J. Lyman, Jr.
 General Manager... Theodore B. Pitman, Jr.
 Commercial Mgr... John H. Kimball, Jr.
 Program Director... Edward Penney, Jr.
 Chief Engineer... John Hotz



WVDA

BOSTON, MASS. ABC

WVDA gives you more news and commentary than any TWO Boston stations combined and is the only station in the nation broadcasting ONLY news in the early morning, 6:00-8:30 A.M. The high calibre reporting of the news is reflective on all stations in the Vic Diehm group. Together with WDMA, WAZL, WHOL, WRLM and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
 President
 Rep. Paul H. Raymer Co.

WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By: Regional Bcstg. Co.
 Business Address: Hotel Bridgeway
 Phone: 6-1323. Air Time: Daytime
 News Service: INS
 Representative: Bolling
 Membership: NARTB, RAB
 President: David Hayes
 Gen. Sta., Comm. Mgr.: Ralph J. Robinson
 Prog. Dir.: Ed Carter
 Chief Engineer: H. R. Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Narragansett Bcstg. Co.
 Address: 374 Central St.
 Phone: 4-1400. Air Time: Full Time
 News Service: UP
 Newspaper Affil.: Transcript
 Representative: Walker
 Pres., Gen. Sta. Mgr.: George L. Sisson, Jr.
 Commercial Mgr.: Markey Gosciminski
 Sales Prom. Mgr.: J. Roger Sisson
 Chief Engineer: Roland Berube

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By: Fall River Bcstg. Co., Inc.
 Business-Studio Address: Academy Bldg.
 Phone: 7-9477. Air Time: Full Time
 Newspaper Affiliation: Herald News, Inc.
 News Service: UP
 Representative: Headley-Reed, Kettell-Carter
 President: Frank W. Miller, Jr.
 Gen. Mgr., Treas.: Lincoln W. N. Pratt
 Commercial Manager: Cornelius Sullivan
 Program Director: Joseph Welch
 Chief Engineer: John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: WEIM, Fitchburg, Inc.
 Business-Studio Address: 717 Main St.
 Phone: Fitchburg 3-3766. Air Time: Full Time
 News Service: UP
 Membership: NARTB
 Representative: Walker, Kettell-Carter
 President: Henry G. Molina, Jr.
 Station Mgr.: Al Maffie
 Commercial Mgr.: James W. Chalmers
 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: 3-4897. Air Time: Daytime

Representative: Walker
 News Service: UP
 Transcription Service: SESAC
 Pres., Gen. Sta. Mgr.: David M. Myers
 Sales Prom. Mgr.: Joseph R. Rich
 Program Director: Tal Hood
 Pub. Dir.: Kirk Anderson
 Chief Engineer: Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: WKOX, Inc.
 Bus.-Studio Address: Mt. Wayte Ave.
 Transcription Service: World
 Representative: Kettell-Carter, Grant Webb
 President: Albert A. Anderson
 General Manager: Richard E. Adams
 Commercial Manager: Lewis F. Sargent
 Program Dir.: Roy Leonard
 Chief Engineer: Francis Bartol

WGAW

GARDNER—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned: Gardner Bcstg. Co.
 Business Number: 3 Pleasant St.
 Phone: 1490. Air Time: Full Time
 News Service: UP
 Representative: Borgatti, Inc., Webb
 Pres. & Treas.: Emilian R. Robillard
 V.P., Gen. Mgr.: William C. Engel
 Commercial Mgr.: Ernest T. Smiddy
 Program Director: Durham Caldwell
 Chief Engineer: Gordon Wiley

WHA1

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: John W. Haigis
 Business-Studio Address: 354 Main St.
 Phone: 4301. Air Time: Full Time
 News Service: AP
 Representative: Walker
 Membership: RAB, NARTB
 President: John W. Haigis, Sr.
 Gen., Sta. Mgr.: John W. Haigis, Jr.
 Commercial Manager: H. W. Nichols
 Sales Prom. Mgr., Pub. Dir.: Thomas J. Kelly
 Program Director: Ira I. Hewey
 Chief Engineer: Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WHAV, Inc.
 Business-Studio Address: 30 How St.
 News Service: UP
 Representative: Nona Kirby Co.
 Membership: RAB
 Station Manager: Robert I. Kimel
 Commercial Mgr.: John J. Kirby
 Program Director: Arthur Flynn
 Chief Engineer: David Cate

W H Y N

HOLYOKE-SPRINGFIELD—1941

CBS

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By... Hampden—Hamshire Corp.
 Address... 1300 Liberty St., Springfield
 Phone: Springfield 4-1126. Air Time: Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Branham, Weed
 MembershipNARTB
 Gen., Sta. Mgr.....Charles N. DeRose
 Commercial ManagerPatrick J. Montague
 Prog. Director.....W. Martin
 Chief Engineer.....Harold Schumacher

W R E B

HOLYOKE—1948—KBS

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Valley Bcstg. Corp.
 AddressHolyoke Nat. Bank Bldg.
 Phone Number2-3296
 Transcription ServiceSESAC
 News ServiceAP
 Representative...Kirby, WREB Radio Sales
 President.....James H. Wakelin
 Sta., Pgm. Mgr.....John H. Vondell, Jr.
 Sales Mgr.....Robert H. Berger
 News Director.....Richard H. Stewart
 Chief Engineer.....Donald A. Redman

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. ByLawrence Bdcstg. Co.
 Address278 Essex Street
 Phone NumberLawrence 3-7171-2
 News ServiceAP
 RepresentativeFoster, Walker
 MembershipRAB
 Pres., Gen. Mgr.....Geo. H. Jaspert
 Comm., Sta. Mgr.....Daniel Ruggles, III
 Program Director.....Pete Ward
 Chief Engineer.....John David Bodel

W C A P

LOWELL—1951

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Northeast Radio Inc.
 Address243 Central St.
 Phone: 4-0404. Air Time: Daytime
 News ServiceUP
 MembershipRAB
 RepresentativeKettell-Carter
 PresidentIsrael Cohen
 Gen., Sta. Mgr.....William J. Warren
 Chief Engineer.....Theodore Cohen

W L L H

LOWELL-LAWRENCE—1934—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. ByMerrimac Bdcstg. Co.

Address.....39 Kearney Sq., Lowell
 Phone: Glenview 8-8715. Lawrence 2-2148
 Air Time.....Full Time
 News ServiceUP
 RepresentativeBloomberg
 PresidentGerald Harrison
 Sta. Mgr.....Dana W. Fitzgerald
 Program Director.....Tom Clayton
 Commercial ManagerHaskell Bloomberg
 Chief EngineerAnthony G. Michaels

W L Y N

LYNN—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Puritan Bcst. Service, Inc.
 Business-Studio Address.....7 Willow St.
 Phone: LY 5-6200. Air Time: Full Time
 News ServiceUP
 Station RepresentativeWalker
 President.....Theodore Feinstein
 General Manager.....Melvin Lahr
 Chief Engineer.....Richard Drepauc

W H I L

MEDFORD—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By.....Conant Bcstg. Co.
 Address.....99 Revere Beach Pkwy.
 Phone Number.....Mystic 8-2250
 News ServiceUP
 Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow
 Commercial Mgr.....Joseph Kruger
 Sales Prom. Mgr.....Arthur Stamler
 Chief Engineer.....Sal Fulchino

W B S M

NEW BEDFORD—1949

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By.....Bay State Bcstg. Co.
 AddressPope's Island
 Phone Number3-1787
 RepresentativeThe Bolling Co.
 MembershipNARTB
 News ServiceUP
 President.....Joseph P. Duchaine
 General Manager.....Otto F. A. Arnold
 Program Dir.....Chris Clark
 Commercial Manager.....Richard G. Evans
 Chief Engineer.....Brownell Brightman

W N B H

NEW BEDFORD—1921—MBS

YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....E. Anthony & Sons, Inc.
 Business-Studio Address.....555 Pleasant St.
 Phone: 5-7411. Air Time: Full Time
 News ServiceAP
 Newspaper AffiliationStandard-Times
 Representative...Walker Co., Bertha Bannan
 Man., Comm. Mgr.....Henry N. Solomon
 Program Director.....James Gleason
 Publicity Director.....Robert Sayre

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Northern Berkshire Bcstg. Co.
 Bus. Studio-Transmitter Address: 466 Curran
 Phone: MOhawk 3-6567 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra, Kirby
 Membership NARTB
 Pres., Gen. Mgr. J. Gordon Keyworth
 Prog. Dir. L. G. Truesdale

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Cecil F. Clifton
 Address Box 193
 Phone: MOhawk 3-5356 Air Time: Daytime
 News Service UP
 Transcription Service Associated, Cole
 President Cecil H. Clifton
 General Manager Robert E. Dain
 Chief Engineer Ralph Honeman

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Valley Bcstg. Co.
 Address 78 Main St.
 Phone: 4275 Air Time: Full Time
 News Service AP
 Representative Louis Borgatti, Webb
 President John H. Williams
 Gen., Sta., Comm. Mgr. Alexander W. Milne
 Program Director Joseph T. Fennessey
 Chief Engineer David Angell

WBEC

PITTSFIELD—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Western Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone: 8292 Air Time: Full Time
 Newspaper Affiliation Evening Eagle
 News Service AP
 Transcription Service World
 Membership NARTB
 Rep. Everett-McKinney, Kettell-Carter
 President Donald B. Miller
 Gen., Comm., Prom. Mgr. W. Wendell Budrow
 Program Director Theodore Miller
 Chief Engineer Walton Ayer

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Greylock Bcstg. Co.
 Business-Studio Address 8 Bank Row

Phone: 2-1553 Air Time: Full Time
 News Service UP
 Transcription Lang-Worth
 Representative Walker, Borgatti
 Membership NARTB, RAB
 President Leon Podolaky
 Gen., Sta., Comm. Mgr. Walter Kearsley
 Sales Promotion Manager Robert H. Burbank
 Program Dir. Edward Merrill
 Chief Engineer Edward Taffett

WJDA

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By South Shore Bcstg. Co., Inc.
 Business-Studio Address Box 373
 Phone: Mayflower 9-1300 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Grant Webb, Kirby
 Pres., Gen., Sta. Mgr. James D. Asher
 Program Dir. Charles Glass
 Chief Engineer Arthur F. Lane

WESX

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By North Shore Bcstg. Co.
 Business-Studio Address P. O. Box 710
 Phone: Salem 5670 Air Time: Full Time
 Transcription Service World
 Station Rep. Grant Webb, Nona Kirby
 Commercial Mgr. Charles Asher
 Pres., Gen., Sta. Mgr. William C. Asher
 Program Director Norman Durkee

WBZA-WBZ

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
 NBC-NERN
 (See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Oper. By Springfield Bcstg. Co.
 Address P. O. Box 898
 Phone: 2-7487 Air Time: Daytime
 News Service UP
 Representative Gill, Perno, Nona Kirby
 Pres., Comm. Mgr. Earle G. Hewinson, Sr.
 Gen. Mgr., Prog. Dir. Chris M. Mamitsas

WMAS

**SPRINGFIELD—1932—MBS
 YANKEE**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WMAS, Inc.
 Business-Studio Address 101 West St.
 Phone: RE 7-1414 Air Time: Full Time

News ServiceUP
 RepresentativeH.R Reps
 MembershipNARTB
 PresidentGerald Harrison
 Station ManagerRobert Donahue
 Commercial Mgr.Zachary Land
 Chief Engineer.....John Michnovex

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSPR, Inc.
 Business Address.....63 Chestnut St.
 Phone: 2-4181.....Air Time: Full Time
 News ServiceAP
 Transcription Service.....RCA, Thesaurus
 RepresentativeGeorge P. Hollingbery
 MembershipNARTB
 Pres., Gen. Mgr.....Alan C. Tindal
 Commercial Manager.....John J. Sullivan
 Program Dir.....Paul Monson
 Chief Engineer.....George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Silver City Bcstg. Co.
 Address174 Broadway
 Phone: 4-7528.....Air Time: Full Time
 News ServiceUP
 President.....J. Marshall McGregor
 General Manager.....James Milton Hammond
 Sta. Mgr.....Joseph G. Quill
 Commercial Mgr.....Edwin Stawnlak
 Production Dir.....Charles S. Williams
 Chief Engineer.....Lawrence Prado

WARE

WARE—1945—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Central Bdcstg. Co.
 Business-Studio Address.....East St.
 Phone: Ware 1250.....Air Time: Daytime
 News ServiceAP
 President.....H. Scott Killgore
 Gen., Sta. Mgr.....William R. Sweeney
 Comm., Sls. Prom. Mgr.....J. R. Jones
 Prog., Pub. Dir.....L. L. Winiarski
 Chief Engineer.....David R. Pryce

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power 1 Kw.
 Owned.....Charles River Bcstg. Co.
 Address.....Sheraton Plaza Hotel
 Phone: Waltham 5-7080...Air Time: Full Time
 News ServiceUP
 Station Rep.....Kirby Nat'l Good Music
 MembershipBAB
 Pres., Gen. Mgr.....Theodore Jones
 Prog. Dir., Chif Engr.....Richard L. Kaye

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Telecolor Corp.
 Address.....34 Sylvan St.
 Phone: RE 9-4768.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWalker
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....L. A. Reilly
 Commercial ManagerHolland D. Cameron
 Station Mgr.....J. L. Spates

WOCB

WEST YARMOUTH—1940 MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByE. Anthony & Sons
 Address.....South Sea Avenue
 Phone Number.....Hyannis 502
 RepresentativeWalker
 PresidentBasel Brewer
 Pub., Comm. Mgr.....Paul Stiles
 Program Director.....Marilyn Boesse
 Chief Engineer.....Frank L. Lynch

WAAB

WORCESTER—1931—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned byWAAB, Inc.
 Business-Studio Address34 Mechanic St.
 Phone: 2-5611.....Air Time: Full Time
 News ServiceAP
 RepresentativeForjoe
 Pres., Gen. Mgr.....Gorge F. Wilson
 Commercial Mgr.....Wayne Teeter
 Sales Prom. Mgr.....Robert Krieger
 Chief Engineer.....George Capalbo

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....New England Bcstg. Co.
 Address.....405 Main St.
 Phone: 6-4672.....Air Time: Full Time
 News ServiceUP
 RepresentativeBolling
 MembershipNARTB
 President.....Paul C. Lytle
 Gen. Mgr.....John J. Hurley
 Commercial Mgr.....Edward T. McCann, Jr.
 Program Director.....Thomas J. Decker
 Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WORC, Inc.
 Business-Studio Address.....4 Walnut St.
 Phone: 5-3101.....Air Time: Full Time
 News ServiceAP

Representative...Headley-Reed, Kettell-Carter
 President.....Robert F. Bryar
 General Manager.....Kenneth M. Cooper
 Commercial Mgr.....Herman M. Rosen
 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: 5-4321.....Air Time: Full Time

Newspaper Affiliation.....Telegram &
 Evening Gazette
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Henry L. Christal Co.
 Membership.....NARTB, RAB
 Vice-Pres., Gen. Mgr.....Robert W. Booth
 Vice Pres., Sta. Mgr.....Herbert L. Krueger
 Commercial Manager.....Robert J. Brown
 Sales Promotion Manager.....Bernard J. La Plante
 Prod., Pgm. Dir.....A. J. Brissette
 Chief Engineer.....E. A. Browning

MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — Families 2,020,000

Radio Homes 2,016,000 — TV Homes 1,680,000 — Stations in State 74

W A B J

ADRIAN—1947

Frequency: 1490 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Gerity Bcstg. Co.
 Address.....2982 Treat Rd.
 Phone: Colfax 5-7123.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Rep.....Hil Best
 Membership.....NARTB, RAB
 President.....James Gerity, Jr.
 General Manager.....O. Wm. Myers
 Commercial Manager.....Albert Bishop
 Chief Engineer.....Galen Stutzman

Business Address.....M-32 West
 Phone: 1049.....Air Time: Full Time
 News Service.....AP
 General Manager.....Les Biederman
 Station Manager.....Drew McClay
 Chief Engineer.....William Kiker

W H R V

ANN ARBOR—1946—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Huron Valley Bcstrs., Inc.
 Address.....P. O. Box 608
 Phone: NO 2-4573.....Air Time: Full Time
 News Service.....AP
 Representative.....Walker
 President.....J. F. Hopkins
 Station Manager.....Steve Filipiak
 Commercial Mgr.....James H. Hopkins, Jr.
 Program Director.....Richard F. Harner
 Publicity Director.....Donald A. Herman
 Chief Engineer.....James Allen

W A L M

ALBION—1952—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Calhoun Bcstg. Co.
 Address.....Hawes Bldg.
 News Service.....UP
 President.....J. C. Bedient
 General Manager.....M. H. Wirth
 Program Director.....Park Watson

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....Washtenaw Bcstg. Co.
 Bus.-Studio Address.....3rd Floor, Hutzel Bldg.
 Phone: NO 2-5517.....Air Time: Daytime
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB
 President.....Arthur E. Greene
 Gen. Sta. Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth MacDonald
 Chief Engineer.....D. N. Bowdish

W F Y C

ALMA—1948—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WFYC, Inc.
 News Service.....UP
 Membership.....RAB
 Trans. Service.....Lang-Worth, World
 President.....L. R. Kamperman
 V.P., Gen. Mgr.....David W. Sommerville
 Chief Engineer.....Bruce Rigg

W L E W

BAD AXE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Port Huron Bdcstg. Co.
 Address.....935 S. Van Dyke Rd.
 Phone: 1010.....Air Time: Daytime

W A T Z

ALPENA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.

Representative Gill, Perna
 Transcription Service Standard
 News Service UP
 Gen. Mgr. John Wismer
 Station Manager..... Jim Muehlenheck
 Prog. Dir..... Dick Estell
 Chief Engineer..... Don Clotier

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc..... Power: 1000 Watts
 Owned-Operated By..... Michigan Bcstg. Co.
 Address..... 402 Security Natl. Bank Bldg.
 Phone: WO 3-5555..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burn Smith
 President..... Robert H. Holmes
 General Mgr..... E. F. Cahill
 Chief Engineer..... Harley Hammond

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Federated Publications, Inc.
 Address..... Michigan National Bank Bldg.
 Phone: WO 4-7173..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus, World
 Representative Meeker
 Membership NARTB, RAB
 General Manager..... Dan E. Jayne

Comm. Mgr., Pgm. Dir..... Forrest F. Owen
 Chief Engineer..... Earl J. Stone

WBCM

BAY CITY—1928—ABC

Freq.: 1440 Kc... Power: 1 Kw. d., 500 W. n.
 Owned-Operated By..... Bay Bcstg. Co., Inc.
 Business-Studio Address..... Wenonah Hotel
 Phone: 7551-2..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative..... George P. Hollingbery
 Membership RAB
 President..... Harley D. Peet
 Gen.-Station-Comm. Mgr..... Hugh A. Giesel
 Program Director..... Charles E. Anthony
 Chief Engineer..... Ralph H. Carpenter

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc. ... Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.
 Phone: 5-2113..... Air Time: Daytime
 News Service AP
 Newspaper Affil..... Palladium, Herald Press
 Transcription Service World, Thesaurus
 Representative Hal Holman
 Membership NARTB, RAB
 President Stanley R. Banyon
 Gen., Sta. Mgr. J. P. Scherer
 Program Director..... Ray M. Turner
 Chief Engineer Munson Robinson

1ST IN AUDIENCE

in Greater Battle Creek

Pulse

- First choice of radio listeners among 92,734 people in city area 68% of the time according to Pulse survey.
- Best bet for bonus audience of over 340,000 in four county primary coverage area.

930 KC • 1000 WATTS • MBS NET
 Represented Nationally by Burn-Smith Inc.

WBCK radio
 Battle Creek, Mich.

WELL

BATTLE CREEK

*Battle Creek's
 top-rated station*

and the best buy because...

- 30 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by
**ROBERT MEEKER
 ASSOCIATES, INC.**
 521 — 5th Avenue
 New York City

250W • 1400
WELL

NOW!... double the wallop in the Detroit area!

GKLV-TV
channel

9

**325,000
WATTS**

GKLV
radio
800 kc

**50,000
WATTS**

**THE
MOST POWERFUL
RADIO AND TELEVISION
COVERAGE
IN THE
MARKET!**

**Adam J. Young Jr. Inc.
National Rep.**

**J. E. Campeau, Pres.
Guardian Bldg.
Detroit**

W B R N

BIG RAPIDS—1953—KBS

Frequency: 1460 Kc. Power: 1 Kw., d.
 Owned-Oper. By Paul A. Brandt
 Address P. O. Box 825
 Phone Number 648
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership RAB
 Representative Holman
 Owner Paul A. Brandt
 General Manager Spencer Denison

W A T T

CADILLAC—1945—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Bcstg. Co.
 Business-Studio Address U. S. 131, South
 Phone Number PR 5-7831
 News Service AP
 Transcription Service SESAC
 Representative Hal Holman
 President Les Biederman
 Station Manager Art Nyhus
 Sales Manager M. L. Chandler
 Chief Engineer Bill Kiker

W C B Y

CHEBOYGAN—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned Straits Bcstg. Co.
 Address Mackinaw Ave.
 Phone: 554. Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Best
 Pres., Gen., Sta. Mgr. Richard E. Hunt
 Comm., Sales Prom. Mgr. Ben Morrow
 Prog., Pub. Dir. Bob Clark, Jr.
 Chief Engineer Norbert C. Poeppelman

W T V B

COLDWATER—1949

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By Twin Valley Bdcstrs, Inc.
 Address Box 32
 Phone Number 1230
 News Service AP
 Trans. Service World, Thesaurus, Cole
 Representative Hil F. Best
 Membership RAB
 President George Hosek
 Gen., Sta. Mgr. E. Harold Munn, Jr.
 Program Dir. William Traphagen
 Chief Engineer Virgil Royer

C K L W

**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.
 825 Sandwich St. W. Windsor
 Phone Woodward 1-7200, W., CL 4-1155, Det.
 Air Time Full Time
 News Service INS, UP
 Transcription Service World, Thesaurus
 Representative All Canada Facilities,
 Adam J. Young, Jr.
 Membership NARTB
 President, General Mgr. J. E. Campeau
 Dir., Oper. S. C. Ritchie
 Commercial Manager E. Wilson Wardell
 Program Director John Gordon
 Sales Prom. Mgr. Woodruff Crouse
 Publicity Director Ari Gloster
 Chief Engineer W. J. Carter

W J B K

DETROIT—1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Storer Bcstg. Co.
 Business-Studio Address 500 Temple Ave.
 Phone: Temple 3-7900. Air Time: Full Time
 News Service INS, UP
 Representative Katz Agency
 Membership NARTB, RAB
 President George B. Storer, Sr.
 Managing Director Harry Lipson
 Sales Director Al Nagler
 Sales Prom. Mgr. Kenneth H. Boehmer
 Program Director Richard Fischer
 Pub. Dir. E. Von Grimmenstein
 Chief Engineer Paul O. Frincke

W J L B

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Booth Radio & TV Stas.
 Business Address Broderick Tower
 Phone: Woodward 5-2000. Air Time: Full Time
 Newspaper Affiliation Booth
 News Service AP
 Membership NARTB
 Transcription Service World
 Representative For Joe
 President John L. Booth
 Gen., Sta. Mgr. Edwin E. Nyy
 Commercial Mgr. Eric V. Hay
 Sales Prom. Mgr. George Kendall
 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 2100 Fisher Bldg.
 Phone: Trinity 5-4440. Air Time: Full Time
 News Service AP, INS, UP
 Trans. Ser. Thesaurus, Lang-Worth
 Representative Christal, Radio Time Sales
 Membership NARTB, RAB
 President John F. Patt
 V.P., & Gen. Mgr. Worth Kramer
 Sec'y-Treas. William G. Siebert

Advt. & Pub. Rel. Dir. James Quello
 Operations Mgr. F. S. Moore
 Sales Service, Research Dir. F. A. McPhillips
 Sales Manager Elmer O. Wayne
 Prog. Mgr. Ron Gamble
 Chief Engineer A. Friedenthal

W K M H
 DETROIT—1946

Freq.: 1310 Kc. Power 5 Kw. d., 1 Kw. n.
 Owned-Operated By WKM H, Inc.
 Address 15001 Michigan Ave.
 Phone: Tiffany 6-8500. Air Time: Full Time
 News Service UP, INS
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB
 V.P., Managing Dir. George M. Miller
 Commercial Mgr. John J. Carroll
 Program Director Bob Seymour
 Chief Engineer Jerrold Martin

W W J

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By The Evening News Assn.
 Address 622 W. Lafayette
 Phone: Woodward 2-2000. Air Time: Full Time
 Newspaper Affiliation "Detroit News"
 News Service AP, UP
 Trans. Serv. Lang-Worth & Thesaurus
 Representative George P. Hollingberry Co.
 Membership NARTB
 President Warren S. Booth
 General Manager Edwin K. Wheeler
 Asst. Gen. Mgr. Don DeGroot
 Program Mgr. M. C. Wissman
 Public Affairs Manager James Eberle
 National Sales Mgr. Thomas Warner
 Sales Mgr. Robert J. McIntosh
 Sales Prom. Mgr. Glen Kyker
 Business Mgr. Henry C. Rogers
 Chief Engineer E. J. Love

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By WXYZ, Inc.
 Business Address 1700 Mutual Bldg.
 Phone: Woodward 3-8321. Air Time: Full Time
 News Service AP, INS
 Representative John Blair
 Membership BAB
 President James G. Riddell
 Commercial Manager Harold L. Neal
 Sales Prom. Mgr. Robert Baldrice
 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: 3190-1. Air Time: Full Time
 News Service AP
 Membership BAB
 Representative Walker
 Pres., Gen. Mgr. George D. Lindenthal
 Station Manager F. J. Lindenthal
 Publicity Director Wm. J. Duchawce
 Chief Engineer Henry C. Olsen

W E S K

ESCANABA—1953—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By M & M Bcstg. Co.
 Address Sherman Hotel
 Phone: 3750. Air Time: Full Time
 News Service UP
 President William E. Walker
 General Manager Barclay Conley
 Commercial Manager Don Gamelin
 Program Director Eric Parker
 Chief Engineer Alister Alexander

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Booth Radio & TV Stations.
 Bus. Studio Address 3076 E. Bristol Rd.
 Phone: CEdar 9-8686. Air Time: Full Time
 News Service AP
 Representative Weed
 President John Lord Booth
 Sta. Gen., Mgr. W. Gerald Schroeder
 Comm. Mgr. Gene Ellerman
 Program Director James Rush
 Chief Engineer E. H. Clark

W F D F

FLINT—1922—NBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Treblt Corp.
 Address Garland at First Ave.
 Phone: CE 2-7158. Air Time: Full Time
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Katz
 Membership NARTB, BAB
 President Harry M. Bitner, Sr.
 Gen., Sta. Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Program Director Elmer A. Knopf
 Chief Engineer Gerald Wolpert

W K M F

FLINT—1952

Frequency: 1470 Kc. Power: 1 Kw.
 Owned WKM H, Inc.
 Address 112 W. Water St.
 Phone: 9-7608. Air Time: Full Time
 Station Rep. Mich. Spot Sls., Headley-Reed
 Pres., Gen. Mgr. Fred A. Knorr
 Managing Director W. Eldon Garner

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By. Methodist Radio Parish, Inc.
 Address 3217 Lapeer St.
 Phone: 3-5112. Air Time: Daytime
 Representative Best
 News Service UP
 President Herbert Hausser
 General Manager. William H. Morford
 Commercial Manager. Richard Carter
 Chief Engineer. Duane Mrohs

W T A C

FLINT—1946—ABC

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned WTAC, The BIG Station, Inc.
 Address 740 South Saginaw St.
 Phone: CE 2-1136. Air Time: Full Time
 Transcription Service Lang-Worth
 Station Representative Bolling Co.
 President John M. Shaheen
 Gen., Sta., Comm. Mgr. Jon R. McKinley
 Program Director. Oscar A. Huff, Jr.
 Chief Engineer Frank Folsom

W B F C

FREMONT—1954

Frequency: 1490 Kc. Power: 100 Watts
 Owner Paul A. Brandt
 Address 901 E. Maple St., Mt. Pleasant

W A T C

GAYLORD—1950—BUNYAN
MBS-KBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Midwestern Bcstg. Co.
 Address Paul Bunyan Bldg., Traverse City
 Phone: Traverse City 2700. Air Time: Daytime
 Representative Holman
 Pres., Gen. Mgr. Les Biederman
 Commercial Mgr. C. O. Reed
 Program Director Robert Fritz
 Chief Engineer William Kiker

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Furniture City Bcstg. Corp.
 Address 399 Garfield Ave., S.W.
 Phone: GL 6-9541. Air Time: Daytime
 News Service UP
 Transcription Service Associated
 Representative McGillivra
 Pres., Gen., Sta. Mgr. William Kuiper
 Commercial Manager. H. J. Swierenga
 Chief Engineer. Jack Timmer



The **BIG** station
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Delivers more of
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Flint

1000 watts at 600

nationally represented by
The Bolling Company, Inc.

W T A C
 The **BIG** Station, Inc.
 Flint, Michigan

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Music Bcstg. Co.
 Business-Studio Add.: 35 Lafayette Ave., N.E.
 Phone: 94-111. Air Time: Daytime
 News Service: AP
 Transcription Service: Standard
 Representative: Gill Perna
 Pres., Gen. Mgr.: Paul F. Eichhorn
 Sales Prom., Prog. Dir.: Glenn LePard
 Publicity Director: Dirk M. Nebbeling
 Chief Engineer: Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Fetzer Bdcstg. Co.
 Address: 187 Monroe N.W.
 Phone: Glendale 8-8512. Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel, Inc.
 Membership: NARTB, RAB
 President: John E. Fetzer
 Sta. Comm. Mgr.: Martin Giaimo
 Managing Director: Carl E. Lee
 Program Director: Michael Joseph
 Publicity Director: Dr. Willis F. Dunbar
 Chief Engineer: Bruce Glycaddis

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned: Versluis Radio & Television, Inc.
 Address: 6 Fountain St., N.E.
 Phone: (Glendale 6-5461. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Representative: John E. Pearson
 President: Leonard A. Versluis
 Gen., Comm. Mgr.: Lee G. Stevens
 Prog., Pub. Dir.: Don Mullen
 Chief Engineer: Carroll Hutchings

WMAX

GRAND RAPIDS—1954

Frequency: 1480 Kc. Power: 500 Watts
 Owner: WMAX, Inc.
 President: Joseph C. Hooker
 General Manager: Chas. A. Sprague

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By: Grandwood Bdcstg. Co.
 Address: 120 College Ave., S.E.
 Phone: 9-4125. Air Time: Full Time
 News Service: AP, INS

Transcription Service: World
 Representative: Katz Agency
 Membership: NARTB, RAB
 President: H. M. Bitner, Sr.
 Gen., Sta. Mgr.: Willard Schroeder
 Gen. Sales Mgr.: Arthur M. Swift
 Program Director: Frank Sisson
 Publicity Director: John Dragomier
 Chief Engineer: Louis Bergenroth

WHTC

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Holland Bcstg. Co.
 Address: Hotel Warm Friend Tavern
 Phone: 9482. Air Time: Full Time
 News Service: AP
 Transc. Serv.: World, Lang-Worth, Thesaurus
 Representative: Best
 President: W. A. Butler
 General Manager: Sandy Meek
 Program Director: William Gargano
 Chief Engineer: John Klungle

WHDF

HOUGHTON—1929—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Upper Michigan Bcstg. Co.
 Address: Douglass Hotel
 Phone: Houghton 1. Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Walker
 Membership: NARTB
 Chief Owner: G. L. Burgan
 General Manager: Albert W. Payne
 Program Director: Earl Norten
 Publicity Director: F. Grant Richards
 Chief Engineer: George L. Burgan

WHGR

HOUGHTON LAKE—1954

Frequency: 1290 Kc. Power: 1 Kw.
 Owned: Sparks Bcstg. Co.
 Address: 3431 Houghton Lake Dr.
 Air Time: Daytime
 Pres., Gen. Mgr.: Jacob B. Sparks
 Commercial Mgr.: Harold Frisbey
 Mgr., Secy., Treas.: Gordon A. Sparks
 V.P., Chief Engr.: Garnet G. Sparks

WION

IONIA—1953

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Oper. By: Ionia Bcstg. Co.
 Address: Box 143
 Phone: 1537. Air Time: Daytime
 News Service: AP
 Representative: Best
 Transcription Service: Thesaurus
 Owner: Monroe MacPherson, Sr.
 Commercial Mgr.: Kenneth R. Chapin
 Program Director: W. M. MacPherson
 Chief Engineer: Erwin Fuller

WMIQ

**IRON MOUNTAIN—1947
ABC-NORTHERN**

Frequency: 1450 Kc. Power: 250 Watts
 Owned . . . Iron Mountain-Kingsford Bcstg. Co.
 Business-Studio Address . . 211 E. Ludington St.
 Phone: 2031 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Prog. Dir. Donald J. Burdick
 Chief Engineer Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Address Iron River Natl. Bank
 Phone: 102-3 Air Time: Full Time
 Representative Walker
 President H. H. Frailing
 General Manager Len Johnson
 Chief Engineer Lester Patten

WJMS

IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By . . Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address . 124 E. McLeod Ave.
 Phone: 20 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President William L. Johnson
 Program Director Laura Johnson
 Chief Engineer Arne Dahlbacka

WJPD

ISHPEMING—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Ishpeming Bcstg. Co.
 Business-Studio Address Jenks Block
 Phone: HU 6-9937 Air Time: Full Time
 News Service AP
 Transcription Service World
 Pres., Gen., Sta. Mgr. J. P. Deegan
 Program Director Paul C. Crowley
 Sales Prom. Mgr. Carl B. Tupala
 Chief Engineer Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned Booth Radio & TV Stations, Inc.
 Address 700 Buhl Bldg.
 Phone: WO 2-0220 Air Time: Full Time
 News Service AP

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FAMOUS BRAND
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Station Representative.....Weed & Co.
 Pres., Gen. Mgr.....John L. Booth
 Station Manager.....George P. Lasley
 Comm., Prom. Mgr.....Robert Lees
 Prog., Pub. Dir.....Jack Underwood
 Chief Engineer.....Paul Wolfcale

Pres., Comm. Mgr..... Howard D. Steere
 Station Manager..... Emil J. Popke, Jr.
 Prog. Dir..... Dan Daniels
 Chief Engineer..... Kenneth Farrance

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc..... Power: 1000 Watts
 Owned..... Jackson Bcstg. & Tele. Corp.
 Address..... 441 Wildwood
 Phone: 4-7181..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Headley-Reed
 Membership..... NARTB
 Pres., Gen. Mgr..... Fred A. Knorr
 Station Mgr..... John O. Gilbert II
 Program Director..... E. Richard Schueler
 Chief Engineer..... Paul Wright

WKMI

KALAMAZOO—1947

Frequency: 1360 Kc..... Power: 5 Kw. d.
 Owned-Oper. By..... Steere Bcstg. Co.
 Business-Studio Address... State Theatre Bldg.
 Phone Number..... 4-0111
 News Service..... UP
 Representative..... Forjoe

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By..... Fetzer Bcstg. Co.
 Business Address..... 124 W. Michigan Ave.
 Phone: 5-2101..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Avery-Knodel
 Membership..... NARTB, RAB
 President, Gen. Mgr..... John E. Fetzer
 Sales Service Director..... John W. O'Harrow
 Program Director..... Charles T. Lynch
 Managing Director..... Carl E. Lee
 Publicity Dir..... Robert Dye
 Chief Engineer..... Arthur E. Covell

WILS

LANSING—1946

Freq.: 1320 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Lansing Bcstg. Co.
 Bus.-Studio Address..... 407 N. Washington
 Phone: 2-1655..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Venard
 Pres., Gen. Mgr..... John C. Pomeroy

WKMI KALAMAZOO

NOW

5,000 WATTS

WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.

Covering 1,719,000 population in the primary area... including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone... and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.
 In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN



Sales Prom. Mgr., Pub. Dir..... Stanley Kirby
Program Director..... David L. Froh
Chief Engineer..... John Whitacre

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By WJIM, Inc.
Address..... Saginaw & Howard
Phone: 2-1333..... Air Time: Full Time
News Service UP
Transcription Service..... World, Standard
Representative Petry
Membership NARTB, RAB
President..... Harold F. Gross
General Manager..... Howard K. Finch
Sta. Mgr., Prog. Dir..... Richard Nason
Commercial Mgr..... Wm. Brazzil
Sales Prom. Mgr., Pub. Dir..... E. H. Davis
Chief Engineer..... Chas. I. Brady

WKLA

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Raymond A. Plank
Address..... 1204 East Ludington Ave.
Phone: 1450..... Air Time: Full Time
Transcription Service UP
Membership NARTB, RAB
Pres., Gen. Mgr..... Raymond A. Plank
Commercial Mgr..... Don Hack
Sales Prom. Mgr..... Hal Hall
Program Director..... C. J. Hagerman
Publicity Dir..... Tom Roy

WMTE

MANISTEE—1951—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Manistee Radio Corp.
Address Box 332
Phone: 1340..... Air Time: Full Time
News Service AP
Trans. Ser..... Lang-Worth, Thesaurus
Representative Best
Membership NARTB
President..... Dr. T. H. Manwell
General Manager..... Stephen Cole
Commercial Manager..... Edward Owens
Sales Prom. Mgr..... Norm Knudstrup
Program Director..... Lucille Blake

WDOG

MARINE CITY—1950

Frequency: 1590 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Radio St. Clair, Inc.
Address..... 5300 Marine City Hwy.
Phone: Rockwell 2-1111..... Air Time: Daytime
President Jerry Coughlin
General Manager..... Harry C. Coughlin
Sales Prom., Pub. Dir..... Harry Coughlin
Chief Engineer..... Carlton Goodwin, Jr.

WDMJ

MARQUETTE—1931—MBS-KBS

Frequency: 1320 Kc..... Power: 1000 Watts
Owned-Oper. By... Lake Superior Bcstg. Co., Inc.
Business-Studio Address..... Mining Jnl. Bldg.
Phone: 616..... Air Time: Full Time
General Manager..... Leo G. Brott
Station Manager..... E. W. Wallace
Commercial Manager..... Robert Luke
Program Director..... Eldon Wallace
Chief Engineer..... Gordon Brozek

WMAW

MENOMINEE—1952—ABC-KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Green Bay Bcstg. Co.
Phone: HE 5-5331..... Air Time: Full Time
News Service UP
Trans. Ser..... Lang-Worth, Thesaurus
Representative Pearson
President..... Ben Laird
Gen. Sta. Mgr..... Vernon Uecker
Commercial Mgr..... Ed Swartzby
Sales Promotion Mgr..... Jack DuBlon
Program Dir..... Larry Koesling
Publicity Dir..... Elaine Mottard
Chief Engineer..... Bob Reimers

WMDN

MIDLAND—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Rich Publ. House, Inc.
Address..... 124 So. McDonald St.
Phone: Temple 9-9988..... Air Time: Full Time
News Service AP
Transcription Service... Lang-Worth, Thesaurus
Station Rep..... Hil F. Best
President..... Phillip T. Rich
Station Mgr..... Peter A. Wolf
Commercial Mgr..... Harry B. Sherman
Program Director..... Betty Studer
Chief Engineer..... Peter A. Wolf

WCEN

MT. PLEASANT—1949—KBS

Freq: 1150 Kc..... Power: 1 Kw. d., 500 W. n.
Owned..... Paul A. Brandt
Address..... Mt. Pleasant, Mich.
Phone: 33171..... Air Time: Full Time
News Service AP
Trans. Ser..... Thesaurus, SESAC, Lang-Worth
Membership NARTB, RAB
Pres., Gen. Mgr..... Paul A. Brandt
Sta., Prom. Mgr..... Russell Holcomb
Commercial Mgr..... Georgia Martin
Chief Engineer..... Peter Fronazak

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc..... Power: 1000 Watts
Owned-Oper. By..... Ashhacker Radio Corp.

Business-Studio Address.....432 Apple Ave.
Phone: 2-6051.....**Air Time:** Full Time
News Service.....AP
Trans. Serv......Thesaurus
Representative.....Meeker
Membership.....NARTB
Pres., Gen. Mgr......Arch Shawd
Program Director.....W. L. Trap
Publicity Director.....B. L. Bennett
Chief Engineer.....George Krivitzky

W K N K

MUSKEGON—1949

Frequency: 1600 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....NK Bcstg. Co.
Address.....Federal Square
Phone: 32126.....**Air Time:** Full Time
News Service.....UP
Transcription Service.....World
Representative.....Best
President.....Nicholas W. Kurls
Program Director.....Evelyn Johnson
Chief Engineer.....P. L. Reynolds

W M U S

MUSKEGON—1946

Frequency: 1090 Kc.....**Power:** 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Phone: 4-1672.....**Air Time:** Daytime
News Service.....AP
Station Rep......McGillvra
President.....R. Bunker Rogoski
Gen. Mgr......Dalton C. Hille
Comm. Mgr......William Kuiper
Prom. Mgr......Henry Swierenga
Chief Engineer.....Sam Lombardi

W O A P

OWOSSO—1947—KBS

Frequency: 1080 Kc.....**Power:** 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Address.....2301 N. Shiawassee
Phone: 980.....**Air Time:** Daytime
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr......Merrill Walker
Chief Engineer.....Fran Bowles

W M B N

**PETOSKEY—1946—MBS-BUNYAN
 KBS**

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
Station Representative.....Holman
President.....Les Biederman
Station Manager.....Ralph Pierson
Commercial Mgr......Merton Carter
Program Director.....Kenn Haven
Chief Engineer.....William Kiker

W P O N

PONTIAC—1954

Frequency: 1460 Kc.....**Power:** 500 Watts
Owned.....Gerity Bcstg. Co.
Address.....7 S. Perry
Phone: Federal 8-0444.....**Air Time:** Full Time
News Service.....AP
Transcription Service.....Thesaurus
Station Representative.....Hil Best
President.....James Gerity, Jr.
Vice-President.....O. W. Myers
Station Manager.....Davis Lewis Norton
Asst. Mgr., Prog. Dir......Larry Payne

W H L S

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address.....932 Military St.
Phone: Yukon 28536.....**Air Time:** Full Time
News Service.....AP
Trans. Ser......World, Standard, Lang-Worth
Representative.....Gill-Perna
Membership.....NARTB
General Manager.....John F. Wismer
Station Mgr......Ned S. Hubbell
Comm., Prom. Mgr......John L. Shepard
Prom. Mgr......Frank Singelyn
Program Director.....Thomas G. Sicklesteel
Chief Engineer.....Harold Oliver

W T T H

PORT HURON—1947—ABC

Frequency: 1380 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....606 Water St.
Phone: Yukon 5-5171.....**Air Time:** Full Time
News Service.....AP
Transcription Service.....Standard
Membership.....NARTB
Pres., Exec. V.P......F. Granger Weil
General Manager.....R. S. Sommerville
Commercial Manager.....Gaylord H. Forbes
Program Director.....K. M. Blevins
Chief Engineer.....Kenneth Kunze

W H A K

ROGERS CITY—1948

Frequency: 960 Kc.....**Power:** 5000 Watts d.
Owned Operated By.....Rogers City Bcstg. Co.
Address.....Moltke Dr.
Phone: 7751.....**Air Time:** Daytime
News Service.....UP
Membership.....NARTB
Transcription Service.....Thesaurus
Pres., Gen. Mgr., Chief Engr......Harvey A. Klann
Prom., Comm. Mgr......Albert Klann
Program Director.....H. E. Bregg

WEXL
ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Sparks Bcstg. Co.
Business Address 212 W. Sixth St.
Phone: Jordan 4-6523 Air Time: Full Time
News Service AP, INS
Transcription Service Thesaurus
Station Representative Gill-Perna
Membership NARTB
Pres., Gen. Mgr. Jacob B. Sparks
Program Director Gordon A. Sparks
Sales Manager Ernest Holder
Chief Engineer Garnet G. Sparks

WKNX
SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By Lake Huron Bdcstg. Corp.
Address 221 So. Wash. Ave.
News Service UP
Representative Gill-Perna
Transcription Service Lang-Worth
Membership NARTB, RAB
Pres., Gen. Mgr. William J. Edwards
Vice-President Alvin M. Bentley
Station Manager Howard H. Wolle
Sales Prom. Mgr. Henry Scott
Program Director Robert Dyer
Chief Engineer Max W. Thomas

WSAM
SAGINAW—1942—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Saginaw Bdcstg. Co.
Address 2435 Holland Ave.
News Service AP
Transcription Service Standard
Representative Headley-Reed Co.
Membership NARTB
President Milton L. Greenebaum
Gen., Sta. Mgr. Robert W. Cessna
Program Director Richard Crowley
Chief Engineer Orin Nordenskjold

WSGW
SAGINAW—1950—MBS

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By Booth Radio & TV Stations
Address 400 Mason Bldg.
Representative Pearson
Transcription Service NBC Thesaurus
News Service AP
Pres., Mngg. Dir. John L. Booth
Vice-Pres. & Gen. Mgr. Robert W. Phillips
Prog., Pub. Director Fred Krell
Chief Engineer Harold Volz, Jr.

WSOO
SAULT STE. MARIE—1940—ABC

Frequency: 1230 Kc. Power: 250 W. d., n.
Owned-Operated By Hiawathaland Bcstg. Co.

Business-Studio Address 208 Ashmun St.
Phone: Melrose 2-2231 Air Time: Full Time
Membership NARTB, RAB
Transcription Service Thesaurus
President Stanley R. Pratt
General Mgr. Richard Y. Burnett
Publicity Dir. Edward L. Krieger
Program Director J. Oscar Frenette
Chief Engineer William F. Morris

WSTR
STURGIS—1951

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By WSTR, Inc.
Address So. Nottawa Rd.
Phone: 1199 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Representative Hil B. Best
Membership RAB
President Dr. Clarence H. Snyder
General Manager E. Harold Munn Jr.
Station Manager Bob Geerdes
Chief Engineer William S. Miller

WTCM
TRAVERSE CITY—1941—MBS
BUNYON-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bdcstg. Co.
Address Paul Bunyan Bldg.
Phone: 2700-1 Air Time: Full Time
Representative Hal Holman Co.
General Manager Les Biederman
Commercial Manager R. E. Detwiler
Program Director Kenn Haven
Chief Engineer W. H. Kiker

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BRAND IN NEWS IS

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MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — Families 950,000

Radio Homes 927,000 — TV Homes 505,000 — Stations in State 50

K A S M

ALBANY—1950—KBS

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By: Stearns Co. Bcstg. Co.
 Phone: 53005 Air Time: Daytime
 News Service UP
 Transcription Service Lang-Worth
 Station Rep.: Continental, Lawson
 President: William Blattner
 General Sta. Manager: Urban J. Keppers
 Commercial Mgr.: Arthur Boss
 Promotion Manager: John Nugent
 Chief Engineer: Dale Howard

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owner: Albert Lea-Austin Bdcstg. Co., Inc.
 Address: 332 South Broadway
 Phone: 2338 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus

Representative Meeker
 Membership RAB
 President: Bennett O. Knudson
 General Manager: Anson Van Alstyne
 Program Director: Dale Dickerson
 Pub. Dir.: E. A. VanAlstyne
 Chief Engineer: Robert Holt

K X R A

ALEXANDER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Alexandria Bcstg. Co.
 Address: 1315 Broadway
 Phone: 1000 Air Time: Full Time
 News Service UP
 Transcription Service Keystone
 Representative: Lawson
 General Manager: R. C. Brown
 Station Manager: Kenneth A. Tessmer
 Commercial Manager: Everette Q. Walters
 Publicity Director: Ercei Aga
 Chief Engineer: Kenneth Olson

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 WILLMAR MARSHALL MANKATO MONTEVIDEO REDWOOD FALLS
 REPRESENTED BY JOHN E. PEARSON COMPANY

THE Linder GROUP
 HARRY W. LINDER
 EXECUTIVE OFFICES
 WILLMAR, MINNESOTA

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
 Business-Studio Address 405A N. Main St.
 Phone: 8836 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB
 President Martin Bustad
 Gen., Sta., Comm. Mgr. Tom Steensland
 Sales Promotion Mgr. Ken Soderberg
 Chief Engineer John Ecklin

KBUN

BEMIDJI—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Butler Bcstg. Co., Inc.
 Business-Studio Address 419½ Beltrami Ave.
 Phone 1900 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Lawson
 Pres., Gen. Mgr. Edward W. Butler
 Pgm., Prod. Dir. Gwenyth Butler
 Chief Engineer Delwyn Graze

KLIZ

BRainerd—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Brainerd Bcstg. Co.
 Business Address 2700 E. Oak
 Phone: 2853 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Walker
 Membership NARTB
 President, General Manager E. T. O'Brien
 Sta., Comm. Mgr. Earl R. Johnsen
 Sls. Prom., Pub. Dir. Betty Smith
 Chief Engineer James Peterson

KBMW

BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Interstate Bdcstg. Corp.
 Address 519 Dakota Ave., Wahpeton, N. D.
 Phone: 2-5567-8 Air Time: Full Time
 News Service UP
 Station Representative Continental, Lawson
 Membership NARTB
 Transcription Service Standard
 General Manager H. M. Griffith
 Commercial Manager Geo. Kaufman
 Program Director Clayton Kulseth
 Chief Engineer Harold Unkenholz

WKLK

CLOQUET—1949—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cloquet Bcstg. Co.
 Address Reliable Bldg.

Phone 4-6725
 News Service UP
 Transcription Service Lang-Worth
 General Manager Richard A. Rall
 Sales Promotion Manager Beverly Norgren
 Chief Engineer Darrel Gander

KROX

CROOKSTON—1948—KBS

Freq.: 1260 Kc. Power: 1 Kw. d. 500 Watts n.
 Owned-Operated By Crookston Bcstg. Co.
 Business-Studio Address Eagles Bldg.
 Phone: 1050 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus, World
 Rep. Donald Cook, Tracy Moore, Lawson
 President Jerome A. Dahlberg
 General Manager 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: 1100 Air Time: Daytime
 News Service AP
 Transcription Service World
 Representative Lawson
 President R. C. Brown
 General Manager Gordon Hutton
 Commercial Manager James Patterson
 Chief Engineer Eric Munro

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: 2-2628 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen. Mgr. Dalton Le Masurier
 Sta., Comm. 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: RA 2-2873 Air Time: Full Time
 News Service UP
 Representative Hollingsbery
 President Morgan Murphy
 General Manager Harold Parise
 Station Manager Robert J. Rich

Comm. Mgr. Jack Barttikoski
 Prog. am Director. Dennis Murphy
 Chief Engineer. Norman Gill

Station Manager Frederic T. Dell
 Chief Engineer. Harold E. Allen

WELY

ELY—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Charles B. Persons
 Phone Ely 744-R
 Pres., Gen. Mgr. Charles B. Persons
 Program Director. Rus Avery

WEVE

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Carl Bloomquist
 Phone: 1340 Air Time: Full Time
 Transcription Service Standard
 Representative Orville Lawson
 Membership NARTB
 President Carl Bloomquist
 General Manager Arthur F. Nelson
 Traffic Director. Rose Ullman
 Chief Engineer. Joe Cerar

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Fairmont Bdcstg. Co.
 Address 306 North Park St.
 Phone: 1370 Air Time: Full Time
 News Service AP
 Representative Rambeau, Lawson
 Trans. Serv. Theasaurus
 Membership NARTB, RAB
 President Leo J. Seifert
 Gen., Sta. Mgr. Frank Endersbe
 Program Director. James L. Barkley
 Chief Engineer. Lawrence Lawson

KDHL

FAIRBAULT—1948

Frequency: 920 Kc. Power: 1030 Watts
 Owned-Oper. By. KDHL Bdcstg. Co.
 Business-Studio Address. 213 Central Ave.
 Phone: 4-4345. Air Time: Full Time
 News Service AP
 Transcription Capitol, World, Standard
 General Mgr. J. E. Hyde, Jr.
 Commercial Mgr. Palmer Dragsten
 Prog. Dir. Irv Kuelland

KGDE

FERGUS FALLS—1926—MBS

Freq.: 1250 Kc. Power: 1 Kw. d. 500 W. n.
 Owned-Operated By. Fergus Radio Corp.
 Business-Studio Address. Fergus Falls
 Phone: 6996. Air Time: Full Time
 News Service AP
 Representative Bulmer & Johnson
 Membership NARTB
 Secy.-Treas., Gen. Mgr. Harold L. Dell

KOZY

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Ilasca Bcstg. Co.
 Phone: 6-3446. Air Time: Full Time
 Membership RAB, NARTB
 Pres., General Manager. Robert D. Kennedy
 Program Director. Bud 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.
 Address. WMFG Bldg., W. 37th St.
 Phone: 3-7531 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Hollingbery, Bulmer & Johnson
 Membership NARTB
 President Morgan Murphy
 General Manager. Harold Parise
 Commercial Mgr. J. F. Kauper
 Program Director. Clyde Johnson
 Chief Engineer. Norman Gill

KDUZ

HUTCHINSON—1953—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. A. & P. Tedesco
 Address Radio City
 Phone: 1555 Air Time: Daytime
 General Manager. Albert Tedesco
 Commercial Mgr. Dean Holt
 Program Director. Pearl MacClod
 Promotion Mgr. Duke Fruck
 Chief Engineer. Darrel Gander

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc. Power: 500 Watts d.
 Owned-Oper. By. Little Falls Bcstg. Co.
 Address. 105½ Broadway E.
 Phone: 367. Air Time: Daytime
 News Service UP
 Membership RAB
 Transcription Service World, Capitol
 Pres., Gen. Mgr. John H. Lemme
 Station Manager. Jack J. Nugent
 Commercial Manager. Richard J. Rudeck
 Program Director. Sumner Sabean

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Oper. By. Minnesota Valley Bcstg. Co.
 Address Box 550
 Phone: 4537. Air Time: Full Time
 News Service AP

Representative Pearson
 President..... H. W. Linder
 Gen., Sta. Manager..... D. O. Linder
 Sls. Prom. Dir..... Willard Smith
 Prog. Dir..... Wayne Hill
 Chief Engineer..... Steve Wolf

Commercial Manager..... Phil Lewis
 Director Research..... C. H. Smith
 Program Director..... Bob McKinsey
 Prom., Pub. Dir..... C. Kaufman
 Chief Engineer..... Kermit Sueker

K Y S M

MANKATO—1938—NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... F. B. Clements & Co.
 Address..... 101 N. Second St.
 Phone: 4673..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, RAB
 Gen., Station, Comm. Mgr., Robert E. Dehaven
 Sales Promotion Manager..... Thomas Cornica
 Program Director..... Charles Pasek
 Chief Engineer..... James Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Harry W. Linder
 Business-Studio Address..... KMHL Bldg.
 Phone: 2282..... Air Time: Full Time
 News Service AP
 Representative..... John E. Pearson
 Owner..... Harry W. Linder
 General Manager..... Gilmore F. Frayseth
 Program Director..... Gil Amundson
 Chief Engineer..... Elwood Ewy

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc..... Power: 5000 Watts d.
 Owned-Operated By..... Family Bcstg. Corp.
 Address..... Foshay Tower
 Phone: Lincoln 8451..... Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Representative H-R
 Membership NARTB, RAB
 President..... Leslie C. Park
 Gen., Sta. Mgr..... Lee L. Whiting
 Commercial Manager..... Raymond Tempenny
 Sales Promotion Mgr..... Jim McGovern
 Program Dir..... J. Randolph Norris
 Chief Engineer..... Harvey V. Headen

W C C O

MINNEAPOLIS—1924

CBS Radio

Frequency: 830 Kc..... Power: 50,000 Watts
 Owned By..... Midwest Radio-Television, Inc.
 Business-Studio Address..... 625 Second Ave. S.
 Phone: Main 1202..... Air Time: Full Time
 News Service..... AP, UP, INS
 Transcription Service Lang-Worth
 Representative..... CBS Radio Spot Sales
 Membership NARTB, RAB
 General Manager..... Larry Hoeg

W D G Y

MINNEAPOLIS—1923—MBS

Freq.: 1130 Kc..... Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By..... Twin Cities Bcstg. Corp.
 Address..... Builders Exchange Bldg.
 Phone: Bridgeport 2271..... Air Time: Full Time
 News Service UP
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen., Sta. Mgr..... Clarence T. Hagman
 Commercial Manager..... Samuel N. Nemer
 Program Director..... Don O'Brien
 Chief Engrs..... Kenneth Olson, Kenneth Larson

W L O L

MINNEAPOLIS—1940

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Independent Bcstg. Co.
 Address..... 554 Northwestern Bank Bldg.
 Phone: Atlantic 0406..... Air Time: Full Time
 News Service UP, AP
 Representative..... A. M. Radio Sales
 President..... Ralph L. Atlas
 Station Manager..... Wayne Williams
 Prcm., Pgm. Dir..... Edward L. Wiebe
 Chief Engineer..... Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... People's Bcstg. Co.
 Address..... 1133 Stinson Blvd.
 Phone: GR 4356..... Air Time: Daytime
 Representative..... Indie Sales, Inc.
 Pres., Gen., Sta. Mgr..... M. V. Stewart
 Commercial Mgr..... D. Mylo Beam
 Merchandising Mgr..... Jack I. Moore
 Prog., Pub. Dir..... Mrs. B. A. Stewart
 Chief Engineer..... Ken Hanson

W T C N

MINNEAPOLIS—ST. PAUL—1935

ABC

Freq.: 1280 Kc..... Power: 5 Kw. d.; 1 Kw. n.
 Owned..... Minnesota TV Public Service Corp.
 Address..... 2925 Dean Blvd.
 Phone: WA 7-8881..... Air Time: Daytime
 News Service..... AP, UP
 Transcription Service Associated
 Representative John Blair
 Membership NARTB
 President Robert Butler
 General Manager..... Joseph L. Merkle
 Sta., Comm. Mgr..... Bill Daley
 Sls. Prom. Mgr., Pub. Dir..... G. E. LaRocque
 Program Director..... Jim Boysen
 Chief Engineer..... Mike Fleming

KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. Power: 100 Watts
Owned-Oper. By Midwest Bcstg. Corp.
Address P. O. Box 369
Phone: 8891 Air Time: Full Time
Representative Pearson
Pres., Gen. Mgr. H. Willard Lindner
Commercial Mgr. Bill Farrell
Chief Engineer Richard Beekman

KVOX

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KVOX Bcstg. Co.
Address FM Hotel
Phone: 3-1522 Air Time: Full Time
News Service UP
Representative Walker
Membership NARTB
President E. J. McKellar
Gen., Station Mgr. M. M. Marget
Comm., Sls. Prom. Mgr. R. L. Owens
Program Dir. Dewey Berquist
Pub. Director T. P. Hannaher
Chief Engineer Don Geiken

KNUJ

NEW ULM—1949—KBS

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By KNUJ, Inc.
Address 304½ N. Minn. St.
Phone: 904 Air Time: Daytime
News Service AP
Transcription Service Lang-Worth. World
Membership RAB
President W. K. Mickelson
General Manager George E. Korenchen

KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By Owatonna Bcstg. Co.
Address 307 Vesterby Bldg.
Phone: 3388 Air Time: Daytime
News Service UP
Representative Clark
Membership RAB
President Myles H. Johns
Gen., Sta., Comm., Sls. Prom. Mgr. H. Bulow, Jr.
Program Director Thelma Bulow
Chief Engineer W. S. Weikle

KAAA

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Oper. By Red Wing Bcstg. Co.
Address Highway 58, Red Wing
Phone: 3511 Air Time: Daytime
Transcription Service World
Gen., Station Mgr. Maxine Jacobs

Commercial Mgr. James Bailey
Sales Promotion Mgr. H. D. Cory
Program Director Peter Lyman
Chief Engineer Donald M. Willie

KLGR

REDWOOD FALLS—1954

Frequency: 1490 Kc. Power: 100 Watts
Owner H. W. Linder
Address 209 S. Washington St.
Phone 2729
Representative Pearson, Dairyland
General Manager Willard Linder

KROC

ROCHESTER—1935—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned Southern Minnesota Bcstg. Co.
Address 100 1st Avenue Bldg.
Phone: 3924 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative Meeker
Membership NARTB, RAB
P. resident Mrs. Gregory P. Gentling
General Mgr. G. David Gentling
Sta. Mgr., Prog. Dir. Cal Smith
Comm. Mgr. Warren Miller
Sls. Prom. Mgr., Pub. Dir. A. Janus
Chief Engineer Robert Cross

KFAM

ST. CLOUD—1938—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Times Publ. Co.
Address Weber Bldg.
News Service AP
Transcription Service Thesaurus
Representative Pearson
Membership NARTB, RAB
Pres., Gen. Mgr. Frederick C. Schilplin
Sales Prom., Pub. Comm. Mgr. Donald J. Orth
Program Director Betty May
Chief Engineer Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Granite City Bcstg. Co.
Address St. Cloud Hotel
Phone: 1240 Air Time: Daytime
Transcription Service World
News Service UP
President Max H. Lavine
Gen., Sta. Mgr. M. Bartelme
Program Director Wallace MacBriar
Chief Engineer Charles Willms

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST

Frequency: 1500 Kc. Power: 50,000 Watts
Owned By KSTP, Inc.

□ □ □
 Bus. Studio Address..... 3415 University Ave.
 Phone: Prior 2724..... Aid Time: Full Time
 News Service..... AP, UP
 Transcription Service..... Thesaurus, SESAC
 Representative..... Edward Petry
 President, Gen. Mgr..... Stanley E. Hubbard
 Nat. Sales Mgr..... Karl A. Plain
 Exec. V.P., Treas..... K. M. Hance
 Production Supervisor..... D. Brooks Henderson
 Promotion-Publicity Director..... Wm. Davey
 Chief Engineer..... William S. Sadler

President..... William F. Johns, Jr.
 General Manager..... Richard Power
 Commercial Manager..... James McLaughlin
 Prog. Dir..... Roger Erickson
 Chief Engineer..... Elmer Christenson

W M I N

ST. PAUL—1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Address..... 611 Frontenac Place
 Phone: Prior 7757..... Air Time: Full Time
 News Service..... AP
 Representative..... Clark
 Pres., Gen. Mgr..... N. L. Bentson
 Commercial Mgr..... Frank M. Devaney
 Sls., Prom. Mgr..... Sherle M. Lowe
 Program Director..... Norman Page
 Chief Engineer..... Warren B. Fritze

W M N S

ST. PAUL—1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owner..... Franklin Bcstg. Co.
 Address..... 611 Frontenac Pl.
 Phone..... Prior 7757
 President..... William F. Johns
 Program Director..... Norm Page
 Chief Engineer..... Warren Fritze

W C O W

SOUTH ST. PAUL—1951

Frequency: 1590 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... South St. Paul Bcstg. Co.
 Address..... 58 White Bear Ave.
 Phone: VA 5588..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... John E. Pearson
 General Manager..... Victor J. Tedesco
 Commercial Mgr..... N. Tedesco
 Station Mgr..... A. Peterson
 Sls. Prom. Mgr..... W. Freer
 Pub. Dir..... Sam Sabean
 Program Director..... Jack Douglas
 Chief Engineer..... Paul Dominguez

W S H B

STILLWATER—1949—KBS

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Operated By..... St. Croix Bcstg. Co.
 Address..... 126½ S. Main St.
 Phone: 46. 47..... Air Time: Daytime
 News Service..... UP
 Representative..... Donald Cook, Inc., Lawson

K T R F

THIEF RIVER FALLS—1946

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Henry K. Arneson
 Phone: 13..... Air Time: Full Time
 Transcription Service..... World
 Representative..... Bulmer & Johnson, Inc.
 Membership..... RAB
 Pres., Gen. Mgr..... Don Olsen
 Prog. Dir..... Jane Carlson
 Chief Engineer..... Henry J. Bothman

W H L B

VIRGINIA—1936—NBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Head of the Lakes Bcstg.
 Address..... WEBC Bldg.
 Phone: Randolph 2-2873..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus, SESAC
 Representative..... Hollingbery
 President..... W. C. Bridges
 Station Manager..... Baldino W. Rodorigo
 Program Director..... Harry Wills
 Chief Engineer..... Norman Gill

K W A D

WADENA—1947—MBS

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Associated Bcstrs., Inc.
 Bus. Studio Address..... First Natl. Bank Bldg.
 Phone: 920-1..... Air Time: Full Time
 News Service..... UP
 Transcription..... World
 Membership..... NARTB
 Representatives..... Bulmer & Johnson
 General Manager..... James Buchan
 Program Director..... Roxanne Michaels
 Chief Engineer..... Howard Helland

K W L M

WILLMAR—1940—ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lakeland Bcstg. Co.
 Business-Studio Address..... 1340 N. 7th St.
 Phone: Belmont 5-1340..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Cole
 Representative..... John E. Pearson
 Membership..... NARTB
 President, Gen. Mgr..... H. W. Linder
 Commercial Manager..... Jack Lynch
 Program Director..... Joe Martinson
 Chief Engineer..... Francois Peterson

K W N O

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Winona Radio Service
 Business-Studio Address... 216 Center St.
 Phone: 3314. Air Time: Full Time
 News Service... AP
 Newspaper Affiliation... Daily News
 Transcription Service... Standard, World
 Membership... NARTB, RAB
 Representative... John E. Pearson
 President... M. H. White
 Gen., Sta. Mgr... E. M. Allen
 Prog. Dir... C. E. Williams
 Pub. Dir... J. Rizzardi

Commercial Manager... H. Rod Hurd
 Chief Engineer... Lewis Denes

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Worthington Bcstg. Co., Inc.
 Address... Hotel Thompson
 Phone: 2-7301. Air Time: Daytime
 Representative... Bulmer & Johnson
 Trans. Ser... Lang-Worth, Thesaurus
 Membership... NARTB
 President... R. W. Olson
 General Manager... R. E. Shepard
 Commercial Manager... Arne Karhu

MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,218,000 — Families 590,000
 Radio Homes 173,000 — TV Homes 137,000 — Stations in State 55

W M P A

ABERDEEN—1952—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Prairie Bdcstg. Co.
 Address... P. O. Box 402
 Phone: 1050. Air Time: Full Time
 News Service... UP
 Representative... McGillvra
 Transcription Service... Lang-Worth
 President... T. A. Richardson
 Gen., Sta., Comm. Mgr... William Felton
 Prog., Pub. Dir... Helen McShane
 Chief Engineer... Preston Derryberry

Membership... NARTB, RAB
 President... James S. Love, Jr.
 General Manager... Ray Butterfield
 Commercial Manager... Thomas B. Majure
 Sales Prom. Mgr... Richard Kettering
 Program Director... Mary Burns Griffin
 Chief Eng... Thomas B. Majure

W V M I

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Associates
 Address... P. O. Box 152
 Phone: 6961. Air Time: Daytime
 Rep... Nat'l. Time Sales, Dora-Clayton
 Transcription Service... Thesaurus, SESAC
 Membership... RAB, NARTB
 News Service... UP
 Pres., Gen., Sta. Mgr... Odes E. Robinson
 Sales Prom., Comm. Mgr... Homer Dedeaux
 Program Director... Earl B. Blessey
 Chief Engineer... Odes E. Robinson, Jr.

W A M Y

AMORY—1954

Frequency: 1580 Kc. Power: 5000 Watts
 Owner... Charles C. Boren, Jr.

W B L E

BATESVILLE—1953

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Panola Bcstg. Co.
 Address... Drawer No. 73
 Co-Owner, Gen. Mgr... Harold B. McCarley
 Co-Owners... Travis A. Palmer,
 James E. Hartness

W B I P

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Booneville Bcstg. Co.
 Address... Highway No. 45-S
 Newspaper Affiliation... The Independent
 Representative... Continental Radio Sales
 President, Gen. Mgr... E. O. Roden
 Sta. Comm., Sales Prom. Mgr... V. K. Wroten
 Program Director... Betty Box

W L O X

BILOXI—GULFPORT—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... WLOX Bcstg. Co.
 Address... Buena Vista Hotel
 Phone: 5581-2. Air Time: Full Time
 Trans. Ser... Lang-Worth, Standard
 News Service... UP
 Representative... Holman

W J M B

BROOKHAVEN—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Brookhaven Bcstg. Co.

Address.....W. Chickasaw St.
 Phone: 1298.....Air Time: Full Time
 Station Representative.....Continental
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Mgr.....Tullius Brady

W D O B**CANTON—1953—KBS**

Frequency: 1370 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Madison County Bcstg. Co.
 Address.....Box 182
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Dora-Clayton, Indie
 Gen., Sta. Mgr.....Jerry P. Keith
 Commercial Mgr.....Tom Brewer
 Sales Prom. Mgr.....Elizabeth Gunn
 Program Director.....Buddy Thames
 Publicity Director.....Merle Godfrey
 Chief Engineer.....Hampton C. Clark, Jr.

W G L C**CENTREVILLE—1951—KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Southern Bcstg. Co.
 Address.....Hiway 25
 News Service.....UP
 Transcription Service.....Capitol
 Phone Number.....4001
 President.....Carl Trepndahl
 General Manager.....Alvin Sansing
 Commercial Mgr.....C. W. Wright
 Chief Engineer.....Bill Norris

W R O X**CLARKSDALE—1943—MBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mrs. Eunice T. Imes
 Address.....Columbus, Miss.
 Phone: 1566.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....RCA Thesaurus
 Station Rep.....McGillvra
 General Manager.....Bob McRaney
 Program Director.....Jack Cristil
 Comm. Mgr.....Helen Sugg
 Station Manager.....P. B. Hinman
 Publicity Dir.....John Thomas
 Chief Engineer.....C. D. Graves

W C L D**CLEVELAND—1949—KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Voice of the Delta, Inc.
 Address.....H'way 61 So.
 Phone: 1115.....Air Time: Full Time
 News Service.....AP
 Station Representative.....Best
 President.....Joseph W. Carson
 Gen., Sta., Comm. Mgr.....C. W. Capps
 Program Director.....Elizabeth Bradley
 Chief Engineer.....Earl B. Neal

W C J U**COLUMBIA—1946—KBS-MBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lester Williams, WCJU, Inc.
 Address.....P. O. Box 472
 Phone: 755.....Air Time: Full Time
 Newspaper Affiliation.....The Progress
 News Service.....AP
 Transcription Service.....World
 Pres., Gen. Manager.....Lester Williams
 Sta. Mgr., Chief Eng.....Ray Tolar
 Program Director.....Clifford Chance

W A C R**COLUMBUS—1950—KBS**

Frequency: 1050 Kc.....Power: 1 Kw. d.
 Owned.....J. W. Furr
 Address.....P. O. Box 1011
 Phone: 768.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Best
 Membership.....NARTB
 Owner.....J. W. Furr
 Gen., Sta., Comm. Mgr.....B. M. Dabney, Jr.
 Prog., Pub. Dir.....G. Wayne Harris
 Production Mgr.....C. Landis Rogers
 Chief Engineer.....Robert Montgomery

W C B I**COLUMBUS—1940
MBS—KBS-MID SOUTH**

Frequency: 500 Kc.....Power: 1 Kw. d.
 Owned.....Columbus Bcstg. Co., Inc.
 Address.....Gilmer Hotel
 Phone: 1313, 1430.....Air Time: Full Time
 Newspaper Atfil.....Commercial Dispatch
 News Service.....SAURUS
 Station Representative.....McGillvra
 Membership.....NARTB
 President.....Birney Imes, Jr.
 Gen., Prom. Mgr.....Bob McRaney
 Sta., Comm. Mgr.....J. W. Eatherton
 Program Director.....Martha Puckett
 Chief Engineer.....Thos. 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: 5575.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 Vice-Pres.....Aaron B. Robinson
 Station Manager.....John E. Bell
 Program Director.....Vincent Lawrence
 Commercial Manager.....Joe P. Van Dyke
 Sales Prom. Mgr.....John E. Bell
 Chief Engineer.....James D. Anderson

WGVM

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By... Colton Belt Casting Co.
 Bus.-Studio Address... 118 So. E'way
 Phone: 4559. Air Time: Daytime
 News Service... UP
 Transcription Service... Lang-Worth
 Membership... NARTB
 Representative... Dora-Clayton, Melville
 Pres., General Manager... David M. Segal
 Station Manager... E. M. Guss
 Prom., Sta. Mgr... Jack Stull
 Program Director... Wallace D. Hoy
 Chief Engineer... W. McChristian

WJPR

GREENVILLE—1939—MBS-KBS

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By... Radio Services Co.
 Business-Studio Address... 120 So. Poplar St.
 Phone: 2434. Air Time: Full Time
 Representative... Sears & Ayer
 Gen. Sta. Mgr... Emmett H. McMurry
 Commercial Manager... Frank W. Baldwin
 Program Director... Murray Schroyer
 Chief Engineer... Percy L. Kuhn

WABG

GREENWOOD—1950

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.
 Owned-Oper. By... Greenwood Bcstg. Co.
 Address... Howard St.
 Phone: 3010. Air Time: Full Time
 News Service... AP
 President... Cy Bahakel
 Manager... Tom Reardon
 Chief Engineer... Clifford Greene

WGRM

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Operated By... P. K. Ewing
 Address... 600 Walnut St.
 Phone: 1900-1. Air Time: Full Time
 Studio-Transmitter Location... Walnut St.
 President... P. K. Ewing
 General Manager... F. C. Ewing
 Chief Engr. Comm. Mgr... Louis Pierce

WNAG

GRENADA—1949—MBS-MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Birney Ines, Jr.
 Phone: 1400. Air Time: Full Time
 Representative... McGillvra
 Newspaper Affiliation... Dispatch
 President... Birney Ines, Jr.
 General Manager... Bob McRaney
 Sta., Comm. Mgr... Monroe Looney
 Chief Engineer... Jimmie Pinnix

WGCM

GULFPORT—1928—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... WGCM Bcstg. Co.
 Address... Hewes-Martin Bldg.
 Phone: 1110. Air Time: Full Time
 News Service... AP
 Transcription Service... World
 Station Representative... McGillvra
 Membership... NARTB
 Owner & Gen. Mgr... Hugh O. Jones
 Station Manager... C. Edwin Vann
 Commercial Manager... Mrs. O. L. Owens
 Sales Prom. Mgr... Holton Turnbough
 Program Director... C. "Eddie" Vann
 Chief Engineer... Charles T. Hook

WBKH

HATTIESBURG—1954

Frequency: 950 Kc. Power: 950 Watts
 Owner... Hattiesburg Bcstg. Co.
 Address... 122½ E. Front St.
 Phone... JU 3-1625
 Station Manager... Frank Holified

WFOR

HATTIESBURG—1925—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Forrest Bcstg. Co.
 Address... 302 Hemphill St.
 Phone: Juniper 4-5432. Air Time: Full Time
 News Service... UP
 Membership... NARTB
 President... C. J. Wright, Sr.
 General, Station Manager... C. J. Wright, Jr.
 Program Director... David L. Walte
 Commercial Mgr... E. M. Jenkins
 Chief Engineer... B. B. McLemore

WHSY

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hub City Bcstg. Co. Inc.
 Address... Highway 11, North
 Phone: Juniper 3-1741. Air Time: Full Time
 News Service... AP
 Station Representative... T. F. Clark
 Membership... NARTB, RAB
 President, Gen. Mgr... Charles W. Holt
 Sta. Mgr... W. R. England
 Comm. Mgr... Bill Veidt
 Sales Prom. Mgr... W. Murphey
 Program Director... Dean Griffin
 Publicity Director... Alice Bivin
 Chief Engineer... Charles Sharpling

WMDC

HAZLEHURST—1953—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned... Southwestern Bcstg. Co. of Miss.
 Address... P. O. Box 571

Phone Number 869
 News Service UP
 Transcription Service Lang-Worth
 General Manager Louis Alford
 Sta. Mgr., Chief Engr. A. M. Smith
 Commercial Mgr. Greg Breland
 Program Director Malcolm Jones
 Chief Engineer A. M. Smith

WNLA

INDIANOLA 1953

Frequency: 1380 Kc. Power: 500 watts d.
 Owned Central Delta Bcstg. Co.
 Address 134 Baker St.
 Phone: 500 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Station Representative Thomas F. Clark
 Membership NARTB, MBA
 Co-Owners W. L. Kent; J. M. McLendon
 Gen., Sta. Mgr. Howard M. Peters
 Sales Promotion Mgr. Barbee Ashley
 Program Director Paul Artman
 Chief Engineer Bob Meador

WJDX

JACKSON—1929—NBC

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Lamar Life Ins. Co.
 Business Address P. O. Box 2171
 Phone: 2-2691, 3 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 General Manager Fred L. Beard
 Commercial Manager Frank Gentry
 Program Director Forrest Cox
 Chief Engineer Percy G. Root

WJQS

JACKSON—1947—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Edwards Hotel
 Phone: 3-9681 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned Jackson Bcstg. Co., Inc.
 Address 916 Foley St.
 Phone: 2-6673 Air Time: Full Time
 News Service INS
 Representative Indie, Dora Clayton
 Pres., Gen. Mgr. James T. Ownby
 Progress Dir. Lucy Pennel
 Chief Engineer Robert Statham

WOKJ

JACKSON—1954

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned Dixieland Bcstg. Co.
 Address 1017 Lynch St.
 Air Time Daytime
 News Service UP
 Station Rep. McGillvra
 Gen. Mgrs. Wilburn Kent, John McLendon
 Station Manager Jay Gilbert
 Promotion Dir. Chuck Allen

WRBC

JACKSON—1947—MBS

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Rebel Bcstg. Co., Inc.
 Business-Studio Address 125 So. Lamar
 Phone: 5-1562 Air Time: Full Time
 Transcription Service Associated
 Representative Branham
 General Manager J. W. Carlier
 Sales Prom. Mgr. W. V. Dubard
 Program Director A. C. Leonard
 Chief Engineer G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By Standard Life Bcstg. Co., Inc.
 Business Address P. O. Box 1847
 Phone: 3-2788 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, RAB
 President W. H. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Program Director B. K. Smith
 Chief Engineer C. A. Perkins

WKOZ

KOSCIUSKO—1947—KBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kosciusko Bcstg. Co.
 Address 109 W. Jefferson
 Phone: 782 Air Time: Full Time
 Representative McGillvra
 Membership NARTB
 General Manager Cy N. Bahakel
 Sta., Comm. Mgr. Mims Boswell, Jr.
 Program Director Gertrude Chennault
 Chief Engineer J. R. Collins

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station
 Bus-Studio Address 442 6th Ave.
 Phone Number 5601
 News Service AP
 Transcription Service World

Representative.....George P. Hollingbery
 Membership.....NARTB, RAB
 President.....Harold Matison
 Gen., Sta. Mgr.....Granville Wallers
 Commercial Manager.....M. M. Caver
 Program Director.....Stanley Wallers
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southland Bcstg. Co.
 Address.....437 N. Magnolia St.
 Phone: 8-7227.....Air Time: Full Time
 News Service.....UP
 Representative.....McGillvra
 Membership.....RAB, NARTB
 President.....C. T. McCallum
 Gen., Sta. Mgr.....Norma H. Leggett
 Comm., Sales Prom. Mgr.....Teck Jones
 Pgm., Pub. Dir.....David Kane
 Chief Engineer.....W. B. Carter

WLSM

LOUISVILLE—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Louisville Bcstg. Corp.
 Address.....Box 111
 Phone: 1000.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative.....Hil Best
 Station Manager.....William R. Parkes
 Chief Engineer.....Herb Guthrie

WMBC

MACON—1947—MISS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....J. W. (Billy) Furr
 Address.....WACR, Bldg., Columbus, Miss.
 Phone: 310.....Air Time: Full Time
 News Service.....UP
 Station Rep.....Hil Best
 Membership.....NARTB
 President.....J. W. (Billy) Furr
 General Manager.....Felix Adams, Jr.
 Program Director.....John Isaacs
 Chief Engineer.....Bob Montgomery

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....S. W. Bcstg. Co. of Miss.
 Address.....Pike Hotel
 Phone: 1884.....Air Time: Daytime
 Station Rep.....Continental
 Transcription Service.....Lang-Worth, World
 President.....Louis Alford
 Commercial Mgr.....W. K. Johnston
 Sales Prom. Mgr.....Cindy Gardner
 Program Director.....James Hemphill
 General Manager.....Phillip Brady

WHNY

McCOMB—1939

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Bcstrs. Service, Inc.
 Address.....P. O. Box 111
 Phone: 2080.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Dora-Clayton, Clark
 General Manager.....Lester Williams
 Station Manager.....W. R. Taylor
 Commercial Manager.....Bill Tyler
 Chief Engineer.....Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.
 Business-Studio Address.....Threefoot Bldg.
 Phone: 7714.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 President, General Manager.....Withers Gavin

WMOX

MERIDIAN—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes, Jr.
 Address.....P. O. Box 1511
 Phone: 2-0171.....Air Time: Full Time
 News Service.....AP
 Representative.....McGillvra
 Transcription Service.....Thesaurus
 President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Joseph W. Carson
 Comm., Mgr., Prog. Dir.....Eddie Holladay
 Chief Engineer.....Winton Beaver

WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southern TV Corp.
 Address.....Southern Bldg.
 News Service.....AP
 Transcription Service.....SESAC
 Pres., Gen. Mgr.....Robert F. Wright
 Sta., Comm. Mgr.....Jerry J. Joiner
 Program Director.....Gene Reeves
 Publicity Director.....George Shannon
 Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Bcstg. Co.
 Address.....615 Main St.
 Phone: 8211.....Air Time: Full Time
 President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial Mgr.....Ervin Parks
 Program Director.....Hoyle Littlejohn
 Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Old South Bcstg. Co.
 Address: Eola Hotel
 Phone Number: 4621
 News Service: UP
 President: Mrs. Laurie G. Ratcliffe
 General Manager: Paul Schilling
 Prog. Dir.: Val Jensen
 Commercial Mgr.: Eddie Phelan
 Pub. Dir.: Irene Griffey
 Chief Engineer: Martin Tyrnone

WPMP

PASCAGOULA—1951—KBS-ABC

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Crest Bcstg. Co., Inc.
 Address: P. O. Box 391
 Phone: 83391 Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Membership: NARTB
 Pres., Gen. Mgr.: William R. Guest, Jr.
 Sta., Comm. Mgr.: Floyd W. Hess
 Prom. Mgr.: Bill Brewer
 Program Director: Tommy Gilbert
 Chief Engineer: Fred Strother

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: William Howard Cole
 Phone: 740 Air Time: Full Time
 News Service: UP
 Transcription Service: Capitol
 President Manager: William Howard Cole
 Program Director: Mrs. Wm. H. Cole
 Chief Eng: Paul M. Miller

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc. Power: 5000 d.
 Owned-Oper. By: Tung Bcstg. Co.
 Address: Picayune
 Phone: 510 Air Time: Daytime
 News Service: AP
 Transcription Service: SESAC
 Gen., Sta. Mgr.: Jimmie Willson
 Program Director: Archie Rushing, Jr.
 Chief Engineer: Don Murphy

WSSO

STARKVILLE—1949—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Starkville Bcstg. Co.
 Business-Studio Address: WSSO Bldg.
 Phone: 1230 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 Pres., Gen., Comm. Mgr.: Joe Phillips
 Program Director: Clarice Cruickshank

WELO

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Tupelo Bcstg. Co.
 Business-Studio Address: Welo Bldg.
 Phone: 1400 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB
 Gen. Mgr.: Bob McRaney
 Station Manager: Bob Evans
 Commercial Manager: E. L. Bowen, Jr.
 Prog. Dir.: Edward Cleary
 Chief Engineer: LeRoy Green

WTUP

TUPELO—1953—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Lee Bcstg. Co.
 Address: Box 612
 Phone: 3111 Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Station Representative: Dora-Clayton
 Partner: E. O. Roden
 Gen., Comm. Mgr.: James E. Reese
 Chief Engineer: Keith Wroten

WQBC

VICKSBURG—1931—MBS-KBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By: Delta Bcstg. Co., Inc.
 Business-Studio Address: Post-Herald Bldg.
 Phone: 312 Air Time: Full Time
 News Service: AP
 Transcription Service: SESAC
 Representative: Sears & Ayer
 Membership: NARTB
 President: L. P. Cushman
 General-Station Mgr.: Mary-Van Cushman
 Commercial Manager: L. L. Miller
 Chief Engineer: Waverley Conway

WVIM

VICKSBERG—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Radio Miss., Inc.
 Business-Studio Address: Box 76
 Phone: 3901 Air Time: Full Time
 Representative: Indie Sales, Dora-Clayton
 President: J. Dige Bishop
 General Manager: Cecil Goodreau
 Chief Engineer: J. W. Gardner

WABO

WAYNESBORO—1954

Frequency: 990 Kc. Power: 250 Watts
 Owner: New Laurel Radio Sta., Inc.
 Phone: 5-4700
 Representative: Dixie
 General Manager: Granville Walters
 Chief Engineer: Clyne Graves



WROB

WEST POINT—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Bob McRaney, Sr.
Phone: 1450. Air Time: Full Time
Station Rep.: McGillvra
Pres., Gen. Mgr.: Bob McRaney Sr.
Station Manager: Jack King

WAZF

YAZOO CITY—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned: WAZF, Inc.
Address: South Main St.
Phone: 1300. Air Time: Full Time
News Service: UP
President: E. O. Roden
General Mgr.: Richard F. Crans
Commercial Mgr.: Ollie Bales
Program Director: Joel Netherland
Publicity Director: Glenda Bridges
Chief Engineer: Keith Wroten

MISSOURI

Pop. Feb. 1, 1955 (Est.) 1,238,000 — Families 1,265,000

Radio Homes 1,196,000 — TV Homes 783,000 — Stations in State 65

KWRT

BOONVILLE—1953

Frequency: 1370 Kc. Power: 1000 Watts
Owner: Wm. R. Tedrick
Address: KWRT Building
Phone: 1031
Representative: Indie
General Manager: Wm. R. Tedrick
Chief Engineer: H. J. Schumaker

News Service: AP
Station Rep.: Continental
Membership: NARTB
Owner, Gen. Mgr.: J. J. Daly
Prog. Dir., Prom. Mgr.: Leon Crocker
Chief Engineer: William Woods

KFVS

CAPE GIRARDEAU—1925—MBS

Freq.: 960 Kc. Power: 1 Kw. d. 500 W. n.
Owned-Operated By: Hirsch Bcstg. Co.
Business-Studio Address: 324 Broadway
Phone: 5-5511. Air Time: Full Time
News Service: UP
Membership: NARTB, RAB
Representative: John E. Pearson
President: Oscar C. Hirsch
Station Manager: Ralph L. Hirsch

KCRV
CARUTHERSVILLE—1950—KBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Pemiscot Bcstg. Co.
Address: 106 W. 3rd St.
Phone: 965. Air Time: Daytime
Transcription Service: Thesaurus, World
News Service: UP
President: J. E. Taylor
General Manager: Robert L. Harrison
Commercial Manager: Ed Dyer
Program Director: Harry A. Moreland
Chief Engineer: Al Lawrence

KGMO

CAPE GIRARDEAU—1952—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By: KGMO Radio-TV Inc.
Address: Box 274
Phone: 5-8228. Air Time: Full Time
Pres., Prog. Dir.: William C. Brandt
General Manager: Richard C. Brandt
Chief Engineer: William M. Bryan

KCHR
CHARLESTON—1953—KBS
Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Oper. By: South Mo. Bcstg. Co.
Phone: 2-4451. Air Time: Daytime
News Service: Thesaurus
Representative: Hil Best
Co-Owner, Gen. Mgr.: Kermit Barker
Program Director: James L. Byrd IIIrd

KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Carthage Bcstg. Co.
Address: 1201 E. Chestnut
Phone: 2648, 2623. Air Time: Full Time

KCHI
CHILlicothe—1950—KBS
Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By: Cecil W. Roberts
Address: Highway 36
Phone: 1920. Air Time: Daytime
News Service: UP
Representative: Hil F. Best, Conwell
President: Cecil W. Roberts

General Manager.....Howard G. Rion
 Commercial Mgr.....Jerry Wilson
 Chief Engineer.....Donald P. O'Brien

KDKD

CLINTON—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KDKD, Inc.
 Phone: 233.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Keystone
 Membership.....NARTB
 President.....David M. Segal
 Station Manager.....Stanley Dixon
 Chief Engineer.....Dean Clayton

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Business Address.....Box 89
 Phone: 4141.....Air Time: Full Time
 News Service.....AP, INS
 Newspaper Affil.....Tribune
 Station Rep.....Webb
 Transcription Service.....Lang-Worth, World
 Membership.....NARTB, RAB
 President.....H. J. Waters, Jr.
 General Manager.....Mahlon R. Aldridge, Jr.
 Commercial Mgr.....F. J. LeGrand
 Program Director.....Shirley Bauderer
 Chief Engineer.....Robert Halgh

KREI

FARMINGTON—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Midwest Bcstg. System
 Address.....Ozarks Bldg.
 Phone: 1107.....Air Time: Daytime
 News Service.....UP
 Station Rep.....Hil F. Best
 President.....Cecil W. Roberts
 Station Manager.....Earl L. Whitener
 Comm. Mgr.....Roy Brewington
 Chief Engineer.....Bill Westbrook

KJCF

FESTUS—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned.....Jefferson County Radio & TV Co.
 News Service.....UP
 Phone: YE 7-3810.....Air Time: Daytime
 General Manager.....Donald M. Donze
 Chief Engineer.....Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Lead Belt Bcstg. Corp.
 Business-Studio Address.....Flat River
 Phone: 1000.....Air Time: Full Time
 News Service.....UP

Representative.....John E. Pearson
 Membership.....RAB
 President, General Manager...Oscar C. Hirsch
 Station-Comm. Mgr.....James F. Collins
 Prom. Mgr.....James Strader
 Program Director.....Lynn Bobs
 Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mo. Central Bcstrs.
 Address.....5th and Market
 Phone: 1400.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, RAB
 General Manager.....Robert W. Nickles
 Station Director.....Roger P. Fox
 Comm., Prom. Mgr.....L. Reed Holt
 Chief Engineer.....J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Bolling Bcstg. Co.
 Business-Studio Address...102½ S. Main St.
 News Service.....AP
 Representative.....John E. Pearson
 Partners.....James and Ada Bolling
 General Manager.....William H. Shaw
 Prog. Dir.....Gene Hoenes
 Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Craig Siegfried
 Business-Studio Address.....310 N. Osage
 Newspaper Affil.....Daily News
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Craig Siegfried
 General Manager.....Harry L. Becker
 Sales Prom. Mgr.....Herb Dawson
 Chief Engineer.....Robert Atkinson

KLIK

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5 Kw., d.
 Owned.....Empire Bcstg. Co.
 Address.....410 Capital
 News Service.....UP
 Transcription Service.....Standard
 Station Representative...Jerrell A. Shepherd
 Gen., Sta. Mgr.....Lynn Bickett
 Commercial Mgr.....Bill Brown
 Chief Engineer.....John Halligan

KWOS

JEFFERSON CITY—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.

Business-Studio Address..... 210 Monroe St.
 Phone: 6-3137..... Air Time: Full Time
 Newspaper Affiliation..... News Tribune Co.
 News Service AP
 Transcription Service..... Thesaurus
 Station Rep..... Joe Bogner
 President..... Mrs. L. R. Goshorn
 Gen., Sta. Comm. Mgr..... Catherine Roer
 Sales Director..... E. A. Richter
 Chief Engineer..... Leroy S. Hackmann

K F S B

JOPLIN—1948

Freq.: 1310 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper By..... Four States Bcstg., Inc.
 Address..... 1027 Main
 Phone: MA 4-1310..... Air Time: Full Time
 News Service UP
 Transcription Service..... World
 Representative..... Meeker
 Membership..... NARTB
 President..... Harry Easley
 V.P., Gen. Mgr..... W. H. Clark
 Sales Prom. Mgr..... Sam Babcock
 Program Director..... Ed Johnson
 Chief Engineer..... Lloyd Frazier

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Air Time, Inc.
 Address..... 1928 W. 13 St.
 Phone: MA 4-7160..... Air Time: Full Time
 News Service UP
 Representative..... William G. Rambeau
 Membership..... NARTB
 Pres., Gen. Mgr..... Austin A. Harrison
 Sta. Mgr., Pgm. Dir..... Ronald Robson
 Commercial Mgr..... D. T. Knight Jr.
 Publicity Director..... Austin A. Harrison
 Chief Engineer..... Jack Langford

W M B H

JOPLIN—1934—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Joplin Bcstg. Co.
 Business-Studio Address..... Frisco Bldg.
 Phone: 330..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Sears & Ayer
 Membership..... NARTB
 Pres., Gen., Sta. Mgr..... D. J. Poynor
 Comm. Mgr..... M. E. Dunn
 Program Director..... Golda Shounce
 Chief Engineer..... Jack Langford

K C K N

KANSAS CITY—1925

(See Kansas City, Kansas, listing)

K C M O

KANSAS CITY—1936—ABC

Freq.: 810 Kc..... Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By..... KCMO Bcstg. Co.
 Address..... 125 E. 31st St.
 Phone: Jefferson 6789..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus, Associated
 Representative..... Katz
 Membership..... NARTB, RAB
 President..... E. T. Meredith
 General Manager..... E. K. Hartenbower
 Asst. Manager..... C. E. Breazeal
 Commercial Manager..... R. W. Evans
 Sales Prom., Pub. Dir..... F. C. Strawn
 Program Director..... George Stump
 Chief Engineer..... Karl Troeglen

K F R M

KANSAS CITY—1947

For KFRM Listing—See Concordia, Kansas

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Oper. By..... KMBC Bcstg. Co.
 Address..... 222 W. 11th St.
 Phone: HArrison 2650..... Air Time: Full Time
 News Service AP, UP
 Transcription Service..... World
 Representative..... Free & Peters
 Membership..... NARTB, RAB
 President..... L. G. Backstrom
 V.P., Managing Director..... John T. Schilling
 Sales Prom. Mgr..... George J. Higgins
 Chief Engineer..... Harry Goldenberg

K P R S

KANSAS CITY—1949

Frequency: 1590 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Twin City Adv. Agency
 Address..... 2814 E. 23rd St.
 Phone: Humbolt 3109..... Air Time: Daytime
 Station Rep..... McGillvra
 News Service AP
 General Manager..... Edward H. Pate
 Commercial Mgr., Chief Engr..... Andrew Carter
 Program Director..... Eugenia Pate

K U D L

KANSAS CITY—1953

Frequency: 1380 Kc..... Power: 1 Kw. d.
 Owned..... KUDL, Inc.
 Address..... 1012 Baltimore Ave.
 Phone: Baltimore 0077..... Air Time: Daytime
 News Service UP

Station Representative.....Forjoe & Co.
 Membership.....NARTB
 President.....David M. Segal
 General Mgr.....Harold Backun
 Commercial Mgr.....Irving Schwartz
 Program Director.....Jack Baruth
 Chief Engineer.....William Simons

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: Harrison 1200.....Air Time: Full Time
 News Service.....AP
 Newspaper Affil.....Kansas City Star
 Transcription Service.....Standard, Thesaurus
 Representative.....H. I. Christal
 President.....Roy A. Roberts
 Gen. Mgr.....H. Dean Filzer
 Station Manager.....V. S. Batton
 Commercial Manager.....E. Manne Russo
 Pgm., Publ. Dir.....Harry J. Kaufmann
 Chief Engineer.....J. A. Flaherty

W H B

KANSAS CITY—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned.....Mid-Continent Bcstg Co.
 Address.....10th & McGee
 Phone: Baltimore 8300.....Air Time: Full Time
 News Service.....AP
 Station Representative.....John Blair Co.
 Membership.....NARTB
 President.....Robert H. Storz
 Exec. V.P.....Todd Storz
 V.P. Gen. Mgr.....George W. Armstrong
 Sales Promotion Mgr.....Jack Sampson
 Program Director.....John Pearson
 Technical Director.....Dale Moudy

K B O A

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....Kennett Bcstg. Corp.
 Business-Studio.....Kennett
 Phone: 84-616.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 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—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....North Mo. Bcstg. Co.
 Business-Studio Address.....KIRX Bldg.
 Phone: 5-3781.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....RAB

Gen., Sta. Mgr.....Samuel A. Burk
 Comm., Sales Prom. Mgr.....James J. Dougherty
 Program Director.....Lois Daudel
 Chief Engineer.....Ralph Neely

K L W T

LEBANON—1947—MBS

Frequency 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lebanon Bcstg. Co.
 Bus.-Studio Address.....221 E. Commercial St.
 Phone: 1015.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Langworth, SESAC
 President.....Robert C. Fields
 General Manager.....O. R. Wright
 Comm. Mgr., Prog. Dir.....Jack A. Sellers
 Chief Engineer.....Gene Clay

K T C B

MALDEN—1954

Frequency: 1470 Kc.....Power: 1 Kw.
 Owned.....Tri-County Bcstg. Co.
 Address.....100 W. Main St.
 Phone: 851.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 General Manager.....Harold Gregson
 Commercial Mgr.....Gerald Jumper
 Promotion Mgr.....Ted Pyle

In Kansas City
THE
MID-CONTINENT
FORMULA
 works at
WHB

Mid-Continent purchased WHB in June, 1954. There's a new listen over K.C.'s oldest (1922) call letters. New programming, personalities, ideas and news have rocketed WHB to first place. Latest available Hooper: WHB first all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.

MID-CONTINENT BROADCASTING CO.
 President: Todd Storz

WTIX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Repts, Inc.	WHB, Kansas City Represented by John Blair & Co.
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K M M O
MARSHALL—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address.....Marshall
News Service.....UP
Transcription Service.....World
Station Rep.....Pearson
General Manager.....J. M. Silvey
Sta., Comm., Prom. Mgr.....Harold Douglas
Program Director.....Don Clem
Chief Engineer.....Bill Williams

K N I M
MARYVILLE—1953—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By.....Maryville Radio-TV Inc.
Address.....Box 278
Phone: 730.....Air Time: Daytime
News Service.....AP
President.....R. W. Wilson
Prog., Gen. Mgr.....J. L. Jaquay
Commercial Mgr.....Gilbert Poese
Chief Engineer.....Arnold Wilson

K X E O
MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....Box 260
Phone: 2340-1.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Membership.....NARTB, RAB
President.....John Badaracco
Gen., Sta. Mgr.....W. Earl Dougherty
Program Dir.....Greg Swanson
Chief Engineer.....Hyle Lemen

K N C M
MOBERLY—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address.....Box 396
Phone: 1600.....Air Time: Full Time
Transcription Service.....Lang-Worth, Thesaurus
Membership.....RAB
News Service.....AP
Owner, Gen. Mgr.....Jerrill A. Shepherd
Program Director.....James Lipsey
Chief Engineer.....Ed Scarr

K R M O
MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone: 858.....Air Time: Daytime
News Service.....AP
Station Rep.....Continental
Membership.....NARTB

General Manager.....L. C. McKenney
Partner.....J. J. Daly
Program Director.....Floyd Stewart
Commercial Mgr.....Marion Pilant
Chief Engineer.....George Province

K L R S
MOUNTAIN GROVE—1954

Frequency: 1360 Kc. Power: 1000 Watts
Owner.....Kickapoo Prairie Bcstg. Co.
General Manager.....L. C. McKenney

K B T N
NEOSHO—1954—KBS

Frequency: 1420 Kc. Power: 500 Watts
Owner.....Ozarks Playground Bcstrs.
Address.....212½ E. Main St.
Phone.....1666
Pres., Gen. Mgr.....John V. Turner
Chief Engineer.....Norman Bradford

K N E M
NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Radio KNEM
Address.....P. O. Box 15
Phone: 15.....Air Time: Full Time
News Service.....UP
Station Rep.....Hil Best
President.....John Blake
Gen. Mgr., Chief Engr.....Kenneth E. White

K R M S
OSAGE BEACH—1953

Frequency: 1150 Kc. Power: 1 Kw. d.
Owned.....Robert M. Smith
News Service.....AP
Membership.....NARTB
President.....Robert M. Smith
Gen., Sta. Mgr.....Javes von Grep
Comm., Sales Prom. Mgr.....G. S. Strickland
Prog., Pub. Dir.....Helen R. Huber
Chief Engineer.....Robert M. Smith

K W O C
POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By.....Poplar Bluff Bcstg. Co., Inc.
Transmitter Address.....428 Vine St.
Transcription Service.....SESAC, World
Representative.....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall
Production Dir.....Ted Pyle
Chief Engineer.....Donald M. Lidenton

K T T R
ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.

Address P. O. Box 567
 Phone: 380 Air Time: Full Time
 News Service **AP**
 Transcription Service World
 Pres., Gen. Sta. Mgr. Luther W. Martin
 Comm., Prom. Mgr. Wilson C. Burkhead
 Prog. Dir. Roxy Rhodes
 Pub. Dir. Murl Nash
 Chief Engineer. Martin M. Mitchum

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By. Donze Enterprises, nc.
 Bus.-Studio Address. 410 Merchant St.
 Phone: 580 Air Time: Full Time
 News Service **UP**
 President, General Manager. Elmer L. Donze
 Chief Engineer. Murel L. Rose

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By. **KFEQ, Inc.**
 Business-Studio **KFEQ Bldg.**
 Phone: 3-2528 Air Time: Full Time
 News Service **AP**
 Transcription Service. **RCA, Thesaurus**
 Representative **Headley-Reed**
 Membership **NARTB**
 Pres., Gen. Mgr. Barton Pitts
 Commercial Mgr. J. Ted Branson
 Program Director. William R. Balch
 Chief Engineer. J. Wesley Koch

KRES

ST. JOSEPH—1946—KBS

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By. **KRESS Radio Corp.**
 Address Box 69
 Membership **NARTB**
 News Service **AP**
 Pres., Gen. Sta. Mgr. Tee Casper
 Commercial Mgr. Robert Mosiman
 Prog., Pub. Dir. Richard Irving
 Chief Engineer. Floyd George

KMOX

ST. LOUIS—1925—CBS

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: Central 8240 Air Time: Full Time
 News Service. **AP, UP**
 Transcription Service **Associated**
 Representative. **CBS Radio Spot Sales**
 Membership **RAB, NARTB**
 General Manager. **Gene Wilkey**
 Commercial Manager. **Robert Hyland, Jr.**
 Sales Prom., Pub. Mgr. **Foster Brown**
 Program Director. **Mark Russell**
 Chief Engineer. **Harry Harvey**

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By. **The Pulitzer Publishing Co.**
 Business-Studio Address. 1111 Olive St.
 Phone Main 1-1111
 News Service **AP**
 Newspaper Affil. **St. Louis Post Dispatch**
 Transcription Service. **World, Thesaurus**
 Representative. **NBC Spot Sales**
 Membership **NARTB**
 President **Joseph Pulitzer**
 General Manager. **George M. Burbach**
 Sales Manager. **Arthur J. Casey**
 Program Director. **Harold Grams**
 Promotion Manager **David Pasternak**
 Chief Engineer **J. E. Risk**

KSTL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. **Radio St. Louis, Inc.**
 Address 5915 Berthold Ave.
 Phone: Sterling 1-3636 Air Time: Daytime
 Representative **For Joe**
 Station Manager. **Dick J. Kasten**
 Commercial Manager. **William A. Knight**
 Program Director. **Tony Glenn**
 Sales Prom. Mgr. **Joseph Voss**
 Publicity Director. **Norman Edwards**
 Chief Engineer. **Ira E. Pollock**

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By. **KWK, Inc.**
 Address 1215 Cole St.
 Phone: Main 1-9109 Air Time: Full Time
 Newspaper Affiliation. **St. Louis Globe-Democrat**
 News Service **AP**
 Representative **Katz**
 President, General Mgr. **Robert T. Convey**
 Station Manager. **Ray E. Dady**
 Commercial Manager. **V. E. Carmichael**
 Program Director **John W. Tinnea**
 Prom., Publ. Director. **Fred J. Mueller**
 Chief Engineer. **N. J. Zehr**

KXLW

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. **St. Louis County Bcstg. Co.**
 Bus.-Studio Address. 2735 Bonaparte Ave.
 Phone: WO 1-1320 Air Time: Daytime
 News Service **UP**
 Representative **Pearson**
 President. **John W. Kluge**
 General Manager. **William W. Jefferay**
 Commercial Manager. **Edward W. Pape**
 Program Director. **June R. Hardaway**
 Chief Engineer. **James F. Mitchell**

KXOK

ST. LOUIS—1938—ABC-KBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: KXOX, Inc.
 Address: 710 No. 12th Blvd.
 Phone: CHestnut 1-6000 Air Time: Full Time
 News Service: UP
 Representative: John Blair
 Membership: NARTB
 President: E. M. Roberts
 General Manager: C. L. Thomas
 Comm. Mgr.: V. N. Springgate
 Sales Prom. Mgr.: Frank Doyle
 Program Director: Elmer Muschany
 Publicity Director: Frank Doyle
 Chief Engineer: Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The St. Louis University
 Address: 3642 Lindell Blvd.
 Phone: FRanklin 1-5685 Air Time: Daytime
 Transcription Service: Lang-Worth
 Representative: Gill Perno
 President (St. Louis U):
 Very Rev. Paul C. Reinert, S.J.
 General Manager: Geo. A. Volz
 Commercial Manager: Ray Korpowicz
 Program Director: Lambert Kaiman
 Chief Engineer: Charles C. Casey

WIL

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Missouri Bcstg. Corp.
 Business-Studio Address: Hotel Sheraton
 Phone Number: Olive 2-4500
 News Service: AP
 Pres., Gen. Mgr.: L. A. Benson
 Vice-Pres., Sales Mgr.: R. M. Hetherington
 Station Manager: Nick Pagliara
 Sales Prom. Mgr.: C. W. Beintker
 Chief Engineer: L. A. Benson

KSMO

SALEM—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: "Show-Me" Bcstg. Co.
 Address: Box 71
 Phone: 303 Air Time: Full Time
 News Service: AP
 General Manager: Luther W. Martin
 Promotion Mgr.: Joseph Leon Parker
 Station Manager: William B. Smith
 Program Director: Donna L. Sullinger
 Chief Engineer: Kenneth Wilkins

KDRO

SEDALIA—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Milton J. Hinlein

Bus-Studio Address: 2100 W. Broadway
 Phone: 4004 Air Time: Full Time
 News Service: AP
 Representative: Pearson
 President: Milton J. Hinlein
 General Manager: Herbert W. Brandes
 Program Director: Bob Harvey
 Commercial Manager: James F. Glenn

KSIS

SEDALIA—1953

Frequency: 1050 Power: 1000 Watts
 Owner: Yates Bcstg. Co.
 Address: KSIS Building
 Phone: 590
 Pres., Gen. Mgr.: Carl W. Yates

KSIM

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper.: Sikeston Community Bcstg. Co.
 Bus-Studio-Transmitter Address: Hwy. 60 W.
 Phone: 1 Air Time: Full Time
 News Service: AP
 President: Lyman R. Bowman, Jr.
 Sta., Comm. Mgr.: Richard L. Watkins, Jr.
 Program Director: James Palmer

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Springfield Bcstg. Co.
 Bus-Studio Address: 605 Boonville Ave.
 Phone: 4-2822 Air Time: Full Time
 News Service: AP
 Newspaper Affil.: Springfield Newspapers, Inc.
 Transcription Service: Thesaurus
 Rep.: Venard, Rintoul & McConnell
 Membership: NARTB
 President: Tams Bixby, Jr.
 Gen., Sta. Mgr.: K. G. Wells
 Commercial Mgr.: Tyler Offutt
 Program Director: Francis Uhlis
 Pub., Prom. Dir.: Dudley Morris
 Chief Engineer: Richard Bowman

KICK

SPRINGFIELD—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Kickapoo Prairie Bcstg. Co.
 Address: 610 College St.
 Phone: 4-1561 Air Time: Full Time
 News Service: UP
 Representative: McGillvra
 Membership: NARTB, RAB
 President: Floyd W. Jones
 General Manager: L. C. McKenney
 Comm., Sales Prom. Mgr.: Richard Bradley
 Sta. Mgr., Prog. Dir.: Robert Vinyard
 Publicity Director: Les Kennon
 Chief Engineer: William Walker

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Address...P. O. Box 1716 S. S. S.
 Phone: 2-7474 Air Time: Full Time
 News Service...AP
 Transcription Service...World
 Representative...Sears & Ayer
 Membership...NARTB
 President...J. H. G. Cooper
 General Manager...G. Pearson Ward
 Commercial Manager...Bob Burke
 Program Director...Wendel Smith
 Chief Engineer...William F. Curry

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By...Ozarks Bcstg. Co.
 Business-Studio Address...606 St. Louis St.
 Phone: 2-4422 Air Time: Full Time
 News Service...UP
 Transcription Service...Lang-Worth
 Representative...John E. Pearson
 Membership...NARTB
 Pres., Gen. Mgr...Ralph D. Foster
 V.P. & Asst. Gen. Mgr...Leslie L. Kennon
 Commercial Manager...Raymond M. Keltner
 Program Director...Joe Slattery
 Prom., Pub. Dir...Bill Bailey
 Chief Engineer...Fritz Bauer

K A L M

THAYER—1953—KBS

Frequency: 1290 Kc. Power: 1 Kw. d.
 Owned...Robert F. Neathery
 Address...North Hiway 63
 Phone: 165 Air Time: Daytime
 News Service...AP
 Transcription Service...Keystone
 Pres., Gen. Sta. Mgr...Robert F. Neathery
 Chief Engineer...Sam Beatty

K L P W

UNION—1954

Frequency: 1220 Kc. Power: 250 Watts
 Owned...Franklin County Bcstg. Co.
 Address...P. O. Box 72
 Phone: Wash. 1439 Air Time: Daytime
 News Service...AP
 Owner...Les Ware
 General Manager...Norb Moore

K O K O

WARRENSBURG—1953—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Warrensburg Bcstg. Co.
 Address...Box 395
 Phone: 1260 Air Time: Full Time
 News Service...AP
 Transcription Service...Thesaurus
 Station Rep...Forjoe

President...Lee E. Baker
 General Manager...C. L. Parks
 Commercial Manager...Dorsey Dobson
 Program Director...Jim Gammon
 Publicity Director...Gene Tipton
 Chief Engineer...Jim Preston

K W R E

WARRENTON—1949—KBS

Frequency: 730 Kc. Power: 500 Watts
 Owned...W. T. Zimmerman
 Address...Warrenton
 Phone: 398 Air Time: Daytime
 News Service...UP
 Transcription Service...Thesaurus
 Representative...Continental
 Gen., Sta. Mgr...W. T. Zimmerman
 Comm. Mgr...Russell Benton
 Sales Prom. Mgr...Leo Waters

K W P M

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned...Robert F. Neathery
 Address...E. Abe Taylor Blvd.
 Phone: 700 Air Time: Full Time
 News Service...AP
 Transcription Service...Standard
 Pres., Gen. Mgr...Robert F. Neathery
 Commercial Mgr...Fritze W. Dixon
 Program Director...John Billingsley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — Families 191,000
Radio Homes 186,000 — TV Homes 52,000 — Stations in State 26

KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Oper. By: Anaconda Bcstg. Co.
Address: P. O. Box 727
Phone: 136 Air Time: Full Time
News Service UP
Trans. Ser. Lang-Worth, MacGregor, Republic
Station Rep. Gill-Perna
President: A. J. Mosby
Program Director: King Harmon
Chief Engineer: Charles Field

KBMY

BILLINGS—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned: Billings Bcstg. Co.
Address: Box 2124
News Service AP
Trans. Ser. Associated, Lang-Worth
Station Representative Avery-Knodel, Inc.
Membership NARTB, RAB
President: Rockwood Brown
General Manager: Ken Nybo
Commercial Mgr. Warren Marshall
Program Director: Charles G. du Bois
Chief Engineer: T. A. Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5 Kw. d.
Owned: Midland Empire Bcstg. Co.
Address: 5th Ave. & North B'way
News Service UP
Transcription Service Standard, SESAC
Station Representative Katz
Membership RAB
President: P. N. Fortin
Gen. Mgr., Chief Eng. Jeff Kiichli
Sta. Mgr., Prog. Dir. V. Braunberger
Comm., Prom. Mgr. Ed Yocum

KOOK

BILLINGS—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: The Montana Network
Address: P. O. Box 1498
Phone: 9-5970 Air Time: Full Time
News Service AP, UP
Transcription Service World
Representative Headley-Reed
Membership NARTB
President: C. L. Crist
Station Manager: V. V. "Bud" Clark
Commercial Manager: Lloyd Larsen
Program Director: Cliff Ewing
Chief Engineer: Grant French

KBMN

BOZEMAN—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned: Penn Engineering Co.
Address: Box 691
Phone: 2105 Air Time: Full Time
News Service UP
Transcription Service World
Representative Gill-Perna
Pres., Gen. Mgr. G. Norman Penwell
Sta., Comm. Mgr. Dan Snyder
Chief Engineer: Ben Hesper

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned: KRBM Bcstrs, Inc.
Address: Bozeman, Mont.
Phone: 1420 Air Time: Full Time
News Service UP
Representative Walker
President: E. B. Craney
General Mgr. Ernie Neath
Commercial Mgr. Ernest Seccomb, Jr.
Prog. Dir. Dick Smiley
Publicity Dir. Jim Gidley
Chief Engineer: Pen Edwards

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Copper City Radio Co.
Address: 720 Yale Ave.
Phone: 7429 Air Time: Full Time
News Service UP
Station Rep. Cooke
President: Frank Reardon
Chief Engineer: Al Morgan

KOPR

BUTTE—1948—ABC-MBS

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Copper Bcstg. Co.
Business-Studio Address: Hotel Finlen
Phone: 6546 Air Time: Full Time
News Service UP
Representative Avery-Knodell
President: Frank C. Carman
General Manager: Ed Cooney
Program Director: Jim Harrold
Chief Engineer: John Gort

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: KGIR, Inc.
Address: Box 1956

Phone: 22-344..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service..... Standard, SESAC
 Representative..... Walker; Pacific No. West
 Pres., Gen. Mgr. E. B. Craney
 Sta., Comm. Mgr..... Ame E. Ansjon
 Program Director..... Paul Halton
 Promotion Mgr..... Ray Larson
 Chief Engineer..... Vern Totten

KLTZ

GLASGOW—1954

Frequency: 1240 Kc..... Power: 250 Watts
 Owner..... Glasgow Bcstg. Co.
 Address..... 1st Nat. Bank Bldg.
 Phone..... 1000
 General Manager..... James C. Carson
 Chief Engineer..... William Sebastian

KXGN

GLENDIVE—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Glendive Bcstg. Co.
 Address..... Box 200
 Phone: EM 5-3377..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Standard, World
 Representative..... Lawson
 President..... Lewis Wiles Moore
 General Manager..... Daniel C. Palen
 Commercial Mgr..... William Danielson
 Sales Prom. Mgr..... James Taylor
 Prog. Dir..... Eleanor Rosman
 Chief Engineer..... Don Powers

KFBB

GREAT FALLS—1921—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Wilkins Bcstg., Inc.
 Bus. Studio Address..... 607 First Natl. Bank Bldg.
 Phone: 4-4377..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Station Rep..... Headley-Reed
 Membership..... NARTB, RAB
 President..... J. P. Wilkins
 Station Manager..... LeRoy Stahl
 Commercial Manager..... W. C. Blanchette
 Program Director..... J. R. Kelley
 Chief Engineer..... Wilbur L. Myhre

KMON

GREAT FALLS—1947—MBS
ABC-INTERMOUNTAIN

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Montana Farmer Bcstg. Co.
 Business Address..... Box 1935
 Phone: 4-4382..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 Membership..... NARTB
 President..... Lester Cole
 General Manager..... Robert H. Warner

Commercial Manager..... Frank W. Kaull
 Program Director..... Mel Hallock
 Chief Engineers..... Eugene B. Bunker, Ben Rush

KXLK

GREAT FALLS—1947—NBC NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Great Falls Bcstg. Co.
 Bus. Studio-Transmitter Add..... P. O. Box 2072
 Phone: 2-2453..... Air Time: Full Time
 News Service..... AP, UP
 Representative..... Walker, Pacific Northwest
 President..... Barclay Craighead
 Gen., Sta., Comm. Mgr..... T. L. Frayling
 Program Director..... William Zimlich
 Prom. Mgr., Chief Eng..... Eugene Kukkola

KOJM

HAVRE—1946—MBS-KBS

Frequency: 610 Kc..... Power: 1000 Watts
 Owned-Operated By..... No. Montana Bcstg. Co.
 Address..... Box 70
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Cooke, Inc., Avery-Knodel
 Membership..... NARTB
 President..... O. R. Rubie
 General Manager..... Charlotte H. Brader
 Commercial Manager..... Carlyle D. Leeds
 Program Director..... James R. Saenger
 Publicity Director..... Stan G. Stephens
 Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lewis & Clark Bcstg. Corp.
 Address..... P. O. Box 1164
 Membership..... NARTB
 President..... Edward Maronick
 General Manager..... K. O. MacPherson
 Commercial Mgr..... Carl Argabright
 Sales Prom. Mgr..... Walter H. Marshall
 Program Director..... Pat Lee
 Chief Engineer..... Dean Mack

KXLJ

HELENA—1937—NBC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 News Service..... UP, AP
 Representative..... Walker, Moore
 President..... A. T. Hibbard
 Gen., Sta. Mgr..... Barclay Craighead
 Commercial Mgr..... Gene Hogan
 Sales Prom. Mgr..... George Wenstrum
 Chief Engineer..... Glenn Breech

KGEZ

KALISPELL—1927—MBS-KBS

Frequency: 600 Kc..... Power: 1000 Watts
 Owned-Operated By..... KGEZ, Inc.



Bus.-Studio Address 7 Main St.
 Phone: 4331 Air Time: Full Time
 News Service UP
 Transcription Service. World, SESAC, Standard
 Station Rep. Donald Cook, Inc.
 Membership NARTB, RAB
 President. Frank Reardon
 Sales Prom. Mgr. Richard V. Vick
 Gen., Sta. Mgr., Prog. Dir. Norm Fisher
 Chief Engineer. Paul Johnston

Representative Avery-Knode)
 Membership NARTB, RAB
 Gen., Sta. Mgr. Ian A. Elliot
 Commercial Manager. Fred B. Hunnes
 Sales Prom. Mgr. Norval B. Davis
 Program Director. Earl L. Dahlstrom
 Publicity Director. Donald Kern
 Chief Engineer. Francis Kelly

KXLO

LEWISTOWN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By W. G. Kelly
 Address P. O. Box 620
 Phone: 1210 Air Time: Full Time
 News Service UP
 Station Rep Intermountain
 President. William G. Kelly
 General Manager. Donald C. Williams
 Comm. Mgr. Joe Spoja
 Chief Engineer David Sather

KLCB

LIBBY—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Lincoln County Bcstrs. Inc.
 Address Box 636
 Phone: 410 Air Time: Full Time
 News Service UP
 Transcription Service. Langworth, MacGregor
 Membership NARTB
 President Smith McNeill
 Station Manager. Joe Menehan
 Prog., Pub. Dir. James Maurer
 Chief Engineer. Jim L. McLaughlin

KPRK

LIVINGSTON—1947—KBS
INTERMTN.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Yellowstone Amuse. Co.
 Business Address Box 691
 Phone: 1000 Air Time: Full Time
 News Service UP
 Station Rep. Avery-Knode)
 Transcription Service World
 Pres., Gen. Mgr. Paul B. McAdam
 Commercial Manager. Jack Hinman
 Program Director. Nikki Kolence
 Chief Engineer. Duke Long

KATL

MILES CITY—1941—KBS-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Star Printing Co.
 Address Box 209
 Phone: 1340 Air Time: Full Time
 Newspaper Affiliation. "Daily Star"
 News Service UP
 Transcription Service. Thesaurus

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. Mosby's, Inc.
 Business-Studio Address. 127 E. Main St.
 Phone: 2-2155 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Gill Perna
 Membership NARTB, RAB
 Pres., Gen. Mgr. A. J. Mosby
 Sta., Comm. Mgr. Guy B. Farnsworth
 Prom. Mgr., Prog. Dir. Don Bradley
 Chief Engineer. Leo Stewart

KXLL

MISSOULA—1948—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Western Montana Assoc.
 Phone: 4-4114 Air Time: Full Time
 News Service UP
 Representative Walker
 Pres., Gen., Sta. Mgr. Pat M. Goodover
 Comm., Prom. Mgr. Bob Gillis
 Program Director. Pat M. Goodover
 Publicity Director. John Campbell
 Chief Engineer. Ray Lee

KIYI

SHELBY—1947—KBS-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Tri County Radio Corp.
 Address P. O. Box 185
 Phone: 5541 Air Time: Full Time
 Representative Cooke
 Membership NARTB, RAB
 President John Lyon
 Sec.-Treas. Frank Krshka
 Program Director. Don Redfield
 Chief Engineer. George Potter

KG CX

SIDNEY—1926—MBS-KBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By. E. E. Krebsbach
 Address 109 S. Central
 Phone: 408 Air Time: Full Time
 News Service UP
 Representative Lawson
 General Manager. E. E. Krebsbach
 Commercial Mgr. Keith Krebsbach
 Sales Prom. Mgr. Don Cole
 Chief Engineer. O. H. Halvorson

NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — Families 436,000

Radio Homes 418,000 — TV Homes 208,000 — Stations in State 27

K C O W

ALLIANCE—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address... 1100 West 10th St.
Phone: 1300. Air Time: Full Time
News Service... UP
Transcription Service... World
Representative... McGillvra
Membership... NARTB
President... Hansford Jagers
General Manager... Gene Ackerley
Program Director... George Vogel
Chief Engineer... Roland Reed

K W B E

BEATRICE—1949—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co.
Address... Box 567
Phone: 1245. Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus, Cole
Membership... NARTB
President... Merle G. Jones
General Manager... Bud Pentz
Commercial Mgr... William Boyce
Program Director... Madge McGavren
Chief Engineer... Earl McWilliams

K C N I

BROKEN BOW—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By... Custer County Bstg. Co.
Address... Box 561
Phone: 611. Air Time: Daytime
News Service... UP
Transcription Service... Capitol
Gen. Mgr., Chief Engr... Bud Crawford
Commercial Mgr... Joe Grieser

K C S R

CHADRON—1954

Frequency: 1450 Kc. Power: 250 Watts
Owned... Community Ser. Radio Corp.
Address... 212 Bordeaux St., Box 949
Phone: 5545. Air Time: Full Time
News Service... AP
Transcription Service... Thesaurus
Co-Owners... Bill Finch, Bob Fouse

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... George Basil Anderson

Business Address... Box 460
Phone: 5154. Air Time: Daytime
News Service... AP
Representative... Biddick, Continental
Transcription Service... Thesaurus
Pres., Gen. Sta. Mgr... George Basil Anderson
Commercial Manager... Milo Kincaid
Chief Engineer... Max Reeves

K F G T

FREMONT—1939

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By... Walker Radio, Inc.
Business-Studio Address... 118 E. 5 St.
Newspaper Affiliation... Guide, Tribune
Membership... NARTB
News Service... AP
Transcription Service... Capitol
Pres., Gen. Mgr... Lester A. Walker
Station Manager... Robert L. Johnson
Program Director... Ken Headrick
Chief Engineer... Harry Snyder

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Town & Farm Co., Inc.
Business-Studio Address... Division at Cedar
Phone: 703-4. Air Time: Daytime
News Service... UP
Transcription Service... Thesaurus
Representative... H-R
Membership... RAB
President... Don Searls
V.P. & General Manager... Bill Martin
V.P. & Regional Sales Mgr... Ed Mason
Comm. Mgr... Ken Titus
Program Director... Ed. Meyer
Publicity Dir... Willard Morton
Chief Engineer... U. L. Lynch

K R G I

GRAND ISLAND—1953

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By... Grand Island Bcstg. Co.
Address... 315 South Locust
News Service... AP
Trans. Service... Capitol, Lang-Worth
Representative... Sears & Ayer
President... Robert L. Lester
General Manager... Wick Heath
Comm. Mgr., Prog. Dir... Ray Kozak
Chief Engineer... Don Campbell

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Nebraska Bcstg. Co.

Transmitter Address . . . 906½ W. Second St.
 Phone: 2-5101 Air Time: Full Time
News ServiceINS
 Transcription ServiceThesaurus
 RepresentativeGill-Perna
 MembershipNARTB
PresidentFred A. Seaton
 Gen., Sta. Mgr.James Pickett
 Pub., Prog. Dir.Lloyd O. Thomas
Chief EngineerDuane B. Allison

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Central Neb. Bcastg. Corp.
 Bus.-Studio Address . . . 2221 Central Ave.
News ServiceUP
 Transcription ServiceWorld
 RepresentativeHal Holman
 Pres., Sta. Mgr.John W. Yeager, Jr.
 General ManagerJ. C. Mitchell
 Commercial Mgr.Bob Riedy
 Pgm., Pub. Dir.Robert Rudy
Chief EngineerHoward Harrington

K R V N

LEXINGTON—1950

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By . . . Nebraska Rural Radio
 Address104 W. 8th St.
 Phone: 716 Air Time: Daytime
 Transcription ServiceStandard
News ServiceAP
 RepresentativeRaymer
PresidentJay A. Person
 General ManagerMax Brown
 Commercial ManagerHarry H. Packard
 Program DirectorG. W. Embree
Chief EngineerRobert Bitner

K F O R

LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Cornbelt Bcastg. Corp.
 Business-Studio Address . . 48th and Vine Sts.
 Phone: 2-6965 Air Time: Full Time
News ServiceAP
 Transcription ServiceThesaurus, Standard
 RepresentativePaul Raymer
 MembershipNARTB, RAB
PresidentJames Stuart
 Gen., Sta. Mgr.Richard Chapin
 Commercial ManagerRoger Larson
 Program DirectorAvrun Bondarin
Chief EngineerAl Pugsley

K L M S

LINCOLN—1949—KBS

Freq.: 1480 Kc. Power: 1 Kw. d., 1 Kw. n.
 OwnedLincoln Bcastg. Corp.
 Address130 N. 16th St.
 Phone: 2-7579 Air Time: Full Time
News ServiceUP
 Transcription ServiceStandard

Station RepresentativeMcGillvra
 PresidentHoward A. Shuman
 Gen., Sta. Comm. Mgr.Frank Stubbs
Chief EngineerCharles Winkler

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 OwnedCornhusker Radio & TV, Corp.
 Business-Studio Address . . . 40th and W Sts.
 Phone: 6-2367 Air Time: Full Time
News ServiceAP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNARTB, RAB
PresidentJohn E. Fetzer
 General ManagerA. James Ebel
 Radio Mgr.Dale V. Berger
 Commercial Mgr.Otis H. Seegler
 Program DirectorJack Meyer
 Prom. Mgr.Graham Jeambey
Chief EngineerRay Taylor

K B R L

McCOOK—1947—MBS-KBS

Frequency: 1300 Kc. Power: 1 Kw. d.
 OwnedMcCook Bcastg. Co.
 Address1300 West J St.
 Phone: 1300 Air Time: Daytime
News ServiceAP
 RepresentativeMcGillvra, Inc.
 MembershipNARTB, RAB
 Pres., Gen. Sta. Mgr.LeRoy W. Lenwell
 Program Dir.Ronald D. Schaffer
Chief EngineerGilbert H. Mitchell

W J A G

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. ByHuse Publ. Co.
 Phone: 432 Air Time: Daytime
News ServiceAP
 Transcription ServiceStandard, World
 RepresentativeWalker
 MembershipNARTB, RAB
PresidentGene Huse
 Station ManagerBob Thomas
 Operations Dir.Evans G. Meier
 Program DirectorGlen Hixson
Chief EngineerFrank Wiedenbach

K N B R

NORTH PLATTE—1952

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. ByJohn Townsend
 AddressP. O. Box 778
 Phone: 3528 Air Time: Daytime
News ServiceUP
 Transcription ServiceThesaurus, SESAC
 RepresentativeIndie Sales
 OwnerJohn Townsend
 Gen., Comm. Mgr., Prog. Dir.Bill Lemke
Chief EngineerHerb Zimmerman

K O D Y

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Radio Station KODY
 Bus.-Studio-Transmitter Address. 1521 W. 12th
 Phone: 382..... Air Time: Full Time
 News Service AP
 Transcription Service..... Lang-Worth, World
 Representative Meeker
 Membership NARTB
 Gen., Sta. Mgr..... John Alexander
 Program Director..... Bill Wood
 Commercial Manager..... Joe di Natale
 Chief Engineer..... Jay Blakesley

K O G A

OGALLALA—1954—KBS

Frequency: 930 Kc. Power: 500 Watts
 Owner..... Ogallala Bcstg. Corp.
 Address..... 216 N. Spruce
 Phone 845
 General Manager..... Ed Launer
 Chief Engineer..... Al Peters

K B O N

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Inland Bcstg. Co.
 Business-Studio Add..... 676 World Ins. Bldg.
 Phone: Jackson 8282..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus, London
 Representative Pearson
 Membership NARTB
 Pres., Gen. Mgr..... Paul R. Fry
 Commercial Manager..... Ernest S. Priesman
 Chief Engineer..... Richard E. Welna

K F A B

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By..... KFAB Bcstg. Co.
 Business-Studio Address..... 620 Farnam Bldg.
 Phone: Ja. 3420..... Air Time: 24 Hours
 Newspaper Affil..... "Journal & Star" (Lincoln)
 News Service INS, AP
 Transcription Service SESAC
 Representative..... Free & Peters
 Membership NARTB
 President Victor Toft
 Gen., Sta. Mgr..... Harry Burke
 Commercial Mgr..... Harold Soderlund
 Prom. Mgr., Pub. Dir..... Don Shoemaker
 Program Director..... Lyell Bremser
 Transmitter Engineer..... Art Stewart

K O I L

OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By..... Central States Bcstg. Co.
 Business-Studio Address..... 511 So. 17th St.
 Phone: Jackson 7626..... Air Time: Full Time
 News Service..... AP, INS

Transcription Service. Capitol, Standard, World
 Representative..... Paul H. Raymer
 Membership NARTB, RAB
 Gen. Managers. Don W. Burden, Chic Crabtree
 Commercial Mgr..... Had Hughes

K O W H

OMAHA—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Mid-Continent Bcstg. Co.
 Address Kilpatrick Bldg.
 Phone: Atlantic 2228..... Air Time: Daytime
 News Service..... AP, INS, UP
 Representative H-R
 Membership NARTB
 President Todd Storz
 V.P., Gen. Mgr..... Virgil Sharpe
 Local Sales Mgrs..... Jack Sandler, Ed Morgan
 Production Mgrs..... James O'Neill,
 James Milliken, William Baldwin

W O W

OMAHA—1923—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By..... Meredith WOW, Inc.
 Business-Studio Address..... 280 Insurance Bldg.
 Phone: Webster 3400..... Air Time: Full Time
 News Service..... INS, UP
 Transcription Service Standard

In Omaha


THE

MID-CONTINENT FORMULA

works at

KOWH

Mid-Continent ideas, programming, personalities brought KOWH to the top in December, 1951, and have kept KOWH on top ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%. Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.



MID-CONTINENT BROADCASTING CO.
 President: Todd Storz

WHB, Kansas City Represented by John Blair & Co	WTIX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Reps, Inc.
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Representative John Blair
Membership NARTB, RAB
Chairman of Board Fred Mohen
President E. T. Meredith, Jr.
Vice Pres., Gen. Mgr. Frank P. Fogarty
Sales Manager Bill Wiseman
Program Director Ray Olson
Chief Engineer Glenn Flynn

KNEB

SCOTTSBLUFF—1948—MBS

Freq.: 960 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By Platte Valley Bcstg. Corp.
 Business-Studio Address Golden Rule Bldg.
 Phone: 1620. Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Hal Holman
 Membership NARTB
 President John R. Jrdon
 General-Station Mgr. Russ M. Stewart
 Commercial Mgr. Byron Joachim
 Sales Prom. Mgr. Paul Freygang
 Program Director Wayne McIntosh
 Publicity Director Fred Walgren
 Chief Engineer Leslie A. Proctor

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By The Hilliard Co.
 Address 1517½ Bway
 Phone: 856. Air Time: Full Time
 News Service AP
 Transcription Service World
 Membership NARTB, RAB
 Representative Gill-Perna
 Pres., Gen.-Sta. Mgr. L. L. Hilliard
 Commercial Manager Tony Kehl
 Program Director A. W. Taylor
 Chief Engineer Harland A. Morrison

KSID

SIDNEY—1952—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Wm. C. Grove, Inc.
 Address Legion Park
 Phone: 5503. Air Time: Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB
 Pres., Chief Eng. W. C. Grove
 Gen., Comm. Mgr. David W. Young
 Program Director Edith Sanks

NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — Families 76,000

Radio Homes 71,000 — TV Homes 26,000 — Stations in State 12

KELK

ELKO—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Elko Bcstg. Co.
 Address P. O. Box 790
 Phone: 260. Air Time: Full Time
 News Service UP
 President Chris Sheerin
 General Manager John J. Gammick
 Program Director Bob Vizina
 Chief Engineer Milo Taber

KELY

ELY—1953

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By White Pine Bcstg. Co.
 Address Box 1088
 Phone: 2077. Air Time: Full Time
 Membership RAB
 News Service AP
 Co-Manager D. I. Hansen
 Co-Manager D. V. Bradley

KBMI

HENDERSON—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned KBMI Bcstrs.

Phone: Frontier 2-1131. Air Time: Full Time
 News Service AP
 Manager Tom Magowan

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Nevada Bcstg. Co.
 Address 2700 So. 1st St.
 Phone: 1400. Air Time: Full Time
 News Service UP
 Representative W. S. Grant
 Membership NARTB
 Pres., Gen.-Sta. Manager Maxwell Kelch
 Commercial Mgr. Merl Sage
 Pgm., Pub. Dir. Ken O'Connell
 Chief Engineer R. O. Dow

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Las Vegas Bcstrs., Inc.
 Address Desert Inn, P. O. Box 1510
 Phone: 4646. Air Time: Full Time
 Transcription Service Standard
 News Service AP
 Representative Weed & Co.
 Membership RAB

President.....R. G. Jolley
 General Manager.....Tom Ivory
 Commercial Manager.....Bill Pursel
 Program Director.....James Hart
 Publicity Director.....Lois Lott
 Chief Engineer.....Greg Gelhart

President.....Eleanor McClatchy
 Manager.....Hewitt Kees
 Program Director.....Bruce Branson
 Chief Engineer.....Wesley Craig

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Vegas Valley Bcstg. Co.
 Address.....Hotel Thunderbird
 Phone: 6500.....Air Time: Full Time
 News Service.....UP
 Representative.....Geo. P. Hollingbery
 Membership.....RAB
 President.....David McKay
 Sales Prom. Mgr.....Lois Earp
 Gen. Mgr.....Jean Paul King
 Program Director.....Robert Baker
 Chief Engineer.....Bill Binford

KRAM

LAS VEGAS—1947—MBS-KBS
INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Boulder City Bcstg. Co.
 Address.....P. O. Box 1712
 Phone: 920.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Representative.....Avery-Knodel
 President.....Edward J. Jansen
 General Manager.....Truman B. Hinkle
 Commercial Manager.....Lester Seiffer
 Program Director.....Sam Salerno
 Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Robert L. Stoddard
 Business-Studio Address.....Box 2231
 Phone: 2-4501.....Air Time: Full Time
 Rep.....Walker, McGavren, Western Radio
 News Service.....UP
 Trans. Service.....Langworth, McGregor
 Membership.....NARTB
 Pres., Gen. Mgr.....R. L. Stoddard
 Commercial Manager.....Robert S. Hughes
 Program Director.....Betty Stoddard
 Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owner.....McClatchy Bcstg. Co.
 Address.....P. O. Box 2271
 Phone: 3-5106.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Reno Bcstg. Co.
 Business-Studio Address.....33 Sierra St.
 Phone: 2-4518.....Air Time: Full Time
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NARTB, RAB
 President.....Dave McKay
 General-Station Manager.....H. G. Wells
 Commercial Manager.....Howard Doyle, Jr.
 Sales Prom. Mgr.....Gene McKenna
 Program Director.....Roland DuBois
 Publicity Director.....Pat Welty
 Chief Engineer.....George O'Brien

KWRN

RENO—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWRN, Inc.
 Address.....Riverside Hotel
 Phone: 3-6156.....Air Time: Full Time
 News Service.....UP
 Station Rep.....W. S. Grand
 Pres., Gen. Mgr.....Franz J. Robischok
 Commercial Mgr.....W. V. Leroy Swecker
 Chief Engineer.....Walt Rees

KWNA

WINNEMUCCA—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....N. W. Radio & TV Corp.
 Address.....Box 546
 President.....Lester W. Pearce

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — Families 159,000
Radio Homes 155,000 — TV Homes 105,000 — Stations in State 12

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. White Mins., Bcstg. Co.
Address: 27 Green Square
News Service AP
Transcription Service World
Representative Kettell-Carter, Stars Natl.
Membership NARTB, RAB
President John W. Guider
General Manager Wendell C. MacKenzie
Program Dir. Charles Ross
Chief Engineer Herschel M. Howe

WTSV

CLAREMONT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Grandview Inc.
Trans. Address: 221 Washington St.
Representative A. Youug, L. Borgatti
President William J. Barkley
General Manager Ralph Gottlieb
Sales Prom., Comm., Sta. Mgr. F. Richard Hill
Prog., Pub. Dir. J. V. Shaw
Chief Engineer A. J. Davis

WKXL

CONCORD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Capitol Bcstg. Co.
Business-Studio Address: Eagle Hotel
Phone: 5-5521 Air Time: Full Time
News Service AP
Representative Adam Young, Kettell-Carter
President H. Scott Kilgore
Gen., Sta., Comm. Mgr. H. Chase
Prog. Dir. Gary Miller
Pub. Dir. E. O'Connor
Chief Engineer Fred Sheehan

WTSL

HANOVER-LEBANON—1950—ABC
GRANITE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WTSL Inc.
Address: 155 Front St.
Phone: 4-4075 Air Time: Full Time
News Service UP
Station Rep. Borgatti, Young
President William J. Barkley
General Manager Ralph Gottlieb
Chief Engineer Al Davis

WKNE

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By WKNE Corp.

Address: 17 Dunbar St.
Phone: 2080 Air Time: Full Time
News Service AP
Transcription Service Thesaurus
Representative Meeker, Kettell-Carter
Membership NARTB, RAB
President Joseph K. Close
Gen., Sta., Comm. Mgr. Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
Chief Engineer Ernest Roberge

WLNH

LACONIA—1922—ABC-KBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Corp.
Business-Studio Address: 653 Main St.
News Service AP
Representative Kettell-Carter, Grant
Membership NARTB
Transcription Service Lang-Worth
President Genevieve Wingate
Gen., Sta. Mgr. Arthur Rothafel
Commercial Manager Sydney Clarke
Program Director Irving W. Kaizer
Chief Engineer Walter Avery

WFEA

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5 Kw. d. n.
Owned: Public Information, Inc.
Address: P. O. Box 446
News Service AP
Transcription Service Thesaurus
Station Rep. McKinney, Kettell-Carter
President Farris E. Rahall
General Mgr. O. R. Davis
Station Mgr. Norton I. Virgien, Jr.
Commercial Mgr. Albert L. Auclair
Program Dir. Donald L. Jones
Publicity Dir. Alan Rock
Chief Engineer Jay Kosik

WKBR

MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc. Power: 250 Watts
Owned: Granite State Bcstg. Co.
Address: 155 Front St.
Phone: 4-4075, 6, 7 Air Time: Full Time
News Service UP
Station Rep. Borgatti, Young
Membership NARTB
President William J. Barkley
General Manager Ralph Gottlieb
Station Manager Warren H. Journey
Commercial Mgr. Saul Gross
Sales Prom. Mgr. Forrest Morgan
Program Director Norman Bailey
Chief Engineer Royston Phillips

WMUR

MANCHESTER—1941—CBS

Freq.: 610 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned.....The Radio Voice of N. H., Inc.
 Business-Studio Address.....1819 Elm St.
 Phone: 5-5788 Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipNARTB, RAB
 President.....Hon. Francis P. Murphy
 V.P., Gen. Mgr.....N. Gittleson
 Commercial Mgr.....Wallace A. Walker
 Program Director.....Bernie Mack
 Chief Engineer.....Vincent Chandler

WOTW

NASHUA—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By...Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location...Lund Rd.
 Phone: 2-2781 Air Time: Daytime
 News ServiceUP
 RepresentativeWalker
 MembershipRAB, NARTB
 Pres., Gen., Sta. Mgr....Arthur A. Newcomb
 Station Manager.....R. E. Berry
 Comm. Mgr.....H. Q. Bauman
 Chief Engineer.....R. C. Bingham

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By.....WHEB, Inc.
 Phone: 4080 Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeKettel-Carter, Walker
 Pres., Comm. Mgr.....Charles M. Dale
 Gen., Prom. Mgr.....Thomas M. Dale
 Program Dir.....George Pinkerton
 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: 1400-1 Air Time: Daytime
 News ServiceUP
 RepresentativeBorgati, Webb
 MembershipRAB, NARTB
 Pres., Gen. Mgr.....A. J. K. Malin
 Commercial Mgr.....M. C. Ball
 Station Manager.....H. Martin
 Prog. Dir.....J. Alan Jasper
 Chief Engineer.....Ralph Warren

NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — Families 1,577,000

Radio Homes 1,523,000 — TV Homes 1,456,000 — Stations in State 21

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By...Asbury Park Press, Inc.
 AddressPress Plaza
 Phone: Prospect 4-3000 Air Time: Full Time
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNARTB
 President.....Wayne D. McMurray
 Station Manager.....Everett Rudloff
 Commercial Manager.....Margaret Curtis
 Prog. Mgr.....Charles F. Hill
 Program Director.....Frank Huber

WFPG

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Neptune Bcstg. Corp.
 Business Address.....Steel Pier
 Phone: 5-2188 Air Time: Full Time
 News ServiceUP
 Representative.....John E. Pearson
 PresidentFred Weber
 Director of Operations.....Blair K. Thron
 Commercial Mgr.....Cole Learning

Office Manager.....Pearl Kogen
 Program Dir.....Ed Davis
 Publicity Director.....Jessie Morris
 Chief Engineer.....Earle Godfrey

(See Page 498)

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Mid-Atlantic Bcstg. Co., Inc.
 Address.....Brighton Hotel
 Phone: 4-1340 Air Time: Full Time
 News ServiceAP
 Transcription Service.....Associated, World
 RepresentativeStars Natl.
 MembershipNARTB
 President.....Richard Endicott
 Gen., Sta. Mgr.....David H. Freedman
 Program Director.....Alan Owen
 Publicity Dir.....Dow Rich

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Eastern States Bcstg. Corp.
 Phone: BR 2930 Air Time: Full Time

News Service UP
 Transcription Service Thesaurus
 Station Representative Clark
 Membership NARTB
 President.....Russell S. Henderson
 Vice-Pres., Gen. Mgr.....Paul Alger
 Sales Prom., Prog. Dir.....Joseph McCulley
 Publicity Dir.....Don Hart
 Chief Engineer.....Ed Bold

Business-Studio Address. 2881 Mt. Ephraim Ave.
 Phone: Emerson 5-7200..... Air Time: Daytime
 Representative Rambeau
 Membership NARTB
 News Service AP
 President.....Ranulf Compton
 General Manager.....Gordon Giffen
 Program Director.....Harvey Husten
 Chief Engineer.....Robert Houston

W C A M
 CAMDEN—1926

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Oper. By.....City of Camden
 Business Address.....Camden 1
 Phone: Emerson 5-5600..... Air Time: Full Time
 Transcription Service Standard
 News Service UP
 Membership NARTB
 General Manager.....John Cleary
 Sales Prom. Mgr.....Gil Whiting
 Program Director.....Jack La Mar
 Publicity Director.....Jack Silin
 Chief Engineer.....John Zander

W K D N
 CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....South Jersey Bcstg. Co.

W M L V
 MILLVILLE—1953

Frequency: 1440 Kc. Power: 1000 Watts
 Owner.....Union Lake Bcstrs., Inc.
 Address Lincoln Rd.
 Phone 2600
 Chief Eng., Mgr.....R. G. Balleu

W M T R
 MORRISTOWN—1948—ABC

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Morristown Bcstg. Co.
 Address Box 345
 Phone: MO 4-5700..... Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB
 President.....George S. Croy
 General Manager.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 News Dir.....Merrill Morris
 Chief Engineer.....Rudolph C. Prow

W A A T
 NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Bremer Bcstg. Corp.
 Business-Studio Address.....1020 Broad St.
 Phone: Mitchell 2-6400; Barclay 7-3260 (N. Y.)
 News Service AP
 Air Time..... Full Time
 Transcription Service..... Associated, SESAC
 Membership NARTB
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., Sales.....Bertram Lebhar, Jr.
 Sales Prom. Dir.....Lou Frankel
 Program Director.....George Green
 V.P., Engineering.....Frank V. Bremer

W H B I
 NEWARK—1922

Freq.: 1280 Kc. Power: 2½ Kw. d., 1 Kw. n.
 Owned-Operated By.....May Radio Bcst. Corp.
 Business-Studio Address.....100 Shipman St.
 Phone: Mitchell 2-7354..... Air Time: Sun. Only
 President.....James L. Shearer
 General Manager.....William Masi
 Program Dir.....Marie Masi
 Chief Engineer.....Harold Michaels

FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE
 JOHN E. PEARSON COMPANY—REPRESENTED

WFPG-AM CBS Network
 Sports
 Music-News
 Atlantic City, N. J.

WBMS-AM Independent
 Music-News
 Boston, Mass.

WPIT-AM Independent
 Features
 Music-News
 Pittsburgh, Pa.

WSTV-TV CBS-TV Network
 MBS Network
WSTV-AM Sports
 Music-News
 Steubenville, Ohio

WNJR

NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By Rollins Bcstg. Co.
 Business-Studio Address P. O. Box 1258
 Phone Unionville 2-3665, Worth 4-3445
 Air Time Full Time
 News Service UP
 Transcription Service Standard
 President O. Wayne Rollins
 General Manager A. R. Lanphear

WVNJ

NEWARK—1947

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Newark Bcstg. Corp.
 Address W. Mt. Pleasant Ave., Livingston
 Phone Number Mitchell 3-7600
 News Service UP
 Transcription Service Standard
 President Edward W. Scudder, Jr.
 Gen., Sta. Mgr. Harry D. Goodwin
 Commercial Mgr. Ivon B. Newman
 Chief Engineer Peter Testan

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Chanticleer Bcstg. Co.

Business-Studio Address 385 George St.
 Phone: Charter 7-1450 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTE, RAB
 President James L. Howe
 Station Manager James L. Howe
 Commercial Manager James M. Vogdes, Jr.
 Prog. Dir. John Allen Potts
 Chief Engineer Victor Takach

WNNJ

NEWTON—1953

Frequency: 1360 Kc. Power: 500 Watts
 Owned Sussex County Bcstrs.
 Address Box 23
 Phone: 1616 Air Time: Daytime
 News Service AP
 Gen., Sta. Mgr. Thurston Holmes
 Comm., Prom. Mgr. George Coghlan
 Program Director Bob Hamilton
 Chief Engineer William Fairclough

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstrs., Inc.
 Address Old Turnpike
 Phone: 3971 Air Time: Full Time
 Transcription Service Standard, Thesaurus
 News Service AP

"Good Counsellors
 Lack No Clients."
 . . . the Bard



"Mighty Mike"

400,000 Central Jerseyans
 with \$402 million to spend
 consult WCTC for

Music LOCAL NEWS Sports
 New Brunswick, N. J. CH 7-1450

1450 AM **WCTC** 98.3 FM

In ATLANTIC CITY

it's the
 South Jersey Key

the
WONDerful music station
 for sensational
RESULTS

More People Listen to WOND
 Than Any Other Station

WOND

It's listener loyalty to top personali-
 ties on programs of music, news
 and sports geared to local tastes.
 That's why most Atlantic advertisers
 and more national sponsors are
 using

WOND

Studios—Pleasantville, N. J.
 John G. Struckell, Gen. Mgr.

* Advertest Research

Membership NARTB, RAB
 President Charles Rupp
 Sta., Gen. Mgr. John Struckell
 Chief Engineer..... Milton Thurlow, Jr.

W P A T
PATERSON—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By.. North Jersey Bcstg. Co., Inc.
 Business-Studio Address..... 66 Hamilton St.
 Phones..... Armory 4-3400, PE. 6-2945 (N. Y.)
 Air Time..... Full Time
 Ex. V.P., General Mgr..... D. J. Wright
 Business Manager..... Charles W. Parker
 Chief Engineer..... Earl F. Lucas

W B U D
TRENTON—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By.... Morrisville Bcstg. Co.
 Address Ewingville Rd.
 Phone: EX 4-7191..... Air Time: Full Time
 News Service AP
 Station Rep. United Bcstg.
 Membership RAB
 Transcription Service..... World, Lang-Worth
 General Manager..... Richard M. Hardin
 Program Director..... Albert Eastburn
 Chief Engineer..... William A. Brewer

W T N J
TRENTON—1923

Frequency: 1300 Kc. Power: 250 Watts
 Owned..... WOAX, Inc.
 Address..... 416 Bellevue Ave.
 Phone: EX 3-4281..... Air Time: Daytime
 News Service UP
 Station Representative..... Grant Webb
 President William DeFreitas
 General Manager..... William G. Long
 Commercial Manager..... Leonard H. Levitt
 Program Director..... Albert Leibert
 Chief Engineer..... Nicholas Dalessandro

W T T M
TRENTON—1941—NBC

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By..... Peoples Bcst. Corp.
 Business-Studio Address..... 541 E. State St.
 Phone: OW 5-8515..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative ForJoe
 Membership NARTB, RAB
 President..... M. D. Lincoln
 General Manager..... F. L. Bernstein
 Publicity Director..... Howard Tedder
 Prog. Dir..... Wes Hopkins
 Chief Engineer..... Chester Sunderland

increased

R E S U L T S

for advertisers

P R O V E

conclusively that

W P A T

is the outstanding buy
 in the important
 New York—New Jersey Market

5000 watts Paterson, N. J. **930** KC

W W B Z

VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By...Community Bcstg. Serv.
 Address.....633 Wood St.
 Phone: Vineland 7-1360...Air Time: Full Time
 News Service.....**UP**
 Transcription Service.....World
 Representative.....Gill, Perna
 President.....Joseph M. Bullock
 Gen., Sta., Prom. Mgr.....Fred M. Wood
 Commercial Manager.....John Serra
 Prog. Dir.....Dorothy H. Carlson
 Chief Engineer.....Saul Altzman

W C M C

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By....Francis J. Matrangola
 Address.....3010 N. J. Ave.
 Phone: 2-7751.....Air Time: Full Time
 Transcription Service.....Capitol
 News Service.....**AP**
 Membership.....**NARTB**
 Owner, Gen. Mgr.....Francis J. Matrangola
 Comm. Manager.....Edward Brown
 Program Director.....George M. Hart
 Chief Engineer.....Carlton S. Owen

NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — Families 203,000

Radio Homes 191,000 — TV Homes 98,000 — Stations in State 31

K A L G

ALAMOGORDO—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....William Wayne Phelps
 Address.....Box 268
 Phone: 211.....Air Time: Full Time
 News Service.....**UP**
 Membership.....**NARTB, RAB**
 Pres., Gen., Sta. Mgr.....Wayne Phelps
 Chief Engineer.....Bill Shimer

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....New Mexico Bcstg. Co.
 Business Address.....1414 Coal St., S.W.
 Phone: 3-4543.....Air Time: Full Time
 Representative.....Weed & Co.
 Transcription Service.....World
 President.....A. R. Hebenstreit
 Comm. Mgr.....Geo. Morgan
 Program Director.....Robert Vandriel
 Chief Engineer.....Leonard F. Dodds

K A B Q

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....KABQ Bcstg. Co.
 Address.....317 N. Broadway, Box 1388
 Transcription Service.....Thesaurus
 News Service.....**AP**
 Representative.....Richard O'Connell, Oakes
 Membership.....**RAB**
 Pres., Prom. Mgr.....Helen A. Price
 V.P., Gen. Mgr.....Bert Arnold
 Commercial Mgr.....Lloyd Anderson
 Program Director.....Lowell Christison
 Chief Engineer.....John Morrison

K O A T

ALBUQUERQUE—1946—ABC

Frequency: 860 Kc.....Power: 1 Kw. d.
 Owned-Oper. By....Sunshine Bcstg. Co., Inc.
 Bus.-Studio Address...2000 Indian School Rd.
 News Service.....**UP**
 Transcription Service.....Associated
 Representative.....Hollingbery
 President.....Wm. Wayne Phelps
 Station Manager.....Bob Watson
 General Manager.....A. M. Caldwell
 Chief Engineer.....Donald Delaney

K D E F

ALBUQUERQUE—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.
 Owned.....KDEF Bcstg. Co.
 Address.....506 2nd St. N.W.
 News Service.....**AP**
 Transcription Service.....Standard
 Station Representative.....McGillvra
 Membership.....**NARTB**
 President, Gen. Mgr.....Frank Quinn
 Sta. Mgr., Prog. Dir.....Wayne Griffin
 Chief Engineer.....Don White

K O B

ALBUQUERQUE—1921—NBC

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By.....Albuquerque Bcstg. Co.
 Address.....1430 Coal Ave. S.W.
 Phone: 3-4411.....Air Time: Full Time
 News, Service.....**AP, UP**
 Transcription Service.....Lang-Whorth
 Representative.....Branham
 Membership.....**RAB, NARTB**
 Pres., Gen. Mgr.....Wayne Coy
 Commercial Manager.....Rolf Nielson
 Program Director.....Michael Dillon
 Chief Engineer.....George S. Johnson

K S V P**ARTESIA—1946—KBS-MBS**

Freq.: 990 Kc. Power: 1 Kw. d. 250 Wts. n.
 Owned-Operated By ... Artesia Bcstg. Corp.
 Business-Studio Address ... Box 38
 Phone: 650. Air Time: Full Time
 News Service ... UP
 Transcription Service ... Standard, Capitol
 Representative ... Keystone
 Membership ... NARTB, RAB
 President ... Martin Yates III
 General Manager ... David M. Button
 Comm. Mgr. ... Thomas Howard
 Chief Engineer ... Ronald Austin

K A V E**CARLSBAD—1936—CBS-SWN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Carlsbad Bcstg. Corp.
 Business-Studio Address ... 601 No. Canal St.
 Phone: 5-4101. Air Time: Full Time
 News Service ... AP
 Representative ... Branham
 Transcription Service ... Standard
 President ... Val Lawrence
 General-Station Mgr. ... Norman R. Loose
 Commercial Manager ... Richard E. Doyle
 Sales Prom. Mgr. ... Richard Miner
 Program Director ... Alexander Pitcaithley
 Chief Engineer ... Harland Nifong

K P B M**CARLSBAD—1950**

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Coronado Bcstg. Co.
 Address ... 313 W. Mermod
 Phone: 5-5373. Air Time: Daytime
 Transcription Service ... Lang-Worth
 Representative ... McGillvra
 Membership ... RAB, NARTB
 Pres., Gen., Sta. Mgr. ... Darrell A. Swayze
 Prog. Dir. ... Martin Murray
 Chief Engineer ... Vic Daley

K L M X**CLAYTON—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper By ... Ari-Ne-Mix Bcstg.
 Address ... Box 7, Fair Grounds
 Phone: 616. Air Time: Full Time
 Transcription Service ... Thesaurus
 News Service ... UP
 Representative ... Best, Palmer
 President ... Arthur Jernigan
 Gen., Sta., Comm. Mgr. ... Frank Vale
 Prog., Pub. Dir. ... Henry Pruet
 Chief Engineer ... Robert Waters

K C L V**CLOVIS—1952**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By ... New-Tex Bdcstg.

Address ... 2112 Thornton
 Phone: 4401. Air Time: Full Time
 News Service ... UP
 Transcription Service ... Lang-Worth
 Membership ... NARTB
 Representative ... Pearson
 President ... Odus L. Echols, Sr.
 Sta., Comm. Mgr. ... Odus L. Echols, Jr.
 Sales Prom. Mgr. ... Dave Follis
 Program Director ... Albert Houpe
 Chief Engineer ... Clayton Fuchs

K I C A**CLOVIS—1931—MBS**

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By ... Hugh DeWitt Landis
 Address ... 520 Pile
 Phone: 5511. Air Time: Full Time
 News Service ... UP
 Transcription Service ... World
 Station Representative ... Hal Holman
 Membership ... RAB, NARTB
 Station Manager ... DeWitt Landis
 Pgm., Pub. Dir. ... Harold Cook
 Chief Engineer ... M. S. O'Dell

K O T S**DEMING—1954—KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned ... Luna County Bcstg. Co.
 Address ... P. O. Box 470
 Phone: 999. Air Time: Daytime
 News Service ... UP
 Transcription Service ... World
 General Mnaager ... Robert W. Tobey

K V B C**FARMINGTON—1951—KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Valley Bcstg. Co.
 Address ... 413½ West Main St.
 Phone: Davis 5-3541. Air Time: Full Time
 News Service ... UP
 Membership ... RAB
 Transcription Service ... World
 Pres., Gen. Mgr. ... Marvin E. Bowles
 Station Mgr. ... C. O. Kendrick
 Commercial Mgr. ... James Montgomery
 Prog. Dir. ... Gene Pearsall
 Chief Eng. ... M. E. Bowles

K G A K**GALLUP—1945—KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By ... Thunderbird Bcstg. Co.
 Address ... P. O. Box 1150
 Phone: 1300. Air Time: Full Time
 Newspaper Affiliation ... Times
 News Service ... UP, AP
 Transcription Service ... Lang-Worth
 Station Representative ... McGillvra
 Membership ... NARTB, RAB
 Pres., Gen. Mgr. ... Merle H. Tucker
 Program Director ... Stewart Chamberlain
 Chief Engineer ... Robert Adamson

K H O B

HOBBS—1954

Frequency: 1280 Kc. Power: 1 Kw.
Owned. Lea County Bcstg. Co.
Address. P. O. Box 1596
Phone: 3-5148. Air Time: Daytime
Station Rep. Melville
Owner & Gen. Mgr. Lloyd Hawkins
Sales Mgr. Jack Crandall

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. Dunnam
Representative Branham
President. Mrs. Theresa Whitmore
General Manager. Harry McAdams
Commercial Manager. Phil McGee
Chief Engineer. Roy Evans

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Mesilla Valley Bcstg. Co.
Bus.-Studio Address. 902 N. Main St.
Phone: Jackson 6-2496. Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Membership NARTB, RAB
President. M. B. Thompson
General Manager. R. J. Gregory, Jr.
Chief Engineer. Jack Diehl

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 500 Watts
Owned-Operated By. Sunshine Bcsters, Inc.
Business Address. Box 710
News Service UP
Transcription Service Standard
Membership NARTB, RAB
Representative. Hil F. Best
Pres., Comm. Mgr. Ernest N. Thwaites
Chief Engineer. A. F. Schultz

K R S N

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Sunshine Bcstg. Co.
Address. Community Center
Representative. George P. Hollingbery
Transcription Service Associated
News Service UP
Membership RAB, NARTB
President. W. W. Phelps
General Manager. A. M. Cadwell
Sta., Comm. Mgr. Bob Porton
Program Director. William Spack, Jr.
Publicity Director. Jack N. Hardwick
Chief Engineer. John L. Lockhart

K L E A

LOVINGTON—1952

Frequency: 630 Kc. Power: 500 Watts
Owned-Oper. By. Prosperity Land Bcstg. Co.
Address. P. O. Drawer 865
Phone: 8911, 62211. Air Time: Daytime
News Service UP
Transcription Service Standard
Representative Clyde Melville
Owner, Gen. Mgr. David R. Worley
Station Manager. James Littlejohn
Comm. Mgr. Hoyt Caldwell
Program Director. Bobby Stone
Chief Engineer. Francis Clements

K E N M

PORTALES—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Plains Bcstg. Co.
Address. Box 447, Roswell
Phone: 600. Air Time: Full Time
News Service UP
Transcription Service Lang-Worth, MacGregor
Membership NARTB
President. John Burroughs
Gen. Sta., Comm. Mgr. L. Randolph
Prog., Pub. Dir. Bill Mathers
Chief Engineer. Rollie Simmons, Jr.

K R T N

RATON—1948—MBS
INTERMOUNTAIN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Southwest Bcsters, Inc.
Business Address. Box 767
Phone: 875. Air Time: Full Time
News Service UP, INS
Station Rep. Hil Best
Transcription Service Standard
Membership RAB
Pres., Gen. Manager. Ernest N. Thwaites
Sta., Comm., Prom. Mgr. Dorothy G. Thwaites
Chief Engineer. A. F. Schultz

K B I M

ROSWELL—1953—KBS

Frequency: 910 Kc. Power: 5000 Watts
Owned. Taylor Bcstg. Co.
Address. 512 W. 2nd St.
Phone: 4848, 9. Air Time: Daytime
News Service AP
Transcription Service Thesaurus
Station Rep. Clark
Membership NARTB, RAB
Pres., Gen., Sta. Mgr. William C. Taylor
Comm., Prom. Mgr. Woodrow Groves
Program Director. S. A. Harral
Chief Engineer. Vernon N. Hughes

K G F L

ROSWELL—1927—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. KGFL, Inc.

Business-Studio Address Box 1019
 Phone: 2000..... Air Time: Full Time
News Service UP
 Transcription Service..... Langworth, World
 Membership NARTB
 Representative Branham
 President..... Mrs. W. E. Whitmore
 General Manager..... G. F. Roberts
 Chief Engineer..... E. C. Rader

K S W S

ROS WELL—1947—NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... John A. Barnett
 Business-Studio Address..... 1723 W. Second
 Phone: 3737..... Air Time: Full Time
News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Representative Meeker, Melville
 Owner & Gen. Mgr..... John A. Barnett
 Prog. Dir..... John Anderson
 Dir. Sales, Service..... Paul B. McEvoy
 Asst. Gen. Mgr..... W. L. Shackelford
 Chief Engineer..... Ray R. Summersgill

K T R C

SANTA FE—1946—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... J. Gibbs & Bayne A. Spring
 Address..... 210 E. Marcy St.
 Phone: 3-6685..... Air Time: Full Time
News Service UP
 Transcription Service Associated
 Representative McGillvra
 Membership NARTB
 Pres., Gen., Sta. Mgr..... J. Gibbs Spring
 Commercial Mgr..... S. C. Horn
 Prog. Dir..... Bayne A. Spring
 Chief Engineer..... Lloyd Storr

K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts

Owned-Oper. By..... Sante Fe Bcstg. Co.
 Business-Studio Address 759 Cerrillos Rd.
 Phone: 3-7319..... Air Time: Full Time
 Representative Weed
 President..... A. R. Hebenstreit
 Gen., Comm. Mgr..... Ivan R. Head
 Chief Engineer..... E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... James H. Duncan
 Bus.-Studio-Transmitter Address... 17th & Cactus
 Phone: 611, 612..... Air Time: Full Time
News Service AP
 Representative Branham
 Pres., Gen. Mgr..... J. H. Duncan
 Chief Engineer..... Earl McCall

K C H S

TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Rex A. Tynes
 Address..... P. O. Box 351
 Phone: 161..... Air Time: Full Time
News Service UP
 Representative..... Continental Radio Sales
 Program Director..... Richard Bonner
 Chief Engineer..... Dell Sanders

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Quay County Bcstg. Co.
 Business Address..... Box 668
 Transcription Service World
 Representative Melville
 Membership NARTB
 Gen., Sta. Mgr..... Lloyd Hawkins
 Commercial Mgr..... Richard S. Fox
 Program Director..... Kathryn Stephenson
 Chief Engineer..... Howard Maudlin

NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — Families 4,772,000

Radio Homes 4,630,000 — TV Homes 4,310,000 — Stations in State 101

W A B Y

ALBANY—1933

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Eastern N. Y. Bcstg.
 Business-Studio 80 Braintree St.
 Representative Rambeau
 President David Kyle
 Gen. Mgr..... Edward L. Trudeau
 Station Mgr..... Toni Brady
 Comm. Mgr..... Alix Blake
 Chief Engineer..... Tom McDermott

W O K O

ALBANY—1924

Frequency: 1460 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Gov. Dongan Bcstg. Corp.
 Business-Studio Address... Hotel Wellington
 Representative McGillvra
 President, General Mgr..... James T. Healey
 Station Manager..... Eugene J. Fitzpatrick
 Program Director..... Frank G. Panny
 Chief Engineer..... Stanley J. Pawlic

WPTR

ALBANY—1948—MBS

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By...Patron Brcdstg. Co., Inc.
 AddressBox 1540
 Phone: 5-3345. Air Time: Full Time
 News Service.....AP, UP
 Transcription ServiceWorld
 Station Representative.....Weed and Co.
 MembershipRAB
 PresidentJ. Myer Schine
 General Manager.....Leo Rosen
 Program Director.....George Miller
 Chief Engineer.....W. Russell David

WROW

ALBANY—1947—ABC

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..Hudson Valley Br. Co., Inc.
 Address.....P. O. Box 4100
 Phone: 3-2225. Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 Station Representative.....The Bolling Co.
 MembershipNARTB
 General Manager.....T. S. Murphy
 Station Manager.....Harry L. Goldman

Sales Manager.....Harry V. Barker
 Chief EngineerCharles Heisler

WCSS

AMSTERDAM—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Community Service Bcst.
 Business-Studio Address...Upper Locust Ave.
 Phone: Victor 3-2500. Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 MembershipRAB
 President.....Alphonse Di Mezza
 V.P. & Gen. Mgr.....Walter T. Gaines
 Chief Engineer.....Barry Frank

WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Business-Studio Address.....141 Genesee St.
 Phone: 2-3511. Air Time: Full Time
 Newspaper Affiliation“Advertiser”
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Thomas F. Clark

PYRAMID SALES
WITH THE
WPTR PYRAMID PLAN

CONTACT YOUR WEED MAN

Here's the plan to parlay profits . . . power-packed radio, 7-foot bus cards, displays in 90 A&P's, 60 drug stores, mailings to 5,000 dealers, scheduled promos, news ads, etc. Your only cost—production and postage, small schedule.

WPTR 1540 KCS
 ALBANY, N. Y.
 50,000 WATTS OF POWER,
 PERSONALITY & PUNCH!
 LEO ROSEN, GENERAL MANAGER



AMSTERDAM IS
Leading New York
State in Progress

The New York Daily Mirror, twice in 1954, carried stories of WCSS's service.

FOREIGN LANGUAGE PROGRAMS
 Jewish • Italian • Polish
 Ukrainian • Lithuanian

Wherever you go, in the Carpet and Glove Cities Area, there's radio—

WCSS
 AMSTERDAM, N. Y.
 WALT GAINES Vice Pres. & Gen. Mgr.



SMALL BUDGET ADVERTISERS

GET **BIG** BUDGET COVERAGE

ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .

\$100 A WEEK!



. . . you'll be surprised what \$100 a week will buy!

SATURATION

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it.

MORE LISTENERS PER DOLLAR

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

Membership NARTB, RAB
 President..... William O. Dapping
 General Manager..... Frederick L. Keesee
 Prog., Pub. Dir..... Robert B. Morgan
 Chief Engineer..... Herbert House

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Batavia Bcstg. Corp.
 Business-Studio Address..... 218 East Main St.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr..... Edmund R. Gamble
 Sales Prom. Mgr..... Charles L. Snow
 Commercial Mgr..... Charles Snow
 Program Director..... Jim Fagan
 Chief Engineer..... Fred Callendar

W E N E

**BINGHAMTON—ENDICOTT—1947
 ABC**

Frequency: 1430 Kc..... Power: 5 Kw.
 Owned-Oper. By..... Ottaway Stations, Inc.
 Business-Studio Address..... 909 E. Main
 Transcription Service..... Associated
 Representative..... Radio Reps. Inc.
 Membership NARTB, BAB
 President..... James H. Ottaway
 Managing Director..... F. H. Brinkley
 Station Manager..... S. W. Ryder
 Sales Manager..... Norman F. Flynn
 Program Director..... Len Hathaway
 Chief Engineer..... Sheldon W. Weyland

W I N R

BINGHAMTON—1946—NBC

Freq: 680 Kc..... Power: 1 Kw. d. 500 W. n.
 Owned-Oper. By..... Southern Tier Radio Service
 Business-Studio Address..... Court House Square
 Phone: 44318..... Air Time: Full Time
 Transcription Service Lang-Worth
 Representative..... George P. Hollingbery
 President Donald Kramer
 General Manager..... George J. O'Connor
 Commercial Manager..... H. R. Nicholson
 Pgm., Prom. Dir..... Charles Bishara
 Chief Engineer..... A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Freq: 1360 Kc..... Power: 5 Kw. d. 500 W. n.
 Owned-Oper. By..... The Binghamton Bcstrs., Inc.
 Business-Studio Address..... 34 Chenango St.
 Phone: 2-3437..... Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr..... Andrew Jarema
 Commercial Mgr..... Wally Buman
 Chief Engineer..... Charles Hallinan

W N B F

BINGHAMTON—1927—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... Clark Associates, Inc.
 Business Address..... P. O. Box No. 48
 Phone: 3-7311..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB
 General Manager..... George R. Dunham
 Sales Manager..... S. N. Heslop
 Sales Prom. Mgr., Pub. Dir..... John Turner
 Program Director..... E. M. Scala
 Chief Engineer..... L. H. Stantz

W B E N

BUFFALO—1930—CBS

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... WBEN, Inc.
 Phone: MOhawk 0930..... Air Time: Full Time
 Newspaper Affiliation..... Buffalo Evening News
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative..... Henry I. Christal
 Membership NARTB, BAB
 President..... Edward H. Butler
 Vice-President..... A. H. Kirchhofer
 General Manager..... C. Robert Thompson
 Station Manager..... Frank W. Kelly
 Sales Manager..... C. E. Daly
 Program Director..... Carl Erickson
 Publicity Director..... Joseph A. Haeftner
 Chief Engineer..... Ralph J. Kingsley

W B N Y

BUFFALO—1935

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Roy L. Albertson, Inc.
 Address..... 485 Main St.
 News Service AP, UP
 Transcription Service Capitol
 Station Representative..... Adam J. Young
 President..... Roy L. Albertson, Sr.
 General Mgr..... Michael L. Merla
 Sales Promotion Mgr..... Eugene K. McWhite
 Chief Engineer..... Thomas L. Vines

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: Grant 5101..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen. Mgr..... Clinton H. Churchill
 Public Service Dir..... Dorothy L. Ireland
 Station Mgr..... Alfred E. Anscombe
 Program Director..... Frank Ward
 Chief Engineer..... Leroy Fledler

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WEBR, Inc.
 Business-Studio Address: 23 North St.
 Newspaper Affiliation: "Courier-Express"
 News Service: AP, INS, UP
 Trans. Service: Thesaurus, Standard, SESAC
 Representative: Katz
 Membership: NARTB, BAB
 President: William J. Connors, III
 General Manager: William Doerr
 Commercial Manager: Carl J. Kirchhofer
 Pgm., Prom. Mgr.: Wm. Schweitzer
 Chief Engineer: Frank B. Ridgeway

WGR

BUFFALO—1922—NBC

Frequency: 550 Kc. Power: 5 Kw. d.
 Owned: WGR Corp.
 Address: Lafayette Hotel
 Phone: WA 3100 Air Time: Full Time
 News Service: UP
 Station Representative: Free & Peters, Inc.
 Membership: NARTB, BAB
 President: George F. Goodyear
 General Mgr.: J. J. Bernard
 Sta., Comm. Mgr.: Nat L. Cohen
 Sales Prom. Mgr.: Philip H. Curtis
 Program Dir.: Robert J. Strigl
 Chief Engineer: Karl B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By: Greater Erie Broad. Co.
 Address: 315 Main St.
 Phone: MO 1200 Air Time: Daytime
 Representative: Forjoe
 Owner: Leon Wyszatycki
 General Manager: Ted Wyszatycki
 Commercial Manager: Jack Greenfield
 Chief Engineer: Walter Williams Jr.

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By: W. New York Broad. Co.
 Address: Box 85
 Phone: AMherst 1160 Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Station Representative: Wm. G. Rambeau
 Gen., Comm. Mgr.: Thaddeus Podbielniak
 Sales Prom., Pub. Dir.: Bradley D. Steiger
 Program Director: James J. Frieling
 Chief Engineer: Roger W. Fleming

WCBA

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned: Wellsboro Corning Broad. Adv. Inc.

Address: Caton Road
 Phone: 6-7000 Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Representative: McGillvra, Inc.
 Pres., Gen. Mgr.: Paul L. Carpenter
 Station Manager: Paul E. Carpenter
 Program Director: Richard Buzzerd
 Chief Engineer: Thomas Shaffer

WCLI

CORNING—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Radio Corning, Inc.
 Address: 90 W. First St.
 Phone: 6-5421 Air Time: Full Time
 Transcription Service: Thesaurus
 Station Representative: Meeker
 News Service: AP
 Pres., Gen. Mgr.: Gordon M. Jenkins
 Prom., Comm. Mgr.: Frank P. Costello
 Sta. Mgr., Prog. Dir.: George P. Droelle, Jr.
 Chief Engineer: Frank Saia

WKRT

CORTLAND—1947

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By: Radio Cortland, Inc.
 Bus.-Studio Address: State Theatre Bldg.
 Phone: Skyline 6-2828, 2829
 Air Time: Full Time
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill, Perna
 Membership: RAB
 President: Leighton A. Hope
 General Manager: William L. Thompson
 Chief Engineer: William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Broad. Corp.
 Address: 316 Main St.
 Phone: 7756 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus, World
 Station Representative: Walker
 Membership: NARTB, RAB
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt
 Commercial Manager: B. F. Goodrich
 Program Director: Van Miller
 Chief Engineer: J. T. Grace

WELM

ELMIRA—1947—CBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Radio Elmira, Inc.
 Business-Studio Address: 222 E. Market St.
 Phone: 3-5626 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Station Representative: Meeker
 Membership: NARTB
 President: John S. Riggs

Vice Pres. (Sales).....Keith W. Horton
 Vice Pres. (Bcstg.).....Phil Cameron
 Program Director.....Ruth E. Dibble
 Chief Engineer.....Arthur French

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: 5181.....Air Time: Full Time
 News ServiceAP
 Newspaper Affiliation...Gazette, Advertiser
 Transcription ServiceWorld
 Representative.....Everett & McKinney
 MembershipNARTB, RAB
 General Manager.....Dale L. Taylor
 Commercial Mgr.....Bill Pope
 Sales Manager.....Ellis Erdman
 Program Director.....Ted Hodge
 Chief Engineer.....Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
 Business-Studio Address...44 So. Grove St.
 Phone: Freeport 9-1400...Air Time: Full Time
 Transcription ServiceLang-Worth
 General Manager.....John D. Whitmore
 Station Manager.....Murray C. Evans
 Program Director.....A. Cheesman
 Publicity Manager.....Herbert Clock

W O S C

FULTON—1949—KBS

Frequency. 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Cassill Radio Corp.
 Address.....Box 97, Oswego
 Phone: Fulton 2-2255.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB
 Pres., Gen. Mgr.....Richard C. Mitchell
 Station Manager.....Jack Burgess
 Program Director.....Edward Reich
 Publicity Dir.....Betty J. Sterling
 Chief Engineer.....Robert N. Blair

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: 6691.....Air Time: Full Time
 News ServiceAP
 RepresentativeCooke
 Transcription ServiceWorld
 MembershipRAB
 President.....M. R. Forman
 General Manager.....Thomas L. Brown
 Sta., Comm. Mgr.....Ernest F. Oliver
 Program Director.....Alex Lamutis
 Sales Prom. Mgr.....Archie Fabretti
 Chief Engineer.....R. Carleton Greene

W W S C

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Gt. Northern Radio Co.
 Address.....13 Warren St.
 Phone: 2-6518.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeDevney
 MembershipRAB
 President.....Louis Brown
 Gen., Comm. Mgr.....Martin Karig
 Comm. Mgr.....E. V. Wiley
 Program Director.....Carl Mattison
 Chief Engineer.....Wilson P. Foy

W E N T

GLOVERSVILLE—1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sacandaga Bcstg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 Phone: 4-7175.....Air Time: Full Time
 News ServiceAP
 RepresentativeGill, Perna
 President.....George Bissell
 General Manager.....A. C. Lloyd, Jr.
 Program Director.....Peter Dreyer
 Chief Engineer.....Richard Stewart

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OF LONG ISLAND"

"The Pulse" Proves:

Strong LOCAL programming gives **WHLI**
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big booming Major Long Island Market

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- LOCAL Long Island — national — international news
- Railroad — bus — school and industrial plant information
- LOCAL special events — editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather — boating — fishing — beach and garden reports

WHLI "THE VOICE OF LONG ISLAND" has a
larger daytime audience in the Major Long Island
Market than any network or independent station!

* Data: "The Pulse" Report
Daytime, Nov. 1954
Hempstead Township, N. Y.

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFISKY, Pres.

*the voice of
long island*

Represented by Rambeau

WHLI**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By.....FM Bcstg. Corp.
 Business-Studio Address.....245 Baldwin Rd.
 Phone: Ivanhoe 1-8000 Air Time: Daytime
 News Service.....UP
 Transcription.....Associated, World, Thesaurus
 Representative.....Rambeau
 Membership.....RAB
 Pres., Gen. Mgr.....Paul Godoisky
 Ex-Vice-President.....Joseph A. Lenn
 Prog. Dir.....Jerry Carr
 Publicity Director.....George Ball
 V.P., Chief Engineer.....Frank E. Knaack

WLEA**HORNELL—1951—MBS-KBS**

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Hornell Bcstg. Corp.
 Business-Studio Address.....97 Main St.
 Phone: 1420 Air Time: Daytime
 News Service.....UP
 Representative.....Gill, Perna
 Membership.....RAB
 Pres., Gen. Mgr.....Charles D. Henderson
 Sta. Mgr.....G. W. Stidstone
 Prog. Dir.....Don Jones
 Chief Engineer.....Frederick Witter

WWHG**HORNELL—1949**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By.....W. H. Greenhow Co.
 Address.....85 Canisteo St.
 Phone: 2000, 1 Air Time: Daytime
 Newspaper Affil.....Tribune, Advocate
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Pres., Gen. Mgr.....Louis G. Buisch
 Station Manager.....Donald J. Curran
 Commercial Mgr.....Sheffield Davis
 Program Director.....Edward Spoo
 Chief Engineer.....Howard Huff

WHUC**HUDSON—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Colgren Bcstg. Co.
 Address.....Union Turnpike
 Phone: HU 8-3341 Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....McGillvra, Kittell-Carter
 Membership.....NARTB
 General Manager.....John Kearney
 Commercial Manager.....Robert Strakos
 Program Director.....James P. Cranna
 Publicity Director.....Jennie Weaver
 Chief Engineer.....Charles Weiler

WGSM**HUNTINGTON—1951**

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned...Huntington-Montauk Bcstg. Co., Inc.
 Address.....379 New York Ave.
 Phone: Huntington 4-6740 Air Time: Daytime
 News Service.....UP
 Station Representative.....Robert Keller
 Transcription Service.....World
 President.....Byron T. Sammis
 Gen., Sta. Mgr.....Edward J. Fitzgerald
 Program Director.....Marjorie Anning
 Publicity Director.....Ruth Rogers
 Chief Engineer.....William Naramore

WHCU**ITHACA—1940—CBS**

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cornell University
 Business-Studio Address...Savings Bank Bldg.
 Phone: 4-6301 Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Michael R. Hanna
 Commercial Mgr.....H. E. M. Brockway
 Program Director.....Joseph A. Short
 Publicity Director.....Sam Woodside
 Chief Engineer.....Herbert P. Michels

WJOC**JAMESTOWN—1948—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By.....Air Waves, Inc.
 Trans.-Bus.-Studio Address...415 W. Fourth St.
 Phone: 5-108 Air Time: Full Time
 News Service.....AP
 Representative.....Gill-Perna
 Transcription Service.....World
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....Harold P. Kame
 Program Director.....William Winn
 Sales Prom. Mgr.....T. Graham Maxwell
 Chief Engineer.....Burton O. Waterman

WJTN**JAMESTOWN—1924—ABC**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown
 Phone: 7-151 Air Time: Full Time
 News Service.....UP
 Transcription Service...Associated, McGregor
 Representative...Venard, Rintoul & McConnell
 Membership.....NARTB, RAB
 President.....Jay E. Masor
 Gen., Sta. Mgr.....Simon Goldman
 Comm. Mgr.....J. Carl Willems
 Program Director.....George Pfeleger
 Publicity Dir.....Christine O'Polka
 Chief Engineer.....Harold J. Kratzert

W K N Y

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Kingston Bcstg. Corp.
 Business-Studio Address...601 Broadway
 Phone: 4500 Air Time: Full Time
 News ServiceUP
 RepresentativeMeeker
 MembershipRAB, NARTB
 President.....Joseph K. Close
 General, Station Mgr.....Robert M. Peebles
 Program Director.....Ernest Ward
 Publicity Director.....Richard McCarthy
 Chief Engineer.....Carl Egolf

W V O S

LIBERTY—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Sullivan County Bcstg. Co.
 Phone: 1680-1 Air Time: Full Time
 News ServiceUP
 Pres., Gen. Mgr.....S. D. Lubin
 Commercial Mgr.....H. G. Borwick
 Chief Engineer.....Robert Gesaner

W L F H

LITTLE FALLS—1952—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...Radio City Bcstrs.
 Address.....339 S. 2nd St.
 Phone: 654 Air Time: Full Time
 News ServiceAP
 RepresentativeMcGillvra
 President.....Arthur Feldman
 Vice-President.....Robert Feldman
 Commercial Mgr.....Frank Camarata
 Chief Engineer.....Arthur Clark

W U S J

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Union-Sun & Journal, Inc.
 Trans. Address320 Michigan St.
 Phone: 3-5944 Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 Newspaper Affil....."Union Sun & Journal"
 RepresentativeGill, Perna
 MembershipNARTB
 President.....Egbert D. Corson
 General Manager.....William J. Kemble
 Comm. Mgr.....Joseph A. Pinna
 Prog. Dir.....Tony Allen
 Chief Engineer.....Richard Weatherbee

W I C Y

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By...North Country Bcstg. Co.
 Address.....65 Woodward St.
 Phone: 187 Air Time: Full Time

News ServiceUP
 Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
 Commercial Manager.....Alice M. Tackley
 Program Director.....Donald J. Paye
 Publicity Dir.....M. C. Tackley
 Chief Engineer.....Adolf Stromer

W M S A

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...The Brockway Co.
 Business Address.....Arcade St.
 Phone: Watertown 27 Air Time: Full Time
 News ServiceUP
 Transcription Service.....Thesaurus
 RepresentativeWeed
 MembershipNARTB, RAB
 President.....John B. Johnson
 General Manager.....Louis Sciff, Jr.
 Station Manager.....Thomas R. McHugh
 Program Director.....James H. Nash
 Chief Engineer.....Michael Tarkulich

W A L L

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...The Community Bcstg. Corp.
 Business-Studio Address.....62 North St.
 Phone: Middletown 3119 Air Time: Full Time
 News ServiceAP
 Pres., Gen., Comm. Mgr.....James M. Patt
 Program Director.....Jerry Wax
 Chief Engineer.....Fred Schoelkoph

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned.....Orange County Bcstg. Co., Inc.
 Business-Studio Address.....161 Broadway
 Phone: Newburgh 4600 Air Time: Daytime
 News ServiceAP
 MembershipRAB
 Sta. Rep.Kettell-Carter
 Pres., Gen. Mgr.....George W. Bingham
 Commercial Manager.....Joseph Rake
 Prog. Dir.....Richard Kaskin
 Chief Engineer.....Marvin S. Selmes

W N R C

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By...Radio New Rochelle, Inc.
 Address.....411 Fifth Ave.
 Phone: 6-0800 Air Time: Daytime
 News ServiceAP
 Pres., Gen., Sta. Mgr.....James A. Iodice
 Comm., Prog. Dir.....Paul V. Coughlin
 Sales Prom. Mgr.....Nick Andrews
 Publicity Director.....Jerry Dale

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By... American Bcstg. Co., Inc.
 Business Address... 7 West 66th St.
 Phone: SU 7-5000 Air Time: Full Time
 News Service... AP, INS
 Representative... Edward Petry & Co.
 President... Robert E. Kintner
 Acting Gen. Mgr... Michael Renault
 Program Manager... Myrtle Tower
 Sales Prom. Mgr... Eugene Accas
 Chief Engineer... John Bourcier

WBNX

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By... WBNX Bcstg. Co., Inc.
 Bus. Studio Address... 280 E. 161st St., Bronx
 Phone: MElose 5-0333 Air Time: Full Time
 News Service... AP
 Transcription Service... SESAC
 Representative... King
 President... A. L. Haskell
 V.P., Sta.-Gen. Manager... William I. Moore
 Asst. Comm. Mgr... Edward Betchley
 Production Director... Frank Johnson

WCBS

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: PLaza 1-2345 Air Time: Full Time
 News Service... AP, INS, UP
 Transcription Service... Capitol
 Representative... CBS Radio Spot Sales
 Membership... NARTB, RAB
 President of CBS... Frank Stanton
 General Manager... Carl Ward
 Sales Manager... Henry Untermeyer
 Merchandising Dir... Howard Lally
 Sales Prom. Mgr... Murray Gross
 Program Director... Sam Slate
 Public Affairs Dir... D. Gordon Graham
 Publicity Director... Milton Rich
 Chief Engineer... Davidson Vorhes

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
 News Service... AP
 President... Adolph Held
 Gen.-Sta.-Comm. Mgr... Henry Greenfield
 Program Director... George Field
 Chief Engineer... Charles Brown

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By... WMCA, Inc.
 Business-Studio Address... 1657 Broadway
 Phone: Circle 6-2200 Air Time: Full Time
 Transcription Service... World
 Representative... AM Radio Sales
 Membership... BAB
 President... Nathan Straus
 General Manager... M. M. Fleischl
 Program Director... Leon Goldstein
 Sales Prom. Mgr... Patricia Bolton
 Sales Mgr... John J. McSweeney
 Chief Engineer... James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
 Owned-Oper. By... Marcus Loew Booking Agcy.
 Business-Studio Address... 711 Fifth Ave.
 Phone: MU 8-1000 Air Time: Full Time
 News Service... UP, AP
 Representative... Rambeau
 Director... Arthur M. Tolchin
 General Manager... Frank Roehrenbeck
 Sales Manager... Samuel Faust
 Program Director... Raymond Katz
 Publicity Director... Jo Ranson
 Chief Engineer... Paul Fuelling

**TAP THE RICH MARKET
OF METROPOLITAN NEW YORK**

through

WEVD AM 1330 K.C. 5000 K.W.
FM 97.9 20 K.W.

ENGLISH . . . JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast Metropolitan New York market.

For more than two decades top-draw national and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners.

Renewing their contracts year after year, these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

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WHO'S WHO AMONG WEVD'S SPONSORS

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AM and FM Simultaneously*

HENRY GREENFIELD, Managing Director

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IN NEW YORK...



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- 62 Hours a Week of Spanish Programs.
- 18 Hours a Week of Italian Programs.
- 18 Hours a Week of Polish Programs.
- 12 Hours a Week of German Programs.
- 4½ Hours a Week of Russian Programs.
- 3½ Hours a Week of Ukrainian Programs.

... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

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136 West 52 St. CI 6-3900
New York 19, N. Y.



WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
 Business Address.....136 W. 52nd St.
 Phone: Circle 6-3900.....Air Time: Full Time
 Newspaper Affil...Il Progreso, Italo-Americano
 News ServiceUP
 PresidentFortune Pope
 V.P., Chge. Sales.....Charles Baltin
 Sales Prom. Mgr.....R. A. Fornier
 Program DirectorRalph Constantino
 Chief Engineer.....George Steiger

WINS

NEW YORK—1926

Frequency: 1010 Kc.....Power: 50,000 Wtts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....28 W. 44th St.
 Phone: BRyant 9-6000.....Air Time: Full Time
 News Service.....INS, UP
 MembershipNARTB, BAB
 President.....J. Elroy McCaw
 General Manager.....Robert Leder
 Director of Sales.....Jacques Biraben
 Sales Prom. Mgr.....Joe Besch
 Program Director.....Robert Smith
 Chief Engineer.....Paul von Kunitz

(See Page 516)

The Red Cross Needs



Your Unstinting Assistance

GIVE!

BOB & RAY

the **PETER ROBERTS** *show*

**YANKEE
BASEBALL**

LISTEN TO LACY

SINGING
BATTLE ROYAL

WINS "The Smile on your Dial spot"

STAN SHAW

LES KEITER'S 

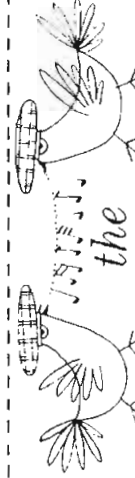
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SHOW

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**ALAN
FREED**

*Rock 'n Roll
Party*

PETER ROBERTS * news * special events



JERRY,
the
BIRDLAND SHOW

WINS



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**DREW
PEARSON**

the U. N. today

SATURDAY NIGHT HOP

24
HOURS A DAY

WLIB

NEW YORK—1944

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By New Bcstg. Co., Inc.
 Business-Studio Address 207 E. 30th St.
 Phone: ORegon 9-2720 Air Time: Daytime
 News Service AP

Representative Forjoe
 President Morris S. Novik
 General Mgr. Harry Novik
 Program Director Nat Rudich
 Comm. Mgr. George A. Bernstein
 Chief Engineer Gordon A. Greenfield
(See Page 518)

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 510-511

LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE

The Only station in New York with studios in Harlem.



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WALTER WHITE SHOW
SYNDICATED NATIONALLY
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FAMOUS PEOPLE
IN ALL WALKS
OF LIFE.
—WRITE FOR RATES

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GEO. GOODMAN



LLOYD WILLIAMS



VICTOR BOZEMAN

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(U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS
PROGRAMS EVERY HOUR ON THE HALF
HOUR—35 NEWSCASTS PER WEEK



THE BOWERS



HAL JACKSON



BILL JENKINS

WLIB

1190

207 EAST 30th STREET, NEW YORK 16, N. Y.

ON THE DIAL

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



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In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

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NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

W N E W
NEW YORK—1934

Freq.: 1130 Kc. . . . Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By WNEW, Inc.
Business-Studio Address 565 Fifth Ave.
Phone: PLaza 3-3300 Air Time: Full Time
Transcription Service Lang-Worth
News Service AP
Representative John Blair
Pres. & Gen. Mgr. R. D. Buckley
V.P., Sales Director Ira Herbert
Promotion Manager Kenneth Klein
Coordinator of Operations (V.P.) John Jaeger
Chief Engineer Max Welner

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: LOnacre 4-8000 Air Time: Full Time
News Service INS, UP
Transcription Service Associated
Representative H-R Reps.
Membership NARTB, RAB
President Thomas F. O'Neil
V.P., Gen. Mgr., Prog. Dir. Gordon Gray
Commercial Mgr. William Dix
Publicity Manager Richard Jackson
Chief Engineer Charles Singer

(See Page 302)

W O V
NEW YORK—1926

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By Wodaam Corp.
Business-Studio Address 730 Fifth Ave.
Phone: Cl 5-7979 Air Time: 21 Hrs.
News Service AP, ANSA
Transcription Service Standard MacGregor
Representative Pearson, Walker
Membership RAB
President Richard E. O'Dea
General Manager Ralph N. Weil
Commercial Manager Joseph N. Curl
Sales Promotion Mgr. Carroll Forbes
Program Director Arnold Hartley
Chief Engineer Emile Hill

W R C A
NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50 Kw., d.
Owned National Bcstg. Co.
Address 30 Rockefeller Plaza
Phone: Cl 7-8300 Air Time: Full Time
News Service AP, INS, UP
Transcription Service Thesaurus
Station Rep. NBC Spot Sales
Membership NARTB, BAB
President Sylvester Weaver
General Mgr. Hamilton Shea
Station Mgr. Ernest dela Ossa
Commercial Mgr. George Stevens
Sales Prom. Mgr. Max Buck
Program Dir. Steve White
Chief Engineer Gerald Sellar

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Good music rings the bell!



America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR

1560 on AM dial 96.3 on FM dial

THE RADIO STATION OF THE NEW YORK TIMES

"Always the best in music"

229 West 43rd Street, New York 36, N. Y. LA 4-1100

W Q X R NEW YORK—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Operated By: Interstate Bcstg. Co.
 Business-Studio Address: 229 W. 43rd St.
 Phone: LA 4-1100 Air Time: Full Time
 News Service: N. Y. Times (Owner)
 Transcription Service: Associated, SESAC
 Representative: Paul H. Raymer
 President: Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger
 V.P. Sales Mgr.: Norman S. McGee
 Sales Prom. Dir.: Mary Rice Anderson
 Program Director: Eleanor N. Sanger
 Pub. Dir.: E. "Pat" Hurley
 Chief Engineer: L. J. Kleinklaus

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Earl C. Hull
 Business-Studio Address: Hotel Niagara
 Phone: 8421 Air Time: Daytime
 News Service: UP
 Transcription Service: Associated, Standard
 Representative: Headley-Reed
 Membership: NARTB
 V.P., Gen.-Station Mgr.: Earl C. Hull
 Commercial Mgr.: Jack Whitney
 Program Director: Eddy Joseph
 Chief Engineer: Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By: John J. Laux
 Address: 129 Main St.
 Phone: 5796 Air Time: Daytime
 News Service: UP
 Transcription Service: SESAC
 Representative: Pearson
 Gen. Comm. Mgr.: Tom W. Talbot
 Program Director: Tiny Hamerick
 Chief Engineer: Gustav Czaplak

W C H N

NORWICH—1953

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By: Radio Norwich, Inc.
 Address: 14 S. Broad St.
 Phone: 4-2218 Air Time: Daytime
 News Service: UP
 Transcription Service: Thesaurus
 Station Rep.: McGillvra
 Pres., Gen. Mgr.: William J. Hall
 Publicity Director: Ray Whitlock
 Chief Engineer: Kenneth Rockwell

W S L B

OGDENSBURG—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: St. Lawrence Bcstg. Corp.

Address: 2315 Knox St.
 Phone Number: 500
 News Service: UP
 Membership: RAB
 President: Joseph R. Brandy
 General Manager: Harold J. Frank
 Comm. Mgr.: Joseph R. Brandy
 Program Director: Hal Gilman
 Chief Engineer: Ellsworth Hall

W H D L

CLEAN—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Address: 3219 State St.
 Phone: 4149 Air Time: Full Time
 Newspaper Affiliation: Times Herald
 News Service: AP
 Transcription Service: World
 Representative: Everett & McKinney
 Membership: NARTB, RAB
 Pres., Gen., Sta. Mgr.: John R. Henzel
 Commercial Manager: James F. Hastings
 Program Director: Donald W. Merriman
 Chief Engineer: Wallace D. Taylor

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Ottoway Stations, Inc.
 Bus.-Studio Address: 104 Chestnut St.
 Phone: 2470 Air Time: Full Time
 News Service: UP
 Newspaper Affiliation: Oneonta Star
 Transcription Service: Associated
 Representative: Radio Reps.
 Membership: RAB
 President: James H. Ottaway
 Managing Director: Francis H. Brinkley
 Station Manager: Harold E. Graves
 Comm. Mgr.: Benjamin Turnbull
 Program Director: Howard Atwell
 Chief Engineer: Wiley Bates

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By: Bcstg. System, Inc.
 Address: Jericho Turnpike, Mineola, Box 750
 Phone: Pioneer 6-6700 Air Time: Daytime
 News Service: UP
 Pres. & Gen. Mgr.: Lee Hollingsworth
 Comm. Mgr.: D. B. Robbins
 Sales Prom. Mgr.: Tommy Hollingsworth
 Program Dir.: Bob Jenkins
 Chief Engineer: Lee Hollingsworth

W A L K

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By: Suffolk Bcstg. Corp.
 Address: P. O. Box 230
 Phone: Patchogue 3-0408 Air Time: Daytime

News Service AP
 Newspaper Affiliation..... Suffolk Cons. Press
 Transcription Service..... Associated, Capitol
 Representative Webb
 Membership NARTB
 Pres., Gen. Mgr..... Nils E. Segerdahl
 Vice-President..... W. K. Macy, Jr.
 Gen. Mgr..... Nils E. Segerdahl
 Prog. Dir..... Jack Ellsworth
 Chief Engineer George Chandler

WPAC

PATCHOQUE—1951

Frequency: 1580 Kc..... Power: 1 Kw. d.
 Owned-Oper. By..... Patchogue Bcstg. Co.
 Address Box 651
 Phone: Patchogue 3-4600. Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr..... Lee Morrison
 Station Mgr..... Stan Allan
 Comm. Mgr..... Herbert Morrison
 Sales Prom. Mgr..... Don Lombardy
 Program Director..... Dick Hodkin
 Chief Engineer Morton Morrison

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Highland Bcstg. Corp.
 Trans. Address..... Radio Terrace
 Phone: Peekskill 7-1124. Air Time: Daytime
 News Service UP
 Transcription Service SESAC, World
 Station Rep..... Kettell-Carter
 Membership NARTB
 Pres., Gen. Mgr..... Irving E. Cottrell
 Comm., Sales Prom. Mgr. Francis Lough

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Plattsburg Bcstg. Corp.
 Studio Address..... 153 Margaret St.
 Phone: 1600 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Gill-Perna
 Membership NARTB, RAB
 Pres., Gen. Mgr..... George F. Bissell
 Program Director..... Leon Kelly
 Commercial Mgr..... Jack Charles
 Sales Prom. Mgr..... Alex Coursey
 Chief Engineer Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Clinton Cty. Bcstg. Corp.
 Trans. Loca. Address 301-03 Cornelia St.
 Phone: Plattsburg 2800. Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative W. S. Grant Co., Inc.
 Membership NARTB, RAB

Pres., Gen., Comm. Mgr. Joel H. Scheier
 Business Mgr..... Donald Pelkey
 Program Director..... Betty Kraus
 Chief Engineer John M. Nozak

WDLC

PORT JERVIS—1953

Frequency: 1490 Kc..... Power: 100 Watts
 Owned-Oper. By Port Jervis Bcstg. Co.
 Address Neversink Drive
 News Service AP
 Membership NARTB
 Transcription Service World
 President..... William H. Ware
 General Manager..... Ernest C. Winkler
 Commercial Mgr..... Oscar Wein
 Program Director..... Henry Schwartz
 Chief Engineer..... Richard L. Van Schaick

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc..... Power: 1000 Watts. d.
 Owned-Operated By..... Mid-Hudson Bcsts. Inc.
 Business-Studio Address..... 385 Main St.
 News Service UP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Everett-McKinney
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Arthur J. Barry, Jr.
 Comm. Mgr..... Frank Breslin
 Prom. Dir..... William Eames
 Chief Engineer..... John P. Burke

1000 W **WEAV** 960 KC

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .
 . . . a fast growing, fertile market for your product's sales.
 . . . a natural test market.

Retail Sales Almost Tripled in 10 Years

250 W **WENT** 1340 KC

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

*WENT means consistently high listenership and best results for advertisers.
 WENT can sell the rich Gloversville-Johnstown area for you.*

GILL-PERNA, INC.

National Representative

HOW TO APPLY FOR FCC LICENSE

(Continued from Page 249)

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants 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 program 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 public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Ap-

plication for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature; i.e., where no substantial changes in interest occur.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP



THERE'S A NEW AUDIENCE IN WGYLAND

The New York State Thruway brings a huge and important Auto-Radio audience to upstate New York. WGY will hold this audience for more than 200 miles.

And... WGY also covers 54 counties of New York and Western New England with a population of 2,752,800.

WGY's 50,000 Watts now cover one of the most prosperous markets in New York, 24 hours a day.



**Measure of a Great
Radio Station**

WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—
54 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Dutchess County Bcstg. Corp.
 Business-Studio Address.....Box 889
 Phone: 6800.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceAssociated
 Station Rep.....Kettell-Carter
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....George W. Bingham
 Commercial Manager.....Richard A. Dwelley
 Program Director.....John Kuhn
 Chief Engineer.....Marvin S. Seimes

WBBF

ROCHESTER—1947—MBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By.....WBBF, Inc.
 Bus.-Studio Address.....Sheraton Hotel
 Phone: HA 8920.....Air Time: Full Time
 News ServiceAP
 RepresentativeCooke
 Transcription ServiceRCA
 President.....Thomas L. Brown
 Commercial Mgr.....Lloyd B. Gibson
 Sales Prom. Mgr.....Nick Nickson
 Program Director.....Claude Johnstone
 Chief Engineer.....Vincent Lopopolo

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By.....Stromberg-Carlson Co.
 Business Address.....Rochester Radio Cty.
 Phone: Culver 7240.....Air Time: Full Time
 News ServiceUP
 Transcription Service.....World, Standard
 Representative.....George P. Hollingbery
 MembershipNARTB
 Sta., Gen. Mgr.....William Fay
 Commercial Manager.....John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Sales Manager.....Arthur W. Kelly
 Chief Engineer.....Kenneth Gardner

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned.....Gannett Co. Inc.
 Bus.-Studio Address.....55 Exchange St.
 Phone: Locust 5600.....Air Time: Full time
 News ServiceAP
 Newspaper Affiliation.....Gannett Co.
 RepresentativeEverett McKinney
 MembershipNARTB, RAB
 President.....Frank E. Gannett
 General Manager.....Glover Delaney
 Commercial Manager.....Lowell H. MacMillan
 Sales Prom. Mgr.....R. Bovanzier
 Program Director.....Warren Doremus
 Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Rochester Bcstg. Co., Inc.
 Business-Studio Address.....191 East Ave.
 Phone: Hamilton 9775.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Associated, etc.
 RepresentativeStars Natl.
 MembershipRAB
 President.....Arthur C. Kyle, Jr.
 Gen., Sta. Mgr.....J. A. Shefrin
 Chief Engineer.....John Rathbun

WSAY

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By.....Federal Bcstg. System, Inc.
 Business-Studio Address.....328 Main St. E.
 Phone: Baker 4870.....Air Time: Full Time
 News ServiceINS
 RepresentativeWalker, Webb
 Pres., Gen. Mgr.....Gordon P. Brown
 Station Director.....John Hill

WVET

ROCHESTER—1947—ABC

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By.....Veterans Bdcstg. Inc.
 Address17 Clinton Ave So.
 Phone: HAmilton 4820.....Air Time: Full Time
 News ServiceAP
 Pres., Gen. Mgr.....Ervin F. Lyke
 Gen. Sales Mgr.....Arthur Murrellwright
 Program Director.....Paul C. Louthier
 Chief Engineer.....Raymond Jobs

WKAL

ROME—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Copper City Bcstg. Corp.
 Business-Studio Address.....Capitol Theatre Bldg.
 Phone: 3616-7.....Air Time: Full Time
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeCooke
 President.....Myron J. Kallet
 General Manager.....Joseph Kallet
 Program Director.....Louis Barille
 Chief Engineer.....James Delaney

W N B Z

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Upstate Bcstg. Corp.
 Business-Studio Address: 88 Main St.
 Phone: 1320 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Wm. G. Rambeau
 Membership: NARTB
 Pres., Gen. Mgr.: Jacques DeMattos
 Chief Engineer: H. Berwind Williams

W S P N

SARATOGA SPRINGS—1954

Frequency: 930 Kc. Power: 250 Watts
 Owner: Spa Bcstrs., Inc.
 Address: 71 West Ave.
 Phone: 2180
 Pres., Gen. Mgr.: Richard O'Connor

W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Oper. By: General Electric Co.
 Business-Studio Address: 1 River Rd.
 Phone: 7-2261 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Thesaurus, World

Covering the Adirondacks

Since 1927

W N B Z

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

Representative: Henry I. Christal
 Membership: NARTB, RAB
 General Manager: Merl L. Galusha
 Station Operations Mgr.: R. W. Welpott
 Supervisor of Sales: Robert F. Reid
 Promotion Mgr.: James Cobb
 Station Service: Caleb Paine
 Spvr. of Programs: A. G. Zink
 Mgr. of Engineering: W. J. Purcell
(See Page 526)

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Western Gateway Bcstg.
 Business-Studio Address: 619 State St.
 Phone Number: 3-3622
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: RAB
 President, Gen. Mgr.: Winslow Leighton
 Comm., Sls. Prom. Mgr.: Thomas Seeley
 Prog. Dir.: Stephen Fitz
 Chief Engineer: Irving P. Beck

W H E N

SYRACUSE—1941—ABC

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned: Meredith Syracuse Radio Corp.
 Address: 511 Loew Bldg.
 Phone: 2-0277 Air Time: Full Time
 Newspaper Affil.: Meredith Publishing Co.
 News Service: AP
 Transcription Service: Standard
 Station Representative: Katz
 Membership: NARTB, RAB
 V.P. & Gen. Mgr.: Paul Adanti
 Local Sales: L. N. Parmentier
 Promotion Mgr.: Robert Peel
 Program Director: John L. Scott
 Chief Engineer: Donald F. Langham

W F B L

SYRACUSE—1922—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By: Onondaga Radio Bcstg.
 Bus.-Studio Address: 433 S. Warren St.
 Phone: 2-1147 Air Time: Full Time
 News Service: UP
 Representative: Free & Peters
 Membership: NARTB, RAB
 President: Oscar F. Soule
 Chief Engr., Gen. Mgr.: Charles F. Phillips
 Commercial Mgr.: Richard F. Polgreen
 Sales Prom. Mgr.: Robert W. Weir
 Program Director: Edward Bryant
 Publicity Director: Robert W. Weir

W S Y R

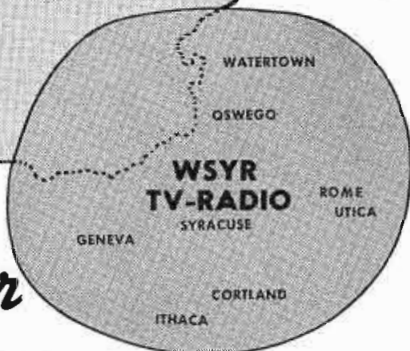
SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Central N. Y. Bcstg.
 Bus.-Studio Address: 224 Harrison St.
 Phone: SY 3-7111 Air Time: Full Time
 News Service: UP, AP

Definitely . . .

CENTRAL NEW YORK'S

Superior



BROADCASTING SERVICES!

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York*.

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

WSYR

TV

100 KW
CHANNEL 3

RADIO

5 KW
570 KC

Represented Nationally by
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CHRISTAL CO., Inc.

S Y R A C U S E , N . Y .

Trans. Service.....Lang-Worth Capitol "Q"
 Newspaper AffiliationHerald-Journal,
 Post Standard
 Rep.....Henry I. Christal, Harrington,
 Righter & Parsons
 Representative Henry I. Christch
 Membership NARTB, RAB
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Commercial Mgr..... W. R. Allord, Jr.
 Sales Prom. Mgr.....Thomas McCollum
 V.P., Pgm. Dir.....Bill Rothrum
 V.P., Chief Engineer..... Albert J. Eicholzer

W N D R

SYRACUSE—1946—MBS

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Oper. BySyracuse Bcstg. Corp.
 Address Box 1212
 Station Rep. Rambeau
 Membership NARTB
 General Manager..... Arthur C. Kyle, Jr.
 Asst. Manager.....James A. McKechnie
 Commercial Mgr..... M. Silvieus
 Program Director..... Fred L. Jeske
 Chief Engineer.....Fred Schamu

W O L F

SYRACUSE—1940

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Bus.-Studio Address..... Kirkpatrick & Van
 Rensselaer Sts.

Phone: 2-7211..... Air Time: Full Time
 Transcription Service Standard
 Representative Walker
 President, General Mgr... T. Sherman Marshall
 Sta. Mgr., Prog. Dir..... Hamilton M. Woodle
 Chief Engineer..... Don Mulr

W I P S

TICONDEROGA—1954—ABC-KBS

Frequency: 1250 Kc..... Power: 500 Watts
 Owner..... Portage Bcstg. Co., Inc.
 Phone 1776
 President Martin Karig
 Prog. Dir., Chief Eng..... John Glynn

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..... Albany 4-2500, Ashley 4-1100
 Air Time..... Full Time
 News Service UP
 Representative John Blair
 Membership NARTB, RAB
 President..... H. C. Wilder
 General Manager..... W. W. Carter
 Commercial Manager..... E. M. Sleighel
 Sales Prom. Mgr., Pub. Dir., James F. Baker, Jr.
 Program Director..... Randolph English
 Chief Engineer..... A. H. Chismark



In this, the nation's 32nd
 retail market, WTRY remains
 the most popular station and
 benefits from these character-
 istics of the market:

RADIO PENETRATION: 99.1%
 TV PENETRATION: 76%
 RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%
 TV TUNE-IN, 7:00 AM-12 PM: 18%

*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

*Pulse, Inc. October 1954

STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY
 JOHN BLAIR & COMPANY... NEW NATIONAL REPRESENTATIVE FOR WTRY

WGAT

UTICA—1946

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned. Central Bcstg. Co.
 Address Kellogg Rd.
 Phone: 5-5209. Air Time: Full Time
 News Service AP
 Station Rep. J. Hershey McGillvra
 President. J. Eric Williams
 Station Manager. C. D. Williams
 Sales Prom. Mgr. Nicola Capomacchio
 Program Director. Nick Dardano
 Chief Engineer. Frederick H. Harrington

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone: 2-2101. Air Time: Full Time
 News Service UP
 Transcription Service World
 Repts. Biddick, Walker
 Membership NARTB, RAB
 Pres., Gen. Mgr. Mrs. Margaret B. Stevens
 Exec. V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Production Director Betty Cushing Griffin
 Comm. Mgr., Pub. Dir. Nathan W. Cook
 Merchandising Mgr. F. C. Bowen
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell

WRUN

UTICA—ROME—1947—ABC

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone: 2-5111. Air Time: Full Time
 Representative Avery-Knodel
 Transcription Service Associated
 President Bradley C. Barnard
 General Manager Fritz S. Uptike
 Program Director Edward M. Stemmler
 Sta., Comm. Mgr. Richard A. Clark
 Chief Engineer George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Address Bear Spring Mt.
 Phone: UN 5-4321. Air Time: Full Time
 News Service UP
 Representative Rambeau
 President Dr. E. Ogden Bush
 V.P., Gen., Comm. Mgr. Michael J. Cuneen
 Program Director James T. Kirwan
 Chief Engineer Robert Devine

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Watertown Bcstg. Corp.
 Bus. Studio Location: 118 Washington St.
 Phone Number: 2424
 Transcription Service: Standard, SESAC
 Membership: NARTB
 Pres., Gen. Mgr.: G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: The Brockway Co.
 Address: Hotel Woodruff
 Phone: 4120. Air Time: Full Time
 News Service: UP
 Transcription Service: World, Thesaurus
 Representative: Weed
 Membership: NARTB, RAB
 President: John B. Johnson
 General Manager: Louis Saiff, Jr.
 Station Manager: Earl R. Kelly
 Sales Manager: Patrick E. Rheame
 Production Manager: John V. Evans
 Chief Engineer: M. B. Davis

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Westchester Bcstg. Corp.
 Bus. Studio Address: P. O. Box 711
 Phone: WH 9-6400. Air Time: Full Time
 News Service: AP
 Trans. Service: Amp. Thesaurus, SESAC
 Representative: Headley-Reed
 Membership: NARTB
 President: Valentine E. Macy, Jr.
 Gen. Sta. Mgr., Chief Engineer: Frank A. Seitz
 Program Director: Randall Kaler

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: DE 5-1600. Air Time: Full Time
 News Service: AP
 Transcription Service: Associated, SESAC
 President: W. H. Reuman
 Gen. Sta. Mgr.: Edith Dick
 Sales Prom. Mgr.: Selvin Donneson
 Program Director: Fred Barr
 Chief Engineer: Benton R. Bartlett

WWRL

New York

5,000 WATTS

**Powerfully Selling America's Greatest
 Market at the Lowest Cost**



**TOPS in New York
 for the
 NEGRO MARKET**

**SPANISH
 GERMAN**



1600 Kc DEfender 5-1600

54 in '54!

46 Agencies placed Fifty Four Na-
 tional and Regional Accounts* on

W F A S

to reach the Billion Dollar
 Westchester Market in

1954!

* No "P.I.'s, No "Call-me-Naw's!"

WFAS and WFAS-FM

White Plains, N. Y.

NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,600 — Families 1,150,000
Radio Homes 1,004,000 — TV Homes 556,000 — Stations in State 115

WRCS

AHOSKIE—1947—KBS

Frequency: 970 Kc. Power: 1000 Watts d.
Owned. Roanoke-Chowan Bcstg. Co., Inc.
Business Address. P. O. Box 89
Phone: 3101. Air Time: Daytime
News Service UP
Transcription Service Associated
Station Rep. Dora-Clayton
President. Charles H. Jenkins
Gen., Comm. Mgr. P. G. Sewell
Program Director. Bill Smith
Chief Engineer. W. G. Barnes

WABZ

ALBEMARLE—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address. Hotel Albemarle
Phone: 1100. Air Time: Daytime
News Service AP
Transcription Service World
Representative Dora-Clayton
President. S. R. Williams
General Manager W. J. Page
Commercial Manager. J. T. Newman
Program Director. C. H. Fletcher
Chief Engineer J. D. Brooks

WGWR

ASHEBORO—1947—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Asheboro Bcstg. Co., Inc.
Business-Studio Address. Box 309
Phone: 2187. Air Time: Daytime
News Service UP
Newspaper Affil. Courier Tribune
Transcription Service. Thesaurus
Membership RAB
President Roy Cox
Gen., Sta., Comm., Prom. Mgr. J. R. Marlowe
Program Director. A. B. Brown
Chief Engineer. W. H. Trogdon

WISE

ASHEVILLE—1939—NBC

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By. Radio Station WISE, Inc.
Address Langren Hotel
Phone: 3-5381-3. Air Time: Full Time
News Service AP
Membership RAB, BMB
Representative Bolling Co.
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Program Director. Dick Harshaw
Publicity Dir. Skeeter Moore
Chief Engineer John Randolph

WLOS

ASHEVILLE—1947—ABC

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By. Skyway Bcstg. Co.
Business-Studio Address. 288 Macon Ave.
Phone: 2-2431. Air Time: Full Time
News Service UP
Transcription Service World
Representative Venard, Inc., Ayers
Executive Vice President. Charles B. Britt
Commercial Mgr. Bradley E. Roberts
Program Director. R. Fred Brown Jr.
Chief Engineer. M. D. Hunnicut

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address. 12 Church St.
Phone: 3-4451. Air Time: Full Time
News Service AP
Representative Rambeau
Pres., Gen., Sta. Mgr. Zeb Lee
Prom., Pub., Comm. Mgr. James W. Young
Program Director. Sam Greene
Chief Engineer. Bill Clements

WWNC

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By. Asheville Citizen-Times Co.
Business-Studio Address. 14 O'Henry Ave.
Phone: 5611. Air Time: Full Time
Newspaper Affiliation Citizen-Times
News Service AP, UP
Transcription Service Thesaurus
Representative H-R
Membership NARTB, RAB
President. Charlie Peace
Gen., Sta., Prom. Mgr. Cecil B. Hoskins
Comm. Mgr. James A. Hagan
Program Director. William F. Melia
Chief Engineer. William H. Hamrick

WCGC

BELMONT—1954

Frequency: 1400 Kc. Power: 250 Watts
Owner. Central Bcstg. Co.
Address Box 58
Gen. Mgr., Chief Eng. Robert R. Hilker

WATA

BOONE—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Wilkes Bcstg. Co.
Address Depot St.
Phone: Amherst 4-8461. Air Time: Full Time



44% for JEANNE ALEXANDER and JIM & JEANNE weekday mornings.



GIL STAMPER pulls 42% with the charming "Sunday Scrapbook."



CLYDE McLEAN captures 61% with "Thursday Night Classmate."



PHIL AGRESTAS "Carolina News" has 57%



65% gather Wednesday nights for ARTHUR SMITH and THE CRACKERJACKS



LEWIS MARTIN'S HPL grabs a 39% in the afternoon and a 59% by "Starlite Salute."



A 48% share for ALAN NEWCOMB'S "HITCHHIKER"



JACK KNEEL and the news commands 34% of the 6:00 P.M. traffic.



BOB RAIFORD'S "Ballad of Random" attracts 63%.



40% in the afternoon for JIMMY PATTERSON, "By Jimmy"



GRADY COLE - for 25 years "Mr. Radio" in the South with a 45% share of audience.

criteria in the carolinas

Meet WBT's criteria each with his own individual "take" of the audience according to The Pulse, Inc., March 1954 - from 39% to 65% shares of audience, each personality leading all other competition

Each of WBT's Pulse-powered personalities is a criterion of excellence in nearly 100,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, suspense and public service, they couple their individual personalities with the 32 year personality of WBT's 30,000 watts - to provide unmatched coverage and penetration in the Carolinas market

WBT
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

News ServiceAP
 Transcription ServiceThesaurus
 President.....Doris B. Brown
 General Manager.....Roland Potter
 Commercial Manager.....Ralph Tugman
 Program Director.....Dwight Larick
 Chief Engineer.....Bob Daugherty

WPNF

BREVARD—1950—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
 Phone: 3-2611.....Air Time: Full Time
 News ServiceAP
 News, Affil....."Transylvania Times"
 News ServiceAP
 President.....Ed M. Anderson
 Gen., Comm. Mgr.....Jack Hammette
 Program Director.....John Dellinger
 Sales Prom. Mgr.....John Anderson
 Chief Engineer.....Baxter Morris

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Alamance Bcstg. Co., Inc.
 Business-Studio Address.....318 S. Main St.
 Phone: 6-6376.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceAssociated
 Station Rep.....Media Sales
 General Manager.....E. Z. Jones
 Commercial Manager.....Robert Ray
 Program Director.....Ed Brooks
 Publicity Director.....Cletus Peacock
 Chief Engineer.....Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150Power: 1000 Watts d.
 Owned-Oper. By Burlington-Graham Bdcstg Co.
 Address.....P. O. Box 1328
 Phone: 4261.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipNARTB, RAB
 President.....L. E. Neese
 Gen., Sta. Mgr.....G. C. Starnes
 Comm. Prom. Mgr.....Harold Nall
 Program Director.....Phil Peterson
 Chief EngineerCharles D. Chandler

WWIT

CANTON—1954

Frequency: 970 Kc.....Power: 1 Kw.
 Owned.....Western N. C. Bcstrs., Inc.
 Address.....Radio Center
 Phone: 3588.....Air Time: Daytime
 MembershipNARTB
 News ServiceUP
 President.....Beverly M. Middleton
 Vice-President.....Kermit Edney
 Treasurer.....D. A. Gilmore

WCHL

CHAPEL HILL—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Village Bcstg. Co.
 Address.....Box 338
 Phone: 8484.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Lang-Worth, Indie
 Pres., Gen. Mgr.....R. McClamroch, Jr.
 Asst. to Gen. Mgr.....W. M. Alexander
 Chief Engineer.....Fritz Thurston

WAYS

CHARLOTTE—1941—ABC

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Inter-City Advertising Co.
 Business-Studio Address.....3229 S. Blvd.
 Phone: 3-7173.....Air Time: Full Time
 Representative.....Bolling Co., Ayers
 President.....George W. Dowdy
 Gen., Sta. Mgr.....J. P. Poston
 Sales Prom., Pub. Dir.....Don Matney
 Chief EngineerB. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Jefferson Standard Bdcstg.
 Address.....1901 W. Morehead St.
 Phone: ED 3-8833.....Air Time: Full Time
 News ServiceAP, UP
 Transcription ServiceWorld
 Representative.....CBS Radio Spot Sales
 MembershipNARTB, RAB
 President.....J. M. Bryan
 General Manager.....Charles H. Crutchfield
 V.P., Sales & Prom.....Robert Covington
 Program Director.....William Nelson
 Prom. Super.....John Dillon
 Publicity Director.....Ned Burgess
 Chief Engineer.....Thomas Howard

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Charlotte Radio & TV Corp.
 Business Address.....2520 Toomey Ave.
 News ServiceAP
 RepresentativeForje
 TranscriptionCapital
 Pres., Gen. Mr.....Francis M. Fitzgerald
 Sales Prom. Mgr.....Everett Benout
 Commercial Mgr.....Ray Ervin
 Program Director.....John McKeel
 Pub. Dir.....Nelda McManus
 Chief Engineer.....S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc.....Power: 5000 d; 1000 n.
 Owned-Oper. By.....Bcstg. Co. of South

Address.....204 Liberty Life Bldg.
 Phone: 6-3511.....Air Time: Full Time
 News Service.....AP
 Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....B. C. Hipp
 General Manager.....G. R. Shatto
 Station Mgr.....W. Frank Harden
 Comm. Mgr.....T. B. Sawyer
 Prom., Pub. Dir.....Charles Friar
 Program Director.....Fred Vinroot
 Chief Engineer.....John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WSOC, Inc.
 Address.....1925 N. Tryon St.
 Phone: Edison 2-7138.....Air Time: Full Time
 News Service.....AP
 Representative.....H.R. Reps
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....E. J. Gluck
 Commercial Mgr.....Bomar A. Lowrance
 Sls. Prom. Mgr., Pub. Dir.....Charles M. Marshall
 Program Director.....Armand F. Bodie
 Chief Engineer.....L. L. Caudle, Jr.

WRRZ

CLINTON—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
 Owned.....Tar Heel Bcstg. System, Inc.
 Bus. Studio Address.....Builer Bldg.
 News Service.....AP
 Transcription Service.....World
 Station Rep.....Walker
 President.....W. R. Roberson, Sr.

WEGO

CONCORD—1943—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owne-Oper. By.....Cabarrus Bdcstg. Co.
 Business Studio Address.....P. O. 527
 Phone.....2-6000
 Station Rep.....Continental
 President.....A. W. Huckle
 General Manager.....Elizabeth Huckle
 Pgm., Comm. Dir.....Howard McCurry
 Chief Engineer.....Kenneth R. Kennedy

WCKB

DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Car. Cent. Bcstrs.
 Business Address.....Box 431
 News Service.....UP
 Transcription Service.....World
 Station Rep.....Media
 President.....Leflon A. Tart, Sr.
 Sta., Gen. Mgr.....A. Lincoln Faulk
 Commercial Manager.....Carl Lamm
 Sales Prom. Mgr.....John Ciccone
 Program Director.....Hershell Barbour
 Publicity Director.....John Thomas
 Chief Engineer.....Joseph Kottas

WDNC

DURHAM—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....The Durham Radio Corp.
 Bus. Studio Address.....138½ E. Chapel Hill St.
 Phone: 6155.....Air Time: Full Time
 News Service.....UP
 Newspaper Affiliation.....Herald Sun
 Transcription Service.....Associated
 Representative.....Paul H. Rayment
 Membership.....NARTB, RAB
 President.....C. C. Council
 V.P., Gen. Mgr.....J. Frank Jarman
 Office Manager.....Sue Germino
 Commercial Manager.....C. James Woodhouse
 Program Director.....E. R. Higgins, Jr.
 Chief Engineer.....G. W. Bartlett

WSRC

DURHAM—1954

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Southern Bcstg. Co.
 Address.....Box 28, East Club Blvd.
 Phone: 2-4681.....Air Time: Daytime
 Station Rep.....Rambeau, Dora-Clayton
 General Manager.....John C. Greene, Jr.

WSSB

DURHAM—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Public Information Corp.
 Address.....211 Rigsbee Ave.
 News Service.....INS
 Station Rep.....McGillvra
 Pres., Gen. Mgr.....E. L. Clinton
 Program Director.....C. Cook
 Chief Engineer.....Edward Norman

WTIK

DURHAM—1946—ABC

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....WTIK, Inc.
 Address.....205½ W. Main St.
 News Service.....AP
 Representative.....Bolling Co.
 Membership.....NARTB, RAB
 President.....James L. Howe
 General Mgr.....Robert L. Williams
 Commercial Mgr.....James W. Batts
 Program Dir.....William P. Weathers
 Chief Engineer.....Robert L. Williams

WCNC

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Albemarle Bcstg. Co., Inc.
 Address.....E. Colonial Ave.
 Transcription Service.....Lang-Worth, SESAC
 Station Rep.....Continental
 General Manager.....R. C. Ryan
 Commercial Mgr.....Norman Ragsdale
 Program Director.....Charles R. Burroughs

WGAI

ELIZABETH CITY—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By...WGAI Radio Co., Inc.
 Business-Studio Address...Kramer Bldg.
 Phone: 4371-2...Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 MembershipRAB
 President.....C. Alden Baker
 Commercial Mgr.....Jim Woods
 Prom., Pub. Dir.....Don Owens
 Chief Engineer.....Goodrich Williams

WIFM

ELKIN—1949

Frequency: 1540 Kc. Power: 250 Watts
 Owned.....Tri-County Bcstg. Co. Inc.
 Address.....Elk Spur St.
 Phone: 860.....Air Time: Daytime
 News ServiceAP
 Station Rep.....Media-Sales & Service
 President.....H. Lefoon
 General Mgr.....Will Erwin
 Commercial Mgr.....Eugene Smith, Jr.
 Program Director.....Mrs. Ruth Smith
 Chief Engineer.....Eugene Smith, Jr.

WFMO

FAIRMONT—1953

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Carolinas Bcstg. Corp.
 Address.....Box 492
 Phone: 4781.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceThesaurus
 President.....Cutlar Moore
 Gen., Sta., Prom. Mgr.....B. E. Peele
 Comm., Prog. Dir.....Jim Clark
 Chief Engineer.....J. F. Milazzo

WFAI

FAYETTEVILLE—1951—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Ralph E. Hess
 Bus.-Studio Add.....Huske Bldg.
 Phone: 2-8131.....Air Time: Full Time
 News ServiceAP
 Transcription Service.....RCA Thesaurus
 Representative.....Thomas F. Clark
 President.....Ralph E. Hess
 General Manager.....James H. Mayes, Jr.
 Comm. Mgr.....Bob Smith
 Publicity Director.....Covey Moorman
 Program Director.....Dick Perry
 Chief Engineer.....Bob Money

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Address.....P. O. Box 512

Phone Number2-7136
 Air Time5:30 a.m.-M.
 News ServiceAP
 RepresentativeBurn-Smith
 MembershipNARTB, RAB
 General Manager.....L. W. Allen
 Commercial Manager.....W. D. Bailey
 Sales Prom. Mgr.....W. B. Belche
 Chief Engineer.....Richard Madson

WFNC

FAYETTEVILLE—1940
 MBS—TOBACCO NET

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Cape Fear Bcstg. Co.
 Address.....1009 William Clark Rd.
 Phone: 2-4196, 2-4197.....Air Time: Full Time
 News ServiceUP
 RepresentativeWalker
 MembershipRAB
 Pres., Gen. Mgr.....Victor W. Dawson
 Commercial Manager.....Tom Harrell
 Program Director.....Mac Stamps
 Chief Engineer.....John Ikner

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Rutherford County Radio
 Co., Inc.
 Address.....Forest City
 Phone: 3205.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 Station Rep.....Media
 MembershipNARTB
 Pres., Gen. Mgr.....Ed M. Anderson
 Sta., Comm. Mgr.....Fred Blanton
 Sales Prom. Mgr., Prog. Dir.....Jane Smith
 Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. Power: 1000 Watts a.
 Owned-Oper. By.....WFVG Bdcstg. Co.
 Business-Studio Address.....Box 465
 Phone: 333.....Air Time: Daytime
 News ServiceUP
 President.....J. M. Stephenson
 Gen., Sta. Mgr.....Robert E. Stephenson
 Comm., Prom. Mgr.....Rupert Weathers
 Prog., Pub. Dir.....Walter M. Pearson
 Chief Engineer.....Harry Stephenson

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Catherine T. McSwain
 Address.....Dallas Highway
 Phone: 8501.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Continental Radio Sales
 President.....Catherine T. McSwain
 Gen., Sta. Mgr.....Pat McSwain



Commercial Manager.....F. C. Abernathy
 Program Director.....Fred Gray
 Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1947—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Gastonia Bcastg. Serv., Inc.
 Address.....P. O. Box 1142
 Phone: 5-1079.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr., Chief Eng.....James B. Petty
 Commercial Manager.....Boyce C. Morrow
 News Director.....Don Voigt

WFMC

GOLDSBORO—1951—KBC

Frequency: 750 Kc.....Power: 1 Kw. d.
 Owned.....Southern Radio & TV Corp.
 Address.....P. O. Box 655
 Phone: 963.....Air Time: Daytime
 News Service.....UP
 Trans. Service.....World, Lang-Worth, SESAC
 Membership.....NARTB
 Pres., Gen. Mgr.....Kenneth T. Marshall
 Prog. Dir., Chief Eng.....Henry M. Harrison, Jr.

WGBR

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....E. Carolina Bdcstg. Co., Inc.
 Address.....P. O. Box 1024
 Phone: 3730.....Air Time: Full Time
 Transcription Service.....Associated
 President.....A. T. Hawkins
 Comm. Gen. Mgr.....V. Gerald Balkum
 Chief Engineer.....Daniel B. Trueblood
 Program Director.....Norman D. Satterthwaite

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....North Carolina Bcastg. Co.
 Phone: 2-6125.....Air Time: Full Time
 Studio Address.....O. Henry Hotel Bldg.
 News Service.....AP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....NARTB, RAB
 President.....Michaux H. Crocker
 Gen., Prom., Sta. Mgr.....Allen Wannamaker
 Commercial Mgr.....William P. Mitchell
 Publicity Director.....Virginia Neese
 Program Director.....Dan Griffin
 Chief Engineer.....William H. Malone

WCOG

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: 3-6925.....Air Time: Full Time
 News Service.....UP
 Representative.....The Bolling Co.
 Membership.....NARTB
 President.....George W. Dowdy
 General Manager.....Gilbert M. Hutchison
 Commercial Manager.....Terry Bane
 Sales Prom. Mgr.....Mrs. Margaret Jones
 Chief Engineer.....Joseph L. Lamb, Jr.

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Greensboro Bcastg. Co., Inc.
 Business-Studio Address.....P. O. Box 2280
 Phone: 3-3631.....Air Time: Full Time
 News Service.....UP
 Representative.....Burn-Smith
 Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
 Commercial Mgr.....B. George Barber, Jr.
 Publicity Director.....Earl O. Sullivan
 Program Director.....H. Marie Craven
 Chief Engineer.....Fred S. Smith

WPET

GREENSBORO—1954

Frequency: 950 Kc.....Power: 500 Watts
 Owned.....Wayne M. Nelson
 Address.....Meadowview Rd.
 Phone: 5-4464.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Cole, Capitol
 Station Rep.....W. S. Grant
 Owner, Gen. Mgr.....Wayne M. Nelson

WGTC

GREENVILLE—1940
 TOBACCO—MBS

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Carolina Bdcstg. Sys., Inc.
 Address.....Evans St. & 5th
 Phone: 6181.....Air Time: Full Time
 News Service.....UP
 Transcription.....World, Capitol, Associated
 Representative.....John E. Pearson Co.
 Membership.....NARTB
 President.....H. W. Anderson
 General Manager.....A. Hartwell Campbell
 Commercial Manager.....John G. Clark, Jr.
 Program Director.....Bill Durwell
 Chief Engineer.....Hank Tribbley

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Henderson Radio Corp.
 Bus-Studio Address.....Norlina Road
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen., Pub., Comm. Mgr.....Nathan Frank
 Program Director.....Tommy Powell
 Station Manager.....Edwin Evans
 Chief Engineer.....James Mayo

WHKP

HENDERSONVILLE—1946—ABC-KBS
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Hendersonville, Inc.
 Address... Chimney Rock Road
 Phone: 9061. Air Time: Daytime
 News Service... UP
 Transcription... McGregor, Keystone, Standard
 Representative... Donald Cooke
 President... Beverly Middleton
 Station Manager... Kermit Edney
 Commercial Manager... Robert Smith
 Chief Engineer... Charles Renfrow

WHKY

HICKORY—1939—ABC

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Catawba Valley Bcstg. Co.
 Address... 415 1st Ave., N.W.
 Representative... Dora Clayton; Media
 Transcription Service... World
 News. Affil... "Daily Record"
 Membership... NARTB
 News Service... UP
 President... Carl V. Cline
 General Manager... Edmund S. Long
 Comm. Prom. Mgr... Ted Weaver
 Prog., Pub. Dir... Laura Hall
 Chief Engineer... Thomas E. Long

WIRC

HICKORY—1948—TOBACCO NET

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Foothills Bdcstg., Inc.
 Address... 329 1st Ave.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... John E. Pearson
 Membership... NARTB
 President... Margaret A. Smith
 General Manager... E. H. Smith, Jr.
 Sta. Mgr., Chief Engr... Elmer Troutman
 Commercial Manager... Lee Douglas
 Program Director... Mattie I. Padgett

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By... High Point Enterprise, Inc.
 Business-Studio Address... 504½ N. Main St.
 News Service... AP
 Transcription Service... World
 Station Rep... Media Sales
 President... Gary C. Davis
 Gen., Comm. Mgr... James A. Penley
 Chief Engineer... Robert Moore

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.

Business Studio Address... 164 S. Main
 Phone: 4593. Air Time: Full Time
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Burn-Smith
 Membership... RAB
 Pres., Gen. Station Mgr... Frank S. Lambeth
 Commercial Manager... Frank Smith
 Sales Prom. Mgr... William Smith
 Publicity Dir... Gerald D. Sullivan
 Program Director... Max Meeks
 Chief Engineer... Robert P. Boyd

WNOS

HIGH POINT—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... North State Bcstg. Co.
 Address... Box 1448
 Phone: 8900. Air Time: Daytime
 News Service... AP
 Transcription Service... Associated
 Station Rep... Continental
 Pres., Gen. Mgr... W. H. Currie
 Commercial Mgr... Howell F. McElfresh
 Program Director... Joy A. Currie
 Chief Engineer... Yancey Cecil

WJNC

JACKSONVILLE—1945—MBS-TBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned... Greater Carolina TV & Radio, Inc.
 Address... Box "E"

LESTER L. GOULD
PRESIDENT
MUTUAL AND TOBACCO
NETWORKS AFFILIATE

WJNC
MUTUAL

*Greater Carolinas
Television and
Radio Industries, Inc.
Jacksonville, North Carolina*

IF YOU
HAVE ANY
BUSINESS IN
ONSLOW COUNTY —
TALK IT OVER WJNC
SINCE 1945,
YOUR COMMUNITY STATION

HOME OF CAMP LEJEUNE, WORLD'S LARGEST
ALL PURPOSE TRAINING BASE OF THE
UNITED STATES MARINE CORPS

Phone: 7707-7708..... Air Time: Full Time
 News Service AP
 Transcription Service..... World, Capitol
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Lester L. Gould
 Comm. Mgr..... Rodric L. Jones
 Sales Prom. Mgr..... W. Shelton Kellum
 Publicity Dir..... Richard J. Bove
 Program Director..... Dorothy R. Gould
 Chief Engineer..... Rod O. Dorsey

WLAS

JACKSONVILLE—1954

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Oper. Seaboard Bcstg. Corp.
 Address Box 56
 Phone 3901
 President Jerry Popkin
 Prog. Dir., Chief Eng..... Tancil Horne

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Fred H. Whitley, Inc.
 Address Box 997
 Transcription Service..... Lang-Worth, World
 Membership NARTB
 Pres., Gen. Mgr..... Fred H. Whitley
 Chief Engineer..... Foy Hinson

WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc..... Power: 1 Kw. d.
 Owned-Oper. By... Southern Radiocasting Co.
 Address Box 669
 Phone: 999..... Air Time: Daytime
 News Service UP
 Representative Dora-Clayton
 President..... R. H. Whitesides
 Gen., Sta. Mgr..... Jonas R. Bridges
 Comm. Mgr..... Paul League
 Sales Prom. Mgr..... Ed Campbell
 Program Dir..... Doris Bridges
 Chief Engineer..... Bob Hilker

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Farmers Bstg. Service, Inc.
 Address 1400 W. Vernon Ave.
 Transcription Service..... Thesaurus
 Representative..... Devney, Dora Clayton
 Membership RAB
 President..... William S. Page
 General Manager..... Jack P. Hankins
 Prog. Dir..... W. A. Kiker
 Chief Engineer..... William Dixon

WFTC

KINSTON—1937—ABC

Frequency: 960 Kc..... Power: 5000 d.; 1000 n.
 Owned-Operated By..... Kinston Bcstg. Co.

Address..... 204 East King St.
 Phone: 4111..... Air Time: Full Time
 News Service AP
 Transcription Service..... Lang-Worth
 Representative Burn-Smith
 Membership RAB
 General Manager..... J. Harold Vester
 Chief Engineer..... Herman Civils

WISP

KINSTON—1953—MBS

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Oper. By..... E. J. Schuffman
 Address Oasis Bldg.
 Phone: 6161..... Air Time: Full Time
 News Service AP
 Transcription World
 Pres., Gen. Mgr..... E. J. Schuffman
 Commercial Mgr..... J. L. Moseley
 Program Director..... Robert E. Mongold
 Chief Engineer..... David Hardison

WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Scotland Bcstg. Co
 Bus.-Studio Address State Bank Bldg.
 Phone: 770..... Air Time: Daytime
 News Service AP, UP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 Sta. Rep..... Dora Clayton
 President Edwin Pate
 General Manager..... J. R. Dalrymple, Jr.
 Commercial Mgr..... Bud Ward
 Chief Engineer..... Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WLOE, Inc.
 Address Box L, Blvd. St.
 Phone: MA 3-3118..... Air Time: Full Time
 News Service AP
 Membership NARTB
 Pres., Gen., Sta. Mgr..... Douglas L. Craddock
 Sales Prom. Mgr..... Carl F. Webb
 Program Director Barbara Earles
 Chief Engineer..... Eldred Winn

WJRI

LENOIR—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address 107 West Ave.
 Phone: PL 4-5361..... Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Media Sales & Ser.
 Pres., Gen. Mgr..... John P. Rabb
 Commercial Manager..... F. Kent Atwater
 Program Director K. Rabb
 Chief Engineer..... Arnold Setzer

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Davidson County Bcstg. Co.
 Business Address P. O. Box 359
 Phone: 2716 Air Time: Daytime
 News Service UP
 Transmitter Service Thesaurus
 Station Rep. Continental
 Membership RAB
 General Manager Omar G. Hilton
 Station Manager Walley Mack
 Commercial Mgr. Dewey Hutchins
 Program Director Claude White
 Chief Engineer Fred Honeycutt

WLON

LINCOLNTON—1953

Frequency: 1050 Kc. Power: 500 Watts
 Owned Lincoln County Bcstg. Co., Inc.
 Address Startown Rd., Box 248
 Phone: RE 5-8071-2 Air Time: Daytime
 News Service AP
 Representative Media Sales
 President J. A. Polhill
 Gen., Sta., Comm. Mgr. W. Jack Brown
 Prog. Dir. Charles W. Loveland
 Chief Engineer Dennis C. Long

WAGR

LUMBERTON—1954—ABC

Frequency: 1480 Kc. Power: 1000 Watts
 Owner Southeastern Bcstg. Corp.
 Address 217 E. 3rd St.
 Phone 3394
 General Manager Billy S. Hodges

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Robeson Bcstg. Corp.
 Business-Studio Address 112 W. Fifth St.
 Phone: 6056 Air Time: Full Time
 News Service AP
 Membership NARTB
 Transcription Service World
 Representative Continental Radio Sales
 President H. E. Stacy
 Program Director Marv Stuart
 Chief Engineer J. E. Howell
 General Manager James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake City Bcstg. Corp.
 Address 229
 Phone 7221
 News Service AP
 President W. P. Erwin
 Commercial Mgr. J. C. Pleasant
 Sta. Mgr., Prog. Dir. J. L. Reynolds, Jr.
 Chief Engineer Hubert C. Martin

WMAP

MONROE—1948—KBS

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address Walkup Ave.
 Phone: 1060 Air Time: Daytime
 Transcription Service World
 Station Rep. Continental
 News Service UP
 President Dick Marable
 Station Manager W. D. Benton
 Program Director Frank Funderburk
 Chief Engineer Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Address Mooresville, N. C.
 News Service UP
 Transcription Service Capitol
 Pres., Gen., Sta. Mgr. Wayne M. Nelson
 Chief Engineer E. M. Stanton, Jr.

WMBL

MOREHEAD CITY—1947—KBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Address Box 740
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Representative McGillvra
 Pres., Gen. Mgr. Grover C. Munden
 Sales Prom. Mgr. Charles Markey
 Comm. Mgr., Chief Eng. Walder Niemi
 Program Director Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Address Box 698
 News Service AP
 Pres., Gen. Mgr. Nathan J. Cooper
 Chief Engineer Frank A. Ballew
 Program Director Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Address Springs Rd.
 Phone: 1400-1 Air Time: Daytime
 News Service AP
 Representative Thomas Clark
 Membership NARTB
 Pres., Gen.-Sta. Mgr. Ralph D. Epperson
 Commercial Manager Lucy Bowman
 Sales Prom. Mgr. Bill Belton
 Program Director Costin Lindsay
 Chief Engineer Harry A. Epperson, Jr.

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Mount Airy Bcstrs., Inc.
 Address P. O. Box 209
 Phone: 581 Air Time: Full Time
 Pres., Gen. Mgr. Robert H. Epperson
 Commercial Manager Erastus F. Poore
 Program Director Alma Hiatt

WHIT

NEW BERN—1942—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WHIT
 Address Highway 17, So.
 Phone: 4450-4024 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 President Harmon Duncan
 Gen.-Sta.-Comm. Mgr. Ray D. Williams
 Sales Prom. Mgr. William Banks
 Program Director George Nelson
 Pub. Dir. Jim Putnam
 Chief Engineer Roy Gallagher

WOOW

NEW BERN—1952—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craven Bcstg. Co.
 Address Glenburnie Gardens
 Phone: 3311 Air Time: Full Time
 Transcription Service Thesaurus
 Co-Owners L. T. Grantham, L. H. Wetherington
 General Manager L. T. Grantham
 Commercial Mgr. James C. Clark
 Program Director Harry Doggette
 Chief Engineer Sam Birdsong

WNNC

NEWTON—1948—KBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton-Conover Bcstg. Co.
 Business Address West "A" St.
 Phone: 930 Air Time: Full Time
 Transcription Service SESAC
 News Service UP
 General Manager Earl Holder
 Partner R. H. Whitesides
 Commercial Mgr. Eugene Henry
 Program Director Sylvia Cope
 Chief Engineer Eddie Cope

WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilkes Bcstg. Co.
 Address Radio Bldg.
 Phone: 633 Air Time: Daytime
 News Service AP

Transcription Service World
 Pres., Gen. Mgr. Doris B. Brown
 Comm.-Sales Prom. Mgr. Roland B. Potter
 Chief Engineer Walter Harrold

WOXF

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Oxford Bcstg. Corp.
 Address P. O. Box 1111
 Phone: 4167 Air Time: Full Time
 News Service UP
 President Charles Allen
 General Manager James F. Flanagan
 Comm. Mgr., Prog. Dir. Bob Gilreath
 Promotion Manager Bob Smith
 Chief Engineer Gale Louis

WMSN

RALEIGH—1954

Frequency: 570 Kc. Power: 500 Watts
 Owned B. H. Ingle, Sr.
 Address 649 Maywood Ave.
 Phone: 3-3874 Air Time: Daytime
 News Service AP
 Transcription Service SESAC
 General Mgr. B. H. Ingle, Jr.
 Program Dir. Mrs. Josh Johnson
 Commercial Mgr. H. Tom Morris
 Chief Engineer Lewis E. McLeod

WNAO

RALEIGH—1948—ABC

Freq: 850 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By Sir Walter Television Co.
 Address 219 So. McDowell St.
 Phone: 2-0321 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Avery Knodel
 Membership NARTB, RAB
 President John W. English
 Gen., Sta. Mgr. Charles G. Baskerville
 Commercial Mgr. Earl Welde
 Program Director Leo Ribitzki
 Chief Engineer Pete Miller

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone: 8311 Air Time: Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Free & Peters
 Membership NARTB
 Pres., Gen. Mgr. Richard H. Mason
 Commercial Mgr. R. W. Youngsteadt
 Program Manager Graham B. Poyner
 Publicity Director Henry T. Vaden
 Chief Engineer Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capitol Bcstg. Co., Inc.
 Bus.-Studio Address...130 S. Salisbury St.
 Phone: 4-6401 Air Time: Full Time
 News Service AP
 Representative Forjoe & Co.
 Membership NARTB, RAB
 President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Mgr. N. Fletcher Turner, Jr.
 Program Director George Hall
 Chief Engineer Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By...Piedmont Carolina Bcstg.
 Business-Studio Address...Box 990, Gilmer St.
 Phone: 4361-2 Air Time: Full Time
 News Service AP
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson
 Sales Prom. Mgr. Page Smith
 Program Director Alfred Nelson
 Publicity Director Page Smith
 Chief Engineer Sam Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By...Reidsville Bcstg. Co.
 Address Drawer 1349
 Phone: 7051 Air Time: Daytime
 News Service UP
 Representative Webb, Media Sales
 Pres., Gen. Mgr. William M. Oliver, Sr.
 Program Director Mrs. Katye P. Oliver
 Chief Engineer William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1940—MBS
KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...WCBT, Inc.
 Address 251 Roanoke Ave.
 News Service AP
 Station Rep. Continental
 Transcription Service World
 Pres., Mgr. J. Winfield Crew, Jr.
 Station Manager Jerry Elliott
 Commercial Mgr. Donald O. Collins
 Program Director Dick Phillips
 Chief Engineer Marvin Floyd

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By...WAYN, Inc.

Address Manufacturers Bldg.
 Phone: 4041 Air Time: Daytime
 Transcription Service World
 Pres., Gen. Mgr. Wayne M. Nelson
 Commercial Mgr. William Futterer
 Chief Engineer William Henley

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By...E. Caro. Elec.
 Bus.-Studio Address...115 N. Church St.
 News Service AP
 Newspaper Affiliation Telegram
 Representative Pearson
 President Josh L. Horne
 General Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Engineer Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...W. A. Wynne
 Address Box 752
 Phone: 2-6149 Air Time: Full Time
 News Service AP
 Transcription Service RCA Thesaurus
 Representative Burn-Smith
 Gen.-Sta. Manager W. A. Wayne
 Commercial Mgr. R. E. Horner
 Chief Engineer Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430 Power: 1000 Watts d.
 Owned-Operated By...Roxboro Bcstg. Co.
 Address Box 130
 Phone: 6013 Air Time: Daytime
 News Service UP
 Transcription Service World
 President H. S. Taylor
 Chief Engineer Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By...Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone: 276 Air Time: Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB
 President Charles H. Wentz
 Gen., Sta. Mgr. Harry L. Welch
 Program Director Johnny L. Joyce
 Chief Engineer Elbert Sherman

WSTP

SALISBURY—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...Piedmont Bcstg. Corp.

Bus.-Studio Address... Center Theatre Bldg.
 Phone: 2121... Air Time: Full Time
 Representative... Burn-Smith
 Membership... NCAB
 Pres., Gen. Mgr.... Robert Wallace
 Sta. Mgr., Prog. Dir.... Russ McIntire
 Comm. Mgr.... Katherine F. Murphy
 Sales Prom. Mgr.... Russell Hunt
 Publicity Dir.... Jim Turner
 Chief Engineer.... Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... Lee Bcstg. Corp.
 Address... 137 S. Steele St.
 Phone: 4-5561... Air Time: Daytime
 News Service... AP
 Transcription Service... Associated, SESAC
 President... W. L. Simmons
 Comm. Mgr.... L. B. Nelson
 General Manager... W. W. Primm
 Program Director... W. M. Primm

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... Sandhills Bcstg. Corp.
 Address... P. O. Box 651
 Phone: 3-6611... Air Time: Daytime
 News Service... UP
 Newspaper Affiliation... Herald
 Transcription Service... World
 Membership... NARTB
 President... I. C. McIver
 Gen., Sta., Comm. Mgr.... Del Carly
 Prog. Dir.... Dan Moss
 Chief Engineer... J. S. Dees

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc.... Power: 250 Watts
 Owned-Oper. By... Western Carolina Radio
 Business Address... Box 1401, Shelby
 Phone: 6313... Air Time: Daytime
 News Service... UP
 Transcription Service... SESAC
 Membership... NARTB
 Pres., Gen., Sta. Mgr.... Robert M. Wallace
 Comm., Prom. Mgr.... Max P. Butler
 Program Director... Hugh Dover
 Chief Engineer... Edwin Patterson

WNCA

SILER CITY—1953

Frequency: 1570 Kc.... Power: 1000 Watts d.
 Owned-Operated By... Chatam Bcstg. Co.
 Address... P. O. Box 352
 Phone: 616... Air Time: Daytime
 News Service... UP
 Membership... RAB
 Transcription Service... Lang-Worth, SESAC
 General Manager... L. C. Bruce
 Chief Engineer... Henry P. Irvin

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... Selma-Smithfield Bcstg. Co.
 Address... Buffalo Rd.
 Phone: 2434... Air Time: Daytime
 News Service... AP
 Transcription Service... Capitol
 General Manager... John S. Townsend
 Program Director... Bill Kirby
 Commercial Mgr.... Bill Burwell
 Chief Engineer... John Townsend

WEEB

SOUTHERN PINES—1947

Frequency: 990 Kc.... Power: 1000 Watts d.
 Owned The Sandhill Community Bcstrs., Inc.
 Address... Drawer 1140
 Phone: 2-2942, 2-2952... Air Time: Daytime
 News Service... AP
 Transcription Service... Associated
 Station Rep... Holman
 Membership... NARTB, RAB
 Pres., Gen. Mgr.... Jack S. Younts
 Commercial Mgr.... Joe A. Warren
 Program Director... Charles G. Clapp
 Chief Engineer... J. A. Warren

WSIC

STATESVILLE—1947—MBS

Frequency: 1400 Kc.... Power: 250 Watts
 Owned-Oper. By... Statesville Bcstg. Co.
 Address... Box 1189
 Phone: 9078... Air Time: Full Time
 News Service... AP
 Transcription Service... World
 Representative... Southern Radio Reps
 Membership... NARTB, RAB
 Gen., Comm. Mgr.... Charles D. Melton
 Sales Prom. Mgr.... Garrett Allen
 Program Director... Tom Lawrence
 Chief Engineer... T. K. Abernethy

WCPS

TARBORO—1946

Frequency: 760 Kc.... Power: 1000 Watts d.
 Owned-Oper... Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address... Edgecombe Bank Bldg.
 Phone: 2191-2... Air Time: Daytime
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Doris Clayton
 Membership... NARTB
 President... V. E. Fountain
 Prom., Gen., Sta. Mgr.... G. Lee Hodges
 Sales Director... R. M. Fountain
 Program Director... Tom Shields
 Chief Engineer... G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By: The Thomasville Bcsta. Co.
Address: P. O. Box 750
Representative: Continental
President: George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.: Harold Harrison
Chief Engineer: James McAden

WTYN

TRYON—1954

Frequency: 1580 Kc. Power: 250 Watts
Owned: Thermal Bcstg. Co.
Address: P. O. Box 1482
Manager: Mildred Allen
Commercial Mgr.: Edithe Mooneyham
Program Director: G. H. Bridgeman, Jr.

WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By: R. P. Lyon & Son
Address: P. O. Box 341
Representative: Walker
General Mgr.: W. P. Billingsley
Program Director: Peggy L. Mitchell
Chief Engineer: Kenneth Read

WLSE

WALLACE—1953—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Duplin Bcstg. Co.
Address: Box 449
President: Harry Kramer
General Manager: Lester L. Gould
Station Mgr.: Howard Fisher
Chief Engineer: Gene Vinson

WHED

WASHINGTON—1948—KBS

Frequency: 930 Kc. Power: 5 Ww d; 1 Kw. n.
Owned-Oper. By: Pamlico Bcstg. Co.
Representative: Continental
President: R. R. Knowles
Gen., Sta., Comm. Mgr.: W. W. Moore
Program Director: Alex Dare
Chief Engineer: R. Tripp

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.
Owned-Oper. By: Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.: Bank of Washington Bldg.
Representative: Walker
President: W. R. Roberson, Jr.
Gen., Sta. Mgr.: T. H. Patterson
Comm., Sales Prom. Mgr.: William Abeyounis
Prog., Pub. Dir.: Merrill Daniels
Chief Engineer: L. E. Hilland

WHCC

WAYNESVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: WHCC, Inc.
Business-Studio Address: Box 180
Station Rep.: Media Sales
Pres., Gen. Mgr.: K. D. Fry
Chief Engineer: Joseph W. Herman

WENC

WHITEVILLE—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Whiteville Bcstg. Co., Inc.
Business-Studio Address: P. O. Box 700
Representative: Clark
Membership: NARTB, RAB
President: Josiah Maultsby
General Manager: Jim Newton
Commercial Manager: Jerry Honeycutt
Chief Engineer: Steve Hart

WIAM

WILLIAMSTON—1951—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: E. Carolina Bcstg. Co.
Address: 115 E. Main St.
Phone: 2478. Air Time: Daytime
Co-O., Sta. Mgr., Pgm. Dir.: William H. Farrior
Co-O., Gen., Comm. Mgr.: Charles M. Gaylord
Prog., Pub. Dir.: William H. Farrior
Chief Engineer: Charles Neer

WGNU

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: New Hanover Bcstg. Corp.
Business Address: 211 N. 2nd St.
Representative: Pearson
President: J. S. Brody
General Manager: Allen B. Jones
Commercial Mgr.: A. V. Thompson
Program Director: Carl Caudill
Chief Engineer: Arthur L. Madeley

WMFD

WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: R. A. Dunlea
Address: Box 696
Representative: Burn-Smith
Membership: RAB
Pres., Gen. Mgr.: R. A. Dunlea, Sr.
Station Manager: R. A. Dunlea, Jr.
Commercial Mgr.: Charles Castleberry
Program Director: Al Compton
Chief Engineer: E. I. Herring, Jr.

WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By: Watson Industries, Inc.
Bus.-Studio Address: Herring Ave. Ext.
Transcription Service: Thesaurus
Representative: Walker
President: Penn Thomas Watson
General Manager: Desmond Barclay
Commercial Mgr.: J. Q. Wallace
Program Director: Bill Bunn
Chief Engineer: Ernie Pate

WVOT

WILSON—1948—MBS-TOBACCO

Freq.: 1420 Kc. Power: 1 Kw. d. 500 W. n.
 Owned-Oper. By: Wilson Radio Co., Inc.
 Address: Wilson
 President: H. W. Anderson
 Gen. Sta. Mgr.: Harry Severance
 Commercial Mgr.: P. O. Barnes
 Sales Prom. Mgr.: Lynda Thomas
 Program Director: Joel Lawhon
 Chief Engineer: Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned: Community Bcstg. Service, Inc.
 Address: Box 3119
 Station Rep.: Stars Nat'l
 President: Roger Page, Jr.
 Gen. Comm. Mgr.: Tom Buckley

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Winston-Salem, Inc.
 Business Address: Box 3078
 Representative: Meeker
 Membership: RAB
 President: John S. Riggs
 General Manager: Joseph A. Pace
 Comm. Prog. Mgr.: Wallace Voigt
 Program Director: Lawrence Patrick
 Chief Engineer: Lee King

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: 5-2311 Air Time: Full Time
 Transcription Service: Lang-Worth
 Newspaper Affiliation: Winston-Salem
 Journal, Twin City Sentinel
 Representative: Headley-Reed
 Membership: NARTB, RAB
 President: Gordon Gray
 V.P., Gen. Mgr.: Harold Essex
 Operations Manager: Phil Hedrick
 Sales Manager: Harry B. Shaw
 Program Manager: John Comas
 Publicity Director: Jean Isenhower
 Chief Engineer: Leon Casley

WTOB

WINSTON-SALEM—1947—CBS

Freq.: 1380 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Op. By: Winston-Salem Bcstg. Co., Inc.
 Address: 300 S. Stratford
 News Service: AP
 Representative: H-R Reprs., Avers
 President: James W. Coan
 General Manager: John G. Johnson
 Sales Prom. Manager: Charles Brunt
 Chief Engineer: James Hoke

GOOD... advertising
 always pays in the

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 NORTH CAROLINA
 MARKET**

BETTER . . . coverage
 than ever before is yours with
 RADIO in the

**15-county
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 NORTH CAROLINA
 Market**

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 AM - FM

NBC

AFFILIATE

Represented by
HEADLEY-REED CO.

NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — Families 227,000

Radio Homes 218,000 — TV Homes 32,000 — Stations in State 15

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone: CA 3-0900 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Membership NARTB, RAB
Representative John Blair
President Mrs. P. G. Meyers
General Manager F. E. Fitzsimonds
Commercial Mgr. R. W. MacLeod
Program Director Cal Culver
Promotion Dir. Jack Swenson
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.
Representative Lawson
Pres., Gen., Sta. Mgr. Bert Wick
Comm., Sales Prom. Mgr. Paul R. Lange
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.
Trans. Service Standard, SESAC, World
Representative Holman
Membership NARTB, RAB
President Dr. P. J. Weir
Gen.-Sta. Mgr. Orville F. Burda
Commercial Manager E. A. Spear
Prog., Pub. Dir. Lauren Haacke
Chief Engineer Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Transcription Service Standard, World
Representative Walker
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Prog. Dir. Don French
Sales Prom. Mgr. Garry Fox
Chief Engineer Olaf Gabrielson

this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place.

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get

television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarck. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds
KFYR Radio
Bismarck, North Dakota

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Business-Studio Address: Black Bldg.
Phone: 5357 Air Time: Full Time
News Service: AP, UP
Transcription Service: Thesaurus
Membership: NARTB, RAB
Representative: Free & Peters
President, Gen. Mgr.: E. C. Reineke
Station Manager: Jack Dunn
Commercial Manager: Tom Barnes
Sales Promotion Manager: Roy Pedersen
Program Director: Ken Kennedy
Technical Director: Julius Helland
Chief Engineer: Juline Savold

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: 4-5321 Air Time: Full Time
News Service: AP
Newspaper Affiliation: "Herald"
Transcription Service: Thesaurus
Representative: Everett-McKinney
Membership: NARTB
Pres., Gen. Mgr.: M. M. Oppegard
Commercial Manager: Herman Livingston
Program Director: John Doyle
Chief Engineer: A. F. Petrich

KNOX

GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1310 Kc. Power: 5000 Watts
Owned By: Community Radio Corp.
Address: P. O. Box 1110
Phone: 4-4611 Air Time: Full Time
News Service: UP
Membership: NARTB
Representative: Rambeau, Bulmer & Johnson
President: Carroll E. Day
Gen., Sta. Mgr.: John G. French
Program Director: John Dark
Chief Engineer: David Chumley

KNDC

HETTINGER—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned: Hettinger Bcstg. Co.
Address: Lambert Bldg.
Phone: 549 Air Time: Full Time
News Service: Thesaurus
Station Rep.: Orville Lawson
Manager: Les Kleven
Membership: NARTB

KEYJ

JAMESTOWN—1954—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned: James River Bcstg. Co.
Address: White Bldg.
Phone: 1400 Air Time: Full Time
President: Robert E. Ingstad
Sales Manager: A. G. Berry

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: N. Dak. Bcstg. Co., Inc.
Address: 429 S. W. Second St.
Phone: 1600 Air Time: Full Time
News Service: UP, AP
Representative: Weed & Co.
Membership: NARTB
Pres., Gen. Mgr.: John W. Boler
Station Mgr.: C. Reiten
Sales Prom. Mgr.: Bob Ingersoll
Program Director: Jerald Uppman
Chief Engineer: Harvey Van Erum

KGCU

MANDAN—1925—MBS-ABC-KBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.
Owned-Oper. By: Mandan Radio Assn.
Business-Studio Address: 200 Third Ave.
Phone: 561 Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Walker
Membership: RAB
President: W. S. Russell
Sta., Comm. Mgr.: Paul C. Gussner
Program Director: Merritt Bushee
Chief Engineer: Ray Barnett

KCJB

MINOT—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: No. Dakota Bcstg. Co.
Address: 15-A West Central Ave.
Phone: 51-161 Air Time: Full Time
Representative: Weed
Transcription Service: Associated
News Service: UP
Pres., Gen. Mgr.: John W. Boler
Sta., Comm., Sales Prom. Mgr.: H. Burkart
Prog., Pub. Dir.: Don Kingsley
Chief Engineer: Joseph Main

KLPM

MINOT—1929—ABC-MBS GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Minot Bcstg. Co.
Business-Studio Address: Fairblock, So. Main
Phone: 41-146 Air Time: Full Time
News Service: AP, UP
Transcription Service: World
Representative: Walker
General Manager: John B. Cooley
Commercial Mgr.: Leslie E. Maupin
Publicity Director: Dean Thurow
Sta. Mgr., Chief Engineer: C. W. Baker

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV, Inc.
 Business-Studio Address..135 Central Ave. S.
 Air Time.....Full Time
 Transcription Service.....Standard
 Pres., Gen. Mgr.....Robert E. Ingstad
 Program Director.....Russ Kaber
 Comm. Mgr.....M. Obie
 Chief Engineer.....Charles Sjostrom

K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone: 35-371.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 Membership.....RAB
 Gen., Comm. Prom. Mgr.....James C. Carson
 Publicity Director.....W. L. Holter
 Prog. Dir.....Ben Innes
 Chief Engineer.....Charles L. Scofield

OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — Families 2,579,000

Raadio Homes 2,515,000 — TV Homes 2,319,000 — Stations in State 81

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Bus.-Studio Address.....WADC Bldg.
 Phone: Jefferson 5-6165.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard, World
 Representative.....George P. Hollingsbery
 Owner-Operator.....Allen T. Simmons
 Assistant Manager.....Robert B. Wilson
 Sales Prom. Mgr.....Doc Williams
 Program Director.....Harold H. Hageman
 Chief Engineer.....Arnold Bock

Sta., Comm. Mgr.....Jack Maurer
 Asst. Sales Mgr.....P. Meyers
 Program Director.....Jack Clifton
 Chief Engineer.....George V. Paul

W H K K

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WHKK Bcstg. Co.
 Business-Studio Address.....51 W. State St.
 Phone: Bl 3-7101.....Air Time: Full Time
 Membership.....RAB
 Representative.....Bolling
 Co-Manager.....Philip R. Herbert
 Co-Manager.....Jackson B. Maurer
 Program Director.....Cliff Rodgers
 Chief Engineer.....Henry Neiderkoller

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Address.....853 Copley Rd.
 Phone: PO 2-8811.....Air Time: Full Time
 Newspaper Affiliation.....Beacon Journal
 News Service.....UP, AP
 Representative.....Weed
 President, Gen. Mgr.....S. Bernard Berk
 Station Manager.....Roger G. Berk
 Comm.-Sales Mgr.....Keith Baldwin
 Pgm., Pub. Dir.....A. R. Cooper
 Chief Engineer.....Irwin L. Knopp

W F A H

ALLIANCE—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Review Pub.
 Address.....2720 S. Union
 Phone.....1-5345
 Representative.....Rambeau
 News Service.....AP
 Newspaper Affiliation.....Alliance Review
 Transcription Service.....World, Langworth
 Membership.....NARTB
 General Manager.....D. A. Peterson
 Commercial Mgr.....Frank LaBarba
 Asst. Sta. Mgr., Prog. Dir.....R. A. Gates
 Chief Engineer.....Gene Peterman

W C U E

AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Akron Bcstg. Corp.
 Address.....41 S. Main St.
 Phone: Fr. 6-7114.....Air Time: Daytime
 Representative.....Forjoe
 News Service.....UP
 Membership.....NARTB
 President, Gen. Mgr.....Tim Elliot

W A T G

ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ashland-Mansfield Rd.
 Address.....Route 42

Phone: 2-1573 Air Time: Full Time
 Transcription Service Thesaurus
 Representative McGillvra
 News Service AP
 President Robert S. Burke
 General Manager Eugene E. Mills
 Station Manager Don Holzapel
 Sales Prom. Mgr. Harlan Cook Jr.
 Program Director Richard Leidy
 Chief Engineer Richard Matthes

W I C A

ASHTABULA—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WICA, Inc.
 Address P. O. Box 372
 Phone: 32-126 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Everett-McKinney
 President D. C. Rowley
 General Manager John Colin
 Program Director John C. Strassen
 Chief Engineer F. N. Barnato

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
 Phone: 3-1360 Air Time: Daytime
 News Service UP
 Transcription Service SESAC
 Station Rep. Continental
 Membership NARTB
 Gen. Mgr., Chief Engr. Andrew Kovlan
 Comm. Sls. Prom. Mgr. J. D. Sinyard
 Program Director Joe Klarke

W T R X

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned Ohio-West Va. Bcstg. Co.
 Phone: BE 1515 Air Time: Daytime
 News Service UP
 Transcription Service Associated
 Representative Hollingberry
 Membership NARTB, RAB
 President John W. Kluge
 V.P., Gen. Mgr. Franklin R. Curtis
 Program Director Paul Howard
 Pub. Dir., Sales Prom. Mgr. William Greaver
 Chief Engineer Howard Daubenmeyer

W O H P

BELLEFONTAINE—1952—KBS

Frequency: 1390 Kc. Power: 500 Watts
 Owned Lake Erie Radio & TV Corp.
 Address R.R. No. 3, E. Sandusky Ave.
 Phone: 6681 Air Time: Daytime
 News Service UP
 Transcription Service RCA, Thesaurus
 President T. M. Nelson

General Mgr. Patrick Shannon
 Station Mgr. Joe E. Smith
 Commercial Mgr. Andy Anderson
 Sales Promotion Mgr. Ted Roberts
 Program Dir. Richard Winn
 Publicity Dir. Jan Evans
 Chief Engineer Chester Terry

W W B G

BOWLING GREEN—1954

Frequency: 730 Kc. Power: 250 Watts
 Owner Howard R. Ward
 Address Box 105
 Phone 31334
 Pres., Gen. Mgr. Howard R. Ward
 Chief Engineer George Stearns

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts a.
 Owned-Oper. Land o' The Lakes Bcstg. Corp.
 Business-Studio Address 917 Beatty Ave.
 Phone: 4-5605 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Chairman of Board H. D. McClelland
 President Howard A. Donahoe
 Comm. Mgr. Bruce Meighen
 Program Director David C. Lorimer
 Sta. Mgr., Chief Eng. A. G. Engel

W A N D

CANTON—1947—KBS

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Magic Wand Bcstg. Co.
 Address 106 High Ave. N.W.
 Phone: 68396 Air Time: Daytime
 News Service AP
 Transcription Service Capitol, Standard
 Representative Hil F. Best
 President P. C. Wilson
 General Manager James Wilson
 Chief Engineer Ronald Baker

W C M W

CANTON—1946

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Operated By Stark Bcstg. Corp.
 Bus. Studio Address Hills & Dales Rd.
 Phone: 5-9475 Air Time: Daytime
 News Service INS
 Transcription Service Thesaurus, World
 Representative McGillvra
 Pres., Gen. Mgr. S. L. Huffman
 Station Manager Clark L. Dozer
 Commercial Mgr. Jack R. Hale
 Chief Engineer W. Waechter

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Ohio Bcstg. Co.
 Business-Studio Address 550 S. Market St.

Phone: 6-7166..... Air Time: Full Time
 News Service..... AP
 Representative..... Venard, Rintoul, McConnell
 Membership..... NARTB, RAB
 President..... Gordon G. Strong
 Director of Radio..... Eugene Carr
 Station Manager..... Robert C. Fehlman
 Commercial Manager..... Paul E. Gilmor
 Publicity Dir..... Louise Maag
 Program Director..... Robert Breen
 Chief Engineer..... Kenneth L. Sliker

W B E X

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Shawnee Bcstg. Co.
 Business-Studio Address..... Pohlman Road
 Phone: 20646..... Air Time: Full Time
 News Service..... UP
 Representative..... W. S. Grant
 Transcription Service..... World
 Membership..... NARTB
 President..... John Halliday
 General Manager..... Truman Morris
 Station Mgr..... William R. Minch
 Comm. Mgr..... Lew Wagner
 Sales Prom. Mgr..... Dave Achor
 Program Director..... Robert M. Carano
 Chief Engineer..... James Egbert

W C I N

CINCINNATI—1953

Frequency: 1480 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Robert W. Rounsaville
 Address..... Radio Station WQXL, Atlanta, Ga.
 Phone: MU 7600..... Air Time: Daytime
 News Service..... UP
 Representative..... Forjoe, Dora-Clayton
 Station Manager..... William R. Wagner
 Commercial Manager..... Ralph B. Johnson
 Sales Prom. Mgr..... Bob Williams
 Program Director..... Larry Dean Faulker
 Publicity Director..... George White
 Chief Engineer..... Joseph McCormick

W C K Y

CINCINNATI—1929

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By..... L. B. Wilson, Inc.
 Bus.-Studio Address..... Hotel Sheraton Gibson
 Phone: Cherry 6565..... Air Time: Full Time
 News Service..... INS
 Transcription Service..... Standard, Associated
 Representative..... Thomas Welstead
 Membership..... RAB
 President, General Manager..... L. B. Wilson
 Exec. V.P..... Chas. H. Topmiller
 Local Sales Mgr..... Geo. H. Moore

Sales Promotion Mgr..... Robert M. Fleming
 Traffic Mgr..... Jeanette Heinze
 Chief Engineer..... C. H. Topmiller

W C P O

CINCINNATI—1927—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Scripps-Howard Radio, Inc.
 Phone: Capitol 0777..... Air Time: Full Time
 Studio Address..... 2345 Symmes St.
 News Service..... UP
 Representative..... Branham
 Membership..... NARTB
 President..... Jack R. Howard
 General Manager..... M. C. Watters
 Station Mgr..... Glenn C. Miller
 Program Director..... Earl Corbett
 Chief Engineer..... Paul Adams

W K R C

CINCINNATI—1921—CBS

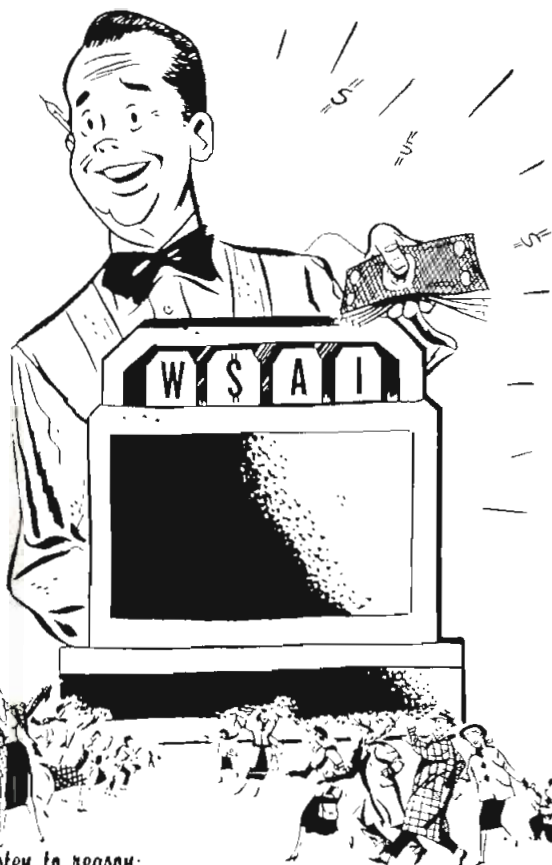
Frequency: 550 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Radio Cincinnati, Inc.
 Address-Trans..... Hotel Alms
 Phone: Woodburn 0550..... Air Time: Full Time
 News Service..... AP
 Newspaper Affiliation..... Times-Star
 Transcription Service..... SESAC
 Representative..... Katz
 Membership..... NARTB
 President..... Hulbert Taft, Jr.
 General Manager..... Hub Wood
 Sales Prom. Mgr..... Lila Lambert
 Commercial Manager..... Hubbard Hood
 National Sales Mgr..... Kenneth W. Church
 Program Director..... Ed Kennedy
 Publicity Dir..... Fred Thomas
 Chief Engineer..... W. Kennedy

W L W

CINCINNATI—1922—MBS-NBC

Frequency: 700 Kc..... Power: 50 Kw.
 Owned..... Crosley Bcstg., Corp.
 Address..... 140 W. Ninth St.
 Phone: Cherry 1822..... Air Time: Full Time
 News Service..... INS, UP
 Representative..... WLW Sls., NBC Spot Sls.
 Membership..... NARTB, RAB
 Chm. of Board..... James D. Shouse
 Pres., Gen. Mgr..... Robert E. Dunville
 V.P., Asst. Gen. Mgr..... Ward Quaal
 V.P., Treas..... K. T. Murphy
 V.P., chg. of Sls..... Harry Mason Smith
 V.P., Public Relations..... Gilbert Kingsbury
 Sales Mgr..... Carlos Franco
 Dir. Client Ser. Dept..... Richard K. Jones
 Dir., Prom..... Richard McCarthy
 Program Dir..... Chester Herman
 Publicity Dir..... James Allen
 Chief Engineer..... R. J. Rockwell

The new sound in Cincinnati has a cash register ring!



The local merchant measures his results by sales—not ratings.

He listens for the sound of his cash register.

WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.

Listen to reason:

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business than any other Cincinnati station. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives
for the new sound in Cincinnati
Weed & Company

wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
Address.....Sinton Hotel
Phone: Main 1068.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Sherwood R. Gordon
Nat'l Sales Manager.....Tom Thuman
Station Manager.....Charles Black
Publicity Director.....Arthur Plaut
Chief Engineer.....Jonas Heiser

W D O K

CLEVELAND—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone: Main 1-2890.....Air Time: Full Time
News Service.....UP, INS
Representative.....Everett-McKinney
Transcription Service.....SESAC, World
Membership.....NARTB
Pres.....R. Morris Pierce
Exec. V.P. Gen. Mgr.....Willard L. Doucherty
Ass't to Pres. & Treas.....Frederick Wolf
Chief Eng.....Ralph Quay

W E R E

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone: SUperior 1-9600...Air Time: Full Time
News Service.....AP, INS
Station Rep.....Venard
President.....Ray T. Miller
General Manager.....Richard M. Klaus
Program Director.....Ed Stevens
Chief Engineer.....Harry Dennis

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Address.....246 No. High St.
Phone.....Capitol 8-4711
News Service.....INS, UP
Representative.....Christal
Membership.....NARTB, RAB
President.....Herbert L. Evans
General Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Sales Promotion Mgr.....Robert C. Smith
Program Director.....Reg Merridew
Publicity Director.....Robert Smith
Chief Engineer.....Lloyd C. Wingard

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.

Business-Studio Address..5000 Euclid Avenue
Phone: Express 1-5000....Air Time: Full Time
News Service.....INS
Transcription Service.....BML, ASCAP
Representative.....Headley-Reed
Membership.....NARTB
President.....Sterling E. Graham
General Manager.....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....C. M. Hunter
Publicity Director.....F. P. Wilhelm
Chief Engineer.....R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Friendly Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number.....SUperior 1-4424
News Service.....UP
Transcription Service.....Lang-Worth
President.....Richard Eaton
Station Manager.....Paul Nakel
Comm. Mgr.....Leonard P. Adams
Ass't to Pres.....C. C. Courtney

W J W

CLEVELAND—1943—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone: SUperior 1-0101...Air Time: Full Time
News Service.....UP
Transcription Service.....Standard
Representative.....Katz
Gen., Sis. Mgr.....John D. Kelly
Program Director.....Bruce MacDonald
Promotion Director.....Peter Lee
Chief Engineer.....Gerald G. Roberts

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone: CHerry 1-0942....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership.....NARTB, RAB
Chairman of the Board.....David Sarnoff
General Manager.....Lloyd E. Yoder
Program Mgr.....Lawson Deming
Sales Manager.....Harold W. Waddell
Adv. & Prom. Mgr.....Clement G. Scerback
Publicity Director.....Robert Horan
Engineer-in-Charge.....S. E. Leonard

WSRS CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSRS, Inc.
 Address: 2156 Lee Rd.
 Phone: ERview 1-2005. Air Time: Full Time
 News Service: AP
 Transcription Service: Associated
 Representative: Forjoe & Co.
 Pres., Gen. Mgr., Pgm. Dir.: S. R. Sague
 Exec. Dir. Oper. & Sls.: Norman V. Bergholm
 Sales Prom. Mgr.: Bill Gannon
 Prog. Director: S. R. Sague
 Chief Engineer: Bob Leedham

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: RadiOhio, Inc.
 Business-Studio Address: 33 N. High St.
 Phone: CA. 4-9265. Air Time: Full Time
 News Service: AP
 Representative: John Blair
 Membership: NARTB, RAB
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 Sales Prom. Director: Jim Yeran
 Program Director: Geer Parkinson
 Chief Engineer: Lester H. Natzger

WCOL COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Air Trails, Inc.
 Business-Studio Address: E. Broad & Young St.
 Representative: H-R Reprs., Inc.
 Membership: RAB
 President: Charles Sawyer
 Exec. V.P.: J. P. Williams
 Administrative Asst.: Alex Buchan
 Station Manager: W. H. Spencer
 Program Director: Michael Ryan
 Chief Engineer: Harold E. Beard

WTVN

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 22 East Gay St.
 Transcription Service: Lang-Worth
 Representative: Katz
 President: Hulbert Taft, Jr.
 General Manager: Byron Taggart
 Comm. Mgr.: Sam T. Johnston
 Sls. Prom. Mgr., Pub. Dir.: Jo Ann Smart
 Program Director: Paul Frank
 Chief Engineer: W. T. Hansher

LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

WSRS

*"The Community Information Station
with The All-American Family Appeal."*

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

**TEST YOUR PRODUCT IN A GREAT TESTING
MARKET AT THE LOWEST COST PER THOUSAND!**

WV KO

COLUMBUS—1951

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sky Way Bcstg. Corp.
 Address 274 S. 3rd St.
 Phone: CA. 1-5247 Air Time: Daytime
 News Service UP
 Transcription Service Standard, Capitol
 Representative Forjoe
 President Gustav Hirsch
 Gen., Sta. Manager Bert Charles
 Comm., Sales Prom. Mgr. William Selander
 Prog. Dir. Bert Charles
 Publicity Dir. Marjorie White
 Chief Engineer William Hammett

WT NS

COSHOCOTON—1947

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Oper. By Coshocton Bcstg. Co.
 Business-Studio Address 114 N. 6th St.
 Phone: 1560, 2140 Air Time: Daytime
 Trans. Service World
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr. Bruce Wallace
 Commercial Mgr. James Sigman
 Sales Prom. Mgr. Carl Speaks
 Program Director Stanley Robinson
 Chief Engineer Elmer Moravecky

WH IO

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business-Studio Address 1414 Wilmington Ave.
 Phone: Madison 6581 Air Time: Full Time
 News Service AP, UP
 Newspaper Affiliation "Daily News"
 Representative Hollingbery
 Membership NARTB
 President James M. Cox, Jr.
 General Manager Robert H. Moody
 Commercial Mgr. W. E. Wolaver
 Station Manager Wade H. Alley
 Publicity Director Chuck Gay
 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: Hemlock 3773 Air Time: Full Time
 News Service AP
 President Charles Sawyer
 Exec. V.P. & Gen. Mgr. John Pattison Williams
 Vice-Pres. George Lenning
 V.P., Adm. Asst. Alexander Buchan
 Publicity Director Larry Marker
 Chief Engineer Howard Ryan

W ONE

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Skyland Bcstg. Corp.
 Address 380 West First St.
 Phone: Michigan 6501 Air Time: Full Time
 News Service AP
 Representative Headley-Reed
 President Ronald B. Woodyard
 Nat'l Sales Manager C. J. Thornquest
 Commercial Manager Louis G. Froelich
 Chief Engineer Stanley A. Beck

W ON W

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By Tri-State Bcstg. Co.
 Address P. O. Box 278
 Phone: 32226 Air Time: Full Time
 News Service UP
 Transcription Service Associated
 Representative Devney
 President Richard W. Crowell
 Gen., Comm. Mgr. Glenn R. Thayer
 Program Director Paul R. Murphy

W J ER

DOVER—1950—KBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dover Bcstg. Co., Inc.
 Address 210 Blvd.
 Phone: 4-2126 Air Time: Full Time
 Transcription Service World, Thesaurus
 News Service UP
 President Agnes J. Reeves Greer
 Gen., Sta. Mgr. W. B. Steis
 Commercial Manager John C. Needs
 Prog. Dir. Bob Vaillette
 Chief Engineer Don Graff

WO HI

EAST LIVERPOOL—1949—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By East Liverpool Bcstg. Co.
 Address 516 Market St.
 Phone: FU. 5-1490 Air Time: Full Time
 News Service AP
 Transcription Service World
 President, Gen. Manager Richard V. Beatty
 Comm., Prom. Mgr. George T. Farrall
 Sta. Mgr., Prog. Dir. Bob Metcalfe
 Chief Engineer George Kelly

WE OL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By Elyria-Lorain Bcstg. Co.
 Address Elyria Savings and Trust Bldg.
 Phone: EL 2255 Air Time: Full Time
 News Service UP
 Trans. Service World
 Station Representative Walker

President Roy W. Ammel
 General Manager..... Alex Buchan
 Comm. Sta. Mgr..... Richard E. Barrett
 Program Director..... Pat Fredericks
 Chief Engineer..... William Albrecht

W F I N
FINDLAY—1941

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Operated By... The Findlay Publ. Co.
 Address..... 101½ W. Sandusky St.
 Phone: 1330..... Air Time: Daytime
 News Service..... INS, UP, AP
 Newspaper Affil..... "Republican-Courier"
 Representative..... McGillvra
 President..... R. L. Heminger
 Gen. Sta., Comm. Mgr... Harold H. Heminger
 Sls. Prom. Mgr..... Allen P. Dudley
 Prog. Dir..... Jack Douglas
 Chief Engineer..... Edgar C. Smith

W F O B
FOSTORIA—1946—KBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By... Seneca Radio Corp.
 Address..... P. O. Box 589
 Phone: 5666..... Air Time: Full Time
 News Service..... UP
 Trans. Service..... Capitol, SESAC, World
 Station Rep..... Rambeau
 President..... Andrew Emerine
 General Manager..... Mel Murray
 Commercial Mgr..... Roger V. Wise
 Prog. Director..... Jim Paulus
 Chief Engineer..... Farrell Elsea

W F R O
FREMONT—1949

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Wolfe Bcstg. Corp.
 Address..... 905 W. State St.
 Phone: FE. 2-3951..... Air Time: Daytime
 Transcription Service..... Standard
 Representative..... Hil F. Best
 News Service..... UP
 Membership..... NARTB, RAB
 President..... Robert F. Wolfe
 Managing Director..... R. C. Force
 Sls. Prom. Mgr..... J. W. Kerr
 Prog. Dir..... Frank Swartz
 Chief Engineer..... Allen Kaubel

W J E H
GALLIPOLIS—1950—KBS

Frequency: 993 Kc. Power: 250 Watts d.
 Owned-Oper. By... Ohio Valley on the Air, Inc.
 Address..... Box 244
 Phone: 1160-1..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... World
 Representative..... Grant
 President..... John E. Halliday
 General Manager..... Truman A. Morris

Station Manager..... Marianne Campbell
 Sales Prom. Mgr..... K. W. Robinson
 Program Director..... William Watterson, Jr.
 Chief Engineer..... Edgar Atkins

W M O H
HAMILTON—1944—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Fort Hamilton Bcstg. Co.
 Bus. Studio Address... Second Natl. Bank Bldg.
 Phone: Hamilton 4-6543... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... W. S. Grant
 President..... Robert J. Briede
 General Manager..... Robert L. Odson
 Program Director..... Norm Keller
 Commercial Manager..... Ray Motley
 Chief Engineer..... Dick Plessinger

W I R O
IRONTON—1951—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owner..... Iron City Bcstg. Co.
 Address..... Radio Plaza
 Representative..... McGillvra
 Pres., Ch. Eng..... C. A. Baker
 Gen. Sta. Mgr..... C. E. McElroy
 Comm. Mgr..... L. Howard
 Prog., Pub. Dir..... Jay Brushart

W L M J
JACKSON—1953—KBS

Frequency: 1280 Kc. Power: 1 Kw., d.
 Owned..... WLMJ Inc.
 Address..... P.O. Box 72
 Phone: 850; 950..... Air Time: Daytime
 News Service..... UP
 Station Representative..... W. S. Grant
 President..... Frances D. Moore
 General Mgr..... Truman A. Morris
 Station Mgr..... Don W. Hughes
 Commercial Mgr..... Patricia Roy
 Program Director..... Nina Ladd
 Chief Engineer..... Eddie Adkins

W H O K
LANCASTER—1947

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By... Hocking Valley Bcstg. Corp.
 Address-Trans. Loc..... Memorial Dr.
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB
 Pres., Gen. Mgr..... Dr. Nelson Embrey
 Station Manager..... William L. Zimmerman
 Chief Engineer..... Robert Wery

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: 32660.....Air Time: Full Time
 News ServiceAP
 RepresentativeWeed
 MembershipNARTB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 Sls. Prom. Mgr. & Pub. Dir.....R. McDermott
 Program Dir.....Easter Straker
 Chief Engineer.....A. J. F. Smith

W L O K**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....1424 Rice Avenue
 Phone Number.....6-3411
 Transcription ServiceWorld
 MembershipNARTB
 News ServiceUP
 Representative.....H-R Reps., Inc.
 President.....L. A. Pixley
 Station Manager.....Robert O. Runnerstrom
 Program Director.....William Huffman
 Commercial Mgr.....Lawrence Webb
 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: 4235-6.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative..Venard, Rinfoul & McConnell
 MembershipNARTB, RAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....John Patrick
 Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

W M O A**MARIETTA—1946—MBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Marietta Bcstg. Co.
 Business Address.....P. O. Box 201
 Phone: 1690.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeMcGillvra
 MembershipNARTB
 President.....William G. Wells
 General Manager.....R. Sanford Guyer
 Commercial Manager.....Fred Reynolds
 Program Director.....Leah R. Thorla
 Chief Engineer.....Charles E. Clark

W M R N**MARION—1940—ABC**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Marion Bcstg. Co.
 Business Address.....P. O. 518

Phone: 3-1131.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB, RAB
 Pres., Gen.-Sta. Mgr.....Robert T. Mason
 Commercial Manager.....Arthur L. Martin
 Prog. Dir.....Madge Cooper
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
 Chief Engineer.....Francis Joseph Peters

W P F B**MIDDLETOWN—1947**

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
 Owned-Operated By.....Paul F. Braden
 Address-Trans. Loc.....Lebanon-Coles Rd.
 Phone: 2-3625.....Air Time: Full Time
 News ServiceAP
 Transcription Service.....Thesaurus
 Rep.....Grant Webb
 MembershipNARTB, RAB
 Pres., Gen. Sta. Mgr.....Paul F. Braden
 Comm., Sls. Prom. Mgr.....J. H. LeMoyné
 Program Director.....George Lummis
 Chief Engineer.....Larry Beckwith

W M V O**MT. VERNON—1953—KBS**

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Mt. Vernon Bcstg.
 Address.....Coshocton Rd., Box 390
 News Service.....UP
 Transcription.....Thesaurus, SESAC
 President.....Dr. Charles Tramont
 General Manager.....Mrs. C. M. Zelkowitz
 Program Director.....George Bennett
 Chief Engineer.....Royce O. Woodward

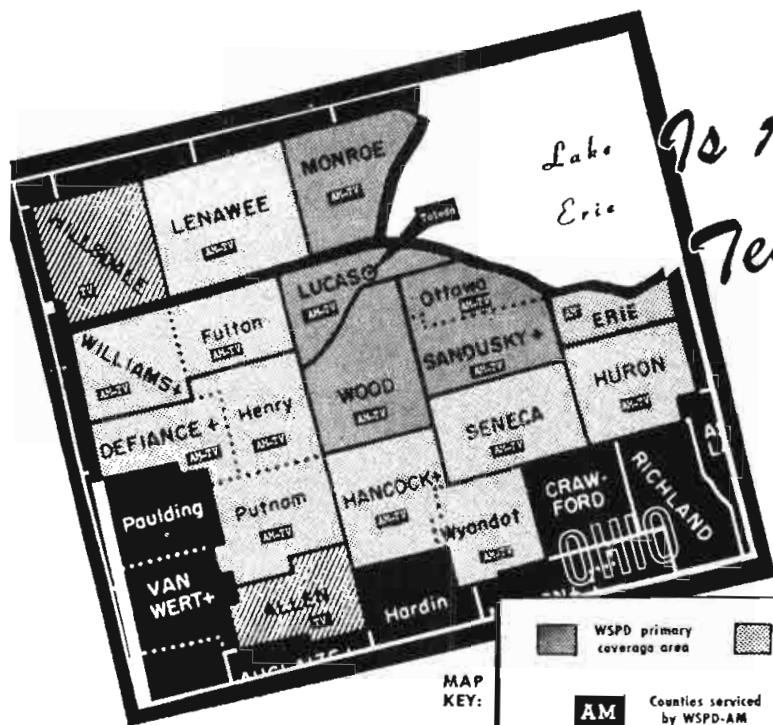
W C L T**NEWARK—1946**

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By...Advocate Printing Co.
 Address.....27 West Main St.
 Phone: 4007.....Air Time: Daytime
 News ServiceAP
 Newspaper Affiliation.....The Advocate
 Transcription ServiceThesaurus
 RepresentativeMeeker Associates
 MembershipNARTB, RAB
 President.....Frank W. Spencer
 Gen., Sta. Mgr.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....John Fisher
 Chief Engineer.....Benjamin Windle

W P T W**PIQUA—1947—KBS**

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper..Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 Phone: 1420-1.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBest
 MembershipRAB

WSPD's "Billion Dollar Market"



To America's Testground



MAP KEY:

WSPD primary coverage area	WSPD secondary coverage area	Fringe area
Counties serviced by WSPD-AM	Counties serviced by WSPD-TV	

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

- Population 1,181,800
- Families 359,150
- Radio Homes 355,050
- Percent tuned to WSPD-AM
 - Daytime 56.8%
 - Nighttime 48.6%
- *Television Homes 300,050
- Percent tuned to WSPD-TV
 - Daytime 78%
 - Nighttime 91.5%
- EFFECTIVE BUYING POWER**
 - Total—\$1,917,277,000
 - Per Capita \$1,622
 - Per Family \$5,338
- RETAIL SALES**
 - Total \$1,409,122,532
 - Per Family \$3,923
 - Spent For:
 - Food \$332,271,000
 - Gen. Mdse. \$137,070,000
 - Furniture & Household—\$72,696,000
 - Automotive \$311,027,000
 - Drug \$36,600,000

- Toledo ranks high in the nation's 200 leading areas
- Toledo ranks 38th in population
- Toledo ranks 33rd in total income
- Toledo ranks 37th in total retail sales
- Toledo ranks 34th in food store sales
- Toledo ranks 34th in gen. mdse. store sales
- Toledo ranks 37th in home furnishing sales
- Toledo ranks 31st in automotive store sales
- Toledo ranks 35th in drug store sales

SpEEdy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:
 *October 1, 1954
 Standard Rate and Data Consumer Markets
 Nielsen Coverage Service
 Television Magazine
 Sales Management

WSPD

AM-TV
 TOLEDO, OHIO

Storer Broadcasting Company
 TOM HARRER, NATL SALES DIR. 310 E. 57th STREET, NEW YORK

Represented Nationally
 by KATZ

Pres., Gen. Mgr. Richard E. Hunt
 Sta., Comm. Mgr. Robert Bubp
 Prog., Pub. Dir. Ken Shroyer
 Chief Engineer Dallas Davis

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Portsmouth Bcstg. Co.
 Address Masonic Temple Bldg.
 News Service UP
 Representative Everett-McKinney
 Membership RAB
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director Phil Phillips
 Publicity Director Thelma Henderson
 Chief Engineer Russell Newman

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Scloto Bcstg. Co.
 Address 1009 Gallia St.
 News Service AP
 Newspaper Affil. Brush-Moore
 Transcription Service Associated
 Representative Venard, Rintoul & McConnell
 Membership NARTB, RAB
 President Eugene Carr
 Gen. Mgr. G. Gordon Strong
 Station Mgr. Gerald F. Boyd
 Program Director E. G. Sheridan
 Chief Engineer Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Address Cleveland Rd. & Huntington
 Phone: 5170. Air Time: Full Time
 News Service UP
 Transcription Service World, Thesaurus
 Representative Hal Holman
 Membership NARTB, RAB
 Pres., General-Station Mgr. Jay Wagner
 Commercial Manager Louis Mohla
 Program Director Robert Hinners
 Chief Engineer Jay Leibach

WAVI

SPRINGFIELD—1947

Frequency: 1210 Kc. Power: 250 Watts
 Owned. WAVI Bcstg. Corp.
 Address Cincinnati St.
 Air Time Daytime
 News Service AP
 Station Rep. Gill-Perna
 Membership NARTB, RAB
 Pres., Gen. Mgr. Harry K. Crowl
 Sta. Mgr., Prog., Pub. Dir. Art Burnham
 Chief Engineer Vern Yeich

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Voice of Springfield

Trans.-Address 117 W. High St.
 Phone: 3-4955. Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative H. R. Representative, Inc.
 President Charles Sawyer
 General Manager Adna Karns
 Program Director John McEnaney
 Sta., Comm. Mgr. Virginia Bennett
 Chief Engineer Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Champion City Bcstg. Co.
 Business Address Guardian Bank Bldg.
 Phone: 3-4678. Air Time: Daytime
 Representative McGillvra
 Transcription Service Associated
 President R. Stanley Lucas
 General Manager Robert Yontz
 Commercial Mgr. Charles Perry
 Chief Engineer Ken Arnold

WSTV

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By WSTV, Inc.
 Bus.-Studio Address Exchange Realty Bldg.
 Phone: Atlantic 2-6265. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Avery-Knoedel
 Pres. Jack N. Berkman
 V.P., Gen. Mgr. John J. Laux
 Asst. General Manager Joseph M. Troesch
 Pgm., Pub. Dir. Harry Birrell
 Chief Engineer Charles S. Shepherd

WOHO

TOLEDO—1954

Frequency: 1470 Kc. Power: 1470 Watts
 Owner Midwestern Bcstg. Co.
 Address 2965 Pickle Road
 Phone Taylor 4321
 Representative Pearson
 President Ford R. Weber
 Chief Engineer Edwin J. Powell

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Oper. By Storer Broadcasting Co.
 Bus.-Studio Address 136 Huron St.
 Phone: Adams 3175. Air Time: Full Time
 News Service INS, UP
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Representative Katz
 President George B. Storer
 Gen., Sta. Mgr. Allen L. Haid
 Comm. Mgr. Westford F. Shannon
 General Manager Emerson Kimble
 Chief Engineer William M. Stringfellow

WTOD

TOLEDO—1946

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Operated By: Unity Corp.
 Business-Studio Address: 515 Madison Ave.
 Phone Number: Garfield 5551
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Forjoe
 President: Edward Lamb
 General Manager: Sunne Miller
 Program Director: Richard Rice
 Chief Engineer: Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Community Bcstg. Co.
 Trans-Address: Bell Bldg.
 Phone: Adams 3291 Air Time: Full Time
 News Service: AP, UP
 Representative: Paul H. Raymer
 Membership: NARTB, RAB
 President: Frazier Reams
 Gen-Station Mgr.: Thomas S. Bretherton
 Sales Prom. Mgr., Pub. Dir.: R. H. Edsall
 Program Director: Robert Krieghoff
 Chief Engineer: Harold Holmes

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Oper. By: Warren Tribune Radio
 Station, Inc.
 Business-Studio Address: 108 Main St.
 Phone: 2212-9 Air Time: Full Time
 News Service: AP
 Newspaper Affil.: Tribune Co.
 Representative: Rambeau
 Transcription Service: Associated
 President: Helen Hart Hurlbert
 General Manager: Carl J. Raymond
 Sales Prom.: Peter J. Dignan
 Comm. Mgr.: D. M. Shaver
 Chief Engineer: Robert E. Hardy

WCHO

WASHINGTON COURT HOUSE—
1952—KBS

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Oper. By: Court House Bdcstg. Co.
 Address: 113½ S. Main St.
 Phone: 5-6211 Air Time: Daytime
 News Service: AP
 Transcription Service: SESAC
 Station Rep.: Hil F. Best
 Membership: RAB
 President: W. N. Nungesser
 Gen. Comm. Mgr.: Leon Lloyd
 Program Director: William Hughes
 Chief Engineer: Carl Egbert

WPKO

WAVERLY—1954

Frequency: 1380 Power: 1000 Watts
 Owner: Hi Kinco Bcstrs.
 Phone: Piketon 2781
 Gen. Mgr., Chief Eng.: D. E. Kinker

WKOV

WELLSTON—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Family Bdcstng Co.
 Address: P. O. Bo. 190
 News Service: UP
 Transcription: World
 President: Stephen H. Kovalan
 General Manager: Parks Robinson
 Program Director: John E. Wilson
 St., Comm. Mgr.: K. Williams

WWST

WOOSTER—1947—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wooster Republican Ptg. Co.
 Phone: 3-5075 Air Time: Daytime
 News Service: UP
 Transcription Service: Thesaurus, SESAC
 General Manager: E. B. Evans
 Commercial Mgr.: Quentin W. Welty
 Program Director: Robert Heeler
 Chief Engineer: Burton L. Bowman

WRFD

WORTHINGTON—1947

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Peoples Bcstg. Corp.
 Address: 246 N. High St.
 Phone: CA. 84711 Air Time: Daytime
 Transcription Service: Thesaurus
 Representative: Meeker
 Membership: NARTB, RAB
 President: M. D. Lincoln
 General Manager: Herbert E. Evans
 Sta., Mgr.: Joseph D. Bradshaw
 Comm. Mgr.: Harry H. Hoessly
 Program Director: Bill Arthurs
 Sales Prom. Mgr.: Phil Sheridan
 Chief Engineer: Harold Schaff

WBBW

YOUNGSTOWN—1949—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owner: Mahoning Valley Bcstg. Corp.
 Address: Warner Theatre Bldg.
 Phone: Riverside 44421 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Station Representative: Weed
 Membership: NARTB
 President, Ch. Eng.: John Cherpack, Jr.
 Vice-Pres., Gen-Comm. Mgr.: Gene Trace
 Program Director: Tony Ross
 Publicity Director: Marilyn Noble

W F M J

YOUNGSTOWN—1939—NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address.....101 W. Boardman
 Phone: Riverside 3-4121. Air Time: Full Time
 News Service.....AP, UP
 Representative.....Headley-Reed
 Transcription Ser.....Thesaurus, SESAC
 Membership.....NARTB
 Pres., Gen. Mgr.....William F. Maag, Jr.
 Gen., Sta. Mgr.....Mitchell F. Stanley
 Program Director.....Robert Locke
 Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Phone Number.....Sterling 2-1145
 Air Time.....Full Time
 Address.....3930 Sunset Blvd.
 News Service.....UP, AP
 Newspaper Affiliation.....Plain Dealer

Transcription Service.....World, Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station Manager.....J. Lothair Bowden
 Program Director.....Don Brice
 Public Relations Director.....Jim Smith
 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: 2-5431. Air Time: Full Time
 Newspaper Affiliation...Zanesville Publ. Co.
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NARTB, RAB
 President.....Clay Littick
 Sales Prom. Mgr., Pub. Dir...Nancy Armstrong
 Gen., Station Manager.....Allan Land
 Comm. Mgr.....Nate Milder
 Prog. Dir.....Bob Wagner
 Chief Engineer.....William A. Hunt, Sr.

OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — Families 658,000

Radio Homes 590,000 — TV Homes 360,000 — Stations in State 47

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: 12 & 13. Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative...Venard, Rintoul & McConnell
 Membership.....NARTB, RAB
 President.....Dr. C. C. Morris
 V.P. & General Manager.....Billy T. Hoover
 Station Manager.....Jerry Spencer
 Secy. Trea.....B. Morris
 Program Director.....Fred Thompson
 Chief Engineer.....George Miller, Jr.

K V S O

ARDMORE—1935—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..Ardmoreite Publishing Co.
 Bus.-Studio Address.....112 N. Washington
 Phone: 3030. Air Time: Full Time
 News Service.....AP
 Newspaper Affiliation.....Daily Ardmoreite
 Membership.....NARTB, RAB
 Representative.....Venard
 General Manager.....Albert Riesen
 Comm. Mgr.....J. E. Riesen
 Program Director.....Dolly Dutton
 Publicity Director.....Galy Varnell
 Chief Engineer.....William E. Kolb

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Altus Bcstg. Co., Inc.
 Phone: 1405. Air Time: Full Time
 News Service.....AP
 Representative.....Pearson
 Membership.....NARTB
 Newspaper Affiliation....."Times-Democrat"
 Membership.....NARTB
 Pres., Gen. Mgr.....Frank E. Wimberly
 Chief Engineer.....Ernest Baucum

K W O N

BARTLESVILLE—1942—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..Bartlesville Bcstg. Co.
 Address.....KWON Bldg.
 Phone: 1400. Air Time: Full Time
 President, Gen., Sta. Mgr.....J. Fred Case
 Commercial Mgr.....John Collins
 Chief Engineer.....Nathan Parsons

K B W L

BLACKWELL—1952—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By.....Star Bcstg. Co., Inc.

Address Masonic Bldg.
 Phone: 309 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Station Rep. Best
 General Manager John W. Carrick
 Chief Engineer H. B. Green

KWCO

CHICKASHA—1946—MBS-KBS

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.
 Owned-Oper. By . . . Washita Valley Bcstg. Corp.
 Address 4th & Grand
 Phone: 2898 Air Time: Full Time
 News Service AP
 Representative H. F. Best
 Gen. Mgr. Jack L. Pink
 Commercial Manager Tom Miller
 Program Director Marjorie Richards
 Chief Engineer W. K. Berry

KWOE

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Western Okla. Bcstg. Co.
 Address Neptune Park
 Phone: 618 Air Time: Daytime
 News Service UP
 Station Representative Hil F. Best
 General Manager V. M. Preston
 Commercial Mgr. Leo Tremblay
 Chief Engineer Hubert Gaston

KWHP

CUSHING—1952—KBS

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . W. H. Payne
 Address Box 791
 Phone: 922 Air Time: Daytime
 News Service AP
 Representative Hil F. Best
 Transcription Service Thesaurus
 Gen., Comm. Manager William H. Payne
 Station Mgr. George S. Lanham
 Program Director Mary Lou Wright
 Chief Engineer Charles F. Hebard

KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc. Power: 250 Watts d.
 Owned-Operated By Duncan Bcstg. Co.
 Address West Pine St.
 Phone: 1350 Air Time: Full Time
 Representative Hil F. Best
 Membership NARTB, RAB
 President R. H. Drury
 Gen., Sta. Mgr. W. M. Brubaker
 Comm., Sales Prom. Mgr. Lester Agee
 Program Director John Moen

KSEO

DURANT—1947—KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Democrat Printing Co.

Address Democrat Bldg.
 Phone: 2200 Air Time: Daytime
 News Service AP
 Membership NARTB
 Transcription Service Standard
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Chief Engineer Leonard Brown

KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Address 204 N. Main
 Phone: 730 Air Time: Full Time
 Station Rep. Best
 Manager Lonnie J. Preston
 Program Director Alice Howenstine
 Chief Engineer Robert Hemphill

KCRC

ENID—1929—ABC-OKLA. NET-KBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus-Studio Address Broadway Tower
 Phone: 447 Air Time: Full Time
 News Service AP
 Transcription Service World
 News. Affil. "Morning News," "Daily Eagle"
 Representative John E. Pearson Co.
 Membership NARTB
 President Milton B. Garber
 General Manager Pat Murphy
 Commercial Mgr. H. P. Hale
 Program Director B. Napier
 Chief Engineer Murray D. Coleman

KGWA

ENID—1950—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Phone: 4230 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative Pearson
 President George E. Failling
 General Manager H. J. Godschalk
 Chief Engineer Ralph Druen

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.
 Address Main & Grand
 Phone: 5-2131 Air Time: Daytime
 News Service UP
 Transcription Service Keystone
 Representative Hil F. Best
 General Manager J. D. Jones, Jr.
 Partner Ronald W. Wheeler
 Comm. Mgr., Pub. Dir. E. Jones
 Sls. Prom. Mgr., Chief Eng. D. Jones
 Program Director Mary Wheeler

KGYN

GUYMON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address P. O. Box 38
 Phone: 888 Air Time: Daytime
 News Service UP
 Transcription Service World, Thesaurus
 Membership NARTB, RAB
 Representative Hil F. Best
 President, Gen. Mgr. T. M. Raburn, Jr.
 Commercial Mgr. Edward J. Slater
 Chief Engineer Herbert L. Noyes

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By A. R. Fuchs
 Address Box 796
 Phone: 1070 Air Time: Daytime
 News Service AP
 President, Ch. Eng. A. Fuchs
 Comm. Sls. Prom. Mgr. D. Davis

KIHN

HUGO—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address East on Highway 70
 Phone: 1140 Air Time: Full Time
 News Service AP
 President O. A. Brewer
 Gen. Manager R. A. Prichard
 Chief Engineer Dalton E. Jones

KBEL

IDABEL—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Idabel Bcstg. Co.
 Address Box 1072
 News Service AP
 Transcription Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. Winston O. Ward
 Comm., Sls. Prom. Mgr. J. P. Stanley
 Program Director Ralph Mills
 Chief Engineer Cliff Taylor

KSWO

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: 1380 Air Time: Full Time
 News Service UP
 Transcrip. Service World, Lang-Worth, Standard
 Representative John Pearson
 Membership NARTB, RAB
 President R. H. Drewry
 Gen., Sta. Mgr. Leo R. Morris
 Program Director Tom Gilmore
 Chief Engineer Willard Cochran

KNED

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburg Bcstg. Co., Inc.
 Address Aldrige Hotel
 Phone: 1460 Air Time: Full Time
 News Service UP
 Transcription Service World, Thesaurus
 Representative Pearson
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Sls. Promotion Mgr. Frank Hopkins
 Prog. Dir. Mary Jo Lawson
 Chief Engineer Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA. KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By McAlester Bcstg. Co.
 Business-Studio Address Earle Hotel
 Phone: 2411 Air Time: Full Time
 News Service AP
 Representative Venard
 Membership NARTB
 President William Young
 Gen., Sta. Mgr. Bob Baggett
 Commercial Mgr. Bill Skeith
 Sls. Prom. Mgr. Larry Craft
 Publicity Director Bob Bristow
 Program Director Geraldyn Jones
 Chief Engineer Harold Duncan

KGLC

MIAMI—1948—KBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Transcription Cavital
 Membership NARTB, RAB
 News Service UP
 Representative Adam Young
 President Kenyon Brown
 General Manager William A. Searle
 Supv. Frank J. Lynch
 Prog. Dir. Carm Soricelli
 Chief Engineer Lewis Stone

KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone: MU 2-1331 Air Time: Full Time
 News Service UP
 Representative Venard
 President Tams Bixby, Jr.
 General Manager Walter W. Weber
 Commercial Mgr. George Lanham
 Program Director Howard Whitely
 Chief Engineer Clyde Miller

K M U S

MUSKOGEE—1948

Frequency: 1380 Kc. Power: 1000 d., 503 n.
 Owned-Oper. By: Eastern Okla. Bcstg. Corp.
 Address: 412½ Court St.
 Phone: MU 2-2488. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Pearson
 President R. M. Mountcastle
 Gen. Station Mgr. Jimmie Barry
 Sls. Prom. Mgr. Paul Weatherbee
 Program Director George Overton
 Chief Engineer James Keitel

K N O R

NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned: Cleveland County Bcstg. Co.
 Address: P. O. Box 542
 Phone: 474. Air Time: Full Time
 News Service UP
 Station Rep. Best
 Gen. Mgr. (Plnr.) William S. Morgan
 President Tol Dickenson
 Comm. Mgr. James B. Logan
 Program Director Gene Stansberry
 Chief Engineer Gene Morris

K B Y E

OKLAHOMA CITY—1946—KBS

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By: State Bcstg. Co.
 Bus. Studio Address: 9th & B'way
 Phone: FO 5-2323. Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 President A. Earl Cullum
 General Manager Frank J. Lynch
 Program Director F. F. Lynch
 Chief Engineer Robert E. Schilb

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Okla. City Bcstg. Co.
 Business Address: 128½ W. Commerce St.
 Phone: FO 5-6358. Air Time: Daytime
 Membership NARTB, RAB
 News Service AP
 Owner, Pres., Gen. Mgr. Byrne Ross
 Comm. Promotion Mgr. Monty Wells
 Program Director Mrs. Kathleen Burkett
 Pub. Dir. Grant Ladd
 Chief Engineer Jay Davis

K O C Y

OKLAHOMA CITY—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Plaza Court Bcstg. Co.
 Business-Studio Address: Plaza Court Bldg.
 Phone: Forest 5-4333. Air Time: Full Time
 News Service AP
 Representative Pearson

Membership NARTB, RAB
 Pres., Gen. Mgr. M. H. Bonebrake
 Sta., Comm. Mgr. George Collisson
 Program Director Bill Wald
 Chief Engineer Hal Henegar

K O M A

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: KOMA, Inc.
 Business-Studio Address: 7300 Lincoln Blvd.
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Avery-Knodel
 Membership NARTB
 President John Toole Griffin
 General-Station Mgr. Edgar T. Bell
 Sales Mgr. Gene Riesen
 Program Director Perry Dickey
 Chief Engineer M. W. Thomas

K T O K

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By: KTOK, Inc.
 Business-Studio Address: 1800 W. Main
 Phone: FO 5-8352. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Paul H. Raymer
 Membership RAB
 President Wendell Mayes
 Gen. Mgr. John Hopkins
 Prog. Dir. Bill Bryan
 Chief Engineer Clifford Easum

K T O W

OKLAHOMA CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By: Sooner Bcstg. Co.
 Business-Studio Address: Liberty Bank Bldg.
 Phone: CE 2-6367. Air Time: Daytime
 News Service AP
 Representative Rambeau
 Membership NARTB
 President Ralph Ball
 Gen. Sta. Mgr. Rex M. Lester, Jr.
 Comm. Mgr. Eddie Peak
 Sls. Prom. Mgr. J. Claybaugh
 Prog. Dir. Morgan Roberts
 Pub. Dir. Betty Carr
 Chief Engineer Thomas F. Lindsey

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By: WKY Radiophone Co.
 Business-Studio Address: 500 E. Britton
 Phone: TRinity 8-2161. Air Time: Full Time
 News Service AP, UP
 Newspaper Affiliation Oklahoma Pub. Co.
 Transcription Service Standard
 Representative Katz

MembershipNARTB
 Pres., Gen. Mgr. E. K. Gaylord
 Station Manager..... P. A. Sugg
 Dir. of Radio..... Eugene B. Dodson
 Program Director..... Paul Brawner
 Public Relations Mgr..... Wally Kinnan
 Chief Engineer..... H. J. Lovell

K H B G

OKMULGEE—1937—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Okmulgee Bcstg. Corp.
 Business Address..... Times Bldg.
 News Service AP
 Trans. Service Lang-Worth
 President Don Reynolds
 Station Manager..... John D. Whitt
 Program Director..... Nil Kenan
 Chief Engineer..... John Brennerman

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc..... Power: 250 Watts d.
 Owned-Operated By..... KVLH Bcstg. Co.
 Business Trans. Address..... P. O. Box 610
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Hil F. Best
 President..... James T. Jackson
 General Manager..... Phil Crenshaw
 Comm. Mgr..... Jim Gray
 Chief Engineer..... George Rountree

WBBZ

PONCA CITY—1928—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ponca City Pub. Co.
 Address..... 1601 E. Okla.
 Phone: RO. 5-6607..... Air Time: Full Time
 Newspaper Affiliation..... The News
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB, RAB
 President..... Clyde E. Muchmore
 Sta., Gen. Mgr..... Cy Casper
 Commercial Mgr..... Bill Gorman
 Prog. Dr..... William G. Maugans
 Chief Engineer..... Chuck Chaney

KLCO

POTEAU—1953—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owner..... LeFlora Bcstg. Co.
 Address..... Box 511
 Phone..... 660
 Co-Owner, Gen. Mgr..... R. B. Bell
 Co-Owner, Prog. Dir..... Bernice Bell

KOLS

PRYOR—1950—KBS

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Lakes Area Bcstg. Co.

Address..... Fifth & S. Mill Sts.
 Phone: 1263..... Air Time: Daytime
 Transcription Service..... SESAC
 News Service AP
 Representative..... H. F. Best
 Owner, Gen. Sta. Mgr..... L. L. Gaffaney
 Commercial Manager..... Mrs. L. L. Gaffaney
 Program Director..... Merle Caldwell

KGFF

SHAWNEE—1930—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... KGFF Bcstg. Co., Inc.
 Address..... Hotel Aldridge
 Phone: 4390..... Air Time: Full Time
 News Service AP
 Newspaper Affiliation..... Stauffer Publ. Inc.
 Transcription Service World
 President..... Oscar S. Stauffer
 Gen., Sta. Manager..... William A. Weaver
 Chief Engineer..... Earl R. Ward

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Stillwater Publishing Co.
 Business Address..... P. O. Box 231
 News Service UP
 Newspaper Affiliation..... News-Press
 Transcription Service..... World
 Sta. Rep..... Clark
 Gen. Mgr., Program Director..... J. R. Bellatti
 Chief Engineer..... Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Public Radio Corp.
 Bus-Studio Address..... 412 E. Fifth St.
 Phone: 4-2401..... Air Time: Full Time
 News Service AP
 Representative Walker
 President-Treas..... S. E. Avey
 V.P., General Manager..... James L. Neal
 Program Director..... Rusty Kirk
 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..... 1242 S. Boston
 Phone: 5-5555..... Air Time: Daytime
 News Service UP
 Representative Bolling
 President..... Fred Jones
 Comm. Manager..... Jack Betz
 General Manager..... Lawson Taylor
 Chief Engineer..... Nathan Wilcox

KOME

TULSA—1938—KBS

Frequency: 1300 Kc..... Power: 5000 d., 1000 n.
 Owned-Oper. By..... Oil Capital Sales Corp.

Business-Studio Address..... 8th & Main
 Phone: 3-4121..... Air Time: Full Time
 News Service AP
 Representative Gill-Perna
 Membership RAB
 President..... John E. Brown Jr.
 General Manager E. William George
 Comm. Manager..... C. W. Grim, Jr.
 Chief Engineer..... Roy Brown

K R M G

TULSA—1949—ABC

Freq.: 740 Kc..... Power: 50 Kw. d., 25 Kw. n.
 Owned-Operated By..... Western Bcstg. Co.
 Business-Studio Address... 311 So. Denver Ave.
 Phone: 54-4291..... Air Time: Full Time
 Representative John Blair
 News Service AP
 Membership NARTB, RAB
 President Harrington Wimberly
 Gen., Comm. Manager..... Frank S. Lane
 Prog., Pub. Director Keith Bretz
 Chief Engineer..... William H. Bradley

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: 2-3191..... Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 President..... John T. Griffin
 V.P. & Gen. Mgr..... L. A. Blust, Jr.
 National Sls. Mgr..... B. Holmes
 Sales Mgr..... William D. Swanson
 Gen. Prom. Mgr..... George Ketcham
 Program Director..... John Devine
 Chief Engineer..... Robert Snider

K V O O

TULSA—1925—NBC

Frequency: 1170 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Southwestern Sales Corp.

Bus.-Studio Address..... Philtower Bldg.
 Phone: 2-3281..... Air-Time: Full Time
 Transcription Service..... Standard, World
 Membership RAB
 Representative Edward Petry
 President..... W. G. Skelly
 V.P., General Mgr..... William B. Way
 Commercial Manager... Gustav K. Brandborg
 Sales Prom. Mgr..... W. T. McClarin
 Program Director..... Joseph O'Neil
 Chief Engineer..... John Bushnell

K W S H

WEWAKA—1948—ABC-KBS-MBS

Frequency: 1260 Kc..... Power: 1,000 Watts
 Owned-Operated By... Tri Cities Bcstg. Co., Inc.
 Address Box 1260
 Phone: 1260-1261..... Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Venard
 President..... Dr. C. C. Morris
 General Manager..... Bill Hoover
 Station Manager..... Roy Judge
 Prog. Dir., Prom. Mgr..... Gladys Williams
 Publicity Director..... Iav Harmon
 Chief Engineer..... Warren W. Abbott

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: 1450..... Air Time: Full Time
 News Service AP
 Transcription Service..... Capitol, Thesaurus
 Membership NARTB, RAB
 Representative Pearson
 Pres., Gen. Mgr..... Edward A. Ryan
 Program Director..... Lenora W. Ryan
 Chief Engineer..... Francis R. Berry

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — Families 602,000
Radio Homes 586,000 — TV Homes 215,000 — Stations in State 50

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By... Central Willamette Bcstg.
Bus.-Studio-Trans. Loc. Queen Ave. & Elm
Phone: WA 6-2233 Air Time: Full Time
News Service AP
Transcription Service World
Newspaper Affiliation "Democrat Herald"
Representative Moore-Lund, Ayres, Best
Membership NARTB, RAB
President R. R. Cronise
General Manager Chet Wheeler
Commercial Manager Dewey Rand
Station Manager Warren Stoffer
Sales Prom. Mgr. John Boyer
Program Director LeRoy Jolley
Chief Engineer Herbert Davidson

KWIN

ASHLAND—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.... Rogue Valley Bcstg. Co.
Address 1160 Helman Rd.
News Service AP
President Don Miller
Station Manager Daren L. Flickinger
Program Dir. Bill Lively

KAST

ASTORIA—1925—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By.... Astoria Bcstg. Co.
Bus.-Studio Address 1006 Taylor Ave.
Phone: 95 Air Time: Full Time
News Service UP
Transcription Service Standard
Representative Moore-Lund, Ayres
Membership RAB, NARTB
President Robert B. Chessman
Gen., Sta. Mgr. R. D. Holmes
Program Director Mrs. Mary Ristola
Commercial Manager Irving Steinbock
Chief Engineer Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned..... Lower Columbus Bcstg. Co., Inc.
Address 612 Commercial St.
News Service UP
Representative Moore, Holman
Membership NARTB
Pres., Gen. Mgr. A. L. Capstaff
Station Mgr. T. R. Williams
Sales Prom. Mgr. Chas. Dean
Chief Engineer James Titus

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Bus.Studio Address 3032 Auburn Ave.
Phone: 140 Air Time: Full Time
Station Rep. Best, Moore & Lund
Membership NARTB
Transcription Service World
Gen., Comm. Mgr. Kenneth B. Lockwood
Program Dir. Kenneth Holden
Chief Engineer Walter E. Stewart

KBND

BEND—1937—MBS-DON LEE-KBS

Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By.... Central Oregon Bcstg. Co.
Bus.-Studio Address Coble Bldg.
Phone: 848 Air Time: Full Time
News Service UP
Transcription Service World
Representative W. S. Grant, Moore-Lund
Membership NARTB
Pres., Gen., Sta. Mgr. Frank H. Loggan
Comm. Mgr. Doug Gaines
Pgm. Dir. Kessler Cannon
Chief Engineer Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Address 505 Hall Bldg.
Phone: Congress 7-2121 Air Time: Full Time
News Service UP
Representative Moore-Lund
Membership RAB
President Sheldon F. Sackett
Comm. Mgr. William Cook
Station Manager Phil Waters
Prog. Dir. John Tasnady
Chief Engineer Nate Olson

KWRO

COQUILLE—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... KWRO, Inc.
Address P. O. Box 396
Phone: 3961 Air Time: Full Time
News Service UP
Rep. Moore-Lund, Continental, O'Connell
Sect.-Treas. W. E. Walsh
General Manager Lynn C. Thomas
Chief Engr. Drew Walker

KCOV

CORVALLIS—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Midland Bcstg. Co.
 Address: Corvallis Hotel, Second & Madison
 News Service: UP
 Rep.: Everett-McKinney, Moore & Lund
 Supervisor: Lee Bishop
 President: Don McCormick
 Manager: Frank Flynn

KRUL

CORVALLIS—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Pacific States Radio Co.
 Address: Trans. Lot, 1221 So. 15th St.
 News Service: AP
 Representative: McGillvra
 Membership: RAB
 President: Fred T. Haley
 Gen. Comm. Mgr.: Douglas Setterberg
 Sales Prom. Mgr.: Jack Gallant
 Program Director: Hal Wehmeier
 Chief Engineer: Steve Wade

KOMB

COTTAGE GROVE—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Orlo M. Bagley
 Address: P. O. Box 606
 Phone: 1400 Air Time: Full Time
 News Service: UP
 Station Rep.: Continental
 Manager: Anthony Maucione

KODL

THE DALLAS—1940—ABC

Frequency: 1440 Kc. Power: 1 Kw. d.
 Owned-Oper. By: Western Radio Corp.
 Phone: 2300 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Moore & Lund, Ayres
 Pres., General Manager: V. B. Kenworthy
 Station Manager: Paul E. Walden
 Comm. Mgr.: Lawrence Beaudoin
 Promotion Director: Monte DeVon
 Prog. Dir.: George Pence
 Chief Engineer: Bruce Elliott

KASH

EUGENE—1947—ABC-KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Air Ways, Inc.
 Address: P. O. Box 1600
 Phone: 5-3357 Air Time: Full Time
 Rep. W. Coast Sls.: Donald Cooke
 Pres., Gen. Mgr.: E. L. Kincaid
 Commercial Manager: Paul N. Plank
 Program Director: Laura Plank
 Asst. Mgr., Pub. Dir.: Clare Mattingly
 Chief Engineer: Norville M. Packard

KERG

EUGENE—1949—CBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: Guard Pub. Co.
 Address: P. O. Box 506
 Phone: 5-4304 Air Time: Full Time
 News Service: AP
 Newspaper Affiliation: "Register-Guard"
 Transcription Service: Columbia Masterwks.
 Representative: Weed & Co.
 Membership: NARTB, RAB
 President: Alton F. Baker
 Gen., Sta. Mgr.: L. W. Trommlitz
 Commercial Manager: Herb Michael
 Publicity Director: Jack Craig
 Prom. Mgr.: Robert Fulton
 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: 4-4214 Air Time: Full Time
 News Service: UP
 Transcription Service: Lang-Worth
 Rep.: Everett-McKinney, Moore & Lund
 Membership: NARTB, RAB
 Pres., Gen. Mgr.: Lee Bishop
 Commercial Mgr.: Virgil Parker
 Sales Prom. Mgr.: Bob Davis
 Program Director: Harry Kirk
 Chief Engineer: Floyd Vikos

KUGN

EUGENE—1946—NBC

Freq.: 590 Kc. Power: 1 Kw. d., 1 Kw. n.
 Owned-Operated By: KUGN, Inc.
 Business Address: P. O. Box 112
 Phone: 4-6216 Air Time: Full Time
 News Service: AP
 Representative: Meeker
 Membership: NARTB, RAB
 Pres., Gen., Sta. Mgr.: C. O. Fisher
 Commercial Manager: E. W. Karl
 Sls. Prom. Mgr., Pub. Dir.: Reg Roos
 Chief Engineer: George Hathaway

KRWC

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Irving G. Schmidtke
 Address: Rt. 2, Box 59
 Phone: Forest Grove 6091 Air Time: Daytime
 Representative: Wm. Ayres, Moore & Lund
 Transcription Service: Standard
 Pres., Gen. Mgr.: Irving V. Schmidtke
 Commercial Mgr.: Clarence S. Sherman
 Prog. Dir.: Jack L. White
 Pub. Dir.: Robert Kingsley

KUIN

GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Southern Oregon Bcstg. Co.
Business Address. P. O. Box 148
Phone GR 6-4477
Transcription Service World
Representative W. S. Grant
Representative NARTB, RAB
President A. E. Voorhies
General Manager E. A. Malone
Commercial Mgr. M. K. Ball
Program Director Dave Allen
Chief Engineer N. L. Williams

KRTV

HILLSBORO—1954

Frequency: 1360 Kc. Power: 1000 Watts
Representative Moore & Lund
President Harold C. Singleton
Chief Engineer Paul Alexander

KIHR

HOOD RIVER—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Ore-Wash. Bcstrs.
Address P. O. Box 207
Phone: 8561 Air Time: Full Time
News Service AP
Transcription World
Representative Moore-Lund
Membership RAB
President C. H. Fisher
Sta. Mgr., Prog. Dir. Don McCutcheon
Comm. Mgr. R. C. Weisenburger
Chief Engineer Don I. Morris

KFJI

KLAMATH FALLS—1923—MBS
DON LEE

Frequency: 1150 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By. KFJI Bcstrs., Inc.
Address P. O. Box 692
Phone: 22551 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Representative W. S. Grant, Moore-Lund
Membership NARTB
President W. D. Miller
Station Mgr. Alan K. Abner
Program Dir. Brad Cole
Chief Eng. W. Loerke

KFLW

KLAMATH FALLS—1946—ABC-CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Herald Publ. Co.
Address P. O. Box 941
Phone Number 8115

Air Time Full Time
News Service AP
Transcription Service Standard
Representative Everett-McKinney
Membership NARTB, BAB
President Frank Jenkins
General Manager Bud Chandler
Commercial Manager Aaron Boe
Chief Engineer Bill Grimes

KLBM

LA GRANDE—1928—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Inland Radio, Inc.
Phone: 2201 Air Time: Full Time
Transcription Service Standard
Representative Moore & Lund, Best
Membership NARTB
Gen., Comm. Manager Ken Lillard
Program Director Judy Holman
Chief Engineer Len Serdar

KGAL

LEBANON—1950—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By. Linn County Bcstrs., Inc.
Address P. O. Box 341
Phone: 8631 Air Time: Full Time
News Service AP
Station Rep. Holman
Transcription Service Langworth, SESAC
President W. Gordon Allen
General Manager John Truham
Commercial Manager Don Wellman
Program Director Nate Bridges
Chief Engineer Danny Bridges

KMCM

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By. Yamhill Bcstrs.
Address P. O. Box 207
Phone: 3811 Air Time: Full Time
Newspaper Affil. Daily News-Register
Transcription Service World
Station Rep. Continental
News Service AP
President Jack B. Bladine
Gen., Comm. Mgr. Glasco Branson
Program Director Leslie Cunningham
Chief Engineer Jack Adkins

KBOY

MEDFORD—1954

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By. K-Boy Bcstrs.
Address P. O. Box 1109
Phone 3-5355
Partner, Gen. Mgr., Prog. Dir. C. E. Wilson
Partner P. D. Jackson
Prtn., Comm. Mgr., Chief Eng. W. H. Hansen

K M E D

MEDFORD—1922—NBC

Freq.: 1440 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Operated By Radio Medford, Inc.
 Address P. O. Box 1308
 Phone: 2-4000 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Station Representative Meeker Assoc.
 Membership NARTB
 President Vern Robinson
 General Sta. Mgr. Ray Johnson
 Commercial Mgr. Tom Tubbs
 Publicity Director Norm Oberst
 Program Director Russ Jamison
 Chief Engineer Don Smith

K Y J C

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Medford Printing Co.
 Trans. Address 27 North Fir St.
 Phone: 2-5277 Air Time: Full Time
 News Service UP
 Newspaper Affiliation Mail Tribune
 Representative Grant
 Transcription Service Lang-Worth
 Membership NARTB
 President Robert W. Ruhl
 Gen., Sta., Prom. Mgr. Jimmy Dunlevy
 Comm. Mgr. Tom MacLeod
 Program Director John Ahern
 Chief Engineer Dick Woods

K N P T

NEWPORT—1948

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By Yaquina Radio, Inc.
 Business Address 1940 N. Coast H'way
 News Service AP
 Rep. Ayres, Moore & Lund, Continental
 Pres., Gen. Mgr. Tom R. Becker
 Comm. Mgr., Prog. Dir. Bob Eubanks
 Sales Prom. Mgr. Helen Wade

K F I R

NORTH BEND—1951—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Bay Bcstg. Co.
 Address Box 905
 Phone: SK 9-7351 Air Time: Full Time
 News Service AP
 Representative W. S. Grant, Keating
 Owner, Gen. Mgr. Josephine Edwards
 Station Manager Glenn Nickell
 Comm. Manager William Jones
 Sales Prom. Mgr. Charles Lee
 Chief Engineer Arthur Schuldt

K S R V

ONTARIO—1946—KBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Operated By Inland Radio, Inc.

Address Box 540
 Phone: 212 Air Time: Full Time
 News Service UP
 Rep. Pac. Northwest, Moore-Lund, Best
 Transcription Service Standard
 Tran. Ser. Standard, Langworth
 General Manager Gordon L. Capps
 Asst. Manager Charles E. Harland
 Commercial Manager Robert Humphreys
 Program Director Rodrick Waller
 Chief Engineer Geoffrey Gass

K G O N

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Clackamas Bcstrs.
 Business Address Box 391
 Phone: OR 5249 Air Time: Full Time
 News Service UP
 Trans. Ser. World, Associated, Standard
 Rep. Robt. Meeker, Moore-Lund, Paschall
 Membership NARTB, RAB
 President Dr. John H. Flitzgibbon
 Comm., Prom., Gen. Mgr. Irwin S. Adams
 Program Director Sonora B. Hoffman
 Chief Engineer Edward G. Saxe

K W R C

PENDLETON—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Business Address P. O. Box 178
 News Service UP
 Trans. Ser. Thesaurus
 Station Rep. Moore & Lund
 Pres., Gen. Mgr. V. B. Kenworthy
 Station Manager Ted A. Smith
 Commercial Mgr. John Webb
 Program Director John F. Cameron
 Chief Engineer Douglas Whipple

K E X

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Operated By Westinghouse Radio
 Address 1230 SW Main St.
 Phone: CApital 1881 Air Time: Full Time
 News Service UP, INS
 Transcription Service Associated
 Membership RAB
 Station Representative Free & Peters Inc.
 President Chris Witting
 General Manager Joseph E. Baudino
 Station Manager J. B. Conley
 Commercial Manager R. E. Rudolph
 Sales Promotion Manager Charles L. Burrow
 Program Director Mel Bailey
 Chief Engineer Jack Erwin

K G W

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. Pioneer Bcstrs, Inc.
 Bus.-Studio Address 1320 S.W. Broadway
 Phone: BEacon 6364 Air Time: Full Time

News Service.....AP, INS
 Representative.....Edward Petry
 Membership.....NARTB, RAB
 Transcription.....SESAC
 President.....George Orput
 Gen., Sta. Mgr.....James A. Mount
 Asst. Mgr.....T. D. Rishworth
 Comm. Mgr.....R. H. Prigmore
 Prog., Pub. Dir.....Robert E. Franklin
 Chief Engineer.....Earl E. Petersen

K O I N

PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned.....Mt. Hood Radio-TV Bcstag, Corp.
 Business Address.....P. O. Box 1031
 Phone: ATwater 3333.....Air Time: Full Time
 News Service.....AP, INS, UP
 Transcription Service.....World, Standard
 Representative.....CBS, Spot & Sis.
 Membership.....NARTB, RAB
 President.....Ted Gamble
 Gen. Mgr.....Harry H. Buckendahl
 Promotion Director.....George Wann
 Program Manager.....Willard Mears
 Nat'l Adv. Mgr.....J. L. Palmer
 Dir. of Engineering.....Louis S. Bookwalter

K P A M

PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Bcstrs. Oregon Ltd.
 Address.....P. O. Box 1230
 Phone: ATwater 0106.....Air Time: Daytime
 News Service.....AP
 Membership.....NARTB
 Trans. Serv.....Associated, World, SESAC
 Pres., Gen. Mgr.....Stanley M. Gourd
 Program Director.....Douglas Ducklow
 Comm. Manager.....Deal O. Wilkins
 Sales, Prom. Mgr.....Jack Hampton
 Publicity Director.....Jim McGuire
 Chief Engineer.....Charles K. Dickson

K P D Q

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
 Phone: CA 9209.....Air Time: Daytime
 News Service.....AP
 Membership.....RAB
 Pres., Gen. Mgr.....Jack W. Davis
 Program Director....."Wink" Guthrie
 Chief Engineer.....Bob Beattie

K P O J

PORTLAND—1932—MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KPOJ, Inc.
 Phone: Broadway 3484.....Air Time: Full Time
 Studio Address.....1019 S.W. 10th
 News Service.....UP
 Newspaper Affiliation.....Oregon Journal
 Representative.....John Blair
 Membership.....NARTB, RAB
 President.....Wm. W. Knight

General-Station Manager.....R. M. Brown
 Commercial Manager.....Robert C. La Bonte
 Program Director.....Jack Moys
 Chief Engineer.....Richard R. Pooley

K W J J

PORTLAND—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Rodney F. Johnson
 Bus.-Studio Address.....1011 S.W. 6th Ave.
 Phone: Atwater 4393.....Air Time: Full Time
 News Service.....INS
 Representative..Burn-Smith, McGawen, Young
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Rod F. Johnson
 Comm. Mgr.....Ben T. Crosby
 Sales Prom. Mgr.....Charles A. Larsen
 Prog. Dir.....Jerry Speerstra
 Chief Engineer.....Les Windes

K X L

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Box 5886
 Phone: EV 1-6558.....Air Time: Daytime
 News Service.....UP, AP
 Transcription Service.....Associated
 Rep..Walker, Pacific Northwest, Moore & Lund
 Pres., Gen., Comm. Mgr.....H. S. Jacobson
 Program Director.....Ric Thomas
 Chief Engineer.....Len Garrett

K R C O

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Address.....P. O. Box 188
 Phone: 6-239.....Air Time: Full Time
 Membership.....RAB
 Trans. Serv.....Thesaurus
 Representative.....Best, Moore & Lund
 News Service.....UP
 Pres., Gen. Mgr.....Norbert A. Miksche
 Program Manager.....Elsie Stover
 Comm. Mgr., Chief Engr.....C. R. Matheny
 Chief Eng.....Gene Johnstuck

K J U N

REDMOND—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Juniper Bcstrs., Inc.
 Address.....P. O. Box 1240
 Representative.....McGillvra
 News Service.....UP
 Membership.....NARTB, RAB
 Pres., Gen., Sta. Mgr.....F. G. Lieser
 Bus., Prog. Dir.....Patricia Riggs
 Chief Engr.....Gene Johnstuck

K R N R

ROSEBURG—1935—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....News Review Co.

Address.....134 N. Jackson
 Phone: 3-5551.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Newspaper Affiliation.....News Review Co.
 Representatives.....Moore & Lund, Grant
 Membership.....NARTB, RAB
 President.....Frank Jenkins
 Gen., Sta. Mgr.....Leroy Hiatt
 Commercial Mgr.....Warren Ward
 Program Director.....Lyle Fenner
 Chief Engineer.....Max Dick

KRXL

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Umpqua Bcstr., Inc.
 Address.....P. O. Box 847
 Phone: OR 3-4464.....Air Time: Full Time
 News Service.....UP
 Trans. Ser.....World, Lang-Worth
 Station Rep.....Regional Rep., Cox
 Membership.....NARTB
 President.....Donn Radabaugh
 Sta., Comm., Gen. Mgr.....Iris Rice Helliwell
 Program Director.....Del McKay
 Publicity Director.....Carol Kerr
 Chief Engineer.....Leo Reetz

KGAE

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KGAE, Inc.
 Address.....Box 768
 Phone: 4-1430.....Air Time: Daytime
 News Service.....UP
 Station Rep.....Holman
 President.....W. Gordon Allen
 General Manager.....Earle Headrick
 Program Director.....Jean McLean
 Comm. Manager.....Robt. Morse
 Chief Engineer.....John Truhan

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Loring Schmidt

Address Trans. Loca.....1426 Edgewater St.
 Phone: 3-3108.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard, Associated
 Representative.....William G. Rambeau
 Gen. Mgr.....Loring Schmidt
 Program Director.....Carl Ritchie
 Commercial Manager.....Seth Smith
 Chief Engineer.....Bruce Fountain

KSLM

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....P. O. Box 631
 Phone: 3-4831.....Air Time: Full Time
 Representative.....Everett, McKinney
 News Service.....UP
 Transcription Service.....World
 Membership.....RAB
 President, Gen. Mgr.....Glenn McCormick
 Comm., Sta. Mgr.....Dave Hoss
 Sales Prom., Mer.....Bill Ross
 Prog. & Publicity Director.....Herb Johnston
 Chief Engineer.....Clyde Carlton

KRGA

SPRINGFIELD—1954

Frequency: 1050 Kc.....Power: 1 Kw.
 Owned.....W. Gordon Allen
 Address.....P. O. Box 696
 Air Time.....Daytime
 News Service.....UP
 Station Rep.....Hal Holman
 President.....W. Gordon Allen
 V.P., Gen. Mgr.....Glen M. Stadler

KTIL

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
 Business Address.....Box 1590
 Phone: Victor 2-4422.....Air Time: Full Time
 News Service.....UP
 Rep.....Continental, Ayres, Moore & Lund
 President.....F. H. Guyton
 Manager.....Tom Hoover
 Chief Engineer.....Larry Bruner

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — Families 3,095,000

Radio Homes 2,985,000 — TV Homes 2,537,000 — Stations in State 124

WAEB

ALLENTOWN—1948

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: WAEB, Inc.
Address: 7th & Hamilton Sts.
Phone: HE. 4-9364. Air Time: Full Time
News Service UP
Representative Radio-Rep.
President Howard Wasserman
General Mgr. P. Robert Ackley
Program Dir. John Mraz
Chief Engineer. William Gottshall

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned. Allentown Bcstg. Corp.
Address. Colorado & Poplar Sts.
Phone: HE. 4-4801. Air Time: Full Time
News Service UP
Transcription Service. RCA, Thesaurus
Representative Raymer
Membership NARTB
President. Charles G. Helwig
Station Mgr. James G. Chambers
Comm., Sales Prom. Mgr. Alfred F. Wilcox
Program Dir. James F. Chambers
Publicity Dir. Paul Mitchell
Chief Engineer. Gerald B. Werst

WKAP

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
Operated By. WKAP, Inc.
Bus.-Studio Address. P. O. Box 689
Phone: Hemlock 3-3166. Air Time: Full Time
News Service AP
Transcription Service Associated
Representative Weed
President. N. Joe Rahall
Sta., Gen. Mgr. O. R. Davies
Prog. Dir. Marshall S. Cleaver
Chief Engineer. C. Frank Cordaro

WSAN

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: Hemlock 4-9511. Air Time: Full Time
News Service AP
Transcription Service World
Representative Headley Reed
Membership NARTB, RAB
General Manager B. Bryan Musselman
Sta., Comm. Mgr. Olivia M. Barnes
Dir. of Programs. George Y. Snyder
Chief Engineer. Revel H. Musselman

WFBG

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Gable Bcstg. Co.
Address. 1320 11th Ave.
Phone: 6467. Air Time: Full Time
News Service AP
Transcription Service World
Representative H.R. Reps., Inc.
Membership NARTB
President. George P. Gable
General Manager John M. Snyder
Sta., Sales Prom. Mgr. James R. Gates
Chief Engineer. George Burgoon

WRTA

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Thompson Bcstg. Co.
Address. 1421 12th Ave.
Phone: 6646. Air Time: Full Time
News Service UP
Transcription Service Associated
Representative Robert Meeker
Membership NARTB



WHOL

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation. The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1953 amounted to more than five hundred million dollars and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you. Together with WHOL, WAZL, WMLM, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHARLES G. HELWIG, Esq.
President

Rep. Paul H. Raymer Co.

Pres., Gen. Mgr. Roy T. Thompson
 Sta., Comm., Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Publicity Director Marge Griffith
 Chief Engineer John Grimme

W V A M
ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By General Bcstg. Corp.
 Address 2727 W. Albert Dr.
 Phone: 8127 Air Time: Full Time
 News Service UP
 Membership NARTB
 Transcription Service Standard
 Representative Weed & Co.
 President Emanuel S. Leopold
 Gen., Prom. Manager Will Ketner
 Comm. Manager Will Union
 Chief Engineer Dominic Legge

W A V L
APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Tri-Borough Bcstg. Co.
 Address Press & Radio Bldg.
 Phone: 72-3921 Air Time: Daytime
 News Service UP
 Trans. Ser. SESAC, Cole, Lang-Worth
 General Manager Cecil F. Clifton
 Business Manager A. J. West
 Program Director Silas West
 Chief Engineer H. E. Smith

W N C C
BARNSBORO—1950—KBS

Frequency 950 Kc. Power: 500 Watts d.
 Owned-Oper. By No. Cambria Bcstrs.
 Address Maple Ave.
 Transcription Service Thesaurus, World
 News Service UP
 Membership RAB
 Pres. Harris G. Breth
 General Manager W. J. Thomas
 Program Director William R. Raihall
 Chief Engineer Dyle Miller

W B V P
BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WBVP, Inc.
 Business-Studio Address 1216 Seventh Ave.
 Phone Number 4100
 News Service UP, AP
 Transcription Service Standard, World
 Membership NARTB
 Pres., Gen. Mgr. Frank R. Smith, Jr.
 Commercial Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Pub. Dir. Jean E. Biggard
 Chief Engineer Robert Ramsey

W G P A
BETHLEHEM—1946

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By The Bethlehems' Globe

Bus.-Studio Address 428 Brodhead Ave.
 Phone: University 6-8074 Air Time: Daytime
 News Service UP
 Newspaper Affil. Bethlehem Globe Times
 Transcription Service Capitol, Thesaurus
 Membership NARTB
 President Rolland L. Adams
 General Manager Ellis Service
 Station Manager Arthur C. McCracken
 Comm., Sales Prom. Mgr. Frank Collie
 Prog. Dir. Stefan George
 Pub. Dir. Frank Collie
 Chief Engineer Edwin L. Rybak

W C N R

BLOOMSBURG—1946

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address 38 W. Main St.
 Phone: 1700 Air Time: Daytime
 News Service AP
 Trans. Ser. Associated
 Membership NARTB
 Gen. Mgr. Ed Darlington
 Chief Engineer Robert Fulton

W H L M

BLOOMSBURG—1948

Frequency: 550 Kc. Power: 500 Watts
 Owned Harry L. Magee
 Address 107 W. Main St.
 Phone: 1800-1 Air Time: Full Time



WHLM
BLOOMSBURG, PA.

WHLM has big news . . . announcing that they are now a full time operation, gaining 20,000 additional new listeners, completely new studios and a brand new RCA transmitter. WHLM has a continuous over-lapping program, and their coverage is directed along the banks of the Susquehanna River, the center of population for eastern and central Pennsylvania. Add all this together and you get a pretty fair idea of why we say, "Time Begins, you can't afford to pass up the selling power of WHLM." Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company. To mention just a few with good big results. Together with WHLM, WAZL, WHOF, WIDE and WVDA are under the supervision of Victor C. Distie, radio pioneer and executive.

HARRY L. MAGEE
 Owner and Operator
 Rep. Paul H. Rayner Co.

News Service AP, UP
 Transcription Service..... Lang-Worth, World
 Representative Raymer
 Membership NARTB
 President..... Harry L. Magee
 Gen., Sta. Mgr..... Robert R. Williams
 Commercial Mgr..... Pat Campbell
 Sales Prom. Mgr..... Ray Calabrese
 Program Dir..... Anthony Perry
 Publicity Dir..... Patsy O'Brien
 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: Electric 1-1100..... Air Time: Daytime
 News Service UP
 President..... William G. Matta
 Commercial Manager..... George Matta
 Chief Engineer..... Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... WESB
 Business Address..... 43 Main St.
 Phone: 3173..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus RCA
 Representative Burn-Smith
 Membership NARTB
 Gen. Mgr., Sls. Prom., Pub. Dir., J. M. Cleary
 Commercial Manager... Frederick P. Tascone
 Program Dir..... Lloyd P. Gordon
 Publicity Dir..... Frederick P. Tascone
 Chief Engineer..... Dean Merry

WBUT

BUTLER—1949

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Operated By..... WBUT, Inc.
 Address Mcquiston Rd.
 Phone: 75-778..... Air Time: Daytime
 News Service AP
 Station Representative..... Gill-Perna, Inc.
 President..... J. Patrick Beacom
 Gen. & Sta. Mgr..... Gerald D. Coleman

WISR

BUTLER—1941

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Oper. By .. The Butler Bcstg. Co., Inc.
 Business-Studio Address..... 357 N. Main St.
 Phone: Butler 7-4701..... Air Time: Daytime
 Membership PAB
 News Service UP
 President..... Joel W. Rosenblum
 General Manager..... Robert Kaufman
 Comm. Manager..... Harry W. Critchlow
 Program Director..... Warren Ihlenfeld
 Chief Engineer..... Paul Rex

WC DL

CARBONDALE—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By Carbondale Bdcsg., Co., Inc.
 Address..... 127 Salem Rd.
 Phone: Carbon 1230..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Dona'd Cooke, Inc.
 President..... William H. Ware
 General Manager..... Robert G. Adams
 Comm. Manager..... Phil E. Ladd
 Prog. Director..... Edward J. Hughes
 Chief Engineer..... Walter F. Rude

WHYL

CARLISLE—1952—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Richard Field Lewis, Jr.
 Business Address..... Holly Pike
 News Service UP
 Membership NARTB
 President..... Richard F. Lewis, Jr.
 Gen., Sta., Comm. Mgr..... Winslow T. Porter
 Prog. Dir..... C. H. Morse
 Chief Engineer..... Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Chambersburg Bcstg. Co.
 Bus.-Studio Address..... Craft Press Bldg.
 News Service AP
 Transcription Service..... Thesaurus, Standard
 Representative Forjoe
 General Manager..... John S. Boo'ch
 Sta., Comm. Mgr..... Earl P. Strine
 Chief Engineer..... James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc.....Power: 250 Watts d.
 Owned-Oper. By..... Monongahela Valley Bcstg.
 Address Box 584
 Phone: Hudson 3-6551..... Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 President..... Dr. A. S. Sickman
 Gen. Mgr..... C. R. Duva'l
 Program Dir..... George Gailey
 Chief Engineer..... Sylvio Garfalo

WDRF

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Oper. By..... Eastern Bcstg. Co., Inc.
 Business Address..... 500 Edgmont Ave.
 News Service UP
 General Manager..... Howard C. Weiss
 Commercial Manager..... Cy Swingle
 Chief Engineer..... Harry Simington

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By James M. Tisdale
Bus. Studio Address Wolf Bldg., Market Sq.
Phone: Chester 2-8861 Air Time: Daytime
News Service UP
Station Rep. Webb
Pres., Gen. Mgr., Chief Eng. James M. Tisdale
Program Director Robert A. Hibbert, Jr.

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Clearfield Bcsters, Inc.
Address 215 Church St.
Phone 5-5541
Newspaper Affiliation Clearfield Progress
News Service UP
Transcription Service Thesaurus, Lang-Worth
Membership NARTB, RAB
President W. K. Ulerich
General Manager W. J. Thomas
Sta., Comm. Mgr. Joseph Milsop
Program Director Margaret Nemeth
Chief Engineer Lewellyn Duck

WCOJ

COATESVILLE—1949—QUAKER

Freq.: 1420 Kc. Power: 5 Kw. d., 5 Kw. n.
Owned-Oper. By Chester Co. Bcstg. Co.
Address 809 E. Lincoln H'way
Phone Number 2100
Transcription Service SESAC
News Service UP
Membership NARTB
President Louis N. Seltzer
General Manager William S. Halpern
Comm., Prom. Mgr. Donald Kimes
Chief Engineer Louis N. Seltzer

WCVI

CONNELLSVILLE—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Conneltsville Bcstrs., Inc.
Bus. Studio Address 126 W. Crawford Ave.
Phone Number Conneltsville 2700
News Service UP
Membership RAB
Trans. Service Thesaurus
President Cam T. Trailo, M.D.
Gen., Sta. Mgr. Jack Craddock
Program Director Joseph Speeney
Chief Engineer Robert Roy

WOTR

CORRY—1954

Frequency: 1370 Kc. Power: 500 Watts
Air Time Daytime
Owned-Oper. by Olivia T. Rennekamp

WFRM

COUDERSPORT—1953

Frequency: 600 Kc. Power: 500 Watts d.
Owned-Oper. By Farm & Home Bcstg. Co.
Address 9 N. Main St.
Phone: 611 Air Time: Daytime
News Service AP
Trans. Service World, SESAC
President C. H. Simpson
Vice-Pres., Gen. Mgr. John A. Fay
Prog. Dir. C. F. Robison
Commercial Mgr. James F. Ponder
Chief Engineer F. K. Reed

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Charles M. Meredith
Business-Studio Address Hart Bldg.
Transcription Service World
Membership NARTB, RAB
Representative Indie Sales, Inc.
President Charles M. Meredith
Gen., Comm. Mgr. William A. Lynch
Program Director Robert Fretz
Chief Engineer P. Robert Wright

WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Business-Studio Address 80 N. Park Pl.
Transcription Service SESAC
Representative McGillvra
President Harold Gray
General Mgr. Jason S. Gray
Comm., Sta. Mgr. George Williams
Program Director Ken Johnson
Chief Engineer Burrell Morris

WEST

EASTON—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Associated Bcstrs., Inc.
Bus. Studio Address 516 Northampton St.
Transcription Service World
Representative Robert Meeker
Membership NARTB, RAB
Station Exec. Clair R. McCollough
Station Manager Theodore W. Pierce
General Sales Manager J. Robert Gulick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

WEMR

EMPORIUM—1954—KBS

Frequency: 1340 Kc. Power: 5000 Watts
Owned-Oper. By Kenneth E. Rennekamp
Address 513-15 Berger Bldg., Pittsburgh
Phone Atlantic 1-1365
President Kenneth E. Rennekamp
Gen., Commercial Mgr. Curt Doelicke
Prog. Director O. T. Rennekamp
Chief Engineer Calvin Custer

WERC

ERIE—1941—ABC

Frequency: 1260 Kc. Power: 5 Kw.
 Owned by: Presque Isle Bcstg. Co.
 Address: 121 West 10th St.
 Phone: 4-6367 Air Time: Full Time
 News Service: UP
 Station Representative: Weed
 President: Jacob A. Young
 Gen. Mgr.: Arthur M. Ingram
 Comm. Mgr.: Robert Yochim
 Program Dir.: J. Jacob Young
 Chief Engineer: Kenneth L. Hestor

WIKK

ERIE—1949—ABC, NBC

Frequency: 1330 Kc. Power: 500 Watts
 Owned-Oper. By: Community Service Bcstg.
 Bus. Studio Address: 3514 State St.
 News Service: AP
 Transcription Service: Lang-Worth, World
 President: Edward Lamb
 Sta. & Comm. Mgr.: Charles R. Kinney
 Promotion Director: Jack Shumaker
 Program Director: Charles R. Kinney
 Chief Engineer: Ken Husband

WJET

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Jet Bcstg. Co.
 Address: 18th & Ash St.
 Transcription Service: Standard
 Representative: Forjoe
 Membership: NARTB
 Pres., Gen. Mgr.: Myron Jones
 Commercial Manager: Lou Skelly
 Chief Engineer: William Fleckenstein

WLEU

ERIE—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Commodore Perry Bcstg. Ser. Inc.
 Address: 212 Commerce Bldg.
 Phone: 22-129, 23-327 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Station Rep.: Rambeau
 Membership: RAB
 President: Owne K. Murphy
 General Manager: Philip B. Hirsch
 Commercial Mgr.: James D. Brownyard
 Program Director: Robert Eaton
 Chief Engineer: William P. Sebenick

WFAR

FARRELL

Frequency: 1470 Kc. Power: 500 Watts
 Owned-Oper. By: Sanford A. Schafitz
 Address: Hoelzle Rd.
 Representative: Clark
 President, Gen. Mgr.: Sanford A. Schafitz
 Commercial Mgr.: Leonard J. Schafitz

WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Times & News Pub. Co.
 Address: P. O. Box 28
 Phone: 850 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Membership: NARTB, RAB
 Gen., Comm. Mgr.: P. H. Cunningham
 Program Director: Edwin L. Shoop, Jr.
 Chief Engineer: Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.
 Owned: Pittsburgh Radio Supply House
 Business-Studio Address: 128 N. Penn Ave.
 Phone: Greensburg 3740 Air Time: Full Time
 News Service: UP
 Membership: NARTB
 President: H. Kenneth Brennen
 Prog. Mgr.: Glenn Grayson
 Chief Engineer: L. L. Allen

WHVR

HANOVER—1949—MBS

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By: Radio Hanover, Inc.

WERC

ERIE PENNSYLVANIA'S
 LEADING REGIONAL STATION
 GIVES YOU OUTSTANDING
 MERCHANDISING



**5000 WATTS
1260 KC**

Pluses

- BUS CARDS
- TAXI POSTERS
- DIRECT MAIL
- POINT OF SALE
- POSTERS
- THEATER SCREEN
- PROMOTION

Represented by
WEED & CO.

Address Hanover Rd.
 Phone: 3831 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Pres., Sta. Gen. Mgr. John D. Bare
 Comm. & Asst. Mgr. Murray L. Goldsborough
 Program Director Ned Rutledge
 Publicity Director Ed John
 Chief Engineer Philip Rohrbaugh

News Service AP
 Transcription Service Capitol
 Representative Weed
 Membership NARTB, RAB
 Pres., Gen. Mgr. Herbert Kendrick
 Station Manager Jack Hooper
 Comm. Mgr. Ralph Hartman
 Pub. Dir. Jack Hooper
 Chief Engineer William Kuntz

WCMB

HARRISBURG—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Business-Studio Address 228 Court St.
 Phone: 4-3005 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Donald Cooke, Inc.
 Membership NARTB
 President Edgar T. Shepard, Jr.
 General Manager Ed K. Smith
 Program Director Ed. Gonzales
 Chief Engineer J. Howard Bair

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WHP, Inc.
 Business-Studio Address 216 Locust St.
 Phone: 4-3211 Air Time: Full Time
 Representative The Bolling Co.
 Membership NARTB
 Gen.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Pottelger
 Program Director Dick Redmond
 Publicity Dir. John Price
 Chief Engineer E. Daniel Leibensperger

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kendrick Bcstg. Co., Inc.
 Bus.-Studio-Trans. Address 112 Market St.
 Phone: 4-4988 Air Time: Full Time

WKBO

HARRISBURG—1922—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.

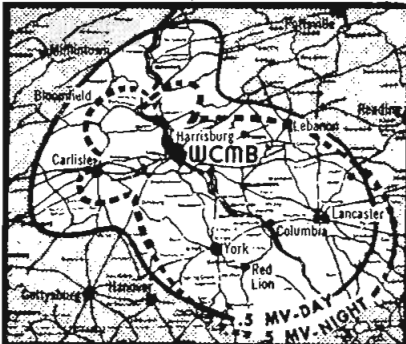
WCMB

means BUSINESS in
HARRISBURG

POWER 5000 watts day and night covers the ENTIRE Harrisburg Market.

PROGRAMS Top News, Sports, Local and MBS Features.

PROMOTION Window displays, bus cards, theater screens, etc.



MUTUAL FOR HARRISBURG
 5000 WATTS —•— 24 HOURS DAILY

WCMB-TV

Channel 27

Harrisburg's LOWEST CHANNEL, HIGHEST POWER, gives you Harrisburg's BEST COVERAGE.

Definitely your best buy on Cost Per 1000 basis. INVESTIGATE!

SEE FOR JOE

WCMB-TV

HARRISBURG

News ServiceUP
Transcription ServiceWorld
RepresentativeRobert Meeker
MembershipNARTB, RAB
Station Executive.....Clair R. McCollough
Station Manager.....Henry M. Traugh
Natl. Sales Mgr......J. Robert Gulick
Program Director.....Seibert D. Eberly
Technical Director.....J. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Address.....708 Hazleton Natl. Bank Bldg.
Phone: GL 4-3531-32. **Air Time:** Full Time
News ServiceAP
Transcription ServiceWorld
Representative.....Raul H. Raymer, Co.
MembershipNARTB
Pres., Gen. Mgr......Victor C. Diehm
Station Mgr......Kathryn E. Kahler
Sales Prom. Mgr......Robert J. Sacco
Comm. Mgr......Thomas A. Tito
Program Director.....Bill Graham
Publicity Dir......Paul Cerula
Chief Engineer.....Elwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc. **Power:** 250 Watts d.
Owned-Operated By... Steel City Bcstg. Corp.
Bus. Studio Address.....105 E. Eighth Ave.
Phone: HO 1-0172. **Air Time:** Daytime
News ServiceUP
RepresentativeFor Joe
President.....Anthony S. Drtale
Comm., Prom., Prog. Sta. Mgr... Leonard Walk
Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1947—KBS

Frequency: 1150 Kc. **Power:** 1000 Watts
Owned-Oper. By.. Joseph F. Biddle Publ. Co.
Bus. Studio Address.....400 Washington St.
Phone: 1291. **Air Time:** Daytime
Newspaper Affiliation....."Daily News"
News ServiceUP
Trans. Ser......SESAC, Lang-Worth
President.....John H. Biddle
General Manager.....William E. Germann
Chief Engineer.....Ernest A. Craig

WDAD

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By.....WDAD Inc.
Address.....673 Philadelphia St.
Phone: 5-5511. **Air Time:** Full Time
News ServiceUP
Trans. Ser.World
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Commercial Mgr......Jonas Termin
Chief Engineer.....Stanley Graziadio

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone: 81-2116. **Air Time:** Full Time
News ServiceUP
Transcription ServiceWorld
MembershipNARTB
RepresentativeWeed
PresidentPaul Short
General Manager.....Robert R. Nelson
Station Manager.....Steward W. Phillips
Comm. Manager.....Joseph E. Cavanaugh
Publicity Director.....James Malloy
Chief Engineer.....Millard C. Coleman

WCRO

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus. Studio Address.....Fort Stanwix Hotel
Phone: 9-1187. **Air Time:** Full Time
News ServiceINS
RepresentativeRadio-TV Reps
President.....John J. Keel
General Manager.....John Pallottini
Prog. Dir......Dick Olinger
Chief Engineer.....Earl Castine



WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000. Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . \$8,570.00 per family and they use it to buy the products advertised on WAZL. A recent survey conducted in November, 1954, showed WAZL with 73 per cent of the radio listening audience from 7:00 in the morning until midnight.

Together with WAZL, WHOL, WIDE, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
 President & General Mgr.
 Rep. Paul H. Raymer Co.

W J A C

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WJAC, Inc.
 Bus-Studio Address: 329 Main St.
 Phone: 4-1267 Air Time: Full Time
 Newspaper Affiliation: Tribune-Democrat
 News Service: AP
 Representative: Young
 Membership: NARTB
 President: W. W. Krebs
 Comm. Mgr.: Park Claycomb
 Prog. Dir.: John P. Foster
 Publicity Director: Edward T. Bunn
 Chief Engineer: Theodore E. Campbell

W A D P

KANE—1954

Frequency: 960 Kc. Power: 500 Watts
 Owned: Northern Allegheny Bcstg. Co.
 Address: Penn-Kane Hotel
 Phone: 1520
 President, Gen. Mgr.: David Potter
 Sta. Mgr., Pro. Director: Robert Johnson
 Commercial Mgr.: Dick Feit
 Chief Engineer: John Nordine

W A C B

KITTANNING—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The Armstrong County
 Bcstg. Corp.
 Bus-Studio Address: 325 Market St.
 Phone: 43-1381 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus
 Station Rep.: Rambeau
 Membership: NARTB, RAB
 President: J. B. Moore
 Gen. Mgr.: Charles M. Erhard
 Commercial Mgr.: William C. Frederick
 Chief Engineer: Frank Walleck

W G A L

LANCASTER—1922—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WGAL, Inc.
 Business-Studio Address: 8 W. King St.
 Phone Number: 5251
 News Service: UP
 Transcription Service: World
 Representative: Robert Meeker
 President: Clair R. McCollough
 Station Manager: Maynard W. Thomas
 Nat. Sales Mgr.: J. Robert Gulick
 Program Mgr.: Kenneth Kreider
 Technical Director: J. E. Mathiot

W L A N

LANCASTER—1946—ABC-MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By: The Peoples Bcstg. Co.
 Bus-Studio Address: 252 N. Queen St.

Phone: 4-7261 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth, Capitol
 Representative: Headley-Reed
 Membership: NARTB
 Pres., Gen. Mgr.: Frank H. Altoerffer
 Vice-President: S. M. Altoerffer
 Commercial Mgr.: Stanley Baker
 Prog. Dir.: Karl Shayne
 Program Dir.: Raymond Sherman

W L S H

LANSFORD—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Miners Bcstg. Service, Inc.
 Address: P. O. Box D
 Phone: 1440 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated, Thesaurus
 Representative: Everett-McKinney
 President: Joseph L. Maquire
 Station Manager: John W. Angst
 Commercial Manager: J. C. Lindvay
 Chief Engineer: Milton W. Seltzer

W A K U

LATROBE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Clearfield Bcstrs. Inc.
 Address: P. O. Box 208
 Phone: 2348 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus, World
 President: W. K. Ulerick
 General Manager: W. J. Thomas
 Chief Engineer: Stanley Graziado

W L B R

LEBANON—1946

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By: Lebanon Bcstg. Co.
 Bus-Studio Address: 8th & Cumberland Sts.
 Phone: 2-7651 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Burn-Smith
 Representative: NARTB, RAB
 President: Lester P. Eiter
 General Mgr.: H. Raymond Stadiem
 Operation Mgr.: Julian F. Skinnell
 Dir. Local Sales: Philip J. Reilly
 Dir. Nat. Sales: Julian F. Skinnell
 Program Dir.: Thomas Holston
 Publicity Dir.: Henry Homan
 Chief Engineer: William Zehring

W K V A

LEWISTOWN—1949—ABC

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Central Pa. Bcstg. Co.
 Address: 19 S. Wayne St.
 Phone: 6771 Air Time: Day Time
 News Service: UP
 Representative: Gill-Perna

Membership RAB
 Pres., Sta., Gen. Mgr. Robert L. Wilson
 Pgm. Dir. Lynn Bloom
 Promotion Dir. Reed Gray
 Chief Engineer. Robert Steltzer

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: 6757 Air Time: Full Time
 News Service AP
 Representative Burn-Smith
 Membership NARTB
 President. J. S. Woods
 General Manager. T. W. Metzger
 Commercial Manager. Ralph Parker
 Prom., Pub. Director. James Keyes
 Chief Engineer. Kenneth Callahan

W B P Z

LOCK HAVEN—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Lock Haven Bcstg. Corp.
 Bus.-Studio Address. 132½ E. Main St.
 Phone: 4038 Air Time: Full Time
 News Service AP
 Trans. Ser. Asso., World. SESAC
 Representative McGillvra
 Membership NARTB, RAB
 President. Donald C. Welch
 Gen., Comm. Manager. Harris Lipetz
 Program Director. Dave King
 Chief Engineer. Kenneth C. Caum

W E D O

McKEESPORT—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By. Tri-City Bcstg. Co.
 Business-Studio Address. 547 5th Ave.
 Phone. No. 4-7167, Homestead 1-3113
 News Service AP
 Membership RAB
 Trans. Service Thesaurus
 Station Rep. Rambeau
 Pres., Gen. Mgr. Edward J. Hirshberg
 Sta. Mgr. Robert E. Badger
 Prog. Director. Charles Moyer
 Publicity Director. R. R. Weiskircher
 Chief Engineer. Wilkes E. Hurley

W M C K

McKEESPORT—1946

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By. Mon-Yough Bcstg. Co.
 Business-Studio Address. 516 Market St.
 Phone Number 8-8888
 News Service UP
 Transcription Service. Lang-Worth, World
 President Robert M. Cox
 Gen., Prom. Mgr. Gene Kline
 Station Manager. Sam Vidanovic
 Chief Engineer. Charles White

W M G W

MEADVILLE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Meadville Bdcstg. Serv., Inc.
 Address 1st National Bank Bldg.
 Phone: 46-723 Air Time: Full Time
 News Service UP
 Transcriptoin Service World
 Membership NARTB, RAB
 President H. C. Winslow
 Station Manager. Robert Trace
 Commercial Manager. Douglas M. Rose
 Program Director. James Strickler
 Chief Engineer. Jack Harvey

W P E L

MONTROSE—1953

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Montrose Bcstg.
 Address. Lake & Locust St.
 Phone Number 397
 News Service AP
 Trans. Service SESAC
 President. W. Douglas Roe
 Prog. Dir. Bill Ohman
 Chief Engineer. Charles Hallinan

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 Nanticoke 1332
 News Service UP
 Membership NARTB
 Representative ForJoe
 President. Henry W. Lark
 General Mgr. Charles Petrie
 Station Manager. Milton Laughlin
 Sales Promotion Mgr. Ronn Bergen
 Program Director. Bill Jones
 Publicity Director. Cary Williams
 Chief Engineer. Bernard Bailey

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By. WKST, Inc.
 Address. 110 E. Lincoln
 Phone: Oliver 4-5501 Air Time: Full Time
 News Service UP
 Representative Everett-McKinley
 President, General Mgr. S. W. Townsend
 Station Manager. Harley West
 Comm., Sales Prom. Mgr. G. E. McGary
 Prog., Pub. Dir. Harry Reith
 Chief Engineer. Donald Dout

W K P A

NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By. Allegheny-Kiski Bcstg. Co.

The Station You Think of

1st

... in Philadelphia

WFIL

560 on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

Business-Studio Address.....810 Fifth Ave.
Phone: Edison 7-3588..... **Air Time:** Full Time
News Service.....AP
Transcription Service.....World
Representative.....Continental Radio Sales
President.....C. R. Cooper
Gen., Sta. Mgr......E. J. Kroen
Commercial Manager.....Melvin Goldberg
Program Dir......Edward J. Kroen
Chief Engineer.....W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc.....**Power:** 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone: Norristown 8-7600... **Air Time:** Full Time
News Service.....AP
Transcription Service.....SESAC
Membership.....NARTB
President.....N. Joe Rahall
Gen. Mgr......Ogden R. Davies
Station Manager.....John M. Banzhoff
Program Dir......Bernard Brode
Chief Engineer.....Anthony De Sola

W K R Z

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone: 4-1260..... **Air Time:** Full Time
News Service.....UP
Transcription Service.....World
Pres., Gen. Mgr......Kenneth E. Rennekamp
Commercial Mgr......Catherine McLaughlin
Promotion Mgr......Glenn Henderson
Program Director.....John Remus
Chief Engineer.....Robert Weber
Publicity Director.....Patrick Nuhfer

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....**Power:** 50,000 Watts
Owned-Oper. By...Westinghouse Bcstg. Co. Inc.
Business-Studio Address.....1619 Walnut St.
Phone: LOcust 4-3700... **Air Time:** Full Time
News Service.....INS, UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership.....RAB
President.....Chris J. Witting
General Manager.....Franklin A. Tooke
Sales Manager.....R. H. Teter
Promotion Manager.....John J. Signor
Program Mgr......Gordon Davis
Chief Engineer.....Raymond J. Bowley

W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....**Power:** 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.

Phone: Greenwood 7-8300. **Air Time:** Unlimited
News Service.....AP, INS, UP
Newspaper Affil......Bulletin
Trans. Service...Lang-Worth, Capitol, Associated
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
P.es., Gen. Mgr......Donald W. Thornburgh
Exec. Vice-President.....Jos. L. Tinney
Sales Manager.....John S. DeRussy
V.P., Prog. Director.....Jos. T. Connolly
V.P., Prom. Dir......Robert N. Pryor
V.P., Director of Engr......John G. Leitch

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Max M. Leon, Inc.
Business-Studio Address.....223 Arch St.
Phone: MArket 7-8484... **Air Time:** Full Time
News Service.....AP
Representative.....Forjoe
President.....Max M. Leon
Gen., Comm. Mgr......Robert A. Klein
Program Director.....Jerry Grove
Prom. Mgr......Irving L. Timbers
Chief Engineer.....Frank W. Unterberger

W F I L

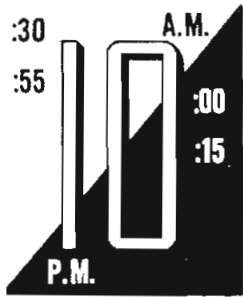
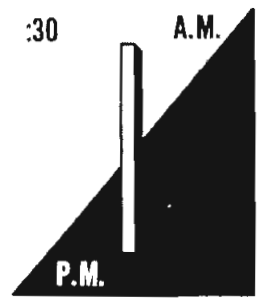
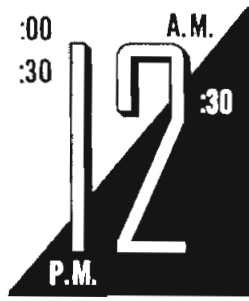
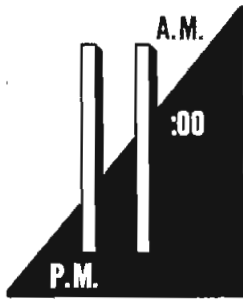
PHILADELPHIA—1922—ABC

Frequency: 560 Kc.....**Power:** 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Phone: Evergreen 2-4700... **Air Time:** Full Time
News Service.....UP
Transcription Service.....Associated, World
Representative.....Blair
Membership.....NARTB
General Manager.....Roger W. Clipp
Station Manager.....George A. Koehler
Promotion Mgr......Joe Zimmermann
Program Dir......Felix Meyer
Publicity Dir......John J. Hyland
Chief Engineer.....Henry Rhea

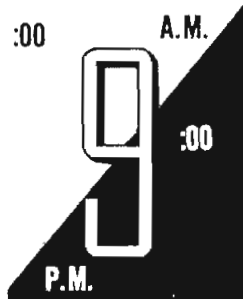
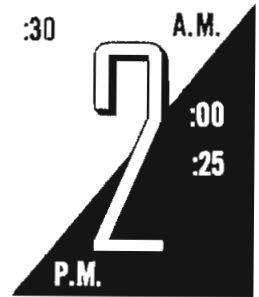
W H A T

PHILADELPHIA—1925

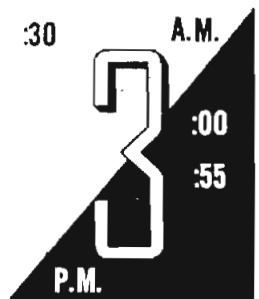
Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By...Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
Phone: RIttenhouse 6-2058. **Air Time:** Full Time
News Service.....AP
Representative.....Indie Sales
Pres., Gen., Comm. Mgr....William A. Banks
Station Manager.....Dolly Banks
Sales Prom. Mgr......Lew Stevens
Prog. Dir......Annette Oromaner
Chief Engineer.....Charles Lehmann



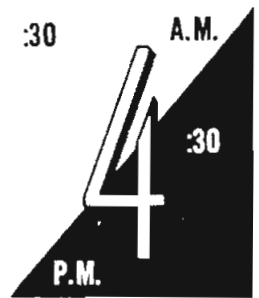
The
NEWS WATCH
NEVER STOPS . . .



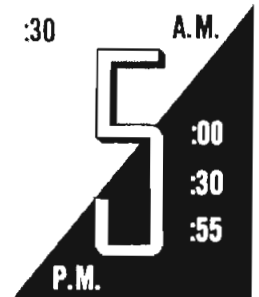
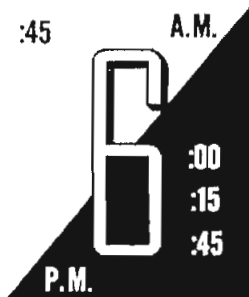
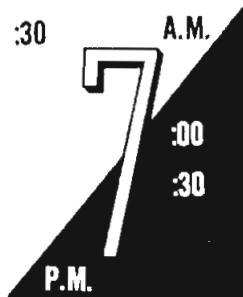
Philadelphia's Pioneer Voice is the only station in its area which is NEVER off the air. News 'round the clock seven days a week with top local and network news reporters.



MBS **WIP** 5,000 WATTS
610 KC



National Representatives
EDWARD PETRY & CO., INC.



WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned. Seaboard Radio Bcstg. Corp.
 Business-Studio Address. 1425 Walnut St.
 Phone: RIttenhouse 6-2300. Air Time: Full Time
 News Service UP
 Representative Radio Reps.
 President. Paul F. Harron
 Vice-Pres. Joseph Lang
 Gen., Comm. Mgr. Edward D. Clery
 Sales Prom., Publ. Dir. Rupe Werling
 Prog. Dir. Douglas Arthur
 Technical Director John H. Henninger
 Chief Engineer George Hooper

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Pennsylvania Bcstg. Co.
 Business-Studio Address. 35 S. 9th St.
 Phone: WALnut 2-6800. Air Time: Full Time
 News Service. AP, UP
 Transcription Service World
 Representative Edward Petry
 Membership RAB
 Pres., Gen. Mgr. Benedict Gimbel, Jr.
 V.P., Director of Sales. Ralph Brent
 Loc. Comm. Mgr. Clyde Spitzner
 Program Director. Varner Paulsen
 Prom. Mgr., Pub. Dir. Paul Martin
 Chief Engineer. Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address. 2043 Locust St.
 Phone: LOcust 4-2300. Air Time: Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Pres., Gen. Mgr. Patrick J. Stanton
 Commercial Mgr. Charles Stahl
 Sales Prom. Mgr. James Rubenstone
 Prog. Dir. Michael Deegan
 Chief Engineer. Alec Felton Hes

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address. 2212 Walnut St.
 Phone: LOcust 4-6000. Air Time: Full Time
 News Service. AP, UP
 Representative Gill-Perna
 Membership RAB
 President William Sytk
 V.P., Gen. Mgr. William B. Caskey
 Asst. Sta. Mgr. Murray Arnold
 Commercial Mgr. Erwin Rosner
 Prom. Mgr., Prog., Pub. Dir. S. Elber
 Chief Engineer. Charles W. Burtis

WIBG

PHILADELPHIA



WTEL
PHILADELPHIA—1924

Frequency: 860 Kc. Power: 250 Watts d.
Owned: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone: Davenport 4-4310
Pres., Pgm. Dir.: E. Douglass Hibbs
General Manager: Henry N. Cocker
Chief Engineer: Edward Stenzel

KDKA
PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Bcstg. Co. Inc.
Business-Studio Address: Grant Bldg.
Phone: Grant 1-4200 Air Time: Full Time
News Service: AP, UP
Trans. Service: Thesaurus
Representative: Free & Peters
Membership: RAB
President: Chris J. Witting
Gen., Station Mgr.: L. R. Rawlins
Sales Manager: John Stilli
Promotion Manager: David N. Lewis
Program Manager: Robert E. White
Publicity Manager: Lee Curran
Chief Engineer: Theodore C. Kenney

KQV

PITTSBURGH—1919—CBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Co.
Address: 800 Chamber of Commerce Bldg.
Phone: Atlantic 1-9100 Air Time: Full Time
News Service: UP
Representative: Raymer
Exec. Vice President: Gunnar O. Wiig
General Manager: J. F. Murray
Sales Manager: Chris Salmon
Prom., Pub. Dir.: Owen Simon
Program Dir.: John Gibbs
Chief Engineer: James J. Schultz

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: Carlton House
Phone: Atlantic 1-6900 Air Time: Full Time
News Service: INS
Membership: NARTB
Pres., General Manager: Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Alan Trench
Prom. Mgr., Pub. Dir.: William Thieman
Prog. Dir.: R. Clifton Daniel
Chief Engineer: James Greenwood

WILY

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1 Kw.
Owned By: Pittsburgh Bcstg. Co.

Address: 220 N. Highland Ave.
Phone: EM. 1-5000 Air Time: Daytime
News Service: AP
Station Representative: Stars Nat.
Membership: NARTB, RAB
President: John Kluga
General Manager: Ernie Tannen
Commercial Manager: Herbert Waters
Program Dir.: William Powell
Publicity Dir.: Lee Dorris
Chief Engineer: Ralph Ketterer

WJAS

PITTSBURGH—1921—MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply
House, Inc.
Address: 1406 Chamber of Comm. Bldg.
Phone: Grant 1-4860 Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: H. R. Reps
Pres., Gen. Mgr.: H. K. Bronnen
Comm.-Sales Prom. Mgr.: John H. Buchholt
Program Director: William Babcock
Publicity Director: Caley E. Augustine
Chief Engineer: Walter W. McCoy

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d
Owned-Operated By: WPIT, Inc.
Business-Studio Address: 213 Smithfield St.
Phone Number: Atlantic 1-1900
News Service: UP
Representative: Forje
President: John J. Laux
V.P., Gen., Sta., Comm. Mgr.: Don Ioset
Prom. Mgr., Prog. Dir.: Clifford Charles
Chief Engineer: Mike Komichak

WWSW

PITTSBURGH—1932

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: WWSW, Inc.
Bus.-Studio Address: Sheraton Hotel
Phone Number: Grant 1-5200
Newspaper Affil.: Post Gazette
News Service: UP
Representative: John Blair
Membership: NARTB
President, Gen. Mgr.: Pete Schloss
Station Manager: Ben W. Muros
Chief Engineer: Henry R. Kaiser

WPTS

PITTSBURGH—1954

Frequency: 1540 Kc. Power: 100 Watts
Owned-Oper. By: Midway Bcstg. Co., Inc.
Address: Newrose Bldg.
Phone: Olympic 4-3388 Air Time: Daytime
Representative: Indie
Partner, Pres., Gen. Mgr.: Angelo W. Fiorani
Partner: Rose F. Fiorani
Commercial Mgr.: R. E. Florey

Station Manager..... Frank Silva
 Program Director..... Charles Mantione
 Promotion Mgr..... Ruth Goodman
 Chief Engineer..... John P. McGoldrick

WPAZ

POTTSTOWN—1951—KBS

Frequency: 1370 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Pottstown Bcstg. Co.
 Address..... 247 High St.
 News Service..... UP
 Trans. Ser..... Thesaurus
 Representative..... Indie Sales
 Membership..... RAB
 Pres., Gen. Mgr..... Herbert Scott
 Commercial Manager..... Clifford M. Chafey
 Chief Engineer..... Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS-KBS
QUAKER

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Miners Bcstg. Serv., Inc.
 Business-Studio Address..... Box 629
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Everett-McKinney
 President..... Joseph L. Maguire
 General Mgr..... Louis H. Murray
 Comm. Mgr..... Frank L. Tamulonis
 Prom. Mgr..... John Gallagher
 Chief Engineer..... Milton Seltzer

WPPA

POTTSVILLE—1946

Freq.: 1360 Kc..... Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By..... Pottsville Bcstg. Co.
 Bus-Studio Address..... 212 S. Centre St.
 News Service..... AP
 Transcription Service..... World
 Owner, Gen. Mgr..... A. V. Tidmore
 Commercial Manager..... Ralph L. Price, Jr.
 Chief Engineer..... William P. Tidmore

WPME

PUNXSUTAWNEY—1952

Frequency: 1540 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Punxsutawney Bcstg. Co.
 Address..... 103 N. Gilpin St.
 Phone: 1221..... Air Time: Daytime
 News Service..... AP
 Trans. Service..... Thesaurus
 President..... Sheridan Pruett
 Vice-Pres., Gen. Mgr..... C. M. Erhard Jr.
 Commercial Mgr..... Michael Catanzarito
 Sales Prom. Mgr..... William Carlton
 Program Director..... Albert Fusco
 Chief Engineer..... Joseph Pelletier

WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Jefferson Bcstg.
 Address..... 110 N. Findley
 Trans. Ser..... SESAC
 Representative..... McGillivra
 President..... C. H. Simpson
 General Manager..... John F. Belin
 Program Director..... Leonard M. Zelick
 Chief Engineer..... Kenneth Bowers

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc..... Power: 1000 Watts
 Owned By..... Hawley Bcstg. Co.
 Business-Studio Address..... 433 Penn St.
 Phone: 6-7335..... Air Time: Full Time
 Newspaper Affiliation..... "Eagle Times"
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Headley-Reed
 Membership..... NARTB, RAB
 President..... Hawley Quier
 Exec. V.P., Gen. Mgr..... Thomas Martin
 Asst. Dir. Radio Sales..... K. Richard Creftz
 Program Director..... George Carroll
 Prom., Public Relations..... Jane E. Winne
 Dir., Tech. Oper..... Robert S. Guldin
 Asst. Dir., Tech..... Harold E. Schearer
 Chief Engineer..... David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Eastern Radio Corp.
 Business-Studio Address..... Berkshire Hotel
 News Service..... INS, AP
 Representative..... H-R Reprs.
 Pres., Gen., Sta. Mgr..... Humboldt J. Greig
 Comm. Mgr..... Dick Paisley
 Program Director..... Alan Lane
 Chief Engineer..... Joseph Risse

WRAW

READING—1922—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Reading Bcstg. Co., Inc.
 Business-Studio Address..... 19 N. Fifth St.
 News Service..... UP
 Transcription Service..... World
 Representative..... Robert Meeker
 Station Executive..... Clair R. McCollough
 Station Manager..... Frank J. Voss
 Natl. Sales Mgr..... J. Robert Gullick
 Program Director..... Saul Miller
 Technical Director..... J. E. Mathlot

WGCB

RED LION—1950

Frequency: 1440 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Red Lion Bcstg. Co.
 Address..... Box 88

Phone: 3-3471. Air Time: Daytime
News Service **UP**
 Trans. Ser. Capitol, SESAC
 Station Rep. Kennedy
 President. Rev. John M. Norris
 Gen., Sta. Mgr. John H. Norris
 Commercial Mgr. Vincent A. Freeman
 Chief Engineer. Geary Russell

WKBI

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elk Cameron Bcstg. Co.
 Address 41 Erie Ave.
 Phone: 4-2821. Air Time: Full Time
 Transcription Service Standard
 News Service **AP**
 Membership **NARTB**
 General Manager C. H. Simpson
 Commercial Manager. R. H. Knouse
 Program Director. John A. Fay
 Promotion Manager. Herbie Martin
 Chief Engineer. Gilbert H. Wogan

WATS

SAYRE—1950—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Susquehanna Val. Bcstg. Co.
 Address 110 N. Elmer Ave.
 Phone Number. TUrner 2-2401
 Transcription Service. Thesaurus, World
 Representative Indie Sales
 Membership **NARTB, RAB**
 News Service **UP**
 Owner Thompson K. Cassel
 General Manager. Walter D. Knowles
 Program Director. William J. Miller
 Chief Engineer Benjamin A. Franklin

WARM

SCRANTON—1939—ABC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Union Bdcst. Co.
 Address Bowman Bldg.
 Phone: 3-1245. Air Time: Full Time
 News Service **UP**
 Representative Hollingbery Co.
 Transcription Service Thesaurus
 Membership **RAB**
 President Martin F. Memolo
 Gen., Manager William M. Dawson
 Comm. Mgr. S. Feigenbaum
 Sls. Prom. Mgr., Pub. Dir. Jay Russell
 Program Director. Art Bolin
 Chief Engineer. Roswell J. Parker

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Scranton Bcstrs., Inc.
 Business-Studio Address. 1000 Wyoming Ave.
 Phone: Dl. 2-7634-5-6-7. Air Time: Full Time
 News Service **AP**
 Representative John Blalock
 Membership **NARTB**

President. Mrs. M. E. Megargee
 Vice-President. Mrs. Douglas Holcomb
 Gen., Comm. Mgr. George D. Coleman
 Station Manager. Robert E. McDowell
 Program Director. Frank Monaghan
 Chief Engineer. Kenneth R. Cooks

WICK

SCRANTON—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned. Scranton Radio Corp.
 Address 522 Lackawanna River
 Phone: Dl 7-7303. Air Time: Full Time
 News Service **AP**
 Station Rep. Walker
 Pres., Gen. Mgr. Joe Dobbs
 Chief Engineer. John P. McGoldrick

WQAN

SCRANTON—1950

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By E. T. & Eliz. Lynett
 Address 149 Penn Ave.
 Phone: Dl. 2-9151. Air Time: Day Time
 News Service **UP, AP**
 Trans. Ser. Standard, Lang-Worth
 Membership **NARTB, RAB**
 Station Rep. Meeker
 Gen., Sta., Mgr. Cecil Woodland
 Comm. Mgr. Frank McCaffery
 Program Director. Hugh Connor
 Chief Engineer. Guy Rauer

WSCR

SCRANTON—1947—NBC

Freq.: 1320 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned By. Lackawanna Valley Bcstg. Co.
 Business-Studio Address. 116 Adams Ave.
 Phone: 7-3388. Air Time: Full Time
 News Service **AP**
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Pres., Gen., Mgr. David M. Baltimore
 Station's Mgr. Barry Sherman
 Comm. Mgr. Bert Oliver
 Program Dir. Robt. Mchale
 Chief Engineer. Willard Shimsky

WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus-Studio Address. Rock & Sunbury Sts.
 Phone: 8-6831. Air Time: Full Time
 News Service **AP**
 Transcription Service. RCA-Thesaurus
 Representative Forjoe
 President. Henry W. Lark
 General Manager. Charles R. Petrie
 Program Director. Dick Owens
 Chief Engineer. Ray Willard

WPIC
SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By... Sharon Herald Bcstg. Co.
Business Address... P. O. Box 541
Phone: 4113 Air Time: Daytime
News Service... UP
Transcription... Associated, World Thesaurus
Representative... Adam J. Young, Jr.
Pres., Gen. Mgr... John Fahnline, Jr.
Program Director... Harold R. Smith
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: 4186 Air Time: Daytime
News Service... UP
Transcription Service... Standard
Membership... RAB
Representative... Indie Sales
Gen., Comm. Mgr... T. H. Oppgaard
Chief Engr., Sta. Mgr... Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Centre Bcstrs., Inc.

Bus. Studio Address... 209 E. Beaver Ave.
Air Time... Full Time
News Service... AP
Transcription Service... World
President... W. K. Ulerich
General Manager... Mrs. Alethea Ulerich
Comm. Manager... Mary Beezer
Station Manager... Milton Bergstein
Program Director... W. J. Morris
Chief Engineer... Douglas Beman

WVPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
Owned-Operated By... Pocono Bcstg., Inc.
Business-Studio Address... 578 Main St.
Phone: 1102 Air Time: Daytime
News Service... UP
Transcription Service... Associated
Representative... Radio Reps.
President... James H. Ottaway
General Manager... Merle C. Ostrom
Station Mgr... Chester S. Miller
Comm. Mgr... Edwards Somers
Managing Director... Francis H. Brinkley
Program Dir... Joseph Webster
Chief Engineer... Ernest Transue

WKOK

SUNBURY—1933—CBS-QUAKER
Frequency: 1240 Kc. Power: 250 Watts

ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

<i>Total Retail Sales</i>	<i>Radio Families</i>	<i>Population</i>
\$1,034,174,000	276,470	1,172,900

— Data from 1954 Consumer Markets-SRDS —

FOOD	\$247,722,000	FILLING STATIONS	38,581,000
GENERAL MERCHANDISE	101,169,000	BUILDING MATERIALS-	
APPAREL	72,815,000	HARDWARE	53,752,000
HOME FURNISHINGS	55,657,000	EAT-DRINK	73,825,000
AUTOMOTIVE	146,815,000	DRUG	19,662,000
		FARM INCOME	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

S E E
FOR JOE & COMPANY

New York — Chicago — Atlanta — Los Angeles — San Francisco

WISL

1000 W... 1480 Kc
Full Time... Mutual

RADIO ANTHRACITE, INC.

Rock and Sunbury Sts.
Shamokin, Penna.

WHWL

1000 W... 730 Kc
Day Time... Independent

Owned-Operated By.....Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter.....1150 N. Front St.
 Phone: Sunbury 1325-6.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB
 President.....Harry H. Haddon
 Gen., Sta. Manager.....Homer R. Smith
 Commercial Manager.....C. Donald Walther
 Program Director.....Michael J. Kane
 Publicity Director.....Malcolm E. Arter
 Chief Engineer.....John W. Keller, Jr.

WTRN
 TYRON—1954

Frequency: 1580 Kc.....Power: 250 Watts
 Owned.....Throne Bcstg. Co.
 Address.....Pennsylvania Ave.
 Air Time.....Daytime
 News Service.....UP
 Trans. Ser.....World
 President.....C. H. Simpson
 V.P., Gen. Mgr.....John A. Fay
 Sales Manager.....Mac Goheen

WMBS
 UNIONTOWN—1937
 CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fayette Bcstg. Corp.
 Address.....F. Natl Bldg.
 Phone: GE 8-3900.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Meeker Assn., Inc.
 Pres., Gen. Mgr.....I. C. Burwell
 Station Manager.....James Gismondi
 Comm., Sls. Prom. Mgr.....Frederick David
 Program Director.....C. H. Underwood
 Publicity Director.....Anne Fox
 Chief Engineer.....William Henzly

WNAE
 WARREN—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....N. Allegheny Bcstg. Co.
 Address.....Second Ave.
 Phone: 3033.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....David Potter, Jr.
 Commercial Manager.....James W. Potter
 Sls. Prom. Mgr.....Frank Foster
 Program Director.....Leroy Schneck
 Chief Engineer.....Homer M. Haines

WJPA
 WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Phone Number.....4870
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra

Managing Director.....A. Boyd Siegel
 Gen. Prom. Manager.....John L. Merdian
 Commercial Mgr.....Peter Stanton
 Chief Engineer.....Robert Kark

WAYZ
 WAYNESBORO—1953—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Richard Field Lewis Jr.
 Address.....WAYZ, Winchester, Va.
 News Service.....UP
 Membership.....NARTB
 President.....Richard Field Lewis Jr.
 General Manager.....Sam Hanshaw
 Sales Prom. Mgr.....Robert Harrison
 Program Director.....John Geiger
 Chief Engineer.....Fred Brabandt

WBAX
 WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Anna Stenger
 Business-Studio Address.....85 W. Union St.
 Phone: VA. 3-0198.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burn-Smith
 Licensee.....Anna Stenger
 General Manager.....John H. Stenger, III
 Program Director.....Ed Kuzma
 Chief Engineer.....Milan Krupa

WBRE
 WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louis G. Baltimore
 Bus.-Studio Address.....62 S. Franklin St.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Read
 Membership.....NARTB, RAB
 Owner.....Louis G. Baltimore
 General Manager.....David M. Baltimore
 Comm. Mgr.....Ernest Lewis
 Program Director.....Franklin D. Coslett
 Chief Engineer.....Charles Sakoski, Sr.

WILK
 WILKES-BARRE—1947
 ABC

Frequency: 980 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.
 Bus.-Studio Address.....88 No. Franklin St.
 Phone: VA. 4-4666.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....Mitchell Jenkins
 Exec. V.P., Gen. Mgr.....Roy E. Morgan
 Treasurer.....Thomas P. Shelburne
 Sls. Prom. Mgr.....Dorothy Albee
 Commercial Manager.....Luther Strittmatter
 Program Director.....Tom Bigler
 Chief Engineer.....Theodore French

WLYC

WILLIAMSPORT—1949—ABC-KBC

Frequency: 1050 Kc. Power: 1 Kw.
 Owned By Lycoming Bcstg. Co.
 Address: 331 Pint St. Box 389
 Phone: 2-4676 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Station Rep. Radio-TV Promotion Syndicate
 President John T. Keliher
 General Manager W. Richard Carlson
 Commercial Mgr. Vince Campana
 Program Dir. Vern Hester
 Chief Engineer Norman Briggs

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRAK, Inc.
 Address: 244 West 4th St.
 Phone: 2-6116 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Everett McKinney
 Membership NARTB
 Pres., Gen. Mgr. George E. Joy
 Comm. Mgr. J. Wright Mackey
 Production Mgr. Irving Berndt
 Promotion Manager Everett W. Rubendall
 Chief Engineer Glen L. Sherman

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned Williamsport Radio Bcstg. Assoc., Inc.
 Address: 330 Government Pl
 Phone: 7119 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, RAB
 President Harry J. W. Kiessling
 Gen., Sta. Manager Woodrow W. Ott
 Program Director Louis C. Cate
 Comm. Mgr. Phil Lane
 Publicity Director John B. Willmann
 Chief Engineer Carl Steinbacher

WNOW

YORK—1948—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address: 25 S. Duke St.
 Phone: 8-2911, 8-2952 Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Gen., Sta. Mgr. Lowell W. Williams
 Program Director H. E. Daugherty
 Comm., Sis. Prom. Mgr. Edwin L. Jay
 Chief Engineer Glenn Winter

Our 25th Anniversary Year

A QUARTER CENTURY
 OF **EXPERIENCE**
 IN **SELLING**
 IN **WILLIAMSPORT, PA.**



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listen to WPRO
than to any other
Rhode Island
station**

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**to reach the
most buyers...**

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& FM

PROVIDENCE · 630 KC · 5000 W

Represented by JOHN BLAIR & COMPANY

WORK

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: 6629 Air Time: Daytime
 Transcription Service Thesaurus
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 Station Manager Clare I. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Glenn M. Brillhart
 Technical Director J. E. Mathlot

WSBA

YORK—1941—ABC-MBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bdctsg. Co.
 Phone: 25521 Air Time: Full Time
 Transcription Service World
 Representative Young
 Membership NARTB, RAB
 President Louis J. Appell
 Gen. Sta. Mgr. Clarence L. Doly
 Comm. Sales Prom. Mgr. Philip K. Eberly
 Prog. Dir. Robert Shipley
 Chief Engineer Llewellyn Jones

RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — Families 308,000
 Radio Homes 304,000 — TV Homes 265,000 — Stations in State 11

WADK

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Aquidneck Bcstg. Corp.
 Transcription Service World
 Representative Walker
 Pres., Gen. Mgr. Milton E. Miller
 Comm. Mgr. Gordon Gurney
 Sales Prom. Mgr. Henry N. Petersen
 Prog. Mgr. Flo Simpson
 Chief Engineer Jos. Britto

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By Cherry & Webb Bcstg. Co.
 Bus-Stud. Add. 24 Mason St., WPRO Bldg.
 Phone: Plantations 1-9776 Air Time: Full Time
 News Service AP, UP
 Trans. Service Thesaurus
 Representative Blair
 Membership NARTB
 President William S. Cherry, Jr.
 General Manager Arnold F. Schoen, Jr.
 Commercial Mgr. Kenneth Curto
 Program Director John A. Owen
 Chief Engineer John V. Ferri

WPAW

PAWTUCKET—1950—KBS

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roger Williams Bcstg. Co.
 Address 34 N. Union St.
 Transcription Service MacGregor
 Representative Rambeau
 President Dominick Hysko
 Gen., Comm. Mgr. Allen Jones
 Program Director Graham Richards
 Chief Engineer James Bonney

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcstg. Co.
 Address 29 Weybosset St.
 Phone: Union 1-4512 Air Time: Daytime
 News Service UP
 Representative Indie
 President Frank Rao
 Prog. Dir. Don Rogers
 General Manager Nicholas Ruggieri
 Comm., Sales Prom. Mgr. Edward McBride
 Chief Engineer Fred Weiss

WEAN

PROVIDENCE—1922—ABC-MBS
YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.
 Owned Providence Journal Co.
 Address 75 Fountain St.
 Newspaper Affil. Providence Journal
 News Service AP, UP
 Station Rep. Venard, Borgatti
 Membership NARTB
 President George P. Metcalf
 General Manager H. William Koster
 Sales Prom. Mgr. Arthur E. Lathrop, Jr.
 Program Director Don Morton
 Chief Engineer George W. Sharpe

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Narragansett Bay B. Co.
 Address 1111 N. Main St.
 Phone: Jackson 1-6565 Air Time: Daytime
 News Service UP
 President Louis A. R. Pieri
 Station Manager John C. Martin
 Sales Prom. Mgr. John F. Croham
 Comm. Mgr. Frederick P. Grady
 Chief Engineer Oliver R. Adams

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
 News Service AP
 Representative Headley-Reed, Kettel-Carter
 President, Gen.-Sta. Mgr. Robert T. Engles
 Chief Engineer Carroll Philbrook

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Co.
 Business-Studio Address 176 Weybosset St.
 Phone: Gaspee 1-8521 Air Time: Full Time
 Transcription Service SESAC
 News Service AP, INS
 Representative Weed, Bannan
 Membership NARTB
 Vice Pres., Treas. George O. Griffith
 General Mgr. John J. Boyle
 Station Manager Sothern Abbott
 Comm. Mgr. David J. Shurtleff
 Chief Engineer Thomas C. J. Prior

WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address 34 Main St.
 Phone: WE, 2263 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 President Richard G. Moore
 Gen., Sta. Mgr. Warren M. Greenwood
 Prog., Publ. Director Brud Warrar
 Chief Engineer Anibal Martins

WNRI

WOONSOCKET—1954

Frequency: 1380 Kc. Power: 1000 Watts
 Owner Friendly Bcstg. Co., Inc.
 Address 814 Diamond Hill Road
 Pres., Gen. Mgr. Jack C. Salera
 Chief Eng. Joseph Britto

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Woonsocket Bcstg. Co.
 Business-Studio Address 99 Main St.
 Phone: Woonsocket 1240 Air Time: Full Time
 Station Rep. Webb, Borgatti
 Transcription Service World
 Membership NARTB, RAB
 President Mrs. Andrew P. Palmer
 General Manager Eugene C. Rousseau
 Chief Engineer Harold Belknap

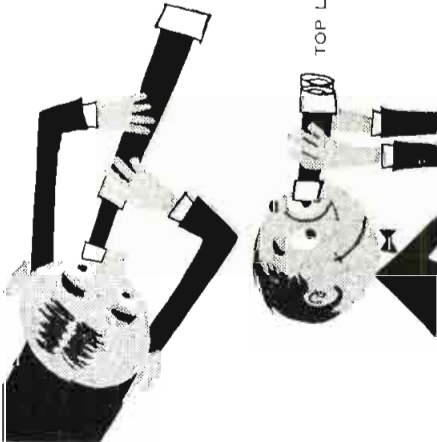
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PROVIDENCE

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ANYWAY YOU LOOK AT IT — IN PROVIDENCE IT'S
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SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — Families 555,000
Radio Homes 466,000 — TV Homes 230,000 — Stations in State 55

WAKN AIKEN—1952

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address Box 811
Phone: 774242 Air Time: Daytime
News Service AP
Transcription Service World, Capitol
Membership NARTB, RAB
Representative Rambeau
President B. T. Whitmire
General Manager W. Randall Davidson
Com., Prom. Mgr. Charlie Sciple
Prog. Dir. Wayne Mashburn
Chief Engineer Allen Askins

WAIM ANDERSON—1935—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Wilton E. Hall
Address-Trans. Loca. 1 Martin St.
Phone: CA. 6-1511-2-3 Air Time: Full Time
News Service INS
Newspaper Affiliation Independent, Daily
Mail

Transcription Service Lang-Worth
Representative Headley-Reed
President Wilton E. Hall
General Manager Glenn P. Warnock
Commercial Mgr. G. P. Browne
Sales Prom. Mgr. V. Barath
Program Director Marshall Gailliard
Chief Engineer John Willis

WANS ANDERSON—1949—MBS

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By Carolina Bcstrs.
Address Box 211
Phone: CA 4-3424 Air Time: Full Time
Transcription Service Standard
Membership NARTB
Representative Devney
News Service UP
President C. R. Johnson
General Manager R. E. Liverance
Commercial Mgr. Robert S. Fant
Chief Engineer Alfred W. Pratt

WBAW BARNWELL—1953—KBS

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Blue Ridge Bcstg. Co. Inc.
Phone: 3507 Air Time: Daytime
News Service UP
Transcription Service Thesaurus
Station Rep. Radio Sales
President J. A. Gallimore
Comm., Sta. Mgr. Joe Wilder

Program Director Frank Harmon
Chief Engineer Marion P. Jones

WBEU BEAUFORT—1954—KBS

Frequency: 960 Kc. Power: 1 Kw.
Owned Beaufort Bcstg. Co.
Address Beaufort
Phone: 812 Air Time: Daytime
News Service World
Trans. Service World
General Mgr. W. C. Bochman
Asst. Mgr., Prog. Dir. Newton Smyth

WBSC BENNETTSVILLE—1947—MBS

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By Bennettsville Bcstg. Co.
Business-Studio Address Box 639
Phone: 1080 Air Time: Full Time
News Service AP
Pres., Gen. Sta. Mgr. John W. Orvin
Comm. Mgr. W. G. Hazel
Prog., Director Neil Terrell
Chief Engineer John Gronert

WAGS BISHOPVILLE—1954—KBS

Frequency: 1380 Kc. Power: 1 Kw.
Owned Lee County Bcstg. Co.
Phone: 1380 Air Time: Daytime
News Service AP
Trans. Ser. World
Station Rep. Clark
General Manager Howard Ginsberg
Program Director Bess Ginsberg

WACA CAMDEN—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Station WACA
Address Camden
Phone: Hemlock 2-2311 Air Time: Daytime
News Service UP
Station Rep. Dora-Clayton
Transcription Service World
President Haygood S. Bowden
General Manager Tom Richards
Commercial Manager C. Ballard
Program Director Arthur Sheleen
Chief Engineer Angelo Amodio

WCSC CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By WCSC, Inc.
Address 485 East Bay St.
Phone: 2-7611 Air Time: Full Time
News Service UP

Transcription Service World
 Representative Free & Peters
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr. John M. Rivers
 Comm. Mgr. John B. Hearne
 Program Director..... Robert Tamblin
 Pub. Dir..... Annie Lee Small
 Chief Engineer..... Wilbur Albee

W H A N

CHARLESTON—1946—ABC-KBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address Box 183
 Transcription Service Capitol
 Representative Burn-Smith
 President Frederick G. Storey
 General Manager E. H. Keown
 Sales Prom. Mgr. Joann Daley
 Program Director E. H. Keown
 Publicity Director George Rogers
 Chief Engineer William P. Birchfield

W P A L

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.
 Representative Forjoe, Dora-Clayton
 Membership NARTB
 President George G. Welss
 General Manager Laurens Moore
 Commercial Mgr. Bob Chrystie
 Program Director Louise Withrock
 Chief Engineer Gunnar Sundeen

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone: 2-2681 Air Time: Full Time
 News Service AP
 Representative Hollingbery
 Pres., Gen. Mgr. Charles E. Smith
 Station Mgr. Ralph J. Shade
 Commercial Mgr. H. J. Guzik
 Sales Prom. Mgr. Chester Pike
 Program Dir. Jack Gale
 Publicity Dir. Anne Loyd
 Chief Engineer David W. Jefferies

W U S N

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address 42 10th Ave.
 Phone: 2-2652 Air Time: Full Time
 News Service UP
 Station Rep. H-R, Ayres
 Transcription Service Standard
 Membership RAB
 Pres., Gen., Comm. Mgr. J. Drayton Hastie
 Promotion Manager Martha Martin
 Station Manager George S. Cuthbert, Jr.

Program Director..... **Henry Hoppe**
 Publicity Director..... Edith Crosby
 Chief Engineer..... Walter Nelson

W C R E

CHERAW—1953

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Three States Bcstg. Co.
 Address Box 631
 Phone: 7500 Air Time: Daytime
 Membership RAB
 President Dr. R. D. Baxley
 Vice-President R. D. Meisheimer
 Prog. Dir., Gen. Mgr. Fred A. Staples
 Chief Engineer Ansel Bryam

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 128 Main St.
 Phone: 2171 Air Time: Full Time
 Trans. Ser. World
 Station Rep. McGillvra
 President, Chief Eng. Morgan J. Craig
 Gen., Sta., Comm. Mgr. George P. Cobb
 Promotion Director James Kennedy

W C O S

COLUMBIA—1939—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornel Arms Bldg.
 Phone: 2-2177 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, RAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager John Kress
 Program Director John Ropp
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone: 3-6431 Air Time: Full Time
 News Service AP, UP
 Transcription Service SESAC, Thesaurus
 Representative Free & Peters
 Membership NARTB, RAB
 President B. Calhoun Hipp
 General Manager G. Richard Shatto
 Managing Director J. Dudley Saumenig
 Sales Mgr. W. Miller Montgomery
 Promotion Dir. Lisa Battle
 Program Director Frank Harden
 Chief Engineer Herbert G. Eldson, Jr.

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By WMSC Radio, Inc.

Business-Studio Address.....1127 Lady St.
 Phone: 2-8659.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Associated
 Representative.....H-R Representatives
 Membership.....NARTB, RAB
 Pres., Gen. Sta., Mgr.....C. Wallace Martin
 News Director.....Charles Wickensberg
 Prom. Mgr.....Don Clark
 Prog. Dir.....Gray Olive
 Chief Engineer.....C. E. Stone

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Palmetto Radio Corp.
 Address.....1811 Main St., Box 5307
 News Service.....AP
 Representative.....Raymer
 General Manager.....H. Moody McElveen, Jr.
 Program Director.....Bill Routh
 Chief Engineer.....Don Willoughby

WOIC

COLUMBIA—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
 Owned.....Michalak Bcstg. Co.
 Address.....3300 Main St.
 Phone: 6-1551.....Air Time: Daytime
 Representative.....National, Forjoe, Clayton
 Pres.; Gen. Mgr.....Frank A. Michalak
 Sta., Comm., Prom. Mgr.....Joe E. Morris
 Chief Engineer.....William Bridges

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Coastal Bcstg. Co.
 Business-Studio Address.....P. O. Box 799
 Phone: 340.....Air Time: Full Time
 News Service.....AP
 Representative.....Joseph Hershey McGillvra
 Ptnr., Gen. Mgr.....L. M. Hawley
 Ptnr., Chief Eng.....H. L. Hanks
 Prog. Director.....Jack E. Hawley

WDSC

DILLON—1946—ABC

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Border Bcstg. Co., Inc.
 Address.....U. S. Highway 301
 News Service.....UP
 Representative.....Gill-Perna-Clayton
 Membership.....NARTB
 Pres., Gen. Mgr.....Joseph Martin
 Station Mgr.....Jim Murff
 Commercial Manager.....Adelaide C. Monroe
 Prog., Mgr.....Lee Lumpkin
 Sales Prom. Mgr.....David Loyd Rush
 Publicity Director.....Johnny Quick
 Chief Engineer.....H. C. Sanford

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pickens County Bcstg. Co.
 Address.....Box 522
 Phone: 9388.....Air Time: Daytime
 News Service.....UP
 Trans. Ser.....Associated
 Representative.....Indie Sales
 Membership.....RAB
 Pres., Gen. Mgr.....Cleatus Brazzell
 Prog. Director.....Chas. B. Smith
 Chief Engineer.....H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
 Business Address.....P. O. Box 1211
 Phone: 6351.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Representative.....Walker
 President.....Eugene E. Stone
 Gen., Sta. Mgr.....Paul H. Benson, Jr.
 Chief Engineer.....Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Florence Bcstg. Co., Inc.
 Business-Studio Address.....151 S. Dargan St.
 Phone: 3271-2.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....SESAC
 Membership.....NARTB
 Pres., Gen. Mgr.....Melvin Purvis
 Sta., Comm. Mgr.....A. P. Skinner
 Program Director.....Don Gray
 Chief Engineer.....John Coopet

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Cherokee Radio Co., Inc.
 Address.....P. O. Box 759
 Phone: 4795-6.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 President.....A. Ray Godshall
 Gen., Sta. Mgr.....Morton E. Green
 Promotion Mgr.....Mrs. E. Stacy
 Program Director.....B. Gibbons
 Chief Engineer.....J. E. Parker

WG TN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgetown Bcstg. Co.
 Address, Trans. Loc.....216 Fraser St.
 Phone: 3-3421.....Air Time: Full Time
 Station Rep.....Donald Cook



Pres., Gen. Manager.....J. B. Delzell
 Commercial Manager.....Al Webster
 Program Mgr.....Mamie A. Delzell
 Chief Engineer.....Don Delany

WAKE

GREENVILLE—1930—CBS

Frequency: 1440 Kc. Power: 5 Kw., d.
 Owned-Oper. By...Piedmont Bcstg. Co., Inc.
 Address.....3 College St.
 Phone: 5-7406..... Air Time: Full Time
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativePearson
 President.....V. D. Ramseur
 Gen. Mgr., Prog. Dir.....J. F. McDonough
 Comm. Mgr.....Don Price
 PublicityInez Anders
 Prog. Dir.....Jerry Mosteller
 Chief Engineer.....Palmer Greer

WESC

GREENVILLE—1947

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By...Greenville Bcstg. Co.
 Business-Studio Address.....1 College St.
 Phone: 2-8241..... Air Time: Daytime
 News ServiceAP
 RepresentativeRambeau, Dora-Clayton
 President.....(Mrs.) James Meade
 General ManagerJames G. Meade
 Station Mgr.....J. Davenport
 Commercial Manager.....William Ingram
 Program Dir.....I. Wayne Davis
 Chief Engineer.....Harold White

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By.....WMRC, Inc.
 Business-Studio Address.....Poinsett Hotel
 Phone: 5-8525..... Air Time: Full Time
 News ServiceUP
 TranscriptionThesaurus, SESAC
 RepresentativeAvery-Knodel
 MembershipNARTB
 Chairman of Board.....Roger Peace
 President.....R. A. Jolley, Sr.
 Gen., Sta. Mgr.....Kenneth Beachboard
 Commercial Mgr.....Keener Garrett
 Sls. Prom. Mgr., Pub. Dir.....Curtis Guthrie
 Program Director.....Bruce Buchanan
 Chief Engineer.....Burton T. Anderson

WMRB

GREENVILLE—1954—ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....Paramount Bcstg. Co. Inc.
 Address.....400 Mayberry St., Box 989
 Phone: 3-2751..... Air Time: Full Time
 News ServiceAP
 Trans. Ser.....Lang-Worth
 Station Rep.....Devney, Media Sls.
 Pres., Gen. Mgr.....C. F. Cope
 Vice-Pres.....Robert D. Poole
 Asst. Mgr., Prod. Dir.....William T. Arrington

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Bob Jones Univ.
 Address.....Greenville
 Phone: GR. 2-6711..... Air Time: Daytime
 News ServiceAP, INS
 Trans. Ser.....SESAC, Associated, Lang-Worth
 Station Rep.....Continental
 MembershipRAB
 President.....Dr. Bob Jones, Jr.
 General Manager.....R. K. Johnson
 Station Manager.....Jim Ryerson
 Commercial Manager.....Glen Schunk
 Service Manager.....Mrs. Joan B. Schultz
 Program Director.....David Yearick
 Production Director.....Jack Bultram
 Chief Engineer.....Steward Ensign

WCRS

GREENWOOD—1941

Frequency: 1450 Kc. Power: 250 Watts
 Owned.....Grenco, Inc.
 Address.....P. O. Box 868
 Phone: 9-1300, 6646..... Air Time: Full Time
 News ServiceAP
 Trans. Service.....Thesaurus, Associated, World
 RepresentativeClark, Ayers
 MembershipNARTB
 President.....Douglas Featherstone
 Gen., Sta. Mgr.....Dan Crosland
 Commercial Mgr.....Ralph Norman
 Program Dir.....David A. Moss
 Chief Engineer.....Charles M. Sparks

WGSW

GREENWOOD—1953—MBS

Frequency: 1350 Kc. Power 1000 Watts d.
 Owned.....Radio Greenwood, Inc.
 Address.....Edward Arms Bldg.
 Phone: 9-7372..... Air Time: Daytime
 News ServiceUP
 Representative.....Indie Sales; Dora-Clayton
 President.....W. C. Woodall, Jr.
 Gen., Sta. Mgr.....George B. Cook, Jr.
 Comm. Mgr.....Olyn L. Gee
 Prog. Dir.....Ben H. Dekle
 Publicity Director.....J. E. Smith
 Chief Engineer.....Robert K. James

WEAB

GREER—1949—KBS

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Greer Bcstg. Co.
 Address.....P. O. Box 151
 Phone: 1057-8..... Air Time: Daytime
 News ServiceUP
 Transcription Service.....Lang-Worth
 Co.-O., Gen., Comm. Mgr.....E. A. Burch
 Co-Owner.....W. Ryan Frier
 Program Director.....Betty Beers
 Chief Engineer.....Cecil Sills

WHSC

HARTSVILLE—1946—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Hartsville Bcstg. Co., Inc.
 Address: 1306 College Ave.
 Phone: 1450. Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 V.P., Gen. Mgr.: Raymond Caddell
 Commercial Mgr.: Jim Putnam
 Sales Prom. Mgr.: Lamar Caldwell
 Prog. Dir.: Earl Caton
 Publicity Dir.: Eleanor Flowers
 Chief Engineer: Donald Brienen

WDKD

KINGSTREE—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By: Palmetto Bcstg. Co.
 Address: Kingstree
 Phone: 6761. Air Time: Daytime
 News Service: AP
 Transcription Service: Lang-Worth
 Gen. Sta. Manager: E. G. Robinson, Jr.
 Program Director: Carroll Godwin
 Chief Engineer: Dan Owen

WJOT

LAKE CITY—1953

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned: Lake Bcstg. Corp.
 Address: 10 S. Acline Ave.
 Phone: 7631. Air Time: Daytime
 News Service: UP
 Transcription Service: Lang-Worth
 President: J. Olin Tice, Jr.
 Gen., Sta. Mgr.: J. Olin Tice, Sr.
 Comm., Prom. Mgr.: Philip Rice
 Program Dir.: Frances M. Tice
 Chief Engineer: Walter Turner

WLCM

LANCASTER—1951—KBS

Frequency: 1360 Kc. Power: 1000 Wits d.
 Owned-Operated By: Royal Bcstg. Co.
 Address: 103 S. Catawba St.
 Phone: 2051. Air Time: Daytime
 News Service: AP
 Station Rep.: Media Sales
 Transcription Service: Thesaurus, World
 President: Charles Connelly
 General Manager: William Coble
 Station Manager: Garry Coble
 Program Director: Joann McManus
 Chief Engineer: Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: WLBG, Inc.
 Business Address: Box 842, Laurens
 Phone: 2-2331. Air Time: Daytime

News Service: UP
 Membership: NARTB
 Transcription Service: World
 President: James C. Todd
 General Manager: Milton Scarboro
 Program Director: Betty Bishop
 Chief Engineer: Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Mullins & Marion Bcstg. Co.
 Address: Highway 76
 Phone: 390. Air Time: Daytime
 News Service: AP
 Transcription Service: Lang-Worth
 President: W. G. Smith
 Gen., Sta., Comm. Mgr.: James F. Ramsey
 Prog. Dir.: Kenneth Gasque
 Chief Engineer: George Magera

WMYB

MYRTLE BEACH—1954—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Coastal Carolina Bcstg. Corp.
 Address: Oak St. at 28th Ave.
 Phone: 7123. Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 President: James Olin Tice, Jr.
 Gen., Comm. Manager: J. Olin Tice, Sr.
 Sta., Prog. Mgr.: Harry Hyman
 Chief Engineer: W. D. Tabler

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Newberry Bcstg. Co., Inc.
 Address, Trans.: 11 Radio Dr.
 Phone: 143. Air Time: Full Time
 Representative: Clayton
 News Service: AP
 Transcription Service: World
 Pres., Gen., Sta. Mgr.: James F. Coggins
 Commercial Mgr.: Emory Bedenbaugh
 Prog., Pub. Dir.: Marcia Coggins
 Chief Engineer: Ray Gilliam

WDIX

**ORANGEBURG—1946—ABC
 MBS-KBS**

Frequency: 1150 Kc. Power: 5 Kw. d.
 Owned-Oper. By: WDIX, Inc.
 Address: Box 862
 Phone: 1420. Air Time: Full Time
 News Service: AP
 Membership: RAB
 Station Rep.: Devney, Holman
 President: Charles S. Henery
 General Manager: Frank B. Best
 Asst. Manager: Frank Best, Jr.
 Program Director: Joe Phillips
 Commercial Mgr.: Norman M. Matthews
 Chief Engineer: Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Sims Pub. Co.
 Address: 1 Memorial Plaza
 Phone: 1600. Air Time: Daytime
 Transcription Service: World
 News Service: UP
 Membership: RAB
 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-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: York Co. Bldg. Co.
 Address: Rock Hill Nat. Bk. Bldg.
 Phone: 2085. Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: McGillvra
 Gen. Mgr., Chf. Eng.: James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.: Wm. C. Beaty
 Commercial Manager: Harper S. Gault

WTYC

ROCK HILL—1949

Frequency: 1150 Kc. Power: 1 Kw. d.
 Owned: Tri-County Bcstg. Corp.
 Address: P. O. Box 1091
 Phone: 3175. Air Time: Daytime
 News Service: UP
 Station Rep.: Media Sales
 President: T. Lamar Simmons
 Gen., Sta. Mgr.: E. L. Burwell
 Comm., Prom. Mgr.: Arnold Baynard
 Prog., Pub. Dir.: I. E. Brooks
 Chief Engineer: Ed Roberts

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Blue Ridge Bcstg. Co., Inc.
 Address: P. O. Box 443
 Phone: 8234. Air Time: Daytime
 Station Rep.: Continental
 Pres., Gen. Mgr.: J. A. Gallimore
 Program Director: Virginia Gallimore
 Commercial Mgr.: Charles W. Gwyn
 Chief Engineer: Herbert Hosea

WJAN

SPARTANBURG—1953—ABC-MBS KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Spartanburg Bcstg. Co.
 Address: 101 Schuyler Bldg.
 Phone: 3-1400. Air Time: Full Time
 News Service: AP
 Trans. Ser.: World

Owner, Gen. Mgr.: W. Ennis Bray
 Commercial Mgr.: Charles Goodyear
 Prom. Manager: W. Reid Bray
 Publicity Director: Dave Moss
 Program Director: Gene Bollinger
 Chief Engineer: James Tate

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By: Word, Inc.
 Business-Studio Address: 291 E. Main St.
 News Service: AP
 Representative: Raymer
 Membership: NARTB
 Transcription Service: Thesaurus
 President: Irwin Kahn
 Gen. Mgr.: Paul von Hagel
 Comm. Manager: John W. Kirkpatrick
 Program Director: Buddy Womick
 Chief Engineer: Ralph Queen

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned: Spartan Radiocasting Co.
 Business-Studio Address: 224 E. Main St.
 Phone: 33621. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Membership: NARTB
 Representative: Hollingbery
 President: Walter J. Brown
 Managing Director: Roger A. Shaffer
 Commercial Manager: Ross M. Holmes
 Program Director: Ed McGrath
 Chief Engineer: H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Station WFIG, Inc.
 Business-Studio Address: Radio Center Bldg.
 News Service: AP
 Transcription Service: World
 Representative: Joseph Hershey McGillvra
 Pres., Comm. Mgr.: Fulton B. Creech
 General Manager: T. Doug Youngblood
 Commercial Mgr.: Fulton B. Creech, Jr.
 Sales Promotion Director: Charles E. Ballard
 Program Director: Paul Reldy
 Chief Engineer: Richard Elam

WSSC

SUMTER—1953—ABC

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By: Radio Sumter
 Address: E. Calhoun Ext.
 News Service: UP
 Trans-Service: RCA, Thesaurus
 President: J. A. Gallimore
 General Manager: Ed Damron
 Program Director: Tony James
 Promotion Manager: Harry Fowler
 Chief Engineer: Rod. B. Arkel

WBCU

UNION—1946—MBS-KBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By. Bcstg. Co. of Union, Inc.
 Address 210 East Main St.
 Phone: 1200 Air Time: Full Time
 News Service UP
 Transcription Service World
 Station Rep. Dora-Clayton, Media Sales
 Pres., Gen. Mgr. Edward L. B. Osborne
 Program Director Noel Belue
 Chief Engineer T. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Walterboro Bcstg. Co.
 Studio Address Box 833
 Phone: 3861 Air Time: Full Time
 News Service AP
 President R. M. Jefferies
 General Manager Louis M. Neale, Jr.
 Program Director Mary Alice Seigler

SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — Families 233,000

Radio Homes 223,000 — TV Homes 37,000 — Stations in State 14

KABR

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By. Aberdeen Bcstg. Svc.
 Address Rt. 2, Box 173
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr., Chief Eng. D. T. Hunt

KSDN

ABERDEEN—1948—ABC

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By. Aberdeen News Co.
 Phone: 4573 Air Time: Full Time
 Newspaper Affil. American-News
 Representative Wood
 Membership NARTB
 President Henry J. Schmitt
 Sta., Gen. Manager Byron McElligott
 Commercial Manager Russa Osborne
 Program Director E. C. Pieplow
 Chief Engineer George Crocker

KDSJ

DEADWOOD—1946—MBS-KBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By. Heart of the Black Hills Sta.
 Address 745 Main
 Phone: 186 Air Time: Full Time
 Transcription Service World
 Station Rep. Holman
 Membership NARTB
 News Service UP
 Gen. Mgr., Chief Engr. Eli Daniels
 Commercial Manager Harry Daniels
 Program Director Bonnie Laughlin

KIJV

HURON—1947—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. James Valley Bcstg. Co., Inc.

Bus. Studio Address 1726 Dakota Ave., S.
 Phone: 765 Air Time: Full Time
 Transcription Service Thesaurus
 News Service AP
 Membership NARTB
 Pres., Gen. Mgr. Max F. Staley
 Comm., Sls. Prom. Mgr. Wwright Coursey
 Program Dir. Dale Larson
 Chief Eng. Lydell J. Smith

KORN

MITCHELL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Mitchell Bcstg. Assn.
 Bus. Studio Address 217-219 N. Main
 Phone: 621 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Gen., Sta. Mgr. Raymond V. Eppel
 Comm., Sales Prom. Mgr. M. Johnson
 Chief Engineer J. R. Doherty

KGF X

PIERRE—1916

Frequency: 630 Kc. Power: 200 Watts d.
 Owned-Oper. By. Estate of Dana McNeil
 Bus. Studio Address 203 W. Summit Ave.
 Phone: 2351 Air Time: Daytime
 News Service UP
 Representative Larson
 President Ida A. McNeil

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: Fillmore 2000 Air Time: Full Time
 News Service UP, AP
 Representative Headley-Reed, Bulmer &
 Johnson

Transcription Service.....World, Capitol
 Membership.....NARTB, RAB
 President.....Helen S. Duhamel
 General Manager.....Leo D. Borin
 Sales Prom. Mgr.....Jack A. Crowley
 Program Director.....J. Norman Heffron
 Business Manager.....William F. Turner
 Farm, Ranch Dir.....Gene Taylor
 Chief Eng.....Robert Mustfeldt

Phone: 4-5571.....Air Time: Full Time
 News Service.....AP
 Station Rep.....Cooke, Lawson
 President.....H. R. Alton
 Gen. Mgr., Prog. Dir.....Verl Thomson
 Comm. Manager.....Warren Wright
 Sales Prom. Mgr.....Bob Printup
 Program Director.....Verl Thomson
 Publicity Director.....Helen Achatz
 Chief Engineer.....Roy Thorson

K R S D

RAPID CITY—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Heart of the Black Hills Sta.
 Address.....816 Kansas City St.
 Phone: Fillmore 2-6050.....Air Time: Full Time
 News Service.....UP
 Trans. Ser.....Thesaurus
 Station Rep.....Holman
 President.....John Daniels
 General Manager.....Eli Daniels
 Commercial Manager.....Stan Lieberman
 Program Director.....Truman Walrod

K E L O

SIoux FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Midcontinent Bcstg. Co.
 Bus.-Studio Address.....Phillips Ave.—8th St.
 Phone: 4-5841.....Air Time: Full Time
 News Service.....UP
 Trans. Ser.....Standard
 Representative.....Raymer, Bulmer & Johnson
 Membership.....NARTB, RAB
 President, Gen. Mgr.....Joe Floyd
 Station Manager.....Evans Nord
 Program Director.....Chet Raasch
 Commercial Mgr.....Elda Clingmam
 Sales Prom. Mgr.....Jack Townsend
 Chief Engineer.....Lester Froke

K I H O

SIoux FALLS—1946—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Big Sioux Bcstg. Co., Inc.
 Address.....218 South Main Ave.
 Phone: 4-7736.....Air Time: Full Time
 News Service.....UP
 Representative.....Pearson
 Trans. Ser.....World
 President.....Dr. J. D. Conner
 General Manager.....David J. Kempkes
 Comm. Manager.....Fred Schwelkhet
 Program Director.....Paul Beckstrand
 Chief Engr.....Ralph N. Maples

K I S D

SIoux FALLS—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KISD, Inc.
 Bus.-Studio Address.....KISD Bldg., W. 12th

K S O O

SIoux FALLS—1927

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By.....Sioux Falls Bcstg. Assn., Inc.
 Address.....317 S. Phillips Ave.
 Phone: 4-5601.....Air Time: Full Time
 News Service.....AP
 Transcr. Service.....RCA, Thesaurus
 Membership.....NARTB, RAB
 Station Representative.....Avery-Knodel, Inc.
 President.....Morton Henkin
 Vice Pres., Gen. Mgr.....George R. Hahn
 Station Manager.....George "Bill" Rohn
 Comm. Manager.....Don Cavitt
 Chief Engineer.....Max Pierce

K W A T

WATERTOWN—1926—KBS-MBS

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Midland Natl. Life Ins. Co.
 Address.....5 W. Kemp St.
 Phone: 777.....Air Time: Full Time
 News Service.....AP
 Transcr. Service.....Standard
 Representative.....Walker, Lawson
 Membership.....NARTB, RAB
 President.....John Ehrstrom
 General Manager.....Ross E. Case
 Sales Prom. Mgr.....Bernard Kinney
 Chief Engineer.....Francis Alwin

W N A X

YANKTON—1923—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus.-Studio Address.....3rd & Mulberry Sts.
 Phone: YA. 442.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 Membership.....NARTB, RAB
 President.....Gardner Cowles
 General Manager.....Robert R. Tincher
 Asst. Manager.....Chris Mack
 Comm. Mgr.....Donald D. Sullivan
 Promotion Mgr.....Gordon Laughead
 Program Director.....Roland Peterson
 Chief Engineer.....Clifton M. Todd

TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — Families 885,000

Radio Homes 769,000 — TV Homes 450,000 — Stations in State 77

W L A R

ATHENS—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Athens Bcstg. Co.
Business-Studio Address N. Jackson St.
News Service UP
Transcription Service Thesaurus
President Lowell F. Arterburn
General Manager Buell J. Charles
Program Director E. Max Robinette
Commercial Manager Leonard Dawson
Chief Engineer J. W. Turner

W O P I

BRISTOL—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc. Power: 250 Watts
Owned Radiophone Bcstg. Station, WOPI, Inc.
Address Easley-Wright Bldg., State & 4th Sts.
Phone: South 3730 Air Time: Full Time
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, RAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Commercial Mgr. James C. Wilson
Prom. Mgr. Wm. A. Wilson, Jr.
Program Director Rocky Stone
Publicity Director Walsh McQueen
Chief Engineer George Guertlin

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone: 7-1128 Air Time: Full Time
News Service AP
Transcription Service Lang-Worth
Representative Walker
Gen. & Comm. Mgr. Cliff Bowers
Program Director Bill Giddens
Chief Engineer George McMurtrie

W A P O

CHATTANOOGA—1936

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By WAPO Bcstg. Service
Business-Studio Address Read House
News Service INS
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
Pres., Gen., Sta. Mgr. R. G. Patterson
Program Director Frances Harley
Prom., Pub. Dir. Helen Patterson
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—1941—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By WDEF Bcstg. Co.
Bus.-Studio Address 425 Volunteer Bldg.
Phone: 6-0124 Air Time: Full Time
News Service UP
Transcription Service Capitol
Representative Branham
Membership NARTB, RAB
President Carter M. Parham
Gen. Sta. Comm. Mgr. Ken Flenniken
Publicity Dir. Warren Herring
Program Director Kenn Early
Chief Engineer B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDO D Bcstg. Corp.
Address Hamilton Natl. Bank Bldg.
Phone: 6-5117 Air Time: Full Time
News Service AP
Transcription Service Standard, World
Representative Paul H. Raymer
Membership NARTB, RAB
President Earl W. Winger
Vice Pres., Gen. Mgr. Norman A. Thomas
Publicity Director Byron J. Bush
Program Director Frank F. Hubbs
Chief Engineer James E. Walker

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By WDXB, Inc.
Address 100 Dome Bldg.
Phone: 6-1114 Air Time: Full Time
Representative For Joe
Membership NARTB, RAB
News Service AP, UP
President Joseph Bloom
General Manager James C. Cole
Comm. Manager Luther Wilson
Chief Engineer E. E. East

W M F S

CHATTANOOGA—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By WMFS, Inc.
Address 215 W. Ninth St.
Phone: 6-4145 Air Time: Daytime
Representative Pearson
Pres., Gen. Mgr. Brody Timm
Sta., Comm. Mgr., Prog. Dir. Fred Webb

W M C H

CHURCH HILL—1954

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Twin Cities Bcstg. Co.
Address.....P. O. Box 4
Phone: ELgin 7-2601.....Air Time: Full Time
Owner.....Thales E. Wallace
General Manager.....Carroll G. Ogle
Program Director.....Sterling Manis
Chief Engineer.....James Ruth

W D X N

CLARKSVILLE—1954

Frequency: 540 Kc.....Power: 250 Watts
Owned.....Clarksville Bcstg. Co., Inc.
Address.....Bailey Bros.
Air Time.....Daytime
Manager.....J. M. Cecil

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Sheftall
Business-Studio Address.....411 Madison St.
Phone: 6414.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB, RAB
Representative.....Rambeau
Pres., Gen.Sta. Mgr.....J. Parry Sheltall

Commercial Manager.....Charles Malone
Program Director.....Clay Cline
Sls. Prom. Mgr.....Bill Vogel
Publicity Dir.....Melvin Sandler
Chief Engineer.....John Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Central Ave.
Representative.....Dora Clayton
Mngg. Dir.....John Fulton
Comm. Sls. Prom. Mgr.....Bland Sells
Station Manager.....Thad F. Fitch
Program Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.Studio-Transmitter Address..P. O. Box 71
Phone: 1340.....Air Time: Full Time
Transcription Service.....World
Representative.....Walker
Membership.....NARTB, RAB
Pres., Gen.Sta.-Comm. Mgr..R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Program Director.....Walt D. Hard
Chief Engineer.....Cameron McKay

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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: 789 Air Time: Full Time
 News Service UP
 Representative: Continental Radio Sales
 Membership NARTB, RAB
 Pres., General Manager: M. L. Medley
 Station Prog. Dir.: Joe Mabry
 Sales Prom. Mgr., Pub. Dir.: Stacey Mott
 Chief Engineer: Claude Haston

W K B L

COVINGTON—1954

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: Tipton County Bcstg. Co.
 Address: P. O. Box 289
 Phone: 9635 Air Time: Daytime
 General Manager: Charles K. Sparks
 Commercial Mgr.: Carl Swafford
 Program Director: Charles C. Watts Jr.
 Prom. Dir., Chief Engr.: R. William Hoffman

W A E W

CROSSVILLE—1952—KBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By: WAEW, Inc.
 Address: 406 E. B'way
 Phone: 333 Air Time: Full Time
 News Service UP
 President: Arthur Wilkerson
 Manager: James H. Lee
 Chief Eng.: Allen Breazeale

W D S G

DYERSBURG—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: State Gazette Bcstg. Co., Inc.
 Address: Box 58
 Phone: 77 Air Time: Full Time
 Transcription Service World
 News Service AP
 General Manager: William Ward
 Commercial Manager: Wendell Vaughan
 Program Director: Shirley Jones
 Chief Engineer: Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned: Robert Rounsaville & George Clark
 Business-Studio Address: Elk Ave.
 Phone: 2-1241 Air Time: Full Time
 Rep.: Dora Clayton
 News Service UP
 Senior Partner: R. W. Rounsaville
 Mng. Dir.: John Fulton
 Station Manager: Frazier Cochrane
 Commercial Mgr.: Terry Sams
 Program Director: Bill Hale
 Chief Engineer: M. C. Bowers, Jr.

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Fayetteville Bcstg. Co.
 Business-Studio Address: Box 625
 Phone: 1240 Air Time: Full Time
 News Service AP
 Trans. Ser.: Thesaurus
 Membership NARTB, RAB
 President: John R. Crowder
 General Manager: James Porter Clark
 Station Manager: Jim Tate
 Program Director: Teddy Barnes
 Chief Engineer: Ernest Tucker

W A G G

FRANKLIN—1953

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Williamson County Bcstg.
 Address: Mallory Rd.
 Phone: 982 Air Time: Daytime
 News Service AP
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr.: William Ormes
 Commercial Mgr.: Wilson Herbert
 Program Director: John Haeberle
 Chief Engineer: Ellis F. Jones Jr.

W H I N

GALLATIN—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Sumner County Bcstg. Co.
 Address: Portland Rd.
 Phone: 1010 Air Time: Daytime
 News Service UP
 Representative: Indie Sales
 Membership NARTB
 President: A. B. Perkins
 Gen., Mgr.: J. B. Thomas
 Commercial Manager: Charles Brewer
 Chief Engineer: Lee Raines

W G R V

GREENEVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Greeneville, Inc.
 Address: Box 243
 Phone: 4147 Air Time: Full Time
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr.: Paul Metcalfe
 Commercial Manager: Hugh Pickel
 Program Director: Pete Luttreil
 Chief Engineer: Laile Hampton

W H B T

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned: The Harriman Bcstg. Co., Inc.
 Address: Devonia & Crescent
 Phone: 661 Air Time: Full Time
 News Service UP

Trans. Ser. World. SESAC
 Representative Continental
 Owner, Gen. Mgr. F. L. Crowder
 Comm., Sales Prom. Mgr. Waller Scarborough
 Pgm. Dir., Chief Ann. Carl Williams
 Chief Engineer Reggie Honey

WIRJ

HUMBOLDT—1949—Mid-South KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Gibson Co. Bcatg. Co., Inc.
 Address 210 N. 22nd Ave.
 News Service UP
 Transcription Service Thesaurus
 President J. F. Warmath
 Gen., Sta. Mr. Howard E. Byrum
 Chief Engineer Gerald Hicks

WDXI

JACKSON—1948—MBS—KBS

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Dixie Bcatg. Co.
 Business-Studio Address Williams Bldg.
 Phone: 7-9611 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Pres., Gen. Mgr. Aaron B. Robinson
 Station Manager Bill Winsell
 Commercial Mgr. Jack Murphy
 Program Director Larry Crenshaw
 Sales Prom. Director Leonard Fielding
 Publicity Director Dave O'Brien
 Chief Engineer James S. Thomas

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Sun Publishing Co.
 Bus.-Studio Address Jackson
 Phone: 7-3316 Air Time: Full Time
 News Service AP
 Newspaper Affil. Jackson Sun
 Transcription Service Thesaurus
 Representative Branham
 Membership NARTB, RAB
 V.P., Gen. Mgr. A. A. Stone
 Station Manager Frank S. Proctor
 Asst. Mgr. L. R. Brooks
 Sls. Prom. Mgr., Pub. Dir. Peggy McKinnie
 Program Director Vince Tapler
 Chief Engineer Joseph Rhodes

WETB

JOHNSON CITY—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Press. Inc.
 Business Address Main St.
 Newspaper Affil. Chronicle
 Representative McGillivra
 Transcription Service World
 President Carl A. Jones
 Gen., Sta. Manager Arthur Kelsey
 Program Director Bernard Burleson
 Chief Engineer E. B. Jones

WJHL

JOHNSON CITY—1938—ABC

Freq.: 910 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WJHL, Inc.
 Business-Studio Address 145 W. Main St.
 Phone: 2780 Air Time: Full Time
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 President W. H. Lancaster, Sr.
 General Manager W. H. Lancaster, Jr.
 Comm. Mgr. K. Marsh
 Sls. Prom. Mgr., Prog., Pub. Dir. William Shell

WKIN

KINGSPORT—1951—KBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned & Operated WKIN, Inc.
 Address Market & Wexler Sts.
 Phone: Cl. 6-8131 Air Time: Daytime
 News Service AP
 Transcription Service World, Keystone
 Representative Rambeau
 Pres., Gen. Mgr. Cy N. Bahakel
 Station Manager Phil Bahakel
 Comm., Sls. Prom. Mgr. Andy Grauer
 Program Director Chuck Foster
 Chief Engineer Robert Heith

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kingsport Bcatg. Co., Inc.
 Business-Studio Address 222 Commerce St.
 Phone: Cl. 5-4161 Air Time: Full Time
 Transcription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB, RAB
 President C. P. Edwards, Jr.
 Gen., Sta. Manager Paul L. Overbay
 Commercial Mgr. Phil Weaver
 Sales Prom. Mgr. Joe N. Tipton
 Program Dir. Martin Karant
 Publicity Dir. Jim Davis
 Chief Engineer Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WBIR, Inc.
 Business-Studio Address 618 S. Gay St.
 Phone: 4-3321 Air Time: Full Time
 Transcription Service Thesaurus
 News Service UP
 Representative Gill Perna
 Membership NARTB, RAB
 Pres., Gen. Sta., Comm. Mgr. John P. Hort
 Prog., Pub. Director Neal Branch
 Chief Engineer J. Rex Horton

W I V K

KNOXVILLE—1953

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Dick Bcstg. Co.
 Address: 319 N. Gay Street
 Phone: 4-3694 Air Time: Daytime
 News Service: AP
 Representative: Forjoe
 Membership: NARTB
 Pres., Gen., Sta., Sls. Prom. Mgr.: J. A. Dick
 Comm. Mgr.: T. C. Hooper
 Prog. Dir.: J. P. Hess, Jr.
 Chief Eng.: Milton Jones

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WKGN Bcstg. Co.
 Bus.-Studio Address: Park Natl. Bank Bldg.
 Phone: 4-0766 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Sta. Rep.: Everett-McKinney, O'Connell
 Membership: NARTB
 President: George P. Mooney
 Commercial Mgr.: J. Horton Davis
 Program Director: John Ward
 Chief Engineer: Milton L. Jones

W K X V

KNOXVILLE—1954—KBS

Frequency: 900 Kc. Power: 1000 Watts
 Owner: Knoxville Ra-Tel., Inc.
 Address: 411½ W. Main St.
 President: Roy S. Carr
 General Manager: Tom Carr
 Program Director: W. C. Day
 Chief Eng.: John D. Caylor

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By: Scripps-Howard Radto, Inc.
 Business-Studio Address: 110 S. Gay St.
 Phone: 3-3171 Air Time: Full Time
 Newspaper Affiliation: "News Sentinel"
 News Service: UP
 Transcription Service: Standard
 Representative: Branham
 Membership: NARTB
 President: Jack R. Howard
 General Manager: R. B. Westergaard
 Comm. Sta. Dir. Mgr.: O. L. Smith
 Sls. Prom., Pub. Dir., Pro. Dir.: C. A. McMahon
 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: 2-7111 Air Time: Full Time
 News Service: UP

Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, RAB
 President: Paul Mountcastle
 Gen., Sta. Mgr.: W. H. Linebaugh
 Commercial Manager: J. T. McCloud
 Program Dir.: J. H. Reese
 Prom., Pub. Dir.: H. W. Hudson
 Chief Engineer: Fred Andrews

W L A F

LAFOLLETTE—1953—MBS

Frequency: 1450 Kc. Power: 100 Watts
 Owner: LaFollette Bcstg. Co.
 Address: Piedmont Hotel
 Phone: 1060
 Gen. Mgr., Chief Eng.: Marvin L. Paul
 Program Director: Robert M. Leibforth

W D X E

LAWRENCEBURG—1951—MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Lawrenceburg Bcstg. Co.
 Address: Locke Bldg.
 Phone: 4462 Air Time: Daytime
 News Service: UP
 Trans. Ser.: World
 Rep.: Burn-Smith, Dora-Clayton
 President: Aaron B. Robinson
 General Manager: George Eubanks
 Gen., Sta. Mgr.: Ken Marston
 Promotion Manager: Bud Sawyer
 Chief Engineer: Phillip Kemper

W C O R

LEBANON—1949—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By: Lebanon Bcstg. Co., Inc.
 Address: 106½ S. Cumberland Ave.
 Phone: 1540 Air Time: Daytime
 News Service: AP
 Trans. Ser.: RCA, Thesaurus
 Pres., Gen. Mgr.: Theo. F. Exell, Jr.
 Comm. Manager: Jack Hendrickson
 Chief Engineer: William Johnston

W L I L

LENOIR CITY—1950—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owner: WLLI, Inc.
 Address: 406 E. Broadway
 Phone Number: 1095
 News Service: UP
 Membership: NARTB, RAB
 News Service: UP
 Pres., Gen. Mgr.: Arthur Wilkerson
 Comm., Sls. Prom. Mgr.: Thomas Tuck
 Prog. Dir.: E. Grubb
 Chief Engineer: Allen Breazeale

W J J M

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Louis D. Lingner

Address East Hill
 Phone: 780 Air Time: Full Time
 Trans. Ser. World
 News Service AP
 Membership NARTB, RAB
 General Manager..... Louis D. Lingner
 Chief Engineer..... R. C. Wiley

W D X L

LEXINGTON—1954—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Lexington Bcstg. Co.
 Address Scott Bldg.
 Phone: 3500, 3155 Air Time: Full Time
 News Service UP
 Trans. Ser. World
 Station Rep..... Burn-Smith, Dora-Clayton
 President..... Aaron B. Robinson
 General Manager..... Neal B. Bunn

W G A P

MARYVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Aluminum Cities Bcstg. Co.
 Address Bittle Bldg.
 Phone: 2490 Air Time: Full Time
 Membership NARTB, RAB
 News Service AP
 Transcription Service..... Thesaurus Keystone
 General Manager..... F. H. Corbett
 Commercial Manager..... Horace McGill
 Prog. Dir..... Ken D. Kribbs
 Chief Engineer..... Mark Murphy

W H D M

McKENZIE—1954

Frequency: 1440 Kc. Power: 500 Watts
 Owned Tri-County Bcstg. Co., Inc.
 Address P. O. Box 191
 Phone: 3371, 3372 Air Time: Daytime
 News Service AP
 Trans. Ser. Thesaurus
 Station Rep..... Clark
 Pres., Gen. Mgr..... Michael R. Freeland
 Program Manager..... George Martin
 Sales Director..... Irene Morgan
 Chief Engr..... James D. McClure

W M M T

McMINNVILLE—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.. McMinnville Brdg. Co., Inc.
 Address N. Chancery St.
 Phone: 2233 Air Time: Full Time
 News Service UP
 President..... Dr. Sam J. Albritton
 General Manager..... Royce E. Richards

W C B R

MEMPHIS—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Chickasaw Bcstg. Co.
 Address 378 Beale St.
 Phone: 5-7545 Air Time: Daytime
 Representative McGillvra
 Comm. Manager..... Dick Whitmore
 Program Director..... Donald G. Nicely
 General Manager..... W. M. H. Smith

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By..... Bluff City Bcstg. Co.
 Business-Studio Address..... 2074 Union Ave.
 Phone: 36-2703 Air Time: Full Time
 News Service UP
 Representative Pearson, Dora-Clayton
 Membership NARTB, RAB
 Pres..... John R. Pepper
 Sec. Mgr..... Bert Ferguson
 Commercial Manager..... Harold F. Walker
 Sls. Prom. Mgr..... F. Armstrong
 Prod. Dir..... David James
 Pub. Dir..... Don Kern
 Chief Engineer..... Henry N. Fones

W H B O

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By..... Gen. Teleradio, Inc.
 Bus. Studio Address..... Hotel Chisca
 Phone: 8-6868 Air Time: Full Time
 News Service UP
 Transcription Service..... SESAC
 Representative John Blair
 Membership NARTB, RAB
 President..... Thomas J. O'Neil
 Gen., Sta. Mgr..... John Cleghorn
 Commercial Mgr..... Tom W. Ragland
 Program Director..... Dick Covington
 Sales P:om. Mgr..... Jerry Buckaloo
 Publicity Director..... Jack Starr
 Chief Engineer..... Welton Roy

W H H M

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Mid-South Bcstg. Corp.
 Business-Studio Address..... 433 Sterick Bldg.
 Phone: 37-4422 Air Time: Full Time
 News Service UP
 Representative..... A. Young; C. Melville
 Membership NARTB
 President..... P. E. Furlow
 Gen. Mgr., VP..... C. K. Beaver
 Commercial Mgr..... Allan Avery
 Program Director..... Jay Black
 Chief Engineer..... William Marsh

W M C
MEMPHIS—1923—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By... Memphis Publishing Co.
Bus.-Studio Address... Goodwyn Institute Bldg.
Phone: 8-7464. Air Time: Full Time
News Service... UP, AP
Trans. Ser. Theasurus,
Representative Branham
Membership NARTB
President Enoch Brown
Gen., Sta. Mgr. H. W. Slavick
Commercial Mgr. Richard Voorhis
Sales Prom. Manager. Walter E. Frase
Program Director. Harlan Judkins
Chief Engineer. E. C. Frase, Jr.

W M P S
MEMPHIS—1925—ABC

Freq.: 680 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By... WMPS, Inc.
Business-Studio Address... Radio Center
Phone: 5-2663. Air Time: Full Time
News Service... UP
Transcription Service... Standard World
Representative Radio-TV Representatives
Membership NARTB
Pres., Gen. Mgr. Harold R. Krelstein
Sta., Sls. Prom. Mgr. Charles De Vois
Program Dir. Gene Plumstead
Chief Engineer. J. G. 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
News Service... UP
Transcription... World, Lang-Worth
Membership NARTB
Representative Katz
Owner, General Manager... Hoyt B. Wooten
Commercial Manager... Hollis R. Wooten
Program Director... Jack Michael
Chief Engineer... Wilson Ramey

W C R K

MORRISTOWN—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address... Radio Center
News Service... AP
Trans. Ser. World
Representative Hal Holman
President Herbert S. Walters
General Manager... Howell Ashford
Program Director... John Frank McCrary
Chief Engineer... James R. Redden

W G N S

MURFREESBORO—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... WGNS, Inc.

Address... P. O. Box 456
Phone: 1450. Air Time: Full Time
News Service... AP, UP
Representative Holman
Trans. Ser. World, Lang-Worth, Thesaurus
Pres., Gen. Mgr. Cecil Elrod, Jr.
Station Manager... William O. Barry
Program Director... John D. Hood
Chief Engineer... Paul Howell

W M T S

MURFREESBORO—1953

Frequency: 860 Kc. Power: 250 Watts
Owned... Murfreesboro Bcstg. Co.
Address... 112 N. W. Broad St.
Trans. Service... Standard
President... A. D. Smith, Jr.
Gen., Sta. Mgr. Virgil Trimm
Commercial Mgr. Charles Snoddy
Sales Prom. Mgr. Clyde Major
Program Dir. Jim Edwards
Publicity Dir. Yvonne Mingle
Chief Engineer... Eugene Covington

W K D A

NASHVILLE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Capitol Bcstg. Co.
Address... 1st American Natl. Bank Bldg.
Trans. Ser. Capitol
Representative Pearson
Membership NARTB, RAB
President... John W. Kluge
Vice Pres., Gen. Mgr. Harvey L. Glascock
Prog. Dir., Prom. Mgr. Tom Parrish
Chief Engineer... Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc. Power: 50,000 Watts
Owned... Life & Casualty Insurance Co., Tenn.
Bus.-Studio Address... Third Natl. Bank Bldg.
News Service... UP
Transcription Service... Theasurus
Representative Katz
Membership NARTB, RAB
Gen. Mgr. F. C. Sowell
Commercial Manager... E. G. Blackman
Promotion Manager... Jerry Glaser
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 Hotel
Phone: 4-3411. Air Time: Full Time
Station Rep. Weed
Membership RAB
President... Frank W. Mayborn
General Manager... Robert E. Cooper
Chief Engineer... Charles W. Stokely



**Wanna Sell
Middle Tennessee
and Southern Kentucky?**

**YOU CAN NOW COVER NINETEEN
COUNTIES FOR THE COST OF ONE!**

...PLUS Secondary Coverage in 34 Counties

WSIX, "the voice of Nashville," reaches out to sway and sell the 346,400 radio homes in the agriculturally and industrially rich fifty-three counties comprising Middle Tennessee and Southern Kentucky

You can sway and sell all nineteen counties in the WSIX primary coverage area (plus coverage in 34 secondary counties)—with combined retail sales of over one billion dollars. And the cost? Probably even less than you'd expect to pay for strong single-county coverage!

To sell Middle Tennessee and Southern Kentucky most effectively, at lowest cost, you need WSIX!

WSIX 5000 W.
980 KC.

NASHVILLE • ABC NETWORK

NATIONAL REPRESENTATIVE:

GEORGE P. HOLLINGBERY COMPANY:

New York • Chicago • Atlanta •
Los Angeles • San Francisco

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By Hermitage Bcstg. Corp.
Address: James Robertson Hotel
Phone: 4-7611. Air Time: Daytime
News Service UP
Representative Continental
Pres., Gen. Comm. Mgr. Van T. Irwin, Jr.
Comm. Prom. Mgr. Herman Rippey
Program Director Howell Smith
Publicity Dir. Webber Parrish
Chief Engineer Harold Woodard

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By WSIX, Inc.
Address: Nashville Trust Building
Phone: 5-5431. Air Time: Full Time
News Service AP
Transcription Service World
Station Representative George P. Hollingbery
Membership NARTB, RAB
Pres. Gen. Mgr. R. D. Stanford
Sls. Prom. Mgr. J. L. Harper
Pub. Dir. W. C. Baird, Jr.
Commercial Mgr. E. S. Tanner
Program Director Jack Simpson
Chief Engineer Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc. Power: 50,000 Watts
Owned-Operated By Nat'l Life & Acc. Ins. Co.
Bus. Studia Address: 301 7th Ave. N.
Phone: 6-7181. Air Time: Full Time
News Service AP, INS
Trans. Ser. Associated
Representative Edward Petry
Membership RAB
Chairman of Board E. W. Craig
President John H. DeWitt, Jr.
Commercial Manager Irving C. Waugh
Dir. of Publicity Wm. R. McDaniel
Program Director Jack Stapp
Chief Engineer George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Nashville Bcstg. Co.
Address: 419 Fourth Ave. N.
Phone: 42-0489. Air Time: Daytime
News Service INS
Representative Forjoe, Dora-Clayton
Membership RAB
Pres., Gen. Mgr. H. C. Young, Jr.
Com., Prom. Mgr. Norman Stewart
Pub. Dir. R. Goldman
Chief Engineer Arthur Viaches

W L I K

NEWPORT—1954

Frequency: 1270 Kc. Power: 1 Kw.
 Owned Arthur Wilkerson Lumber Co.
 Address 406 E. B'way, Lenoir City
 Phone: 3095 Air Time: Daytime
 News Service UP
 President, Gen. Mgr. Arthur Wilkerson
 Sta., Comm. Mgr. Ira B. Crisp

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WATO, Inc.
 Address Municipal Market Bldg.
 Phone: 5-3535 Air Time: Full Time
 News Service AP
 Transcription Service World
 President Ross Charles
 Comm. Manager Samuel P. Thrower, Jr.
 Program Director Tom Carlisle
 Chief Engineer Hal Tompkins

W O K E

OAK RIDGE—1951

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Air Mart Corp.
 Address Box 391
 Pres., Gen., Sta. Mgr. Harry C. Weaver
 Commercial Mgr. O. E. O'Brien
 Sls. Prom. Mgr. Mrs. F. Allen
 Program Director William E. Sorrell
 Chief Engineer Bob Goodman

W T P R

PARIS—1947—KBS-MBS

Frequency: 710 Kc. Power: 250 Watts d.
 Owner Paris Bcstg. Co.
 Address N. Poplar St.
 News Service UP
 Trans. Ser. World
 Sta. Rep. Burn-Smith
 President A. B. Robinson
 General Manager J. M. Cecil
 Commercial Manager B. C. Kilgore
 Chief Engineer Don Somerville

W K S R

PULASKI—1947—ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By The Richland Bcstg. Co.
 Address So. First St.
 Phone: 1066-67 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Clark
 Membership NARTB
 President J. R. Stephens
 Commercial Mgr. Beechie Stephens
 Sls. Prom. Mgr. Clarence Holley
 Prog. Dir. Corky Hoover
 Pub. Dir. Nathan Street
 Chief Engineer N. G. Morgan

W T R B

RIPLEY—1954

Frequency: 1570 Kc. Power: 250 Watts
 Owned West Tenn. Radio Service
 Address P. O. Box 302
 Phone: 1060 Air Time: Daytime
 News Service UP
 Trans. Ser. SESAC
 Gen., Comm. Mgr. Hobson H. Daws
 Sales Prom. Mgr., Pub. Dir. Harold L. Baker
 Program Director Earl W. Daly
 Chief Engr. Charles R. Sykes

W R G S

ROGERSVILLE—1954

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Rogersville Bcstg. Co.
 Address Burem Pike
 Phone: 6491 Air Time: Daytime
 General Manager John E. Beal
 Commercial Manager Charles W. Beal
 Promotion Mgr. George Beal

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Shelbyville Bcstg. Co., Inc.
 Address P. O. Box 241
 Phone: 1400 Air Time: Full Time
 V.P., Gen. Mgr. Charles Christian
 Chief Engineer Tim Marsh

W E P G

SOUTH PITTSBURGH—1954

Frequency: 910 Kc. Power: 500 Watts
 Owned-Oper. By Eaton P. Govan, Jr.
 Address Railroad St.
 Phone: 6185 Air Time: Daytime
 Pres., Gen., Comm. Mgr. Eaton P. Govan, Jr.
 Program Director Vinetta B. Govan
 Chief Engineer William Dunn

W S M T

SPARTA—1953

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sparta Bcstg. Co. Inc.
 Address Box O
 Phone: 3751 Air Time: Daytime
 Transcription World
 Membership RAB
 President Sam J. Albritton
 Gen., Sta. Manager B. L. Upchurch
 Commercial Mgr. Van L. Slack
 Program Director William Round Jr.
 Chief Engineer Hubert A. Beasley

W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Springfield Bcstg. Co., Inc.
 Address P. O. Box 464



Phone: 1287..... Air Time: Daytime
 Transcription Service..... World
 Membership..... RAB
 News Service..... AP
 Gen., Sta. Mgr..... Walter A. Duke
 Comm., Sla. Prom. Mgr..... H. Dean Rhodes
 Chief Engineer..... Anna Duke

WJIG

TULLAHOMA—1947

Frequency: 740 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... WJIG Bcstg.
 Business Address..... West End Drive
 Phone: 2607-8..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... World
 Pres., Owner..... Col. Raymond L. Prescott, Jr.
 General Manager..... Wallace Beecham
 Chief Engineer..... Alfred Parsons

WENK

UNION CITY—1946—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Union City Bcstg. Co.

Phone: 1240..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... World
 Representative..... Burn-Smith
 President..... Aaron B. Robinson
 Station Manager..... Louis C. Wrather
 Commercial Mgr..... Edwin A. Kallenberg, Jr.
 Program Director..... Mrs. J. Osborne
 Chief Engineer..... Charles Holland

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Franklin County Bcstg. Co.
 Address..... Box 1103
 Phone: 2201..... Air Time: Full Time
 News Service..... UP
 Gen. Mgr., Prom. Mgr..... Ernest Richards, Jr.
 Commercial Manager..... Harry W. Sullivan
 Program Director..... Hank Murray
 Chief Engineer..... James F. Spencer

TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — Families 2,763,000
 Radio Homes 2,443,000 — TV Homes 1,300,000 — Stations in State 200

K R B C

ABILENE—1936—ABC—TEXAS

Freq.: 1470..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Abilene Radio & TV
 Business Address..... 4510 S. 14th St.
 Phone: 2-8491..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Associated
 Representative..... John E. Pearson
 Membership..... RAB
 President..... Dale Ackers
 Station Mgr., Pro. Director..... Bro. Minus
 Comm., Sales Prom. Mgr..... Forest Lane
 Chief Engineer..... Troy Mallon

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Citizens Bcstg. Co.
 Bus. Studio Address..... 2500 Butternut
 Phone: 3-2545..... Air Time: Full Time
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Vencard
 President..... W. P. Wright
 Gen., Prom. Mgr..... A. C. Etter
 Commercial Manager..... Tyler Stewart
 Program Director..... Leonard Johnson
 Chief Engineer..... Forrest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc..... Power: 1000 Watts
 Owned-Operated By..... Alice Bcstg. Co.
 Business Address..... Box 731
 Phone: 4-4324..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... World
 Representative..... Pearson
 Membership..... NARTB
 President..... Givens A. Parr
 General Manager..... Robert L. Grimes
 Sales Prom. Mgr..... Irma Salas
 Program Dir..... J. Allen Frye
 Publicity Director..... Ruth Norris
 Chief Engineer..... S. L. Spencer

K V L F

ALPINE—1947—KBS-CACTUS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Big Bend Bcstrs.
 Business Address..... P. O. Box 779
 Phone: 2144..... Air Time: Full Time
 News Service..... UP
 Representative..... Hil F. Best
 President..... Jack Hawkins
 Gen. Sta., Comm. Mgr..... Gene Hendryx
 Program Director..... Bill Hight
 Chief Engineer..... Sherman Newsom

KAMQ

AMARILLO—1947—MBS

Freq.: 1010 Kc. Power: 1 Kw. d., 500 Watts
 Owned-Oper. By: Top of Texas Bcstg. Co.
 Address: 1301 Polk St.
 Phone: 2-6543. Air Time: Full Time
 Representative: Forjoe
 Transcription Service: Thesaurus
 News Service: AP
 Co-Owner, P.: H. W. Houck
 Co-Owner, Gen. Mgr.: R. D. Houck
 Comm. Manager: Les Smith
 Program Director: Webb Smith
 Publicity Director: Johnny Hathcock
 Chief Engineer: Stewart Parsons

KFDA

AMARILLO—1939—ABC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: Amarillo Bcstg. Co., Inc.
 Business-Studio Address: Box 1400
 Phone: 4-5343. Air Time: Full Time
 News Service: UP, AP
 Representative: Headley Reed

Membership: RAB
 President: Gene L. Cagle
 V. P., Gen. Mgr.: Stan Wilson
 Commercial Mgr.: Murray Woroner
 Program Director: Warren Anderson
 Sls. Prom. Mgr., Pub. Dir.: L. Knorpp
 Chief Engineer: W. B. Spiller

KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By: Plains Empire Bdcstg. Co.
 Address: 1014 West Seventh
 Phone: 2-6773. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Representative: John Blair & Co.
 Membership: NARTB, RAB
 President: R. G. Hughes
 Director: Kenyon Brown
 General Manager: Willard L. Kline
 Comm. Manager: John Heetland
 Program Director: Joe S. Ramay
 Publicity Director: Mrs. V. Nelson
 Chief Engineer: Gene Fennimore

ONE HALF OF TEXAS!



KMAC
 27 YEARS SERVICE
 HOWARD W. DAVIS, Owner
 SAN ANTONIO, TEXAS
 5000 WATTS
 ON 630

FOR THE 6TH
 CONSECUTIVE
 YEAR
 KMAC WILL BE
 SAN ANTONIO'S
 BIG LEAGUE
 BASEBALL
 STATION.

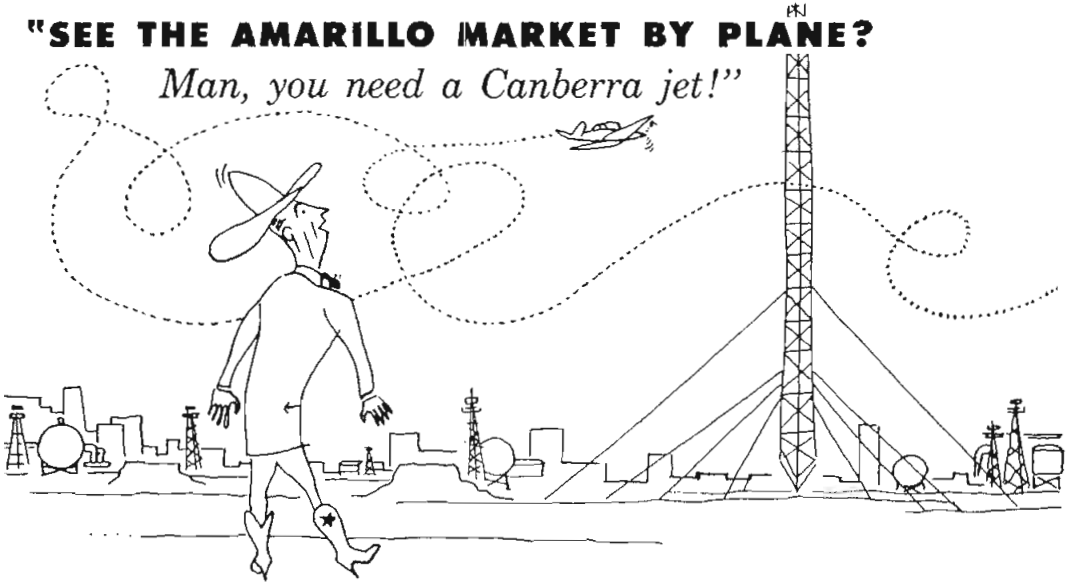


KLBS
 610 on Every Dial
 HOWARD W. DAVIS, Pres.
 CLENN DOUGLAS, Mgr.
 HOUSTON, TEXAS
 5000 WATTS
 ON 610

KLBS
 CROSSED 48%
 MORE IN 1954
 THAN IN 1953.
 THE BIG BUY
 IN THE BIG
 STATE.

"SEE THE AMARILLO MARKET BY PLANE?"

Man, you need a Canberra jet!"



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.¹ Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.² What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.³ Up road, boys with Erector sets.⁴ Turned nw, over vast oil refinery.⁵ Another town, with kids fooling around space ships.⁶ Guide pointed out three carbon black plants with huge smokestacks, one not working.⁷ South, over scattered dozen lonesome structures.⁸ Thin cloud across horizon; closed in on zinc smelter.⁹ Smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of! Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC's antennas.¹⁰ Panhandle big place, all buildings new. People great—speak to stranger on street."

¹Palo Duro Canyon, recreation spot ²Raw natural gas becomes plastic bases here. ³Cabot Carbon's; pump units for oil wells also made here. ⁴The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). ⁵Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. ⁶Town of Borger, with butadiene plant, looks like something from another world. ⁷Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. ⁸Natural gas pumping stations, on pipe lines supplying 27 states. ⁹The American Zinc Smelter, located near Dumas because of low gas rate. ¹⁰Whence, powered with 10,000 watts, our signal reaches 78 Texas, Colorado, Oklahoma, New Mexico and Kansas counties with gross cash farm income of \$925,000,000. See Katz for further information.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

KGNC

AMARILLO—1922—NBC-TQN

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By ... Plains Radio Bdcstg. Co.
 Address ... P. O. Box 751
 Phone: DR 4-4601 Air Time: Full Time
 News Service ... UP, AP
 Transcription Service ... World
 Representative ... Katz
 Membership ... NARTB, RAB
 President ... B. E. Walker
 General Manager ... Wes Izzard
 Business Manager ... Calvin Handy
 Sta., Mgr., Prog. Dir. ... Bob Watson
 Prom. Mgr., Pub. Dir. ... Marianne Johnson
 Chief Engineer ... W. H. Torrey

KA CT

ANDREWS—1954

Frequency: 1360 Kc. Power: 500 Watts
 Owned-Oper. By ... Andrews Bcstg. Co.
 Address ... Box 883
 Phone: 1360 Air Time: Daytime
 Co-Owner, Gen. Mgr. ... Joseph E. Young
 Co-Owner ... Archie Holman
 Program Director ... Jacqui Young

KBUD

ATHENS—1948—KBS

Frequency: 1410 Kc. Power: 250 Watts
 Owned ... J. B. McNutt, Jr.
 Address ... Box 309
 Phone: 2277 Air Time: Daytime
 News Service ... UP
 Trans. Service ... Lang Worth
 Membership ... BAB
 President ... B. McNutt, Jr.

KALT

ATLANTA—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Ark-La-Tex Bcstg. Co.
 Phone: 900 Air Time: Daytime
 Transcription Service ... World
 News Service ... AP
 Representative ... Hill F. Best
 President ... Herman H. Wommack, Jr.
 Gen., Sta. Mgr. ... David A. Wommack
 Commercial Manager ... A. N. Dowd
 Program Director ... George D. Wommack
 Publicity Director ... Jean Wommack
 Chief Engr. ... James L. Waites

KNOW

AUSTIN—1927—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned ... Pioneer Bcstg. Co., Inc.
 Address ... 520 Capital Nat. Bank Bldg.
 Phone: 2-6213 Air Time: Full Time
 News Service ... AP
 Trans. Service ... Standard
 Station Rep. ... Pearson
 Membership ... NARTB

President ... Wendell Mayes
 Gen., Sta. Mgr. ... Louis R. Cook
 Commercial Mgr. ... M. H. Coleman
 Program Dir. ... Frank Bissett
 Chief Engineer ... J. E. Lewis

KTBC

AUSTIN—1939—CBS

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.
 Owned-Oper. By ... Texas Bcstg. Corp.
 Bus. Studio Address ... P. O. Box 717
 Phone Number ... 2-2424
 News Service ... UP
 Representative ... Raymer
 President ... Claudia T. Johnson
 Gen., Sta. Mgr. ... J. C. Kellam
 Sales Manager ... O. P. (Bob) Bobbitt
 Sales Prom. Mgr. ... Van Hutto
 Program Director ... Cactus Pryor
 Chief Engineer ... A. B. Hearn

KTXN

AUSTIN—1947

Frequency 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Radio Station KTXN
 Address ... 1211 E. 6th St.
 Phone Number ... 74476
 Rep. ... Oakes, Clayton, O'Connell
 Membership ... NARTB
 President ... Ed. C. James, Sr.
 General Manager ... Frank Stewart
 Comm. Manager ... Calvin Adams
 Program Director ... Lilia Guzman
 Publicity Director ... Glenda Faye Robertson
 Chief Engineer ... Paul Lindhorn

KVET

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1 Kw., d.
 Owned ... Austin Bcstg. Corp.
 Address ... 113 West Eighth
 Phone: 8-8521 Air Time: Full Time
 News Service ... UP
 Representative ... Forjoe
 Membership ... NARTB, RAB
 President ... John B. Connally
 Gen., Sta. Mgr. ... Willard Deason
 Commercial Mgr. ... Charles L. Howell
 Program Dir. ... Dave Smith
 Chief Engineer ... Willis Morter

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By ... Runnels County Bcstg. Co.
 Address ... Box 351
 Phone: 3151 Air Time: Full Time
 News Service ... AP
 Membership ... RAB
 Trans. Ser. ... World
 Rep. ... Best, Melville
 President ... Walter G. Russell
 General Manager ... R. F. McCarvey
 Commercial Manager ... Clayton Jay
 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 Box 1391
 Phone: 4642-3 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President J. G. Long
 General Manager Bryan Powell
 Station Manager Vernon Townsend
 Commercial Manager Boyd Porter
 Chief Engineer Sam Sitterlee

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone 8251
 News Service AP
 Station Rep. Best
 President W. D. Christmas
 General Manager J. H. Touchstone

KREL

BAYTOWN—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address Decker Drive
 Phone: 8211-2 Air Time: Full Time
 News Service UP
 Representative Interstate
 Membership NARTB
 President J. B. Blayton, Sr.
 General Manager J. B. Blayton, Jr.
 Station Manager Robert H. Brisendine
 Commercial Mgr. Albert H. Saddler
 Sales Prom. Mgr. Samuel Harris
 Program Director Larry Wayne
 Chief Engr. Mack S. Malpee

KFDM

BEAUMONT—1924—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Beaumont Bdcstg. Corp.
 Address P. O. Box 2950
 Phone: 2-7758 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NARTB
 President D. A. Cannan
 Ex. V.P., Gen. Sta., Comm. Mgr. C. B. Locke
 Program Director Dave Russell
 Pub. Dir., Sales Prom. Mgr. H. F. Caldwell
 Chief Engineer Harold W. Bartlett

KJET

BEAUMONT—1948

Frequency: 1380 Kc. Power: 1 Kw.
 Owned KPBX Bcstg. Corp.
 Address P. O. Box 2673

Phone: 2-0201 Air Time: Daytime
 News Service UP
 Station Rep. Forjoe
 Membership NARTB
 President Ben J. Rogers
 Gen., Comm. Mgr. Walter L. Rubens
 Chief Engr. Arthur Kendal

KRIC

BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Enterprise Co.
 Bus.-Studio-Trans. Address 380 Walnut
 Phone: 4-3311 Air Time: Full Time
 News Service AP
 Transcription Service World
 Newspaper Affiliation "Enterprise & Journal"
 Representative Branham
 President O. Eugene Davis
 General Mgr. E. C. Davis
 Station Mgr. R. M. Frost
 Prog. Dir. Gordon Clark
 Commercial Mgr. Louis Durst
 Chief Engineer Marvin J. Easterwood

KTRM

BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KTRM, Inc.
 Business-Studio Address 230 Orleans St.
 Phone: 2-8478 Air Time: Full Time
 Rep. Adam Young, Clarke Brown
 Pres., Gen. Mgr. Jack Neil
 Station Manager Joseph S. Trum
 Commercial Mgr. Bill McRae
 Chief Engineer Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Wts. d. n.
 Owned-Oper. By Bee Bdcstg. Co.
 Address P. O. Box 650
 Phone: 1490 Air Time: Full Time
 News Service AP
 Transcription Service World
 President (Partnership) John D. Rossi,
 V. L. Rossi
 General Manager John D. Rossi
 Station Manager James V. Rossi
 Commercial Mgr. Fred Strong
 Prog. Dir. William S. Bennett
 Chief Engineer Edward Bertram

KBST

BIG SPRING—1936—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Spring Bcstg. Co.
 Bus.-Studio Address 702 Johnson St.
 Phone: 4-6391 Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Pres., Gen., Sta. Mgr. William J. Wallace
 Commercial Manager William L. Cox
 Pub., Pgm. Dir. J. N. Young, Jr.
 Chief Engineer Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.
 Address Big Spring City Park
 Phone: 4-4201, 4-5932 Air Time: Full Time
 Transcription Service World
 News Service AP
 Rep. Hil F. Best, Clyde Melville
 President V. T. Anderson
 General Manager Myrl Stein

KFYN

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Oper. Charles L. & Jessie Mae Cain
 Bus. Studio Address 903 E. Fourth St.
 Phone: 915 Air Time: Daytime
 News Service UP
 Transcription Service World
 Membership RAB
 President, Gen. Mgr. Charles Cain

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KHUZ, Inc.
 Business Address Box 110
 Phone: 1600 Air Time: Full Time
 News Service UP
 Trans. Serv. World, SESAC
 Membership NARTB, RAB
 President R. G. Hughes
 Mgr., Prog. Dir. Jack Roberts
 Commercial Manager Louis Roberts
 Sales Prom. Mgr. H. Blymiller
 Pub. Dir. Jake Saxton
 Chief Engineer Herman Kreiger

KNEL

BRADY—1933—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Gibbons Bldg.
 Phone: 777 Air Time: Full Time
 Representative Hil F. Best
 President Mrs. G. L. Burns
 General Manager G. L. Burns
 Commercial Manager J. S. Sloane
 Chief Engineer Cecil Nellin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone: 1430 Air Time: Daytime
 News Service AP
 Membership NARTB
 Station Rep. Best
 Transcription Service Lang-Worth
 Representative Best, Melville
 Pres., Gen. Mgr. R. W. Chapman
 Chief Engineer R. E. Smith

KWHI

BRENHAM—1947—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead, Sr.
 Business Address 108½ Main St.
 Phone: 3655 Air Time: Daytime
 Newspaper Affil. Brenham Banner Press
 News Service UP
 Transcription Service World
 Pres., Gen., Sta. Mgr. Tom S. Whitehead, Sr.
 Commercial Manager J. C. Price
 Chief Engineer Lonnie R. Schlottmann

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Phone: 2111 Air Time: Daytime
 News Service AP
 Trans. Service Standard, World, Thesaurus
 Pres., Sta., Gen., Comm. Mgr. Mike A. Barrett
 Sales Prom. Mgr. E. Crawford Taylor
 Program Director Dick Aker
 Chief Engineer Franklin Bonner

KBOR

BROWNSVILLE—1949—ABC-KBS

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone: 2-5677 Air Time: Full Time
 News Service UP
 Trans. Service World, Thesaurus
 Representative Best
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Program Dir. Les Brecht
 Prom. Mgr., Pub. Dir. Earl Wheeler
 Chief Engineer Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS-KBS

Freq.: 1380 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Oper. By Brown County Bcstg. Co.
 Business-Studio Address 800 Hawkins St.
 Phone: 2401 Air Time: Full Time
 News Service AP
 Representative Pearson
 Pres., Gen., Sta. Mgr. W. Mayes
 Commercial Manager Bill Jamar
 Sis. Prom., Publicity Director Barbara Taylor
 Program Director Wendell Mayes, Jr.
 Chief Engineer A. W. Stewart

KEAN

BROWNWOOD—1953

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By Lyman Brown Enterprises
 Address Box 666
 Representative Best

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Bryan Bcstg. Co.
 Bus. Studio Address. 604 Varisco Bldg.
 Phone: 3-1240 Air Time: Full Time
 News Service INS
 Trans. Ser. SESAC
 Station Rep. Best
 Pres., Gen. Mgr. David C. Jones, Jr.
 Comm., Prom. Mgr. Mike Mistovich
 Chief Engineer James W. Robertson

KDET

CENTER—1949

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By. Center Bcstg. Co., Inc.
 Address. 205 Austin St.
 Phone: 1199 Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 Gen., Sta. Mgr. Tom E. Foster
 Program Director Tolbert E. Foster
 Commercial Manager Jack Bell
 Sales Promotion Manager Joe Foster
 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. P. O. Box 272
 News Service AP
 Transcription Service World
 Representative Hil F. Best
 President R. Malone Hagan
 Program Director LeRoy Carter
 Publicity Director Nelle Carter
 Chief Engineer S. J. Woodworth

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By. Marti, Inc.
 Address. 919 N. Main
 News Service AP
 Representative Hil F. Best
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. George W. Marti
 Commercial Mgr. John Marti
 Sales Prom. Mgr. Frank H. Hardgrove
 Program Director D'Voe Lee
 Chief Engineer Walter C. Lacy

KVLB

CLEVELAND—1954

Frequency: 1410 Kc. Power: 500 Watts
 Owned & Oper. By. Harvard C. Bailes
 Address Plum Grove Road
 Phone 692
 President, General Mgr. Harvard C. Bailes
 Chief Engineer Al Strong

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By. Coleman County Bcstg. Co.
 Business Address. Box 432
 Phone: 8406 Air Time: Daytime
 News Service UP
 Transcription Service World
 Membership RAB
 President H. H. Jackson
 Gen., Sta. Mgr. Floyd Shelton
 Comm., Prom. Mgr. Paul Johnson
 Prog. Dir. Jay Staggs
 Chief Engineer J. D. Larson

WTAW

COLLEGE STATION—1922—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned Oper. By. A. & M. College of Tex.
 Bus. Studio Address. College Station
 Phone: 68724 Air Time: Daytime
 Sta. Mgr. Richard L. Webb
 Commercial Manager Elsie Patranella
 Sales Prom. Mgr. Iris Bullard
 Prog. Dir. John Scogin
 Chief Engineer James E. Austin

KVMC

COLORADO CITY—1950—KBS

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned. Colo. City Bcstg. Co.
 Address. P. O. Box 990
 Phone: 1320 Air Time: Daytime
 News Service AP
 Trans. Ser. Thesaurus
 Representative Best
 Co-Owners Eldon & John Mahon
 General Manager Charles Diegel
 Chief Engineer Porter Richardson

KMCO

CONROE—1951

Frequency: 900 Kc. Power: 500 Watts d.
 Owned. Montgomery County Bcstg. Co.
 Address. Conroe
 Phone: 6-4466 Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr. Reagan Smith
 Prog. Dir. James C. Dorell
 Sta., Comm., Sls. Prom. Mgr. David L. Oglesby
 Chief Engineer John W. Neathery, Jr.

KCCT

CORPUS CHRISTI—1954

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned & Oper. By. International Radio Co.
 Address. 401 South Staples
 Phone Number. 4-2426
 Representative O'Connell
 President Gabe Lozano
 Gen. Mgr., Chief Eng. Mike Ferdin
 Comm. Manager Alex Moore

KEYS

CORPUS CHRISTI—1941

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Nueces Bcstg. Co.
 Address.....Centre Theatre Bldg.
 Phone.....2-7411
 Transcription Service.....World
 Representative.....Rayme
 News Service.....UP
 Membership.....NARTB, RAB
 General Manager.....E. C. Hughes
 Sta., Comm., Mgr.....Allan Dale
 Chief Engineer.....Harold Griffith

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.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Pres., Gen., Sta. Mgr.....T. Frank Smith
 Commercial Manager.....William Eikner
 Program Director.....Charles Nethery
 Chief Engineer.....Don Morris

KSIX

CORPUS CHRISTI—1947 ABC-TEXAS STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address.....Show Room Bldg.
 Phone: 2-9242.....Air Time: Full Time
 Representative.....Forjoe
 Membership.....NARTB
 President.....Vann M. Kennedy
 Commercial Mgr.....Charles R. Manning
 Program Director.....Eugene M. Looper
 Chief Engineer.....W. K. Bridges

KUNO

CORPUS CHRISTI—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....KUNO, Inc.
 Address-Trans. Loca.....P. O. Box 4286
 Phone: 4-5203.....Air Time: Full Time
 Transcription Service.....Associated
 News Service.....UP
 Representative.....Everett-McKinney, Inc.
 Membership.....RAB
 Pres., Gen. Mgr.....Leslie C. Smith
 Commercial Mgr.....Herb Garrett
 Prog. Dir.....Hector Elpidio Barrera
 Chief Engineer.....J. H. Mayberry

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50 Kw. d.
 Owned.....Baptist Gen. Convention of Texas
 Address.....Bulck Bldg

Phone: 4-5258.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Branham
 General Mgr.....Carr D. Collins
 Station Mgr.....Harry H. Hayes
 Commercial Mgr.....Ray O'Neal
 Sls. Prom. Mgr.....Harry H. Hayes
 Program Dir.....W. Dean Walker
 Publicity Dir.....Dorothy St. John
 Chief Engineer.....Paul Waller

KAND

CORSICANA—1937—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Alto, Inc.
 Bus-Studio Address.....State Natl. Bank Bldg.
 Phone: 4-7421.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Representative.....Branham
 Membership.....NARTB
 Pres., Gen. Mgr.....Luther A. Johnson, Jr.

KIVY

CROCKETT—1949—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Pioneer Bcstg. Co.
 Address.....Box 670
 Phone.....222
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 Comm., Prom. Mgr., Chief Eng.....Bill Carter
 Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

KCFH

CUERO—1949

Frequency: 1600 Kc. Power: 500 Watts d
 Owned-Oper. By.....A. M. Respondek
 Phone: 5-3430.....Air Time: Daytime
 Representative.....Best
 Pres., Gen. Mgr., Chief Engr...A. M. Respondek
 Commercial Mgr.....Frank Notzon

KXIT

DALHART—1948—KBS

Frequency: 1410 Kc. Power: 500 Watts a.
 Owned-Operated By.....Dalrad Associates
 Address.....Box 1350
 Phone: 740.....Air Time: Daytime
 News Service.....UP
 Membership.....NARTB
 Representative.....Best
 Transcription Service.....World
 General Manager.....Ken Bishop
 Comm. Manager.....William J. B. Smith
 Chief Engineer.....Bill Smith

KGKO

DALLAS—1953

Freq.: 1480 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Oper. By.....Lakewood Bcstg. Co.
 Address.....P. O. Box 5808
 Phone: WE. 7594.....Air Time: Full Time

Representative Radio-TV. Rep.
 News Service UP
 President H. H. Coffield
 General Manager W. S. Morgan, Jr.
 Prog. Dir. T. A. (Buddy) Harris
 Chief Engineer.....Henderson Rogers

KIXL
 DALLAS—1947

Frequency: 1040 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Variety Bcstg. Co., Inc.
 Business-Studio Address....1401 S. Akard St.
 Phone: RL 4521..... Air Time: Daytime
 News Service AP
 Transcription Service.....Standard, World,
 Capitol, Associated, McGregor, Thesaurus
 Representative Pearson
 President Lee Segall
 Gen., Mgr.....Charles F. Payne
 Prog. Dir.....Don Robinson
 Chief Engineer.....Bob E. Tripp

KLIF
 DALLAS—1947

Freq.: 1190 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Trinity Bdstg. Corp.
 Business-Studio Address....2104 Jackson St.
 Phone: RA. 7121. Air Time: Full Time
 News Service UP
 Representative H-R Reps.

President..... B. R. McLendon
 General Manager..... Gordon McLendon
 Sta., Comm. Mgr.....Bill Weaver
 Program Director.....Bill Stewart
 Chief Engineer.....Glenn Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Operated By..... KRLD Radio Corp.
 Address Heraid Square
 Phone: RA. 6811 Air Time: Full Time
 News Service UP, INS
 Transcription Service ... Standard, Thesaurus
 Newspaper Affiliation....."Times Herald"
 Representative Branham
 Membership NARTB, RAB
 President Clyde W. Rembert
 Station Mgr..... J. W. Crocker
 Commercial Mgr.....William A. Roberts
 Sales Prom. Mgr..... A. J. Putnam
 Program Director..... Ted Parrino
 Publicity Director Norman Marks
 Chief Engineer..... Bill B. Honeycutt

KSKY

DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By..... SKY Bcstg. Service
 Address Hotel Stowleigh

**Selling the SOUTHWEST'S LARGEST
 METROPOLITAN AREA—Dallas & Ft. Worth**

KRLD-TV

CHANNEL 4

Dallas' Only

MAXIMUM POWER

Television Station

* * *
 KRLD-TV's new 1521-foot Tower now
 under construction ... to be completed
 in '55.

First in North
 Central Texas!

KRLD Radio

SATURATES MARKET
 EQUAL TO 68 SECONDARY
 STATIONS WITHIN
KRLD'S 0.5 MILLIVOLT LINE!
 95% MORE RADIO HOMES

Since 1940
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 3,555,300
 in KRLD'S PRIMARY
 COVERAGE AREA

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The Biggest Buy in the Biggest Market in the Biggest State

THE TIMES HERALD STATIONS... DALLAS, TEXAS

John W. Runyon, Chairman of the Board

Clyde W. Rembert, President

The BRANHAM CO., Exclusive Representative

Phone: RA. 6193.....Air Time: Daytime
 News ServiceUP
 President.....A. L. Chilton
 Gen., Prom. Manager.....R. G. Terrill
 Commercial Manager.....R. L. Kanatzar
 Prog. Dir.....Leonard Holland
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—1922—NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts
 Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....A. H. Belo Corp.
 Business-Studio Address.....1122 Jackson St.
 Phone: Riverside 9631.....Air Time: Full Time
 News Service.....AP, UP
 Representative.....Edward M. Petry
 Membership.....NARTB, RAB
 President.....E. M. Dealey
 Station Manager.....Alex Keese
 Commercial Manager.....George K. Uiley
 Sales Prom. Mgr.....Mrs. Winona Portwood
 Program Director.....Karl Lamberitz
 Chief Engineer.....William C. Ellis

W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.
 Phone: TE. 6101.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Red Seal DJ
 Representative.....John Blair
 Membership.....NARTB, RAB
 Gen., Comm. Mgr., Chief Engr.....Durward Tucker
 Sales Prom. Mgr.....Mrs. J. Thompson
 Program Director.....Richard Workman

K D L K

DEL RIO—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1162
 Phone: 5-2431.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 General Manager.....Don R. Howard
 Chief Engineer.....Pat Jeter

K D S X

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
 Owned-Oper. By.....KDSX, Inc.
 Address.....Denison Hotel
 Phone: 3400.....Air Time: Full Time
 News Service.....AP
 Sta. Rep.....Falter
 Co-Owners.....B. V. Hammond, Jr., L. L. Hendrick
 Program Director.....William A. Duke
 Chief Engineer.....J. P. Knight

K D N T

DENTON—1938—KBS

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center Bldg.
 Phone: CE. 4144.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 Owner & Manager.....Harwell V. Shepard

K D D D

DUMAS—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....North Plains Bcstg. Corp.
 Address.....Box 337
 Phone: 2-5000.....Air Time: Daytime
 News Service.....AP
 Membership.....NARTB
 Representative.....Hil F. Best
 Pres., Gen. Mgr.....Ken Duke
 Promotion Mgr.....Al Tremble, Jr.
 Program Director.....Bill Lask

K E R C

EASTLAND—1953—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Tri-Cities Bcstg. Co.
 Address.....109½ S. Seaman St.
 Phone: 7.....Air Time: Daytime
 News Service.....AP
 Trans. Ser.....Capitol, Thesaurus
 Pres., Gen. Mgr.....F. James Dabney
 Program Director.....Jimmy Key

K U R V

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....KURV, Inc.
 Address.....P. O. Box 480
 Phone: 3-2777.....Air Time: Full Time
 News Service.....UP
 President.....Rogers Kelley
 General Manager.....J. M. McDonald
 Program Director.....Robert F. Dodson
 Chief Engineer.....I. D. Williams

K U L P

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wharton County Bcstg. Co.
 Business Address.....Box 1390
 Phone: 1390.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB
 President.....Culp Krueger
 General Manager.....Bob Hathaway
 Comm. Manager.....V. Frank Jones
 Sales Prom. Mgr.....Chuck Schwartzkopf
 Publicity Director.....Bill Reading
 Program Director.....Jerry H. Werlla
 Chief Engineer.....Bob Hathaway

KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Trinity Bdstg. Corp.
 Address 4530 Delta St.
 Phone: 3-3658 Air Time: Full Time
 Representative Forjoe, UP
 Gen., Sta., Mgr. Joe Roddy, Jr.
 President B. R. McLendon
 Ex. Dir. G. B. McLendon
 Commercial Mgr. Woody Fagette
 Program Director Al Cobb
 Sls. Prom. Mgr. E. Allen
 Chief Eng. Dave Molt

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By KEPO, Inc.
 Address 2419 N. Piedras St.
 Phone: 5-2731 Air Time: Full Time
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Pearson
 Membership NARTB
 President W. B. Pratt
 Comm. Manager Gene Rehmeyer
 Prom., Prog. Mgr. Arthur B. Davis
 Chief Engineer E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Roderick Bcstg. Co.
 Business-Studio Address 2201 Wyoming St.
 Phone: 2-6551 Air Time: Full Time
 News Service AP
 Membership NARTB
 Transcription Service Capitol
 Representative Branham
 Chairman Dorrance D. Roderick
 General Manager Val Lawrence
 Station Mgr. Bruce Barnard
 Comm. Manager Tom Wisehart
 Promotion Manager Ken McClure
 Program Director Ted Hunt
 Chief Engineer Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Rio Grande Bcstg. Co.
 Address 904 Magoffin
 Phone: 3-2693 Air Time: Full Time
 Representative McGillvra
 Transcription Service Capitol
 News Service AP
 Membership NARTB, RAB
 President Fred Kervey
 General Manager Tom R. McKenna
 Station Mgr. G. E. Bullard
 Commercial Manager Warren Pullen
 Program Director Tom Hipps
 Prom., Pub. Dir. A. D. Harlem
 Chief Engineer E. A. Sullivan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 d. 500 n.
 Owned-Oper. By Tri-State Bcstg. Co., Inc.
 Bus. Studio Address 801 N. Oregon St.
 Phone: 2-5423 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingsbery
 Membership NARTB
 Pres., Gen. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Capman
 Program Director Jack Chapman
 Chief Engineer Kenneth J. Walton

KBLP

FALFURRIAS—1953—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned & Oper. By Ben L. Parker
 Address 104 North St. Mary's
 Phone: 555 Air Time: Daytime
 President Ben L. Parker
 Gen., Comm. Mgr. Albert C. Ryan
 Chief Engineer Humberto Gomez

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By West Texas Bcstrs. Inc.
 Address P. O. Box 955
 Phone: 900 Air Time: Daytime
 News Service UP
 Transcription Service Standard
 Representative Continental
 President Ed Holmes
 Gen., Sta., Comm. Mgr. W. Robison
 Program Director Carl Minor
 Chief Engineer W. M. Highfill

KFST

FORT STOCKTON—1954—KBS

Frequency: 860 Kc. Power: 250 Watts
 Owned Fort Stockton Bcstg. Co.
 Address Springherst Hotel Bldg.
 Phone: 651 Air Time: Daytime
 News Service AP
 Trans. Ser. Lang-Worth
 General Mgr. James O. Taylor
 Program Director Grace Dosselt
 Chief Engr. Warren Anderson

KCNC

FORT WORTH—1947

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By Blue Bonnet Bcstg. Corp.
 Bus. Studio Address 2212 East 4th St.
 Phone: FO. 7175 Air Time: Daytime
 News Service UP
 Membership NARTB
 Pres., Gen. Sta. Mgr. J. H. Speck
 Commercial Manager J. N. Mullan
 Prog. Dir. Walt Jones
 Asst. Mgr., Chf. Engr. Chester Grubbs

KCUL

FORT WORTH—1946

Freq.: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By East-West Bdcstg. Co.
 Address 3607 Camp Bowie Blvd.
 Phone: SUNset 6555 Air Time: Full Time
 Representative Best
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta. Mgr. Jas. G. Ulmer
 Program Director Maydell Wallace
 Chief Engineer R. L. McAlister

KFJZ

**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
 News Service AP
 Representative H. R., Rep.
 Membership RAB
 Pres., Gen. Mgr. Gene L. Cagle
 Comm. Mgr. Clyde D. Pemberton
 Program Director Hazel Riley
 Chief Engineer James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Assoc. Bcstrs. Inc.
 Business-Studio Address P. O. Box 7116
 Phone: VA. 1278 Air Time: Daytime
 News Service UP
 Representative Gill-Perna
 President John Flood Jr.
 Sta., Com. Mgr. J. R. Pipes
 Sales Prom., Pub. Dir. Joe W. Evans
 Prog. Dir. Linda Loflin
 Chief Engineer Robert Christian

KXOL

FORT WORTH—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address 3004 W. Lancaster St.
 Phone: Edison 1448 Air Time: Full Time
 News Service AP
 Representative Forjoe & Co.
 President F. M. Skinner
 V. P., Gen. Comm. Mgr. E. Fletcher
 Local Sales Mgr. Hewell Jones
 Prog. Director Jerry Hahn
 Chief Engineer John R. Crouse

WBAP

**FORT WORTH—1922
NBC-ABC-TQN**

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: Ft. Worth LO-1981 Air Time: Full Time
 News Service AP
 Newspaper Affiliation Star Telegram
 Transcription Service Associated, World
 Representative Free & Peters
 Membership NARTB
 Bd. Chairman Amon Carter, Sr.
 President Amon Carter, Jr.
 Director Harold Hough
 General Manager George Cranston
 Commercial Manager Roy Bacus
 Program Director Ed Lally
 Prom., Pub. Dr. Joe Wallace
 Chief Engineer R. C. Stinson

KNAF

FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Gillespie Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 311
 Phone: 311 Air Time: Full Time
 Representative Hil F. Best
 Pres., Chief Engr. Norbert A. Fritz

KBRZ

FREEPORT—1952—KBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By Sta. KBRZ, Inc.
 Address Box 1077
 Phone: 3-2655 Air Time: Daytime
 News Service AP
 Trans. Ser. Thesaurus
 President Kelly Bell
 Sta., Gen. Manager Kenneth Ferguson
 Sls. Prom., Comm. Mgr. Clifford Holloway
 Program Director Will Coker
 Prog., Pub. Director Joe Darby
 Chief Engineer Paul Wagonschein

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Gainesville Bcstg. Co.
 Address 204 E. Calif. St.
 Transcription Service Standard, Capitol
 Representative Clyde Melville
 Membership NARTB, RAB
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Prog. Dir. Frank Fancher
 Chief Engineer Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.
 Owned-Oper. By The Galveston Bcstg. Co.
 Business-Studio Address 715 Marine St.
 Transcription Service SESAC
 Station Representative John E. Pearson
 Membership NARTB, RAB
 Gen., Sta. Mgr. James W. Bradner, Jr.
 Comm. Mgr. Roger Beane
 Prog. Dir. John Speciale
 Chief Engineer Luke Stripling

KLUF

GALVESTON—1922—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: The KLUF Bcstg. Co.
Business-Studio Address: 300 Haden Bldg.
Phone: 5-6676 Air Time: Full Time
News Service UP
Representative: William G. Rambeau
Pres., Gen. Mgr.: Geo. Roy Clough
Chief Engineer: Lee Clough

KSII

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: Gladwater Bcstg. Co.
Address: T. W. Lee Bldg.
Phone: 2181 Air Time: Daytime
News Service AP
Trans. Ser.: Capitol
Representative: Hil F. Best
Membership: NARTB, RAB
President: T. W. Lee
Gen. Sta., Comm. Mgr.: Tom Perryman
Program Director: Dowell Bushnell
Chief Engineer: Lloyd Johnson

KCTI

GONZALES—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Gonzales Bcstg. Co.
Business Address: P. O. Box 158
Phone: 770 Air Time: Full Time
News Service AP
Transcription Service: SESAC
Representative: Cooke
Gen. Mgr.: Lawrence M. Walshak
Pgm. Dir., Chief Engr.: Frank Wilson, Jr.

KSWA

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Oper. By: Southwestair, Inc.
Address: Box 1050
Phone: 1330 Air Time: Daytime
News Service UP
Station Rep.: Clyde Melville
President: Clay E. Thompson, Jr.
Gen., Comm. Mgr., Chf. Engr.: H. V. Newsom
Program Director: Eugene Turner

KGVL

GREENVILLE—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Truett Kimzey
Address: Box 1015
Phone: 2066 Air Time: Full Time
News Service AP
Representative: Pearson
President: Truett Kimzey
General Manager: Leo Hackney
Program Director: James D. Jones
Chief Engineer: Stafford E. Davis

KCLW

HAMILTON—1948—KBS

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By: Hamilton Bcstg. Co.
Address: P. O. Box 592
Phone: 500 Air Time: Daytime
News Service UP
Transcription Service: Thesaurus
Station Rep.: Melville
Membership: NARTB
Owners: C. M. Hatch, Coy Perry
General Mgr.: C. M. Hatch
Chief Engineer: Carl Knelly

KGBT

HARLINGEN—1941—CBS

Freq.: 1530 Kc. Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By: Harbenito Bcstg. Co., Inc.
Address: 1519 W. Harrison St.
Phone: 2200 Air Time: Full Time
News Service UP
Representative: H-R
President: McHenry Tichenor
Gen. Mgr.: Bob McDonald
Comm. Manager: L. S. Roberts
Chief Engineer: Harold Jones

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By: Henderson Bcstg. Co.
Business-Studio Address: Box 311
News Service UP
Representative: Best
Transcription Service: World, SESAC
President: Roy B. Cannon
General Manager: Cliff Crawford
Chief Engineer: John M. Bolin

KPAN

HEREFORD—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By: Hereford Bcstg. Co.
Address: P. O. Box 868
Representative: Best
Transcription Service: Thesaurus
News Service UP
President: Marshall Formby
Gen. Sta. Mgr.: Clint Formby
Commercial Mgr.: Sam Albright
Chief Engineer: Dennis Surber

KHBR

HILLSBORO—1948—KBS

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By: Hill County Bcstg. Co.
Phone: 2-3431 Air Time: Daytime
News Service UP
Trans. Ser.: World
Station Rep.: Best, Melville
President: Ross Bohannon
General Manager: Nelson W. Galle

KCOH
HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By Call of Houston Inc.
Business-Studio Address 1 Main St.
Phone: Charter 1888 Air Time: Daytime
News Service UP
Chrm. of Board William A. Smith
Pres., Gen. Manager Robert C. Meeker
Comm. Manager R. E. Mulvey
Chief Engineer Harold Weintel

KLBS
HOUSTON—1948—KBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By Howard Bcstg. Corp.
Address Milby Hotel, Texas Ave.
Phone: Preston 1161 Air Time: Full Time
News Service UP
Representative Walker
President Howard W. Davis
General Manager Glenn Douglas
Program Director Bill Pelham
Chief Engineer Glenn Cook, Jr.

KNUZ
HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Veterans Bcstg. Co.
Address 4701 Caroline St., Box 2135
Phone: 2581 Air Time: Full Time
News Service UP
Transcription Service SESAC
Representative Forjoe, Morris
Membership MARTB
President Max H. Jacobs
Gen., Sta. Mgr. David Morris
Commercial Mgr. Bill Lightfoot
Program Director Ken Grant
Publicity Director Deborah England
Chief Engineer Frank Holick

KPRC
HOUSTON—1926—NBC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By The Houston Post Co.
Address P. O. Box 1234
Phone: MA. 9271 Air Time: Full Time
News Service AP
Transcription Service Standard
Representative Edw. Petrv & Co.
President W. P. Hobby
Gen., Sta. Mgr. Jack W. Harris
Commercial Manager Jack McGrew
Promotion Manager Kirt Harriss
Program Director Frank Sullivan
Publicity Director John Chapman
Chief Engr. Frank Martin

KTHT
HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Wctts
Owned-Oper. By Texas Radio Corp.
Bus.-Studio Address 4005 Travis St.

No Matter How You Look at it...

When You Buy Radio (Morning, Noon, or Night), it's...

K-RN-U-Z

RADIO RANCH

LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

NATIONAL REP.: FORJEO AND COMPANY
IN HOUSTON: DAVE MORRIS, KE-2881

... IN HOUSTON

Phone: KE. 5535..... Air Time: Full Time
 News Service UP
 Representative HR Reprs.
 Membership NARTB
 President Robert Straus
 Gen., Comm., Sta. Mgr. Bill Bennett
 Prog. Dir. Johnny Goodman
 Pub. Dir. Mildred Davis
 Program Director..... Tim Osborne
 Chief Engineer..... O. B. Johnson

KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KTRH Bdcstg. Co.
 Address Rice Hotel
 Phone: PR. 4361..... Air Time: Full Time
 News Service AP, INS
 News. Aftil. The Chronicle
 Transcription Service SESAC
 Representative..... John Blair
 Membership NARTB
 President B. F. Orr
 Station Manager..... Ray Herndon
 Sales Manager..... Ray Bright
 Promotion Mgr..... Helen Bender
 Program Director Tom Jacobs
 Engineers Tom Hiner

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone: Capitol 6151..... Air Time: Full Time
 News Service AP, UP
 Newspaper Affiliation .. Citizen Newspapers
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, RAB
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Sta., Comm. Manager..... Ted Hills
 Program Director..... Ken Bagwell
 Prom., Pub. Dir..... Wayne E. Thompson
 Chief Engineer..... Gerald R. Chinski

KYOK

HOUSTON—1947

Frequency: 1590 Kc..... Power: 5 Kw.
 Owned Texas Bcstrs. Inc.
 Address 412 Main St.
 Phone: Preston 3108..... Air Time: Full Time
 News Service UP
 Trans. Ser. Lang-Worth
 Station Rep. Pearson-Dora-Clayton
 President..... Jules J. Paglin
 Vice Pres., Gen. Mgr. Stanley W. Ray, Jr.
 Station Mgr..... Cal Perley
 Chief Engineer..... Edward Martin

KSAM

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Huntsville Bcstg. Co.

Address Box 312
 Phone: 30..... Air Time: Full Time
 News Service AP
 Membership NARTB
 Transcription Service..... Capitol, SESAC
 President..... M. B. Cauthen
 Gen., Sta. Mgr..... Ted Lott
 Comm., Sales Prom. Mgr. Roy Greer
 Chief Engineer..... Jack Nichols

KEBE

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Bill A. Laurie
 Address Box 1071
 Phone: 2211..... Air Time: Full Time
 News Service UP
 Pres., Sta., Gen. Mgr. Bill A. Laurie
 Comm., Prom. Mgr..... Chas. H. Wilson
 Program Director..... Emo Laurie
 Chief Engineer..... Donald Burroughs

KTXJ

JASPER—1948—KBS

Frequency: 1350 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Jasper Bcstg. Co.
 Address P. O. Box 6090
 Phone: 580..... Air Time: Full Time
 President Fred B. Smith
 Transcription Service..... Thesaurus, RCA
 Station Mgr. H. G. Pendergast
 Program Dir. James Brasher

KMBL

JUNCTION—1950—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Kimble County Bcstg. Co.
 Address Flat Rock
 Phone: 70..... Air Time: Full Time
 Station Rep. Best
 General Mgr. Farrell M. Brooks

KERB

KERMIT—1950

Frequency: 600 Kc..... Power: 1000 Watts d.
 Owned-Oper. By KERB, Inc.
 Address Hwy. 302
 Phone: 3491..... Air Time: Daytime
 Transcription Service..... Thesaurus, SESAC
 News Service UP
 Membership NARTB
 President..... George H. Cook
 General Manager..... H. J. Porter
 Program Director..... Ray Boyd Kilman
 Chief Engineer..... Bob Shackelford

KERV

KERRVILLE—1948—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Kerr Bcstg. Co.
 Address P. O. Box 791
 Phone: 900 and 999..... Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus, Capitol

Station Rep. Best
 President. W. Scott Schreiner
 Gen., Sta. Mgr. Leonard "Len" Johnson
 Program Director. Carol Woodard
 Chief Engineer. Clyde Jones

K O C A
 KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Sta. KOCA, Inc.
 Address Box 989
 Phone: 2001. Air Time: Full Time
 News Service AP
 Transcription Service World
 President. Roy G. Terry
 Gen., Sta. Mgr. H. A. Degner
 Comm., Sales Prom. Mgr. Wayne Douglas
 Chief Engineer J. W. Maintz

K I N E
 KINGSVILLE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By. KINE, Inc.
 Address 205 E. King St.
 Phone: 2-2822. Air Time: Daytime
 News Service UP
 Transcription Service Capitol
 Representative. Hil F. Best
 Membership NARTB
 President. James H. Clement
 General Manager. Ben A. Glusing
 Comm., Sta. Mgr. Eston R. Pace
 Chief Engineer. R. T. Whitaker

K P E T
 LAMESA—1946—KBS

Frequency: 690 Kc. Power: 250 Watts
 Operated By. Lamesa Bcstg. Co.
 Business-Address. 502 South St.
 Phone: 690. Air Time: Full Time
 Membership NARTB
 Gen.-Sta. Mgr. Bob Bradbury
 Commercial Mgr. Robert Harris
 Program Director. Geneva Crutcher
 Chief Engineer. Roland Ouelette

K C Y L
 LAMPASAS—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Lampasas Bcstg. Co.
 Address H'way 281
 Phone: 1000. Air Time: Full Time
 News Service UP
 Trans. Ser. Lang-Worth
 Representative Best
 President. V. Dean Turner
 Program Director. Gene Reithmyer

K V O Z
 LAREDO—1952—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Border Bcstrs., Inc.
 Address P. O. Box 1498
 Phone: 3-4396. Air Time: Full Time
 News Service AP

Representative Pearson
 President. W. J. Harpole
 General Manager. Burney Jones
 Commercial Manager. Jack Senter
 Program Director. Hector Garcia
 Chief Engineer. Frank Manuel

K L V T
 LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Herald Bcstg. Co.
 Address P. O. Box 866
 Phone: 1030. Air Time: Full Time
 News Service AP
 Transcription World, Thesaurus, SESAC
 President Forrest Weimhold
 General Manager. Joe Garrison
 Program Dir., Chief Eng. Gil Patschke
 Commercial Mgr. Bobby Garrison

K V O W
 LITTLEFIELD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Southwestern Bcstrs.
 Business Address. Box 192
 Phone: 400. Air Time: Full Time
 Membership NARTB
 President J. C. Rothwell
 General Manager. J. B. McSham
 Program Director. Othell W. Whitson
 Chief Engineer. Frank Bonner

K F R O
 LONGVIEW—1934
 ABC-KBS-TEX. STATE

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By. Voice of Longview
 Address Curtis Bldg., P. O. Box 792
 Phone Number Plaza 3-4461
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 Membership NARTB
 President. James R. Curtis
 Commercial Mgr. John Allen
 Program Director. Howard Kuhn
 Chief Engineer. Leslie Hellums

K L T I
 LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone: PLAZA 8-4496. Air Time: Daytime
 News Service UP
 Transcription Service Associated, Standard
 Representative Pearson
 Membership NARTB
 President. R. G. LeTourneau
 Sta., Gen. Manager. Lynn R. Williams
 Comm., Sales Prom. Mgr. George Warwick
 Prog., Pub. Director. Ruby Cooper
 Chief Engineer. Ken Maxwell

K CBD

LUBBOCK—1946—NBC

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: Caprock Bcastg. Co.
 Address: P. O. Box 1507
 Phone: 4-1414 Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Representative: Raymer
 Membership: NARTB, RAB
 President, General Mgr.: Joe H. Bryant
 Business-Manager: Robert L. Snyder
 Sta., Comm. Mgr.: Leroy L. Land
 Program Director: Dudley Williams
 Publicity Director: Jack Tippit
 Chief Engineer: Frank Lee

K DAV

LUBBOCK—1953

Frequency: 580 Kc. Power: 500 Watts
 Owned: KDAV, Ltd.
 Address: Box 1319
 Phone: SH. 4-4567 Air Time: Daytime
 News Service: UP
 Station Rep.: Hal Falter
 Membership: NARTB
 Gen., Sta., Comm. Mgr.: D. P. Pinkston
 Program Dir.: W. J. Ducan
 Chief Engineer: Walt Lawson

K DUB

LUBBOCK—1954

Frequency: 1340 Kc. Power: 250 Watts
 Owned & Oper. By: Texas Telecasting Inc.
 Address: 7400 College Avenue
 Phone: SHERWOOD 4-2345
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: W. D. Rogers
 Commercial Mgr.: George Collie
 Chief Engineer: Rudy Stornes

K F Y O

LUBBOCK—1927—CBS

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: Plains Radio Bcastg. Co., Inc.
 Business-Studio Address: 914 Ave. J
 Phone: 5-5567 Air Time: Full Time
 News Service: AP, UP
 Newspaper Affil.: Avalanche Journal
 Trans. Service: Standard, Thesaurus
 Representative: Katz
 Membership: NARTB
 President: W. B. Walker
 Gen., Sta. Mgr.: Gordon Thompson
 Sales Prom. Mgr.: Jerry Henderson
 Program Director: Robert A. Nash
 Comm. Mgr.: Leon Harris
 Chief Engineer: W. S. Bledsoe

K SEL

LUBBOCK—1946—MBS

Freq. 950 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By: Lubbock Bcastg. Co.
 Business Address: Box 1524

Phone: 3-0484 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Wm. G. Rambeau & Co.
 Membership: NARTB, RAB
 President: Walter G. Russell
 Gen., Sta. Mgr., Pub. Dir.: M. M. Rochester
 Program Director: Wesley Youngblood
 Chief Engineer: Roger Hively

K L L L

LUBBOCK—1953—KBS

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By: McAlister & Maples
 Address: 52nd & Magnolia
 News Service: UP
 Membership: NARTB
 Co-Owners: R. B. McAlister and
 Grady Franklin Maples
 Chief Engineer: Glenn Smith

K R B A

LUFKIN—1938—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Darrell E. Yates
 Address: 110 S. First St.
 Representative: Continental Radio Sales
 Owner, Gen. Mgr.: Darrel E. Yates
 Chief Engineer: Ambrose Maxim

K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By: Forest Capitol Bcastg. Co.
 Address: P. O. Box 701
 Phone: 3-7771 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Venard, Rintoul & McConnel
 Membership: NARTB
 President: R. W. Wortham, Jr.
 Gen., Sta. Mgr.: Richman G. Lewin
 Comm. Mgr.: Jim Saxon
 Program Director: Royce Christenson
 Sales Prom. Mgr.: Ernestene Trahan
 Chief Engineer: Fred C. Hill

K M L W

MARLIN—1953

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By: KMLW, Inc.
 Address: Box 335
 President: Charles E. Reagan
 General Manager: Hugh McBeath
 Commercial Mgr.: Duane W. Ramsey
 Program Director: Jerry S. Hughes
 Chief Engineer: H. P. Hicks

K M H T

MARSHALL—1947
 MBS—TEX. STATE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Marshall Bcastg. Co.

Business-Studio Address.....109 W. Rusk St.
 Phone: 5-7826.....Air Time: Full Time
 News ServiceAP
 MembershipRAB
 Station Manager.....Virgil Stone
 Comm. Manager.....T. K. Hewlett
 Program Director.....Randy Rainwater
 Chief Engineer.....Don Shepard

KRIO

McALLEN—1947—ABC-MBS-TSN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Valley Bdcstg Co.
 Business Address.....1201 W. Lancaster Ave.
 Phone: 6-5454.....Air Time: Full Time
 News ServiceAP
 Representative.....Adam Young; C. Brown
 MembershipRAB
 President.....Gene L. Cagle
 VP.....Charles B. Jordan
 Gen., Sta., Mgr.....George Breeding, Jr.
 Sls. Prom.....Chuck McKasson
 Program Director.....Norman Mann
 Chief Engineer.....Wm. Meiners

KCMR

McCAMEY—1954—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Sprayberry Bcstg. Co., Inc.
 Address.....101 East 5th St.
 Phone: 412.....Air Time: Full Time
 News ServiceUP
 President.....Jack W. Hawkins
 General Manager.....Gene Hendryx
 Station Mgr.....Dale Day

KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned.....McKinney Air Enterprises, Inc.
 Bus.-Studio Address.....218 E. Virginia St.
 Phone: 2-2651.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceWorld
 Pres., Gen. Mgr.....George W. Smith, Jr.
 Comm., Mgr.....C. W. Rumpy
 Prog. Dir.....Mrs. Denise Smith
 Chief Engineer.....Elza Keen

KCRS

MIDLAND—1935—ABC-TSN

Freq: 550 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned.....Clarence & Ruth Scharbauer, Jr.
 Business-Studio Address.....Box 1072
 Phone: 2-4393.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson
 MembershipNARTB
 President.....Clarence Scharbauer, Jr.
 Gen., Sta. Mgr.....Wallace R. Jackson
 Comm. Mgr.....Eleanor McDonald
 Program Director.....Dean Baker
 Publicity Director.....Bob Byron
 Chief Engineer.....Tom Yates

KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jack Cecil
 Address.....Box 1658
 Phone: 4-5152.....Air Time: Daytime
 News ServiceUP
 Transcription Service.....World, Standard
 Representative.....Best
 MembershipNARTB
 Pres., Gen. Mgr., Chief Engr.....Jack Cecil
 Commercial Mgr.....Naomi Boswell
 Sales Prom. Mgr.....Paul Greenwood
 Program Director.....Keith Ward
 Publicity Director.....Elmor Rich
 Chief Engineer.....Jack Cecil

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. Elroy McCaw
 Address.....Box 31
 Phone: 319.....Air Time: Daytime
 News ServiceAP
 Trans. ServiceThesaurus
 Representative.....Continental
 President.....J. Elroy McCaw
 Gen., Sta. Mgr.....Harry A. Riley, Jr.
 Commercial Mgr.....Olie Carriker
 Prog. Dir.....Ruth Lee
 Chief Engineer.....W. M. McCreary, Jr.

KVKM

MONAHANS—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Monahans Bcstrs., Inc.
 Address.....Radio Center
 Phone: 438.....Air Time: Full Time
 Representative.....Hil F. Best
 President.....Doris D. Stuckey
 General Manager.....J. R. Rucker
 Commercial Mgr.....Tommy Hall

KIMP

MOUNT PLEASANT—1948—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
 Business Address.....Box 990
 Phone: 4-4726.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Thesaurus
 MembershipNARTB, RAB
 Gen., Sta. Mgr.....Winston O. Ward
 Comm. Mgr.....Deral Tucker
 Program Director.....Ruby Stanley
 Chief Engineer.....Brad Redfearn

KOSF

NACOGDOCHES—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Kelly Bell
 Address.....South St.
 Phone: 4-4633.....Air Time: Full Time

News Service UP
 Membership NARTB, RAB
 President Kelly Bell
 Gen., Comm. Mgr. J. C. Stallings
 Program Director R. C. Atherton
 Publicity Director Ed Rice
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Nacogdoches Br. Co., Inc.
 Address 2107 North St.
 Phone: 4-3723. Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts
 Program Director Sara Jane Moon
 Chief Engineer Royce C. Smith

KGNB

NEW BRAUNFELS—1950—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell
 Phone: 1612. Air Time: Daytime
 Transcription Service Thesaurus
 News Service AP
 Vice Pres., Gen. Mgr. F. T. Wilson
 News Director Bob Field
 Chief Engineer Bob Stewart

KECK

ODESSA—1947

Freq.: 920 Kc. Power: 1 Kw. d. 500 W. n.
 Owned-Operated By ... Ector County Bcstg. Co.
 Business Address 120 W. 3d
 Phone: 6-5791-2. Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Membership NARTB, RAB
 Owner, Gen., Sta. Mgr. Ben Nedow
 Commercial Mgr. Sol Schmerman
 Prog. Director Roy Elsner
 Publicity Dir. Tom Rollins
 Chief Engineer Dave Williams

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By ... Odessa Bcstg. Corp.
 Business-Studio Address 115 W. 6th
 Phone: 6-4301. Air Time: Full Time
 News Service AP
 Transcription Service World, Capitol
 Representative Branham
 Membership NARTB, RAB
 Pres., General Manager Cecil L. Trigg
 Sales Manager Lou Lindsey
 Public Relations Dir. Ed Costello
 Pro. Dir. Doyce Elliott
 Program Manager John Vacca
 Publicity Director Jay Mehaffey
 Chief Engineer James Simpson

KRIG

ODESSA—1946—MBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By ... Oil Center Bcstg. Co., Inc.
 Address Box 231
 Phone: 6-6671-2. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President R. O. Canon
 Vice Pres., Gen. Mgr. ... Jack W. Hawkins
 Station Manager Marguerite LaRue
 Program Director Lel Gillette
 Chief Engineer Harold Whatley

KOGT

ORANGE—1948—KBS

Frequency: 1690 Kc. Power: 1000 Watts
 Owned-Oper. By ... Sabine Area Brcstg. Corp.
 Phone: 8-4381. Air Time: Full Time
 News Service UP
 Trans. Ser. World
 Station Rep. Best
 Membership NARTB, RAB, TAB
 President M. L. Jacobs
 Exec. V.P., Sta., Gen. Mgr. Ed Lovelace
 Commercial Manager Frank Dusenbury
 Chief Engr., Program Dir. Dean Durham

KNET

PALESTINE—1936—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By ... Palestine Bcstg. Corp.
 Business-Studio Address P. O. Box 649
 Phone: 8686. Air Time: Full Time
 News Service UP
 Trans. Service SESAC
 Pres., Gen., Sta. Mgr. Allen E. Vinson
 Comm., Prom. Mgr. Milton M. Evans
 Program Director Don Norlon
 Chief Engineer Dave Schmidt

KPAT

PAMPA—1951—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. C. Daniels
 Phone: 4-2551. Air Time: Full Time
 News Service UP
 Transcription Service Capitol, Standard
 President J. C. Daniels
 General Manager Larry Gordon
 Program Director Elbert Goodnight

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Top O' Texas Bcstg. Co.
 Address Hughes Bldg.
 Phone: 4-7461. Air Time: Full Time
 News Service UP
 Transcription Service World
 Station Rep. Best
 Membership NARTB, RAB
 Ptnr., Gen. Mgr. Coy Palmer

Ptnr., Sta. Mgr., Prog. Dir. Warren Hasse
 Comm., Prom. Mgr. Kay Fancher
 Publicity Director Henry Gordon
 Chief Engineer Gordon Hollenbeck

KFTV
 PARIS—1950

Frequency: 1250 Kc. Power: 500 Watts a.
 Owned-Operated By Lamar Bcstg. Co., Inc.
 Address 210 First Nat'l Bank Bldg.
 Phone: 4-6676 Air Time: Daytime
 Station Rep. Best
 News Service UP
 President D. W. Brawner
 Gen., Sta. Mgr. James F. Hendrix
 Chief Engineer Travis Fodge

KPLT

PARIS—1936—ABC—TEXAS STATE
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By No. Star Bcstg. Co., Inc.
 Address Hway. 124
 Phone: 3-3311 Air Time: Full Time
 News Service AP
 Representative John E. Pearson
 Pres., Gen. Sta. Mgr. Fred Kincaid
 Com., Sales Prom. Mgr. Richard Eben
 Program Dir. Bill Davis
 Publicity Director Virginia Jessee
 Chief Engineer Paul H. Daniels

KLVL
 PASADENA—1950

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Felix H. Morales
 Address 2903 Canal St., Houston
 Phone: CA. 1-1044 Air Time: Full Time
 Representative Oakes
 President, Gen. Mgr. Felix H. Morales
 Station Mgr. C. B. Rice
 Comm. Mgr. Alberto Rodriguez
 Program Director Joe L. Morales
 Chief Engineer Donald Gullihur

KIUN
 PECOS—1925—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Jack Hawkins, Barney Hubbs
 Business-Studio Address Kiun Bldg.
 Phone: 999-8 Air Time: Full Time
 News Service UP
 Representative Hil F. Best
 Membership NARTB
 General Manager Jack Hawkins
 Station Manager David Martin
 Program Director Jack James
 Publicity Dir. Barney Hubbs
 Consulting Chf. Engr. Harry W. Boehnemann

KEYE
 PERRYTON—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Great Plains Bcstg. Co.
 Phone: 5771 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth

Membership NARTB
 President Carl Ellis
 Gen., Sta., Comm. Mgr. Irving R. Buchanan
 Sales Prom., Pub. G. K. Rupprecht
 Program Dir. Kenneth Roller
 Chief Engineer Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By KVOP, Inc.
 Address 1100 W. 24th St.
 Phone: 4-2771 Air Time: Full Time
 News Service AP
 Membership NARTB
 President W. J. Harpole
 Gen., Sta. Manager Kermit Ashby
 Comm. Manager Tut Tawwater
 Program Dir. Doug Sewell
 Chief Engineer Hugh Smith

KBOP

PLEASANTON—1950—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By Atascosa Bcstg. Co.
 Address P. O. Box 247
 Phone: 4871 Air Time: Daytime
 Transcription Service World, SESAC
 Representative Best
 News Service INS
 General Manager Ben L. Parker
 Commercial Mgr. A. Terrell
 Chief Engineer Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Port Arthur Bcstg. Co.
 Address 400 4th St.
 Phone: 2-9436 Air Time: Full Time
 News Service UP
 Trans. Ser. Lang-Worth
 Ptnr., Gen. Mgr., Chf. Engr. Socs Vratiss

KPAC

PORT ARTHUR—1934—MBS

Freq. 1250 Kc. Power: 5 Kw. d, 1 Kw. n.
 Owned-Oper. By Port Arthur College
 Bus.-Studio Address 1500 Procter St.
 Phone: 5-7458 Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Pearson
 Membership NARTB
 Pres. J. W. Williams
 Sta., Gen. Manager Marjorie R. Vickers
 Commercial Mgr. Gordon Baxter, Jr.
 Prom. Mgr. Mack Newberry
 Pub., Program Director Corinne Enos
 Chief Engineer Glenn Boatright

KOLJ

QUANOH—1952—KBS

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Operated By Orville L. Jenkins

Address Box 566
Phone: 654..... **Air Time:** Daytime
News Service AP
Station Rep. Best
Transcription Service World
Gen., Sta. Mgr. Orville L. Jenkins
Sales Manager Bob Stabler
Chief Engineer Richard O. Dormier

KFRD

ROSENBERG—1948

Frequency: 980 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By Ford Bend Bcstg. Co.
Business Address P. O. Box 832
Membership RAB
President Mart Cole
Ex. V.P., Gen., Sls. Prom. Mgr. Jim Hairgrove
Commercial Mgr. Bill Sloan
Program Director Paul Collins
Chief Engineer Frank Wood

KGKL

SAN ANGELO—1928—ABC

Freq.: 960 Kc..... **Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By KGKL, Inc.
Business-Studio Address St. Angelus Hotel
Phone: 6715..... **Air Time:** Full Time
News Service AP
Representative John E. Pearson
Membership NARTB
General Manager Lewis O. Seibert
Commercial Mgr. Robert Workman
Program Director Franklin Rainey
Chief Engineer William Potett

KTXL

SAN ANGELO—1947

Frequency: 1340 Kc..... **Power:** 250 Watts
Owned-Oper. By Wes-Tex Bcstg. Co., Inc.
Address Box 1271
Trans. Service World
Representative Melville
Membership NARTB
President Armistead D. Rust
General Manager J. Harley Hubbard
Station Mgr. Sealy Smith
Chief Engineer Robert Benson

KCOR

SAN ANTONIO—1945

Freq.: 1350 Kc..... **Power:** 5 Kw. d., 1 Kw. n.
Owned KCOR, Inc.
Address 310 So. Flores
Phone: CA. 2-1301..... **Air Time:** Full Time
News Service UP
Station Rep. O'Connell
Membership NARTB, RAB
President Raoul A. Cortez, Jr.
General Mgr. Nathan Safir
Station Mgr. Raoul A. Cortez, Jr.
Commercial Mgr. Bill Lamar
Program Dir. Fred Romero
Publicity Dir. Gilbert Rangel
Chief Engineer Marvin E. Fiedler

KENS

SAN ANTONIO—1926—CBS

Freq.: 680 Kc..... **Power:** 50 Kw. d., 10 Kw. n.
Owned-Oper. By Express Publishing Co.
Business-Studio Address Milam Bldg.
Phone: CA. 6-3136... **Air Time:** Full Time
News Service UP
Representative John Blair
Membership NARTB, RAB
President Frank Huntress, Jr.
General Mgr. Albert D. Johnson
Comm. Manager Wayne Kearl
Gen. Texas Comm. Mgr. Bill Joekel
Prog. Dir. Bill Terry
Prom., Pub. Director Robert Miller
Chief Engineer Bill Jackson

KEXX

SAN ANTONIO—1953

Frequency: 1250 Kc..... **Power:** 500 Watts d.
Owned-Oper. By Leal Bcstg. Co., Inc.
Address 403 N. Flores St.
Phone: Garfield 6373... **Air Time:** Daytime
Representative McGillvra
Pres., Gen. Mgr. Manuel D. Leal
Commercial Mgr. M. Davila
Program Director R. Rodriguez
Chief Engineer Charles Harris

KITE

SAN ANTONIO—1947

Frequency: 930 Kc..... **Power:** 1000 Watts d.
Owned-Operated By Radio Station KITE
Business-Studio Address 432 Transit Tower
Representative Pearson
Membership RAB
Pres., Gen. Mgr. Charles W. Balthrope
Station Manager Alex A. Coe
Commercial Mgr. Kelly Wofford
Prog. Mgr. Stanley F. Nelson
Chief Engineer John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc..... **Power:** 250 Watts d.
Owned-Oper. By Good Neighbor Bcstg. Co.
Address 518 W. Houston St.
News Service UP
Representative Nat'l Time Sales, Oakes
President Joe Olivares
Station Mgr., Chief Eng. L. E. Richards
Program Director Jose Arratia

KMAC

SAN ANTONIO—1926—MBS-KBS

Frequency: 630 Kc..... **Power:** 5,000 Watts
Owned-Oper. By Howard W. Davis
Address KMAC Bldg.
Phone: CA. 3-6211... **Air Time:** Full Time
Representative Walker
Membership NARTB
Pres., Gen. Sta. Mgr. Howard W. Davis
Program Director A. S. (Tony) Bessan
Chief Engineer Al Knight

KONO

SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By: Mission Bdcstg. Co.
 Address: 317 Arden Grove
 Phone: CA 6-5171. Air Time: Full Time
 News Service: AP
 Representative: Forjoe, Clarke-Brown
 Membership: NARTB, RAB
 Pres., Owner: Eugene J. Roth
 General Manager: James M. Brown
 Commercial Manager: Bob Roth
 Sales Prom. Mgr.: Jack Roth
 Program Director: Robert F. Jenkins
 Chief Engineer: George Ing

KTSA

SAN ANTONIO—1928—ABC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: Sunshine Bcstg. Co.
 Business-Studio Address: Ave. E. & 3rd St.
 Phone: Garfield 1251. Air Time: Full Time
 News Service: AP, UP
 Transcription Service: MacGregor
 Representative: Raymer
 President: O. R. Mitchell
 Sta., Prom., Comm. Mgr.: Charles D. Lutz
 Program Director: H. H. Carr
 Chief Engineer: W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.

Owned-Oper. By: Southland Industries, Inc.
 Address: 1031 Navarro St.
 Phone: CA. 7-2441. Air Time: Full Time
 News Service: AP, INS, UP
 Representative: Edward Pety & Co., Inc.
 Membership: NARTB
 President: Hugh A. L. Halff
 General Manager: James M. Gaines
 Commercial Manager: Rex Prels
 Sales Promotion Mgr.: James F. Anderson
 Publicity Director: Imogene Stanley
 Chief Engineer: Charles L. Jeffers

KCNY

SAN MARCOS—1948

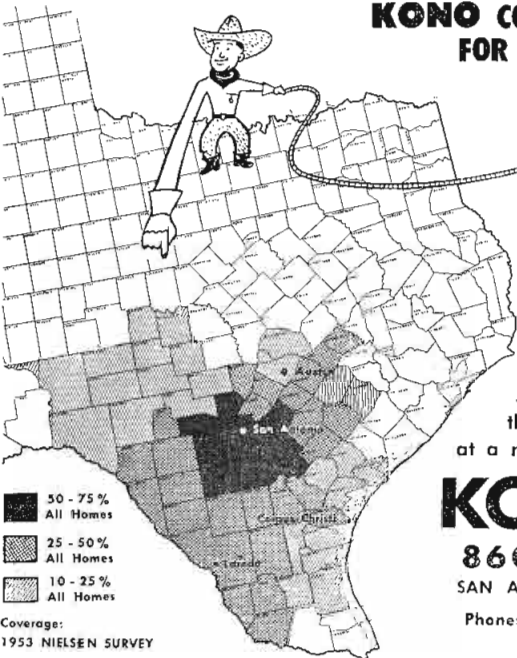
Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Oper. By: Central Brcstg. Co.
 Address: Traffic Circle
 Phone: 888. Air Time: Daytime
 Transcription Service: Lang-Worth
 Station Rep.: O'Connell
 President: Edw. C. James
 General Manager: Lloyd McClure
 Program Director: Elward Ruffin

KWED

SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Seguin Bdcstg. Co.
 Business-Studio Address: 200 S. Camp St.
 Phone: 1580. Air Time: Daytime
 News Service: UP
 Membership: NARTB
 Representative: Hil F. Best

KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY... 63 RICH COUNTIES WITH \$1,750,000,000 RETAIL SALES



... a Big share of the Biggest State at a minimum of cost!

KONO

860 K. C.
 SAN ANTONIO, TEXAS
 Phone: CApitol 6-5171

MARKET DATA

Source: 1954 Consumer Markets

Radio Homes	478,450
Population	1,789,900
Households	495,810
Total Retail Sales	\$1,648,398,000
Food	386,956,000
Eat & Drink	107,949,000
Drug	52,426,000
Gen. Mdse.	172,826,000
Apparel	86,903,000
Home Furnishings	77,083,000
Automotive	358,657,000
Filling Station	117,689,000
Build. Mat. & Hdwe.	166,394,000
Consumer Spendable Income	2,416,655,000
Con. Sp. Inc./HH	4,784
Rtgil Sales/HH	3,300
Farm Population	230,300
Farm Households	64,750
Radio Farm Homes	56,710
Total Farms	89,623
Gross Farm Income	451,729,000
- Gross Income/Farm	6,583
Farm Livestock	255,148,000
Farm Crop. Income	161,050,000

Coverage: 1953 NIELSEN SURVEY

Forjoe & Co. Nationally Clarke Brown Co. Southwest

President Garfield Kiel
 Comm. Sta. Mgr. Stan McKenzie
 Chief Engineer Louis Sowder

K S M L

SEMINOLE—1954

Frequency: 1250 Kc. Power: 1000 Watts d
 Owned-Oper. By Seminole Bcstrs.
 Address 400 South Main St.
 Phone Number 3798
 Co-Owner Clint Formby
 Co-Owner Marshall Formby
 Chief Engineer Kenneth Hightower

K S E Y

SEYMOUR—1950—KBS

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By W. C. Moss, Jr.
 News Service AP
 Transcription Service Keystone
 Pres., Gen., Comm. Mgr. W. C. Moss, Jr.
 Sales Prom. Mgr. Huch Weeld
 Program Dir. Elizabeth Moss
 Publicity Dir. Hal Fees
 Chief Engineer Richard Dorimer

K E V A

SHAMROCK—1949—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Shamrock Tex. Bcstg. Co.
 Address Box 21
 Representative Best
 Gen., Comm. Mgr. Dick Dean
 Program Director Barbara Dean
 Chief Engr. Bob Featherston

K R R V

SHERMAN-DENISON—1936

MBS-TEX STATE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcstg. Corp.
 Address Box 94 (Denison), Box 665 (Sherman)
 Phone Number 423 (Denison); 201 (Sherman)
 Air Time Full Time
 Representative Pearson
 Transcription Service Associated
 News Service UP
 General Manager Tom E. Spellman (Sherman)
 Program Director Earl Ellington
 Chief Engineer Tom John

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Oper. By Howard L. Burris
 Address P. O. Box 661
 Phone: 2910 Air Time: Full Time
 News Service AP
 Membership RAB
 Representative Hil F. Best
 Owner Howard L. Burris
 General Manager William A. Jaco
 Asst. Mgr., Chief Eng. James Shelton

K A N N

SINTON—1954

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned San Patricio Bcstg. Co.
 Air Time Daytime
 News Service AP
 Pres., Gen. Mgr. Tom C. Fleet
 Commercial Mgr. Princess J. Fleet
 Program Director Jack Peart
 Chief Eng. Layman (Sonny) Stewart

K S N Y

SNYDER—1949—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Snyder Bdcstg. Co.
 Address Box 1468
 Phone: 3-5451 Air Time: Full Time
 Station Rep. Continental
 Pres., Gen. Mgr. J. T. Hughes
 Commercial Mgr. Mel Z. Gilbert

K D W T

STAMFORD—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Prom. Mgr. George Morey
 Program Director Phil Keener
 Chief Engineer Erick Henske

K S T V

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned Galen O. Gilbert & J. R. Kincaid
 Address P. O. Box 102
 Phone: Ll. 3141 Air Time: Daytime
 News Service UP
 Trans. Service Standard
 General Manager Galen O. Gilbert
 Commercial Mgr. Jim Farr
 Sales Prom. Mgr. Bill Bentley
 Prog., Pub. Dir. John Dyer
 Chief Engineer Floyd Jeter

K S S T

SULPHUR SPRINGS—1947

MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkins County Bcstg. Co.
 Business-Studio Address P. O. Box 284
 Phone: 1230 Air Time: Full Time
 Pres., Gen., Sta. Mgr. William E. Bradford
 Comm., Mgr. Clovis Pinion
 Sls. Prom. Mgr. D. Funderburk
 Program Director Lona Long
 Chief Engineer Bill Bradford

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & News, Inc.

Bus. Studio-Transmitter Address.....Box 570
 Phone: 4655-6.....Air Time: Full Time
 News Service.....UP
 Representative.....Hil F. Best
 Membership.....NARTB
 President.....J. S. McBeath
 Gen., Sta. Manager.....James T. Allen
 Commercial Mgr.....Elwood Fritch
 Chief Engineer.....B. F. Kelly

KTAE

TAYLOR—1948—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KTAE, Inc.
 Business Address.....121 E. Second St.
 Phone: EL 2-3631.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....World
 Station Rep.....Clarke Brown
 Pres., Gen. Mgr.....Graham Gillis Conoley
 Commercial Manager.....John M. Wehby
 Sales. Prom. Mgr.....Harry Gaines
 Program Director.....F. Switzer, Jr.
 Publicity Director.....Karine Gilstrap
 Chief Engineer.....Gordon W. Rainey

KTEM

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Bcstg. Co., Inc.
 Business-Studio Address.....17 S. Third St.
 Phone: 3-5252.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, RAB
 President.....Frank W. Mayborn
 General Manager.....Dale S. Phares
 Station Manager.....Ralph Weedon
 Program Director.....John O'Brien
 Pub. Dir.....Jean Haynie
 Chief Engineer.....Robert Meadows

KTER

TERRELL—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Terrell Bcstg. Corp.
 Address.....Walnut & State Sts.
 Transcription Service.....SESAC, Thesaurus
 News Service.....UP
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Paul A. Wnorowski
 Program Director.....Dean Tiller
 Chief Engineer.....Martin Pitte

KCMC

TEXARKANA—1932—ABC-TSN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCMC, Inc.
 Business-Studio Address.....315 Pine St.
 Phone: 3-6151.....Air Time: Full Time
 News Service.....AP
 Representative.....Yenard, Rintoul, McConnell
 Membership.....NARTB
 President.....C. E. Palmer
 General Manager.....Frank O. Myers
 Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KTFS, Inc.
 Business-Studio Address.....4325 N. Staline
 Phone: 3-5123.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 Pres., Gen. Mgr.....A. D. Smith, Jr.
 VP & Sta. Mgr.....Les Eugene
 Chief Engineer.....Joe Turbyfill

KTLW

TEXAS CITY—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Texas City Bcstg. Ser.
 Business-Studio Address.....Show Boat Bldg.
 News Service.....UP
 Sta. Rep.....Best
 President.....John G. Long
 Gen., Sta. Mgr.....Cleve Griffin
 Chief Engineer.....Leon Giles

KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lucille Lansing
 Address.....Box 957
 Phone: 23874.....Air Time: Full Time
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB, RAB
 President.....Lucille Lansing
 General Manager.....Gerry Lansing
 Sales Prom. Mgr.....Sam Matthews
 Program Director.....Edwin Smith
 Chief Engineer.....Hudson C. Collins

KTBB

TYLER—1947—ABC

Freq.: 600 Kc.....Power: 500 Watts d., 1 Kw. n.
 Owned-Operated By.....Blackstone Bcstg. Co.
 Business-Studio Address.....Blackstone Hotel
 Phone: 4-7278.....Air Time: Full Time
 News, Affil....."Courier Times Telegraph"
 News Service.....UP
 Representative.....Venard, Melville
 Membership.....NARTB, RAB
 President.....Mrs. C. N. Clyde
 Gen., Sta. Mgr.....M. Danbom
 Commercial Mgr.....Bill Whitworth
 Comm., Prom. Mgr.....David Bothwell
 Prog., Pub. Dir.....Bill Orum
 Chief Engineer.....R. A. Wileman

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. J. & W. J. Harpole
 Address.....1400 Batesville Rd.
 News Service.....AP
 Gen. Mgr.....Edward J. Harpole
 Station Mgr.....Bob Hicks
 Program Dir.....Al Mason
 Chief Engineer.....Walter Herbert, Jr.

K V W C

VERNON—1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Northwest Bcstg. Co.
Address: 1813 Wilbarger
Air Time: Full Time
Station Rep.: Clark, Melville
General Manager: James Doyle

KNAL

VICTORIA—1949

Frequency: 1410 Kc. Power: 500 Watts
Owned-Operated By: Victoria Bcstg. Co.
Address: Box 642
Transcription Service: Thesaurus
Representative: Hil F. Best
President: A. B. Alkek
Gen. Sta. Manager: James A. Traber
Commercial Mgr.: Warren Dentler
Sls. Prom. Mgr.: Jerry Salzer
Pub. Dir.: B. F. Nance
Program Director: Robert J. Smith
Chief Engineer: Douglas Smith

K V I C

VICTORIA—1939—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: KVIC Bcstg. Co.
Business Address: Box 725
Phone: HI. 3-9171 Air Time: Full Time
News Service: UP
Transcription Service: World
Membership: RAB
President: J. G. Long
Gen., Comm. Mgr.: William C. Burks
Sales Prom. Mgr.: Pat Reed
Program Dir.: Wilburn H. Jackson
Chief Engineer: Vic Boldt

K W T X

WACO—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KWTX Bcstg. Co.
Business-Studio Address: P. O. Box 3128
Phone: 3-7331 Air Time: Full Time
News Service: AP
Representative: Everett McKinney
Membership: NARTB
Gen. Sta. Manager: M. N. Bostick
Commercial Manager: J. M. Brinegar
Sales Prom. Mgr.: Harry L. Gillam
Program Director: Curtis B. Matties
Chief Engineer: William Moore

W A C O

WACO—1922—ABC-TSN

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Waco Bcstg. Co.
Business Address: 3620 Franklin Ave.
Phone: 2-6571 Air Time: Full Time
News Service: AP
Membership: NARTB, RAB
President: Gene L. Cagle

Gen. Sta. Manager: R. Lee Glasgow
Comm. Mgr.: D. D. Hayslett
Chief Engineer: Jesse H. Dove

K R G V

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By: Taylor Radio & TV Corp.
Bus. Studio-Transmitter Address: 201 Border St.
Phone: 375 Air Time: Full Time
News Service: AP, UP
Transcription Service: World. SESAC
Representative: Raymer
Membership: NARTB
President: O. L. (Ted) Taylor
General Manager: Byron W. Ogle
Station Manager: Brad H. Smith
Comm. Sales Prom. Mgr.: Jack Keasler
Program Director: Johnny Roark
Publicity Director: Ted Cressner
Chief Engineer: Lewis Hartwig

K F D X

WICHITA FALLS—1947—ABC

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By: Wichtex Radio and Tel. Co.
Address: City Natl. Bldg.
Phone: 2-8668 Air Time: Full Time
News Service: UP
Trans. Ser.: World. SESAC
Station Rep.: Raymer
Membership: NARTB
President: Darrold A. Cannan
V.P., Station Mgr.: Howard Fry
General Manager: John R. White
Comm. Manager: M. Johnson
Chief Engineer: John Adams

K T R N

WICHITA FALLS—1949—MBS

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: Texoma Bcstg. Co.
Address: 917 1/2 Scott St.
Phone: 2-5214 Air Time: Full Time
News Service: AP
Representative: Pearson
Membership: NARTB, RAB
Pres., Gen. Manager: Boyd Kelley
Commercial Mgr.: Ernest Skinner
Program Director: Bill Edgar
Chief Engineer: Bob Harmon

K W F T

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Rowley-Brown Bcstg. Co.
Business-Studio Address: P. O. Box 420
Phone: 3-4181 Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Station Rep.: Blair
President: Kenyon Brown
Station, Nat'l Sls. Mgr.: A. L. Pierce
Comm. Manager: Blaine Cornwell
Promotion Manager: Owanah Shelton
Chief Engineer: Herbert T. Wiley

UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — Families 259,000
Radio Homes 254,000 — TV Homes 142,000 — Stations in State 19

K B U H

BRIGHAM CITY—1948—KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Revella M. Bone
Address 948 W. Forrest St.
Phone: 948 Air Time: Daytime
Owner Revella M. Bone
General Manager Wade M. Ebeling
Sales Prom. Mgr. Art Fishler
Chief Engineer Samuel Stevens

Address 4646 So. State St.
Phone: 6-4419 Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Representative W. Biddick
Membership NARTB
President Oral J. Wilkinson
Gen. Sta. Mgr. H. W. Pingree
Comm. Mgr. Ted Rogers
Prog. Dir. Mitzi Bailey
Chief Engineer E. Greene

K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Address 189 N. Main St.
Phone: 590 Air Time: Full Time
News Service UP
Membership NARTB, RAB
President Ivor Sharp
General Manager Arthur Higbee
Commercial Mgr. W. V. Lowe
Program Director Mauray Payne
Chief Engineer Richard Gunn

K L O

OGDEN—1925

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.
Address Hotel Ben Lomond
Phone: 4-5721 Air Time: Full Time
News Service UP
Representative Avery-Knodel
Membership NARTB, RAB
President Edris Glasmann
General Manager George Hatch
Station Manager Cecil Heftel
Commercial Manager W. Kimball Ward
Sls. Prom. Mgr. Prog. Dir. L. Allen
Publicity Director Dale Brown
Chief Engineer Robert V. Beadles

K L G N

LOGAN—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.
Owned-Oper. By Atlas Engineering Co.
Address 1870 Atken Ave.
Phone: 6-4808 Air Time: Daytime
Pres., Gen. Mgr. Obed C. Haycock
Chief Eng. Wayne Holmes

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By KOPP, Inc.
Address W. 12th St.
Phone: 3-3476 Air Time: Daytime
News Service UP
Station Rep. Indie
Transcription Service Lang-Worth
Membership RAB
President G. Stanley Brewer
General Manager L. B. Suttlemyre

K V N U

LOGAN—1938—MBS-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
Address 1393 N. Main St.
Phone: 1400 Air Time: Full Time
News Service UP
Representative Avery Knodel
Transcription Service World
Membership NARTB, RAB
President Herschel Bullen
Gen. Sta. Mgr. Reed Bullen
Comm., Sales Prom. Mgr. W. W. Kirkland
Program Director Morgan White
Chief Engineer DelMont Olesen

K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co.
Business Address 1538 Gibson Ave.
Phone: 2-7535 Air Time: Full Time
Representative Biddick, Webb
Membership RAB
Trans. Ser. Thesaurus
News Service AP
Pres., Gen. Mgr. Arch G. Webb
Commercial Mgr. David B. Ahleck
Chief Engineer James Condrey

K M U R

MURRAY—1948

Frequency: 1290 Kc. Power: 250 Watts
Owned-Oper. By Murray Bcstg. Service

KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Eastern Utah Bcstg. Co.
 Address: Box 591
 Phone: Price 200. Air Time: Full Time
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: Jack Richards
 Sls. Prom. Mgr., Pgm. Dir.: Carl P. Wollrom

Address: P. O. Box 550
 Phone: 2801, 3. Air Time: Full Time
 News Service: UP
 Station Rep.: Hollingbery, Webb
 Pres., Co-Owner, Comm., Prom.
 Mgr.: Frank A. Van Wagenen
 Gen., Sta. Mgr., Co-Owner.
 Prog., Pub. Dir.: Harold E. Van Wagenen
 Chief Engineer: Francis Boyer

KEYY

PROVO—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mid Utah Bcstg. Co.
 Address: 16 W. 3rd South
 Phone: 4060. Air Time: Full Time
 News Service: AP
 Membership: RAB
 President: D. Spencer Grow
 Gen. Mgr.: E. A. Niehay
 Commercial Mgr.: Dave Weiser
 Program Director: Hal Parkes
 Chief Engineer: J. Paul Smith

KOVO

PROVO—1939—MBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: KOVO Bcstg. Co.
 Business-Studio Address: 16 E. 3rd St.
 Phone: 1680. Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, RAB
 President: Clifton A. Tolboe
 General-Station Mgr.: L. H. Curtis
 Pgm. Dir.: James H. Lawrence
 Publicity Dir.: Wayne Carle
 Chief Engineer: Le-R Burton

KIXX

PROVO—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned: KIXX, Inc.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

K S V C

**RICHFIELD—1947
INTERMOUNTAIN**

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address.....980 Tower Lane
Phone: 620..... Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Avery Knodel
Membership.....NARTB, RAB
President.....Homer Bandy
Gen., Sta. Mgr.....Arthur Tucker
Comm. Mgr. Chief Eng.....Ralph Ross
Sls. Prom. Mgr.....T. Mendenhall
Prog. Dir.....Hal Edwards
Pub. Dir.....Bill King

K A L L

**SALT LAKE CITY—1945
MBS-INTERMOUNTAIN**

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone: 4-3561..... Air Time: Full Time
News Service.....AP
Representative.....Avery Knodel, Inc.
Membership.....NARTB, RAB
President.....George C. Hatch
Gen., Sta., Comm. Mgr., Thomas H. Anderson
Sls. Prom. Mgr.....E. S. Smith
Publicity Manager.....Florien Wineriter
Program Director.....Kay Richins
Chief Engineer.....W. D'Orr Cozzens

K D Y L

SALT LAKE CITY—1922—NBC

Frequency: 1320 Kc. Power: 5000 Watts
Owned.....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Phone: 22-5681..... Air Time: Full Time
News Service.....UP
Representative.....Katz
Transcription.....Thesaurus
Membership.....NARTB, RAB
Pres., Gen. Mgr.....G. Bennett Larson
Program Director.....Des Barker
Comm. Mgr.....Glen Shaw
Publicity Dir.....Del Leeson
Chief Engineer.....Allan Gunderson

K N A K

SALT LAKE CITY—1945

Freq.: 1280 Kc. Power: 1 Kw. d. 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.

Phone: 4-3685..... Air Time: Full Time
News Service.....UP
Representative.....ForJoe
President.....Howard D. Johnson
Gen., Comm. Mgr.....Lee Walker
Program Director.....Mildred Baker
Chief Engineer.....Howard D. Johnson

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: 5-4641..... Air Time: Full Time
News Service.....AP, UP
Trans. Ser.....Associated
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
President.....J. Reuben Clark
Vice Pres.....Jay W. Wright
Exec. Vice Pres.....Ivor Sharp
Vice Pres., Sta. Mgr.....Eugene M. Halliday
Sales Manager.....Frank McLatchy
Merchandising Dir.....Raymond W. F. Fritsch
Program Director.....Joseph A. Kjar
Prom. Mgr.....A. Richard Robertson
Chief Engineer.....Vincent Clayton

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.....179 Motor Ave.
Phone: 22-2505..... Air Time: Full Time
News Service.....UP
Transcription Service.....Standard
Representative.....Hollingbery
Membership.....NARTB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Comm., Sales Prom. Mgr.....Allan Thomas
Publicity Director.....Allen Cornwall
Chief Engineer.....C. Wendell Bell

K J A M

VERNAL—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Uintah Bcstg. Co.
Address.....120 E. Main St.
Phone: 494..... Air Time: Full Time
Trans.....Standard, Capitol, MacGregor, Cole
President.....James C. Wallentine
Gen. Mgr., News Dir.....Lee Walker
Commercial Manager.....Grant E. Parry
Chief Engineer.....Wallace D. Raker

VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — Families 111,000
Radio Homes 107,000 — TV Homes 67,000 — Stations in State 13

W B T N

BENNINGTON—1953

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: Catamount Bcstrs. Inc.
Address: Harwood Hill
Phone: 6321 Air Time: Daytime
News Service UP
Representative: McGillvra, Kirby
Co-Owner & Treas.: J. Gordon Keyworth
Station Manager: Ben A. Hubley
Chief Engineer: J. Gordon Keyworth

W T S A

BRATTLEBORO—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Tri-State Area
Address: Putney Rd.
Phone: Alpine 4-4567 Air Time: Full Time
News Service UP
Representative: Walker
President: Theodore Feinstein
Vice-Pres., Gen. Mgr.: Phillips Terhune
Program Director: Loren C. Smith
Chief Engineer: Edward D. Somes

W C A X

BURLINGTON—1927—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: WCAX Bcstg. Corp.
Business-Studio Address: 135 Main St.
Phone: BU. 3-3437 Air Time: Full Time
News Service UP
Transcription Service SESAC
Representative: Weed
Membership: NARTB, RAB
President, Gen. Mgr.: C. P. Hasbrook
Sta., Comm. Mgr.: J. D. Swan
Program Director: Louis J. Roche
Chief Engineer: James W. Tierney

W D O T

BURLINGTON—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned: WDOT, Corp.
Address: 109 S. Winooski Ave.
Air Time: Full Time
Station Rep.: McGillvra
President: Val Carter

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: 4-5774 Air Time: Full Time
Transcription Service Thesaurus
News Service AP

Representative: Brannon, Rambeau
Membership: RAB, NARTB
President: David W. Howe
Sta., Comm. Mgr.: Alfred E. Spokes
Chief Engineer: Donald M. Wheatley

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: 1740 Air Time: Full Time
News Service AP
Representatives: Borgatti, W. S. Grant
Pres., Gen. Comm. Mgr.: C. W. Grinnell
Program Director: Robert Bannon
Sales Prom. Mgr.: Harry C. Perrigo
Chief Engineer: Gerald Mareot

W I K E

NEWPORT—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Memphremagog Bcstg. Co.
Address: Box 586
Phone: 832-3 Air Time: Full Time
Transcription Service World
News Service UP
Membership: NARTB, RAB
Reps.: McGillvra, Kettel-Carter
President: E. Dean Finney
General Manager: Donald Thurston
Program Director: William Graham
Chief Engineer: D. A. Thurston

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By: Central Vt. Bcstg. Corp.
Address: 24½ Center St.
Phone: PR. 3-3200 Air Time: Daytime
News Service AP
Transcription Service World
Representative: Kettel-Carter, Gill-Perna
Pres., Gen., Sta. Mgr.: Vena M. Bates
Chief Engineer: Kenneth Pockett

W S Y B

RUTLAND—1930—KBS-MBS YANKEE

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Philip Weiss Music Co.
Bus.-Studio Address: 35 Washington St.
Phone: PR 3-8140 Air Time: Full Time
News Service UP
Representative: McGillvra, Walker
President: Philip Weiss
Station Manager: J. H. Weiss

WWSR

ST ALBANS—1941—YANKEE

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Vermont Radio Corp.
 Business-Studio Address 75 N. Main St.
 Phone: 1390 Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB
 President-Gen. Mgr. Lloyd Squier
 Sta., Comm., Sales Prom. Mgr. Richard W. Hill
 Program Director Robert Leavitt
 Publicity Dir. C. Stuart Perry
 Chief Engineer Theodore Boisvert

Program Director Tom Kibbe
 Chief Engineer James Edgerton

WNIX

SPRINGFIELD—1954

Frequency: 1480 Kc. Power: 1 Kw.
 Owned Conn. Valley Bcstg. Co., Inc.
 Address 106 Park St.
 Phone: 4514 Air Time: Daytime
 News Service UP
 Trans. Ser. Thesaurus
 Station Rep. McGillvra, Kettell-Carter
 President E. Dean Finney
 Manager Guy O. Austin
 Program Director Ken Greene

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Twin State Bcstrs. Inc.
 Address Concord Ave.
 Phone: Pioneer 8-2344 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus, World
 Membership NARTB, RAB
 Representative McGillvra, Kettell-Carter
 Pres., Gen. Mgr. E. Dean Finney
 Comm. Manager Raymond Munkittrick
 Sales Prom. Mgr. Franklin Owens

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Lloyd E. Squier
 Address 8 Stowe St.
 Phone: 4-7321 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Walker
 Membership RAB
 General Manager Lloyd E. Squier
 Comm. Mgr., Pgm. Dir. Craig S. Parker
 Chief Engineer Warren Chase

VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — Families 880,000

Radio Homes 788,000 — TV Homes 562,000 — Stations in State 78

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Potomac Bcstg. Corp.
 Address Virginia Theatre Bldg.
 Phone: OV. 3-3000 Air Time: Daytime
 Representative Grant Webb
 Membership NARTB, RAB
 News Service AP
 Pres., Gen. Mgr. Carl L. Lindberg
 Commercial Mgr. Art Kellar
 Publicity Dir. Leonord Delbert

WEAM

ARLINGTON—1947

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By Arlington Fairfax Bcstg. Co.
 Address 2030 N. 16th St.
 President Harold H. Thoms
 General Manager George Oleson
 Chief Engineer Robert Downie

WARL

ARLINGTON—1947

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By No. Virginia Bcstrs., Inc.
 Bus.-Studio Address 5232 Lee Hwgy.
 Phone: KE. 6-9000 Air Time: Daytime
 News Service UP
 President Cy Blumenthal
 Sta. Mgr. Ray Armand
 Comm. Mgr. G. A. Crump
 Program Director J. W. Galloway
 Chief Engineer James S. Petty

WBLT

BEDFORD—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bedford Bcstg. Co.
 Address P. O. Box 406
 Transcription Service RCA, Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. A. P. Marsh
 Commercial Manager James E. Synan
 Program Director A. P. Marsh

WLS D

BIG STONE GAP—1953

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gap Bcstg. Co.

Phone: 960... Air Time: Daytime
 News Ser. AP
 Trans. Ser. World
 Membership NARTB
 General Manager W. H. Wren Jr.
 Program Director..... Ruth Jensen
 Chief Engineer..... Andrew R. McMaster

WKL V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 watts
 Owned-Oper. By.... Blackstone Bdcstg. Corp.
 Address Community Bldg.
 Phone: 478..... Air Time: Full Time
 Transcription Service Lang-Worth
 Representative Colton
 News Service AP
 President..... H. L. Umstead
 Sta. Mgr., Chief Eng. Cosby A. Droper, Jr.

WCY B

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By.... Appalachian Bcstg. Corp.
 Address Box 1009
 Phone: North 3560..... Air Time: Daytime
 News Service AP, UP
 Transcription Service... World, Cole, Associated
 Station Rep. Gill Perna
 Membership NARTB, RAB
 President, Gen. Mgr..... Robert H. Smith
 Comm. Mgr..... J. Fey Rogers
 Program Director..... James D. Thomas
 Chief Engineer..... R. V. Robinson

WFH G

BRISTOL—1954—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By.... Bristol Bcstg. Co.
 Address P. O. Box 799
 Phone: N-3620..... Air Time: Full Time
 News Service UP
 Membership NARTB
 Trans. Ser..... Thesaurus, Standard
 Station Rep..... Walker, Dora-Clayton
 Pres., Gen. Mgr..... W. C. Nininger
 Commercial Manager..... Jack Martin
 Program Director..... David Pursglove
 Chief Engineer..... John Hughlett

WCH V

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.... Barham & Barham
 Bus.-Studio-Transmitter Address... Rose Hill Dr.
 Phone: 2-5121..... Air Time: Full Time
 News Service AP
 Representative Clark
 Membership RAB
 Managing Director.... Charles Barham, Jr.
 Gen., Comm. Manager..... Robert C. Walker
 Prog., Pub. Dir..... R. G. Skeichley, Jr.
 Promotion Manager..... Charles Smith
 Chief Engineer R. M. Craighill

WINA

CHARLOTTESVILLE—1949—MBS,

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address 4th & Main
 Phone: 2-6177 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Station Rep..... Indie Sales, Inc.
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Donald G. Heyne
 Comm. Mgr..... Thomas M. Behrendt
 Chief Engineer..... Lawrence Kennedy

WBC R

CHRISTIANBURG—1954

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By.... Montgomery Bcstg. Co.
 Phone Number 7601
 President..... Dr. Vernon H. Baker
 Sec. Treas..... Virginia Baker
 Gen. Manager..... Durwood Powell

WCF V

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Clifton Forge Bcstg. Corp.
 Address Fairview Hts
 Phone: 2147..... Air Time: Full Time
 Trans. Ser..... Standard, SESAC
 News Service AP
 President..... Cletus H. Lawler
 General Manager..... Grover K. Fulk

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.... Earl M. Key
 Business Address..... Main St.
 Phone: 8351..... Air Time: Full Time
 News Service UP
 Representative Devney
 Transcription Service Thesaurus
 Membership NARTB, RAB
 General Manager..... Earl M. Key
 Commercial Mgr..... Kenneth L. Bryant
 Program Director..... John Lee Davis
 Chief Engineer..... E. G. Hemingway

WSVS

CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d
 Owned-Oper. By.... So. Virginia Bcstg. Corp.
 Business Address 800 Melody Lane
 Phone: 7811..... Air Time: Daytime
 News Service AP
 Transcription Service..... World
 Membership RAB
 President Calvin S. Willis
 VP & Gen. Mgr..... John E. Sadler
 Commercial Mgr..... Freeman H. Stewart
 Prog. Dir..... F. H. Watkins
 Chief Engineer..... C. E. Wilson

WCVA

CULPEPER—1949—KBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Culpeper Bcstg. Co.
Address: Radio Bldg.
Phone: 8338 Air Time: Full Time
News Service: UP
Trans. Ser.: Standard, Lang-Worth
Station Rep.: Indie
President: Ira C. Hopkins
Gen., Comm. Mgr.: John T. Rogers
Asst. Mgr., Prog. Mgr.: Gerald M. Donovan
Chief Engineer: Walter Wilkerson

WBTM

DANVILLE—1930—ABC

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: Piedmont Bcstg. Corp.
Bus. Studio Address: Hotel Danville Bldg.
Phone: 2350 Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Gill-Perna
Membership: NARTB, RAB
President: L. N. Dibrell
General Manager: Edward G. Gardner
Comm. Mgr.: John Holland
Program Director: Milton Adams
Chief Engineer: Lyle C. Molley

WDVA

DANVILLE—1947—MBS

Freq.: 1250 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Va.-Carolina Bcstg. Corp.
Address: American Natl. Bank Bldg.
Phone: 5300 Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: Robert S. Keller
Membership: NARTB, RAB
President: J. D. Pruitt
VP & Gen. Mgr.: Emerson J. Pryor
Commercial Mgr.: Stover Morris, Jr.
Sls. Prom. Mgr., Pub. Dir.: R. Hess, Jr.
Program Director: Richard Campbell
Chief Engineer: Howard Clendenon

WEVA

EMPORIA—1952

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Stone Bcstg. Co.
Address: Washington St. & Florida St.
Phone: 2133 Air Time: Full Time
Trans. Ser.: Thesaurus
News Service: AP
Pres., Gen. Mgr.: M. E. Stone
Station Manager: A. L. Drew
Commercial Mgr.: Sally Whitlock
Chief Engineer: E. A. Short, Jr.

WFAX

FALLS CHURCH—1948—KBS

Frequency: 1220 Kc. Power: 500 Watts d.
Owned-Operated By: Lamar A. Newcomb

Address: Box L
Phone Number: Jefferson 2-0900
News Service: UP
Pres., Gen. Mgr.: Lamar A. Newcomb
Program Director: Genevieve Main
Chief Engineer: Richard Fanning

WFLO

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Colonial Bcstg. Co.
Business Address: 118 W. Third St.
Phone: Farmville 870 Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
Representative: Clark
Membership: NARTB, RAB
Pres., Gen. Mgr.: Carla B. Keys
Station Manager: John D. Wilson
Commercial Mgr.: Reginald Speir
Program Director: John Calhoun
Chief Engineer: Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Fredericksburg Bcstg. Corp.
Business Address: 707 Princess Anne St.
Phone: 1261 Air Time: Full Time
News Service: UP
Exec. Vice-Pres.: Richard Lewis
Manager: Walter F. Harris, Jr.

WFTR

FRONT ROYAL—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Sky Park Bcstg. Corp.
Address: P. O. Box 192
Phone: 750 Air Time: Full Time
News Service: AP
Transcription: World
Membership: NARTB
President: J. Gruver Hillidge
Gen., Comm. Mgr.: Kenneth Gordon
Program Pub. Director: Tom Gibson
Chief Engineer: Claude F. Jones

WBOB

GALAX—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Carroll-Grayson Bcstg. Corp.
Address: Poplar Knob Rd.
Phone: 2921 Air Time: Full Time
Station Rep.: Clark
President: Robert V. Morris
Gen., Sta. Manager: Joseph P. Crockett
Program Director: Muriel Bell
Commercial Manager: Brice J. Parks
Chief Engineer: Edward Boyer

WVEC

HAMPTON—1948—NBC

Frequency: 1490 Kc. Power: 250 Watts d.
Owned-Operated By: Peninsula Bcstg. Co.

Studio-Trans. Address.....1490 Pembroke
 Phone: HA. 6332.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Thomas P. Chisman
 V.P. & Dir. Sls.....Harrol A. Brauer, Jr.
 Op. Mgr.....L. W. Kuewer
 Prom. & Merc. Dir.....G. McCarty
 Program Director.....Dick Kidney
 Chief Engineer.....Wm. C. King, Jr.

Trans. Ser.....Lang-Worth, Associated
 Representative.....George P. Hollingbery
 Membership.....NARTB
 President.....Edward A. Allen
 Gen., Sta. Manager.....Philip P. Allen
 Commercial Manager.....Joseph F. Wright, Jr.
 Prog. Publ. Dir.....Warren Uttal
 Chief Engineer.....John T. Orth

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Old Dominion Bcstg. Corp.
 Address.....P. O. Box 918
 Phone: 2-3441.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Thesaurus World
 Representative.....Walker
 Membership.....NARTB
 President.....David Hugh Dillard
 Gen., Sta. Mgr.....Charles R. Maillet
 Commercial Manager.....Richard E. Gooch
 Prog., Pub. Dir.....Don Jarvis
 Chief Engineer.....Forest J. Pinkerton

W S V A

HARRISONBURG—1935—NBC

Freq.: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owner-Oper., Shenandoah Valley Bcstg. Corp.
 Business-Studio Address.....Rawley Pike
 Phone: 4-4431.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World
 Representative (Eastern).....Pearson
 Membership.....NARTB, RAB
 President.....Frederick L. Allman
 Sales Prom. Mgr.....R. H. Johnson
 Program Director.....Alvin Mullinax
 Pucicity Director.....Andy McCaskey
 Chief Engineer.....Warren L. Braun

W M E V

MARION—1948—ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mountain Empire Bcstg. Corp.
 Address.....Park Boulevard Rt. No. 637
 Phone: 3-9001.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Indie Sales
 Membership.....NARTB, RAB
 Pres., Gen., Comm. Mgr.....Robert C. Wollenden
 Pgm. Dir.....Stella D. Wollenden
 Chief Engineer.....Edward Surface

W H A P

HOPEWELL—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Hopewell Bcstg. Co.
 Business Address.....City Point Rd.
 Phone: HO. 801.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Indie Sales
 Membership.....NARTB
 Pres.....C. S. Willis
 VP & Gen. Mgr.....J. E. Sadler
 Comm. Mgr.....C. K. Bibby
 Prog. Dir.....Lee Leonard
 Chief Engineer.....C. Victor Johnson

W H E E

MARTINSVILLE—1954

Frequency: 1370 Kc.....Power: 500 Watts
 Owned.....Mechlenburg Bcstg. Corp.
 Address.....Chatham Heights
 Air Time.....Daytime
 News Service.....UP
 Trans. Ser.....Lang-Worth
 Pres., Gen. Mgr.....John W. Shultz
 Commercial Mgr.....Charles F. Adams
 Promotion Manager.....Thomas W. Patterson

W R E L

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Rockbridge Bcstg. Co.
 Phone: 6000.....Air Time: Full Time
 News Service.....AP
 Representative.....Indie Sales
 Membership.....NARTB
 President.....Marshall L. Willmer
 Gen., Sta., Comm. Mgr.....Milton B. Henson
 Program Director.....Joseph E. Lynn, Jr.
 Chief Engineer.....James I. Bray, Jr.

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Martinsville Bcstg. Co., Inc.
 Address.....Chatham Heights
 Phone: VI. 2152.....Air Time: Full Time
 News Service.....AP
 Representative.....W. S. Grant
 Membership.....NARTB
 President.....H. Grady Moore
 General Manager.....Maynard E. Dillaber
 Commercial Mgr.....Lester Williams
 Program Director.....Barbara Zimmerman
 Chief Engineer.....B. E. Boyer

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lynchburg Bcstg. Corp.
 Address.....925 Church St.
 Phone: 2-1242.....Air Time: Full Time
 News Service.....AP

WSIG

MOUNT JACKSON—1954

Frequency: 790 Kc.....Power: 1 Kw.
Owned-Oper. By.....Richard F. Lewis, Jr.
Address.....WSIG, Bldg.
Phone: 790.....Air Time: Daytime
News Service.....UP
Gen., Comm. Mgr.....H. T. Van Derwerker
Program Director.....Phil Potter

WNRV

NARROWS—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Phone: 2211.....Air Time: Daytime
News Service.....AP
Transcription.....World
Representative.....Clark
President.....H. J. Romanus
General Manager.....Tom Hicks
Commercial Mgr.....R. J. Torquato
Program Director.....Albert A. Rich
Chief Engineer.....Washington Elitchko

WACH

NEWPORT NEWS—1947—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
News Service.....UP
Station Rep.....Walker
Trans. Ser.....Capitol, Lang-Worth
Membership.....NARTB, RAB
President.....John Doley
General Manager.....H. A. Seville
Program Dir.....Tom Bradshaw, Jr.

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Hampton Roads Bcstg. Corp.
Bus-Studio Address.....739 Boush St., Norfolk
Phone: Norfolk 2-7031.....Air Time: Full Time
News Service.....AP
News. Affil.....Daily Press, Times-Herald
Trans. Ser.....Amp
Representative.....Gill-Perna
Membership.....NARTB, RAB
President.....William R. Van Buren, Sr.
Gen.-Sta. Manager.....Edward E. Bishop
Commercial Mgr.....Clyde F. Meades
Program Director.....Ambert Dail
Publicity Director.....William A. Rhyne
Chief Engineer.....Alois Braun

WCMS

NORFOLK—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Cy Blumenthal
Address.....Helena Building
Phone: MA 2-4824.....Air Time: Daytime
President.....Cy Blumenthal
General Manager.....William B. Davis
Chief Engineer.....Ted Spivey

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone: 27071.....Air Time: Full Time
Transcription Service.....Lang-Worth
Representative.....Weed
President.....Louis H. Peterson
Gen., Comm. Mgr.....Earl Harper
Program Manager.....Bill Montgomery
Chief Engineer.....Howard Sheets

WRAP

NORFOLK—1952

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Phone: 4-8307.....Air Time: Full Time
Representative.....Pearson
Chairman of Board.....John W. Rollins
President.....O. Wayne Rollins
Gen., Sta., Comm. Mgr.....Robert Lyons
Chief Engineer.....Glen Frazier

WTAR

NORFOLK—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus-Studio Address.....720 Boush St.
Phone: 56711.....Air Time: Full Time

The Best in Listening

WACH

1270 Kc.

Tidewater Radio

Newport News-Norfolk, Va.

News Service AP
 News Affil. Norfolk Newspapers, Inc.
 Transcription Service Standard World
 Membership NARTB, RAB
 Representative Edward Petry
 Pres., Sta. Mgr. Campbell Arnoux
 Gen. Mgr. J. C. Pelfer
 Commercial Mgr. Robert M. Lambe
 Promotion Manager Robert M. Davis
 Program Director Harold Soldingier
 Publicity Director Robert M. Davis
 Chief Engineer Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 1000 Watts
 Owned-Oper. By Blanford Radio Co., Inc.
 Bus.-Studio Address Harlan, Ky.
 Phone: 700 Air Time: Daytime
 News Service AP
 Representative Burn Smith
 President Richard B. Helms
 Gen., Sta. Mgr. Jack T. Helms
 Comm. Mgr., Pgm. Dir. Wally Douglass
 Chief Engineer Gene Tommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By James Madison Bcstg. Corp.
 Address P. O. Box 271
 Phone: 7263 Air Time: Full Time
 Transcription Service SESAC
 Membership NARTB
 President W. A. Sherman, Jr.
 Gen., Mgr. James E. Simmons
 Comm. Mgr. Ann G. Butler
 Program Director Jim Simmons
 Publicity Director Ronald L. Landry
 Chief Engineer Joel E. Cole

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned Southside Virginia Bcstg. Corp.
 Business-Studio Address 112 W. Tabb St.
 Phone: 3881 Air Time: Full Time
 News Service AP
 Trans. Ser. Capitol
 Membership NARTB
 President Louis H. Peterson
 General Manager Ray L. Moss
 Commercial Mgr. Ed Vaughan
 Program Director N. W. Andrews
 Chief Engineer Donald W. Hall

WAVY

PORTSMOUTH—1943—NBC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By Portsmouth Radio Corp.
 Bus.-Studio Address 205 Professional Bldg.
 Phone Number 7-3488
 News Service UP
 Transcription Service Thesaurus

Representative Burn Smith
 President Hunter C. Phelan
 Gen., Sta. Mgr. Carl J. Burkland
 Sales Mgr. H. Stanley
 Chief Engineer William Manroy

WLOW

PORTSMOUTH—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Commonwealth Bcstg. Corp.
 Bus.-Studio Addr. 21st & Manteo Sts.
 Phone: Madison 7-5677 Air Time: Full Time
 News Service UP
 Trans. Ser. Capitol. Associated
 Representative Forjoe
 President E. L. Scott
 General Manager Robert Wasdon
 Station Manager Glenn Harmon
 Technical Director Jack Siegel

WPUV

PULASKI—1946—NBC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Corp.
 Address Box 351
 Phone: 3-3931 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Pres., Gen. Mgr. Mason C. Deaver
 Commercial Manager Larry Schoenfeld

WRAD

RADFORD—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Rollins Bcstg., Inc.
 Phone: 2461 Air Time: Full Time
 Membership NARTB, RAB
 Representative Rollins
 President O. Wayne Rollins
 Gen., Comm. Mgr. Wendell H. Siler
 Sales Prom. Mgr. Ben Johnston
 Prog. Dir., Chief Engr. L. Mills

WRIC

RICHLANDS—1951—KBS

Frequency: 540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clinch Valley Bcstg. Corp.
 Address Box 218
 Trans. Ser. Thesaurus, SESAC, World
 Membership NARTB, RAB
 Gen., Sta. Mgr., Chf. Eng. Max M. Blakemore
 Program Director Lindy Seamon

WANT

RICHMOND—1951

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Oper. By United Bcstg. Co. of Virginia
 Address 513 E. Main St.
 President Richard Eaton
 Gen., Station Manager Richard Scheele
 Comm. Mgr. F. Lovvett
 Prog. Dir. W. Lewis
 Pub. Dir. W. Gibbon
 Chief Engineer Silas Bell

W L E E

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Business-Studio Address.....Broad St. Road
 Phone: 88-2837.....Air Time: Full Time
 News Service.....AP
 Representative.....For Joe
 President.....Thomas G. Tinsley, Jr.
 Gen. Mgr.....Irvin G. Abeloff
 Station Mgr.....H. L. Hudson
 Comm. Mgr.....L. L. Cardona, Jr.
 Program Director.....S. A. Ludgate
 Chief Engineer.....George W. McGuigan

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.
 Phone: 5-8611.....Air Time: Full Time
 Representative.....Bolling Co.
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens
 Commerical Mgr.....Walter A. Bowry, Jr.
 Program Director.....G. Conrad Ranhard, Jr.
 Sls. Prom. Mgr., Pub. Dir.....R. Kahle
 Chief Engineer.....James Kyle

W R N L

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By..Richmond Newspapers, Inc.
 Business-Studio Address.....111 N. Fourth St.
 Phone: 3-3436.....Air Time: Full Time
 News Service.....AP
 Newspaper Affil. News Leader; Times Dispatch
 Transcription Service.....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, RAB
 President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Sales Manager.....Frank Soden
 Program Director.....Howard Hamrick
 Publicity Director.....Miss Fan Cox
 Chief Engineer.....Vincent Wolstenholme, Jr.

W R V A

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone: 3-6633.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....CBS Radio Spot Sales
 Membership.....NARTB, RAB
 General Manager.....C. T. Lucy
 Sales Mgr.....James D. Clark, Jr.
 Promotion Manager.....Jack Stone, Jr.
 Program Manager.....Samuel S. Carey
 Production Manager.....Wm. R. Preston
 Business Manager.....Barron Howard
 Pub. Rel. Mgr.....W. R. Bishop
 Chief Engineer.....David C. Woods

W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Virginia, Inc.
 Bus.-Studio Address.....100 W. Franklin St.
 Phone: 7-4684.....Air Time: Daytime
 Representative.....Indie Sales
 News Service.....AP
 President.....Douglas H. Robertson
 Gen., Comm. Mgr.....David M. Wilburn
 Chief Engineer.....Charles Charnesky

W D B J

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Address.....124 W. Kirk Ave.
 Phone: 8131.....Air Time: Full Time
 News Service.....AP, UP
 News. Affil.....Times, World News
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, RAB
 President.....M. W. Armistead, III
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Ballou
 Promotion Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman

there's MORE

SELL on

W R N L

**RICHMOND,
 VIRGINIA**

5000 Watts • ABC Affiliate

National Representative:
 Edward Petry & Co., Inc.

WRIS

ROANOKE—1953

Frequency: 1410 Kc. Power: 5000 Watts d.
 Owned: Roanoke Independent Bcstrs. Inc.
 Address: Pythian Bldg.
 Phone: 2-3131 Air Time: Daytime
 News Service: AP
 Station Rep.: Rambeau
 President: Cy Bahakel
 Manager: Frank Tirico
 Promotion Manager: Coleman Austin
 Chief Engineer: Roy Giles

WROV

ROANOKE—1946—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Roanoke, Inc.
 Bus.-Studio Address: 600 Mountain Trust Bldg.
 Phone: 3-4444 Air Time: Full Time
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Burn-Smith
 Membership: NARTB, RAB
 President: Leo F. Henebry
 Gen.-Sta.-Comm. Mgr.: Frank E. Koehler
 Traffic Director: Emily B. Carpenter
 Chief Engineer: E. F. St. Clair

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned: Shenandoah Life Stations, Inc.
 Business-Studio Address: Shenandoah Bldg.
 Phone: 9227 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: Paul C. Buford
 Exec. Vice President: James H. Moore
 Prom. Mgr.: F. L. Corstaphney
 Prog. Dir.: C. R. Blackstone, Jr.
 Commercial Manager: Horace Fitzpatrick
 Chief Engineer: J. P. Briggs

WHLF

SOUTH BOSTON—1947—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Halifax Bcstg. Co.
 Address: Webster St.
 Phone: 2-9988 Air Time: Full Time
 News Service: AP
 Membership: RAB
 Transcription Service: World
 Owner, Comm. Mgr.: John L. Cole, Jr.
 Program Director: Ella L. Poindexter
 Chief Engineer: Arthur A. Moran

WJWS

SOUTH HILL—1953

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Old Belt
 Address: Box 669

Membership: NARTB
 President: John Shultz
 Vice-Pres., Chief Engr.: Phil Hedrick
 Commercial Mgr.: W. Brown Hofer

WAFB

STAUNTON—1954

Frequency: 900 Kc. Power: 1 Kw. d.
 Owned: Am. Home Bcstg. Co.
 Address: P. O. Box 396
 Phone: 6-0100 Air Time: Daytime
 News Service: UP
 Trans. Ser.: SESAC
 Station Rep.: Clark
 Membership: NARTB
 General Manager: Lloyd Gochenour

WTBN

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone: 5-5555 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.: Charles F. Seebeck
 Program Director: Robert Sterrett
 Chief Engineer: Rex C. Houser

WLPM

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Bcstg. Corp.
 Business-Studio Address: Radio Bldg.
 Phone: 2394 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard
 Representative: Sears & Ayer
 Pres., Gen. Manager: Fred L. Hart
 Commercial Dir.: Earl Hundley
 Publicity Director: Lee Williams
 Chief Engineer: Veryl W. Rupp

WBOF

VIRGINIA BEACH—1954

Frequency: 1600 Kc. Power: 1 Kw.
 Owned: Va. Beach Bcstg. Corp.
 Address: Norfolk Highway
 News Service: AP
 Membership: NARTB
 President, Gen. Mgr.: Leo Hoarty
 Vice President: Sidney Banks
 Asst. Gen., Sta., Prod. Mgr.: Bob Koolage, Jr.
 Prom. Mgr., Prog. Director: Wade Williams
 Commercial Mgr.: Wm. H. Vidal
 Chief Engineer: Dan Spitzer

WNNT

WARSAW—1949—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Owned: No. Neck & Tidewater Bcstg. Co.

AddressWarsaw
 Phone: ED. 3-6900..... Air Time: Daytime
 News ServiceUP
 Transcription ServiceStandard
 Pres.-Gen. Mgr.....Grayson Headley
 Commercial Mgr.....Ruth R. Rouzie
 Sls. Prom. Mgr., Pub. Dir.....P. Headley
 Chief Engineer.....W. Dean Loudy

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By...Waynesboro Bcstg. Corp.
 Address.....526 Main St.
 Phone: 6066..... Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 Rep.Donald Cooke
 MembershipNARTB
 President.....Judson T. Phillips
 Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
 Program Director.....Al Charles
 Chief Engineer.....Donald D. Curtis

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Oper. By....Richard Field Lewis, Jr.
 Business Address.....Box 605
 Phone: 4855..... Air Time: Full Time
 News ServiceUP
 MembershipNARTB
 Transcription ServiceAssociated
 Manager...Richard Field Lewis, Jr. (Licensee)
 Pgm., Prod. Dir.....John Morgan
 Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949—KBS-MBS

Frequency: 1280 Kc..... Power: 1000 Watts d.
 Owned-Oper. By...Wythe County Bcstg. Co.
 Address.....P. O. Box 534
 Phone: 840..... Air Time: Daytime
 News ServiceUP
 MembershipNARTB, RAB
 Transcription Service...Lang-Worth, Keystone
 Pres., Prog. Dir.....A. M. Gates, M.D.
 General Manager.....A. M. Gates, Jr.
 Comm. Mgr.....Randolph Armbrister
 Chief Engineer.....Jack Fleming

WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — Families 937,000

Radio Homes 922,000 — TV Homes 473,000 — Stations in State 59

KBKW

ABERDEEN—1949—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By.....KBKW, Inc.
 Address ..701 E. Heron St., Aberdeen, Wash.
 News ServiceAP
 TranscriptionWorld
 RepresentativeFeltis
 MembershipNARTB
 President, Gen. Mgr.....Archie Taft, Jr.
 Chief Engineer.....Jack Fleury

KXRO

**ABERDEEN—1927—MBS—DON LEE
KBS**

Frequency: 1320 Kc..... Power: 1000 Watts
 Owned-Oper. ByKXRO, Inc.
 Address207½ E. Market St.
 Phone: AB. 4098..... Air Time: Full Time
 News ServiceUP
 Rep.Moore-Lund, Walker, O'Connell
 MembershipNARTB, RAB
 Trans. ServiceStandard
 President.....Harry R. Spence
 Sta., Gen. Mgr.....Fred G. Goddard
 Station Mgr.....John B. Waitkus
 Program Director.....Phillip M. Wacker
 Comm. Mgr.....Roy Johnson

Sales Prom. Mgr.....Charles E. Hoonan
 Publicity Dir.....Bob Swan
 Chief EngineerPhilip True

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc..... Power: 1000 Watts
 Owned-Operated By.....KPUG, Inc.
 Business Address.....P. O. Box: 655
 Phone: 1170..... Air Time: Full Time
 News ServiceUP
 Newspaper Affil.....Mist Pub. Co.
 RepresentativeO'Connell, Feltis
 MembershipRAB
 PresidentJessica L. Longston
 Station Mgr.....James Hamstreet
 Comm. Mgr.....John Dimed
 Publicity Dir.....Dorothy Jacobson
 Program Dir.....Robert Concie
 Chief Engineer.....Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc..... Power: 1000 Watts
 Owned-Operated By.....KVOS, Inc.
 Bus.-Studio Address.....1321 Commercial St.
 Phone: 790..... Air Time: Full Time
 News ServiceUP

Representative Forjoe, Moore & Lund
 Membership NARTB, RAB
 President Rogan Jones
 Gen., Sta. Mgr. Tom Haveman
 Sales Prom. Mgr. Alex de Schweinitz
 Prog., Pub. Dir. Haines Fay
 Chief Engineer. Ernest Harper

K BRO

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Bremerton Broadcast Co.
 Address 205 Wash. Ave.
 Phone: 7-3995 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Station Rep. Feltis
 Membership RAB
 Owner & Pres. Bruce Bartley
 Commercial Mgr. Linc Perry
 Program Director. Bill Luckhurst
 Chief Engineer. Bill Dore

K E L A

**CENTRALIA-CHEHALIS—1937-MBS
KEYSTONE-DON LEE**

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 PE 6-3321.
 Chehalis SH 8-3321
 News Service UP
 Rep. Clark, Moore-Lund, Walker, McGavern,
 O'Connell
 Membership NARTB, RAB
 President. J. Elroy McCaw
 Sec. Treas. Mabel A. Gwinn
 Gen., Sta., Comm. Mgr. Joe Chytil
 Sales Prom. Mgr. William Tilton
 Pub., Prog. Director. Donald Youngmans
 Chief Engineer. Lloyd Hannah

K G L M

CHEHALIS—1954

Frequency: 1420 Kc. Power: 1,000 Watts d.
 Owned-Oper. By. Mid-State Bcstg. Co.
 Address 804 Market St.
 Phone: Sherwood 8-3379 Air Time: Daytime
 Pres., Gen. Mgr. Marvin E. Johnson
 Chief Engineer. Joseph Muench

K C L X

COLFAX—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Whitman County Bdcstrs.
 Address Box 710
 Phone: 780 Air Time: Full Time
 News Service AP
 Membership NARTB
 General Manager Lee Fiksdal
 Program Director. Val Fiksdal
 Publicity Dir. Ross Pellerin
 Chief Engineer L. Fiksdal

K G D N

EDMONDS—1954

Frequency: 630 Kc. Power: 1000 Watts
 Owned. Garden of the King Enterprises, Inc.
 Phone: Lincoln 3131 Air Time: Daytime
 President. A. B. Martin
 Manager. A. Orville Helgeson
 Program Director. Gerald Swanson
 Chief Engineer. Robert Nichols

K X L E

ELLENSBURG—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Central Washington Bcstrs.
 Bus. Add. Trans. Loc. Box 600
 Phone: 2-1488 Air Time: Full Time
 Trans. Ser. Associated
 Representative McGillvra
 Membership NARTB, RAB
 President. Goodwin Chase, Jr.
 Gen., Sta. Manager. Joe Kendall
 Chief Engineer. Robert I. Sampson

K U L E

EPHRATA—1949

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By. Columbia Basin Bcstg. Co.
 Phone: 4-4686 Air Time: Daytime
 News Service UP
 Membership NARTB, RAB
 President. Robert E. Billingsley
 General Manager. Bob Moore
 Commercial Mgr. Bob Osland
 Program Director. Dorothy McCue

K R K O

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By. The Everett Bcstg. Co., Inc.
 Address P. O. Box 916
 Phone: Cedar 1144 Air Time: Full Time
 News Service AP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. William R. Taft
 Sales Manager Warren Johnson
 Traffic Dir. Nancy Spaeth
 Chief Engineer. Dave Foley

K F D R

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Columbia River Bcstrs., Inc.
 Address Box 395
 Phone: 140 Air Time: Full Time
 News Service UP
 Representative. Moore & Lund
 Membership NARTB
 Manager A. W. Morris
 Chief Engineer. John Louden

KLOG

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By N.W. Public Services, Inc.
 Address P. O. Box 90
 Phone: 4900 Air Time: Full Time
 News Service UP
 Representative Feltis, Ayres
 Membership RAB
 President Roscoe A. Day, Jr.
 General Manager John Carlson
 Program Director Lowell Gibson
 Chief Engineer Ralph Click

KWIE

KENNEWICK—1949

Frequency: 610 Power: 1000 Watts
 Owned-Oper. By KWIE, Inc.
 Address 11 S. Cascade St.
 Phone: KE, 6961 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Moore-Lund, Robert Meeker
 Membership NARTB, RAB
 Pres., Sta. Mgr. Harold A. Clark
 Comm. Mgr., Chief Eng. C. J. McCredie
 Program Director Mar. Jean Matthews

KNBX

KIRKLAND—1948

Frequency: 1050 Kc. Power: 1 Kw. d.
 Owned-Oper. By Eastside Bdcstg. Co.
 Address Trans. Loca. Civic Center
 Phone: VA. 1201 Air Time: Daytime
 Presidents L. N. Ostrander, W. A. Chamness
 General Manager G. A. Wilson
 Comm. Mgr. John G. Joachims
 Program Director R. Anita Busek
 Chief Engineer Don Bevilacqua

KBAM

LONGVIEW—1955

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By Altru Bcstg. Co.
 Address 260 Hansen, Salem, Oregon
 Representative Holman
 Partner W. Gordon Allen
 Partner, Chief Eng. John Truhan

KWLK

LONGVIEW—1938—MBS

Don Lee-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Corp.
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.
 Phone: 1500 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative W. S. Grant, Moore-Lund
 Membership RAB
 President John McClelland Jr.
 General Manager Bob L. Moran
 Program Director Ellen Hammond

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Address Box 276
 Phone: 234 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Cooke
 Membership NARTB, RAB
 President Jessica Longsien
 General Manager James Schroeder
 Station Mgr. Alan Miller
 Program Director Roland Hooper
 Chief Engineer Earl Baynes

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Operated By Beckley Radlo Co.
 Bus.-Studio Add. Trans. Loca. P. O. Box 240
 Phone: GA 4-2430 Air Time: Full Time
 Representative Moore-Lund, McGillvra
 Membership NARTB, RAB
 Gen., Sta. Mgr. Leo H. Beckley
 Commercial Mgr. Frank Snyder
 Program Director Joe Armev
 Chief Engineer John Price

KGY

OLYMPIA—1922—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Tom Olsen
 Address Trans. Loca. Rockway Leland Bldg.
 News Service AP
 Representative George Clark, Art Moore
 Membership RAB, NARTB
 General Manager Tom Olsen
 Commercial Mgr. Elmer J. Holmberg
 Program Director 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: 00, 20, 21 Air Time: Day Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Feltis
 Membership NARTB
 President R. L. McNett
 General Manager Dean Nichols
 Commercial Manager Grover D. Allen
 Program Director Marilyn Moomaw

KPKW

PASCO—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.

Address.....Chase & "A" Sts.
 Phone: 337.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Pres., Gen. Mgr.....V. B. Kennworthy
 Program Director.....Walter Mot'
 Chief Engineer.....Robert Rockne

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: 4200.....Air Time: Full Time
 News Service.....UP
 Newspaper Affil.....Evening News
 Transcription Service.....World
 Representative.....Moore & Lund
 Pres., General Mgr.....C. N. Webster
 Station Manager.....Keith Patterson
 Comm. Mgr.....James C. Frits
 Chief Engineer.....Frederick Fields

KOFE
 PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Bayton & Hicks
 Address.....P. O. Box 356
 Membership.....RAB
 Station Rep.....Ayers
 Transcription Service.....Lang-Worth
 Gen., Sta. Mgr.....J. Ronald Bayton
 Commercial Mgr.....John R. Puckett
 Prom. Mgr., Chief Eng.....Mrs. B. J. Bayton

KAYE

PUYALLUP—1952—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Henry Perozzo
 Address.....P. O. Box 271
 Phone: 57711.....Air Time: Full Time
 News Service.....UP
 Manager.....Henry Perozzo
 Program Director.....Pete Hansen
 Chief Engineer.....George Yeager

KAPA

RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pacific Bcstg. Corp.
 Address.....P. O. Box 626
 Phone: 1010.....Air Time: Full Time
 Representative.....Walker, Moore-Lund
 Membership.....NARTB, RAB
 President.....Joe Chytil
 Gen., Sta. Comm. Mgr.....Hugh MacPherson
 Sls. Prom. Mgr, Prog., Pub. Dir.....Stan Witter
 Chief Engineer.....Robert McNamara

KLAN

RENTON—1952

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Interlake Bdcstg. Corp.

Address Trans. Loca.....N. 7th & Park Ave.
 Phone: OL 8245.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Cole, World
 President, Manager.....Ralph Sander
 Station Manager.....Clifford H. Hansen
 Program Director.....Jack L. Tregellas
 Chief Engr.....W. D. Shine

KALE

RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KALE, Inc.
 Address.....P. O. Box 367
 Phone: RI 4-3180.....Air Time: Full Time
 Representative.....O'Connell
 Trans. Service.....Lang-Worth, World, Ziv
 News Service.....UP
 President.....R. S. McCaw
 Gen. Sta. Mgr.....L. G. Dix
 Comm. Mgr.....R. A. Wachtman
 Prog. Dir.....Art Simpson
 Publicity Dir.....Wayne Killmer
 Chief Eng.....Clay White

KAYO

SEATTLE—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
 Owned-Operated By.....Wash. Telecasters, Inc.
 Add., Trans. Loca.....2939 Fourth Ave. So.
 Phone: ELiot 2480.....Air Time: Full Time
 News Service.....UP
 Membership.....RAB
 President.....Jessica L. Longston
 Gen., Sta. Mgr.....R. E. Pollock
 Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins
 Chief Engineer.....Verle Jones

KING

SEATTLE—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....KING Bcstg. Co.
 Address.....320 Aurora Ave.
 Phone: Mutual 3555.....Air Time: Full Time
 Representative.....Blair
 News Service.....UP
 Membership.....NARTB, RAB
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Sta., Sales Mgr.....John H. Eichhorn
 Asst. Vice Pres.....John Eichhorn
 Commercial Mgr.....Roger D. Rice
 Program Director.....Earl F. Reilly, Jr.
 Chief Engineer.....James D. Middlebrooks

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Queen City Bcstg. Co.
 Bus. Studio Address.....1530 Queen Anne Ave.
 Phone Number.....Alder 9800
 News Service.....UP
 Representative.....Free & Peters
 Membership.....RAB
 President.....Saul Haas
 Comm. Manager.....William F. Tucker

Sales Prom. Mgr. John Piper
 Program Director Carroll Foster
 Publicity Dir. Warren McCloy
 Chief Engineer James Hatfield

K J R

SEATTLE—1923

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By Mt. Rainier Radio &
 Television Bcstg. Corp.
 Business-Studio Address. 1426 Fifth Ave. Bldg.
 Phone: Elliot 5890 Air Time: Full Time
 News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 President C. Howard Lane
 Chairman of Board Theodore R. Gamble
 Gen., Prom. Mgr. Mait Jordan
 Pgm. Director Homer Pope
 Chief Engineer Don M. Anderson

K O L

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Seattle Bcstg. Co.
 Bus.-Studio Address. 1100 W. Florida St.
 Phone: MA. 2312 Air Time: Full Time
 News Service UP, INS
 Representative Bolling
 Membership RAB, NARTB
 President Archie Taft
 Sta., Gen. Mgr. Archie Taft, Jr.
 Comm. Mgr. Bill Simpson
 Prom. Mgr. Gil Bond
 Program Director Robert Harris
 Chief Engineer Perry Lind

K O M O

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By ... Fisher's Blend Station, Inc.
 Bus.-Studio Address. 100 4th Ave. No.
 Phone: SE. 6000 Air Time: Full Time
 News Service UP
 Transcription Service Associated
 Representative Hoilingbery
 Membership NARTB, RAB
 President, General Mgr. O. W. Fisher
 V.P., Gen. Mgr. W. W. Warren
 V.P., Com. Manager Ray Baker
 Publicity Director Margaret Frey
 Program Manager F. J. Patterson
 Chief Engineer F. J. Brott

K T W

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned. The First Presbyterian Church
 Phone Number. Mutual 1250
 President W. T. Whitney
 Station Manager Don Bevilacqua
 Chief Engineer James S. Ross
 Program Dir. A. G. Atworth, Jr.
 Chief Engineer James S. Ross

K V I

SEATTLE—1929—MBS—Don Lee

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. . Puget Sound Bcstg. Co., Inc.
 Business Address. Camlin Hotel
 Phone: SENECA 4848 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative H-R Reps.
 Membership NARTB
 Pres., Gen. Mgr. Vernice Irwin
 Commercial Mgr. Earl T. Irwin
 Program Dir. Harry Long
 Chief Engineer D. M. McDonough

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Operated By KXA, Inc.
 Bus.-Studio Address. 320 Second Ave., W.
 Phone: AL. 8600 Air Time: Daytime
 News Service AP
 Representative Rambeau
 Membership NARTB, RAB
 President Wesley I. Dumm
 General Manager Hugh A. Smith
 Chief Engineer John Dubuque

K G A

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By ... Bankers Life and Casualty
 Bus.-Studio Address. ... Moran Prairie, Box 141
 Phone: KE 0631 Air Time: Full Time
 News Service UP
 Trans. Ser. World, Thesaurus
 Membership NARTB, RAB
 Representative Venard
 President John MacArthur
 General Manager Ray J. Williams
 Comm. Manager Len Greensword
 Sales, Prom. Mgr. Irv Prell

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By KHQ, Inc.
 Bus.-Studio Address. Radio Central Bldg.
 Phone: MA. 5131 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NARTB, RAB
 Pres., Gen. Mgr. Richard O. Dunning
 Comm. Mgr. J. Birney Blair
 Program Director Robert Swartz
 Chief Engineer A. G. Sparling

K N E W

SPOKANE—1947—MBS—DON LEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Inland Empire Bcstg. Co.

Address 57th & Helena
 Phone: Keystone 9363
 Representative Weed
 Transcription Service Capital
 Membership NARTB
 Pres., Gen. Mgr. Burl C. Hagadone
 Station Manager C. E. Rodell
 Program Director Richard J. Wright
 Chief Engineer Vincent L. Hoffart

KREM

SPOKANE—1947

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Louis Wasmer
 Address South 4103 Regal
 Phone: Keystone 0466. Air Time: Full Time
 News Service AP
 Membership RAB
 Representative Forjoe
 Owner Louis Wasmer
 Gen., Sta., Comm., Prom. Mgr. Robert H. Temple
 Program Director E. A. Moseley
 Chief Engineer Homer W. Mead

KSPQ

SPOKANE—1922

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Williams and Berthoff
 Address, Trans. Loca. Realty Bldg.
 Phone: Riverside 8033. Air Time: Full Time
 Membership NARTB
 Station Rep. Oakes
 Co-Owner Delbert Berthoff
 Co-Owner Gene Williams
 Chief Engineer E. P. Antosyn

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Oper. By No. Pacific Radio Corp.
 Address Television Center
 Phone: MAin 1218. Air Time: Full Time
 News Service AP, UP
 Transcription Service MacGregor, SESAC
 Rep. Avery-Knodel; Moore & Lund
 General Manager Richard E. Jones
 Sales Mgr. Robert Struble
 Program Director George Anthony
 Prom. Mgr. Robert Moore

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Cole E. Wylie
 Address 7th & Decatur
 Phone: 7-2277 Air Time: Full Time
 News Service AP
 Representative McGillvra
 Membership NARTB, RAB
 President Cole E. Wylie
 General Manager Don G. Bennett
 Program Director Jean Runyan
 Chief Engineer John Berg

KMO

TACOMA—1926

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned Tacoma Radio Corp.
 Address 914½ Broadway
 Phone: FU. 1581 Air Time: Full Time
 News Service UP
 Trans. Service Thesaurus
 Representative Branham, Fellis
 Membership RAB
 Pres., Gen. Sta. Mgr. J. Archie Morton
 Comm., Prom. Mgr. R. T. McKenzie
 Prom., Pub. Dir. Art Lindsay
 Chief Engineer John Rybon

KTAC

TACOMA—1942

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Tacoma Bcstrs., Inc.
 Address Winthrop Hotel
 Phone: BR. 2241 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative McGillvra, Moore
 Membership NARTB
 Gen., Station Manager Jerry Geehan
 Sales Prom. Mgr. John Condon
 Prog. Dir. Dick Weeks
 Chief Engineer R. C. Velo

KTNT

TACOMA—1952

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Tribune Publ. Co.
 Address So. 11th & Grant Sts.
 Phone: FU. 2561 Air Time: Full Time
 Transcription Service Associated
 Newspaper Affil. News Tribune
 News Service AP, UP
 Trans. Service Associated
 Representative Weed
 General Manager Len Higgins
 Commercial Mgr. John Upham
 Program Director Gless Connay
 Chief Engineer Max H. Bice

KENE

TOPPENISH—1954—KBS

Frequency: 1490 Kc. Power: 150 Watts
 Owned KENE, Inc.
 Address P. O. Box 350
 Phone: 5-7272 Air Time: Full Time
 News Service UP
 Trans. Ser. World
 Rep. Everett-McKinney, O'Connell, Ayres
 Manager Dick Rapp

KHFS

VANCOUVER—1954

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned-Oper. By Western Bcstg. Co.

Address.....5500 Fourth Plain Road
 Phone: OXford 3-2575.....Air Time: Daytime
 Co-Owner, Chief Eng.....Charles M. Weagant
 Co-Owner, Prog. Dir.....Ralph C. Weagant

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KVAN, Inc.
 Studio Address.....707 1/2 Main St.
 Phone: OX. 4-3325.....Air Time: Full Time
 News Service.....UP
 Representative.....Bolling
 Membership.....RAB
 President.....Sheldon F. Sackett
 General-Station Mgr.....Fern Hayes
 Comm. Mgr.....J. A. (Jack) Luetjen
 Prog., Pub. Dir.....George W. Conner
 Chief Engineer.....Leo Erickson

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walla Walla Bdcstg. Co.
 Address.....Book Nook Bldg.
 Phone: 4103.....Air Time: Full Time
 News Service.....AP
 Membership.....NARTB, RAB
 Transcription Service.....World
 Representative.....Grant
 Pres., Gen. Mgr.....Jack Keating
 Commercial Manager.....Don Harris
 Chief Engineer.....Bevin Roth

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business-Studio Address.....55 E. Main St.
 Phone: 1230.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed, National, Moore-Lund
 Membership.....NARTB
 Pres., Gen. Mgr.....H. E. Studebaker
 Sta., Comm. Mgr.....H. E. Studebaker
 Program Director.....John Sherman
 Chief Engineer.....M. L. MacLafferty

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
 Bus-Studio Address.....2nd & Columbia Sts.
 Phone: NO 3-5121.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....RAB
 Sta., Gen. Mgr.....James W. Wallace
 Prom., Comm. Mgr.....Pat O'Halloran
 Program Director.....Dorothy Lee
 Publicity Director.....June Winegarden
 Chief Engineer.....Elmer Kaping

KWNW

WENATCHEE—1948—MBS-Don Lee

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wenatchee Broadcasters
 Address.....P. O. Box 1510
 Phone: 2468-2469.....Air Time: Full Time
 News Service.....AP
 Rep.....McGillvra, Feltis
 General Mgr.....Stuart S. Maus
 Sta., Comm. Mgr.....Mark A. Sorley
 Chief Engineer.....Warren Brown

KIMA

YAKIMA—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Cascade Bdcstg. Co.
 Address.....P. O. Box 702
 Phone: 6104.....Air Time: Full Time
 News Service.....AP
 Trans. Ser.....Lang-Worth
 Rep.....Weed & Co., Moore & Lund
 Membership.....NARTB, RAB
 President.....A. W. Talbot
 General Manager.....Thomas C. Bostic
 Commercial Mgr.....W. B. Hansen
 Chief Engineer.....J. Barry Watkinson

KIT

YAKIMA—1929—ABC—NBC

Freq: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....KIT, Inc.
 Business-Studio Address.....414 E. Yakima Ave.
 Phone: 8115.....Air Time: Full Time
 News Service.....UP
 Representative.....Branham
 Membership.....RAB
 President.....Carl E. Haymond
 Gen., Sta. Mgr.....James A. Murphy
 Com., Prom. Mgr.....Jack H. Goetz
 Prog. Dir.....Vern Sawyer
 Publicity Dir.....Jack H. Goetz
 Chief Engineer.....H. B. Murphy

KUTI

YAKIMA—1955

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Independent Broadcasters

KYAK

YAKIMA—1947—MBS

Freq: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Yakima Bcstg. Co.
 Address.....P. O. Box 172
 Phone: 2-7142.....Air Time: Full Time
 Representative.....Clark, Walker
 News Service.....UP
 Membership.....NARTB, RAB
 President.....Robert S. McCaw
 Gen. Manager.....W. W. Boone
 Sls. Prom. Mgr.....John Behnke
 Commercial Manager.....Leroy T. Desilet
 Program Director.....Gerald Webb
 Chief Engineer.....Donald E. Gardner

WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — Families 460,000
Radio Homes 419,000 — TV Homes 272,000 — Stations in State 13

WJLS BECKLEY—1939—CBS

Freq.: 560 Kc. Power: 5 Kw. d. 500 W. n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Building
Phone: 7311 Air Time: Full Time
News Service UP
Representative Weed
Membership NARTB
President Joe L. Smith, Jr.
Gen. Sta. Manager Virginia N. Cooper
Comm. Mgr. W. S. Jackson
Program Director R. R. Brown
Chief Engineer Al J. Ginkel

WWNR BECKLEY—1946

Freq.: 620 Kc. Power: 1 Kw. d. 500 W. n.
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone: 9309 Air Time: Full Time
News Service AP
Rep. Everett-McKinney, Dora-Clayton
President N. Joe Rahall
General Manager R. H. Booth
Program Director Richard A. Braun
Chief Engineer Anthony Gonzales

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone: 7114 Air Time: Full Time
Newspaper Affil. Daily Telegraph, Sunset News
News Service AP
Transcription Service World. Cole
Membership NARTB
Representative Katz
President Jim H. Short
Gen. Mgr. Hugh I. Shott, Jr.
Sta. Comm. Mgr. P. T. Flanagan
Program Director B. H. Nash
Chief Engineer J. F. Byers

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watt's
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone: 7405 Air Time: Full Time
News Service UP
Trans. Ser. Thesaurus
Rep. Devney & Co., Holman, Dora-Clayton
Pres., Gen. Mgr. J. Lindsley Alley
Station Mgr. W. D. Hostetter
Comm. Mgr. J. Robert Alston
Program Director Sue Phelps
Chief Engineer B. Yost

WCAW CHARLESTON—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Address Kanawha Hotel
Trans. Service Lang-Worth, Standard
Representative McGilvra
President W. D. Stone
Gen. Sta. Mgr. Selma D. Pierson
Comm. Mgr. O. O. Pierson
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: 28-131 Air Time: Full Time
Representative Branham
Membership NARTB, RAB
President Lewis C. Tierney
V.P. Gen. Mgr. John T. Gelder, Jr.
Comm. Mgr. John L. Sinclair, Jr.
Sls. Prom. Mgr. Robert M. Sinclair
Program Director Joe Farris
Publicity Director C. Frohman Johnson
Chief Engineer Gene Brick

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. Kanawha Valley Bcstg Co.
Address 20 Dickinson St.
Phone: 3-7541 Air Time: Full Time
Transcription Service SESAC
Representative Robert Meeker Assos., Inc.
Pres. Lawrence H. Rogers
Gen. Sta. Mgr. William R. Muray
Program Director Bill Richards
Publicity Director Bill Richards
Chief Engineer Harry R. Bowen

WKNA

CHARLESTON—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address 804 1/2 Kanawha Blvd.
Phone: 39-971 Air Time: Full Time
News Service UP
Representative Weed
Membership NARTB
President Joe L. Smith, Jr.
Gen. Station Manager Charles H. High
Comm. Dir. Virginia Cooper
Sales Prom. Mgr. H. G. Salisbury
Prog. Dir. J. J. Herget
Chief Engineer A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Chemical City Bcstg. Co.
 Bus. Studio Address... Capitol & Fife
 Phone: 23-136 Air Time: Full Time
 News Service... UP
 Transcription Service... World
 Representative... Forloe
 Membership... NARTB
 President... Gus Zaharis
 Gen., Sta. Mgr... Berton Sonis
 Comm. Mgr... Mel S. Burka
 Prog., Pub. Director... Bob Bower
 Chief Engineer... Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Ohio Valley Bcstg. Corp.
 Address... Robinson-Grand Theatre Bldg.
 Phone: 4-7571 Air Time: Full Time
 Transcription Service... Thesaurus
 Representative... Branham
 Membership... RAB, NARTB
 President... Austin Woods
 Vice President... George H. Clinton
 General Manager... Carl Loose
 Program Manager... James L. Harper
 Chief Engineer... Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... WHAR, Inc.
 Address Trans. Loca... Radio Plaza
 Phone: 4-5525-6 Air Time: Full Time
 News Service... UP
 Representative... McGillvra
 Membership... NARTB
 Pres., Gen. Mgr... Walter Patterson
 Commercial Manager... F. T. Gregg
 Program Director... Paul Ellison
 Chief Engineer... Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Clarksburg Bcstg. Corp.
 Business-Studio Address... 339 W. Main St.
 Phone: 4-6425 Air Time: Daytime
 News Service... AP
 Transcription Service... World
 President... O. L. Billingsley
 Gen., Sta. Mgr... R. C. Warden
 Comm., Sales Prom. Mgr... Joe M. Larosa
 Prog., Pub. Dir... Dewitt Wyatt
 Tech. Supervisor... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By... W. Va. Radio Corp.
 Address... Davis & Wash. Sts.
 Phone: 1300 Air Time: Full Time
 News Service... UP
 Transcription Service... World
 Membership... NARTB
 President... Mrs. A. J. R. Greer
 Gen., Sta. Mgr... John W. Johns
 Program Director... Ed Doyle
 Publicity Dir... Lewis Wilson
 Chief Eng... Joseph Kapustka

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By... Peoples Bcstg. Co.
 Address... 208 Adams Street
 Phone: 3100 Air Time: Full Time
 News Service... AP
 Transcription Service... Standard
 Representative... H.R. Reps
 Membership... NARTB, RAB
 Vice President... Herbert Evans
 Station Manager... A. G. Ferrise
 Asst. Manager... Frank J. Lee
 Program Director... Francis Lauza
 Publicity Director... Howard Haid
 Chief Engineer... Harry W. Jackson

WVWV

FAIRMONT—1946—ABC, KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Fairmont Bcstg. Co., Inc.
 Bus. Studio Address... 108 Gaston Ave.
 Phone: 5000 Air Time: Full Time
 Transcription Service... Standard
 Representative... Gill Perna
 Membership... NARTB
 President... J. Patrick Beacom
 General Manager... Robert Drummond
 Station Manager... Numa Fabre, Jr.
 Comm., Mgr... George Fowler
 Program Director... Robert Frazier
 Publicity Director... Arthur Pearce
 Chief Engineer... Richard McBride

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper... Greater Huntington Radio Corp.
 Business-Studio Address... 1112½ Fourth Ave.
 Phone: 3-3453 Air Time: Daytime
 Transcription Service... Thesaurus
 Rep... Indie Sales
 President... S. J. Hymen
 Gen. Sta. Manager... John S. Phillips
 Comm. Mgr... C. Clark
 Sls. Mgr... J. Burnley
 Pub. Dir... E. Parker
 Program Director... George Marshall
 Chief Engineer... Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By.....Huntington Bcstg. Corp.
 Business-Studio Address.....1105 Fourth Ave.
 Phone: 3-3421..... Air Time: Full Time
News ServiceAP
Transcription ServiceCapitol
 RepresentativeWalker
 MembershipNARTB
 President.....Cy N. Bahakel
 Vice President.....Frank Tirico
 Gen., Sta. Mgr.....L. J. Tackett
 Chief EngineerAlvin V. Jayne

W S A Z

HUNTINGTON—1923—ABC-KBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WSAZ, Inc.
 Business-Studio Address.....201 Ninth St.
 Phone: 38-401.....Air Time: Full Time
Transcription ServiceLang-Worth
 RepresentativeKatz
 MembershipNARTB, RAB
 President.....Col. J. H. Long
 General Manager.....Lawrence H. Rogers
 Station Manager.....C. T. Garten
 Prom., Pub. Dir.....Charles Dinkins
 Program Director.....C. Bosworth Johnson
 Chief Engineer.....Leroy Kilpatrick

W K Y R

KEYSER—1954—KBS

Freq.: 1270 Kc.....Power: 1 Kw. d.
 OwnedWalter Patterson
 Address.....Sta. WHAR, Clarksburg, W. Va.
 Station Rep.....Butscher
 MembershipNARTB
 Pres., Gen., Sta. Mgr.....Walter Patterson
 Comm. Mgr.....Kenneth E. Robertson
 Program Director.....Odbert Cornwell
 Chief Engineer.....Arnell Swisher

W LOG

LOGAN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...C. H. Frey, R. O. Greever
 Address.....445 Stratton St.
 Phone: 540..... Air Time: Full Time
 MembershipNARTB
News ServiceUP
 Partner.....Clarence H. Frey
 Partner.....Robert O. Greever

W V O W

LOGAN—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Logan Bcstg. Corp.
 Address60 Water St.
 Phone: 2356, 7 Air Time: Full Time
Transcription ServiceLang-Worth
News ServiceUP

RepresentativeMcGillvra
 President.....Dr. H. H. Farley
 Gen., Comm. Mgr.....William P. Becker
 Chief Engineer.....Russell E. Bassett

W E P M

MARTINSBURG—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Martinsburg Bcstg. Co.
 Business Address.....Peoples Trust Co. Bldg.
 Phone: 5252..... Air Time: Full Time
News ServiceAP
Transcription ServiceWorld
 RepresentativeMcGillvra
 MembershipNARTB
 Co-Owner.....C. M. Zinn
 Co-Owner, Gen. Mgr.....C. Leslie Golliday
 Program Director.....Eunice J. Schneider
 Sales Prom. Mgr.....C. Rodig
 Chief Engineer.....Thomas Leighton

W H J C

MATEWAN—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Three State Bcstg. Co.
 Phone: MC, 4771..... Air Time: Daytime
Transcription ServiceSESAC, Standard
 MembershipNARTB
 PresidentFred Morningstar
 Sales Prom. Mgr.....John Stewart
 Prog. Dir.....James Pelley
 Chief Engineer.....Leonard Dykema

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayette Associates, Inc.
 Address.....1028 1st Ave.
 Phone: HE, 2-2191..... Air Time: Full Time
News ServiceAP
Transcription ServiceWorld
 President.....Arnold M. Vickers
 Gen., Sta., Comm. Mgr.....Andrew W. Vickers
 Chief Engineer.....J. C. Craver

W A J R

MORGANTOWN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....West Virginia Radio Corp.
 Business-Studio Address.....446 Spruce St.
 Phone: 9488..... Air Time: Full Time
News ServiceUP
Transcription ServiceWorld
 MembershipNARTB
 PresidentAgnes J. Reeves Greer
 General Manager.....John W. Johns
 Comm., Prom. Mgr.....George J. Shean
 Prog. Dir.....Ted Williams
 Publicity Director.....Eleanor Lamb
 Chief Engineer.....Al Novak

WCLG

MORGANTOWN—1954

Frequency: 1300 Kc. Power: 500 Watts d.
Owned-Oper. By: Morgantown Bcstg. Co.
Address: 343 High St.
Phone: 2-3456 Air Time: Daytime
Owner, Gen. Mgr.: C. Leslie Golliday

WMOD

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Robert W. Munn
Address: P. O. Box 732
News Service: UP
Trans. Ser.: World
President: Robert W. Munn
Gen., Prom. Manager: John T. Taylor
Chief Engineer: J. W. Jones

WETZ

NEW MARTINSVILLE—1952—ABC
KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Magnolia Broadcasting Co.
Address: 3rd St. Ext.
Phone: 1000 Air Time: Daytime
Representative: Gill-Perna
Trans. Ser.: World, Standard
President: J. Patrick Beacom
General Manager: J. F. Watkins
Comm. Mgr.: Garry Moore
Chief Engineer: Richard McBride

WOAY

OAK HILL—1947

Frequency: 860 Kc. Power: 10 Kw. d.
Owned-Oper. By: Robert R. Thomas, Jr.
Business Address: Box 251
Phone: 651 Air Time: Daytime
News Service: AP
Transcription Service: Capital, Thesaurus
Membership: NARTB
Pres., Gen. Mgr.: Robert R. Thomas, Jr.
Chief Engineer: Curtis Horton

WCEF

PARKERSBURG—1954

Freq.: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By: C. E. Franklin
Address: P. O. Box 228
Phone: 21844 Air Time: Daytime
Gen. Mgr., Chief Eng.: C. E. Franklin

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Parkersburg Bcstg. Co.
Address: 317 Ninth St.
Phone: 7-4491 Air Time: Full Time
News Service: AP

Membership: NARTB, RAB
Transcription Service: World
Representative: McGillvra
President: Joseph M. Handlan
Gen., Sta. Mgr.: A. N. Archer
Chief Engineer: William Collins

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Ohio Valley Bcstg. Corp.
Business-Studio Address: 211½ 5th St.
Phone: 7-5475 Air Time: Full Time
News Service: UP
Newspaper Affil.: News Pub. Co.
Transcription Service: Thesaurus
Representative: Branham
Membership: NARTB, RAB
President: Austin V. Wood
Gen., Sta., Comm. Mgr.: George H. Clinton
Sales Prom. Mgr.: Lawrence V. Murphy
Program Dir.: Sherman Grimm
Publicity Director: Hazel N. Mercer
Chief Engineer: V. G. Brooks

WWYO

PINEVILLE—1949

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By: Wyoming Bcstg. Co., Inc.
Address: Box 184
Phone: 2711 Air Time: Daytime
News Service: UP
Trans. Ser.: World
Membership: NARTB
President, Gen. Mgr.: R. D. Bailey
Sta., Com. Mgr.: Edward Hawley
Program Director: Elaine Taylor
Chief Engineer: William D. Stone

WLOH

PRINCETON—1947—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Mountain Bcstg. Service
Address: Box 1011
Phone: 2151 Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
President: H. P. Hunnicutt
Gen., Sta. Mgr.: Melvin F. Barnett
Commercial Manager: James M. Angel
Prog. Director: Paul Oshme
Chief Engineer: Earl H. Graham

WRON

RONCEVERTE—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Blake Bcstg. Co.
Address: Shanklin Bldg.
Phone: 300 Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Pres., Gen. Mgr.: William E. Blake

Station Mgr. Gladys Livesay
 Comm. Mgr. Ralph Shupe
 Prog., Pub. Dir. Phil Vogel
 Chief Engineer Keith Dotson

Gen. Sta., Comm. Mgr. George Yazell
 Program Director Don McWhorter
 Chief Engineer James McEwen

WEIR

WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-State Bcstg. Co.
 Address 3992 Main St.
 Phone: WE 2815 Air Time: Full Time
 Transcription Service Thesaurus
 News Service AP
 Membership NARTB
 Representative Rambeau
 President Thomas E. Millsop
 General Manager Edward J. Hirschberg
 Station Manager Robert E. Badger
 Chief Engineer James Mark

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service Co.
 Address 10 Riverside Drive
 Phone: 818 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 President Joseph C. Grant
 General Manager Paul Wm. Marlowe
 Chief Engineer Willis Seaman

WELC

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address Box 1032
 Phone: 1150 Air Time: Daytime
 News Service UP
 Representative McGillyra
 Transcription Service World
 Membership NARTB
 President Sam Sidote
 Sls. Prom. Mgr., Prog. Dir. J. Cullop
 Chief Engineer Howard R. King

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address P. O. Box 431
 Phone: 1555 Air Time: Full Time
 News Service AP
 Newspaper Affil. Buckhannon Record
 Transcription Service Associated
 President Harold McWhorter

WHLL

WHEELING—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone: Wheeling 6700 Air Time: Daytime
 Station Rep. Gill-Perna
 Transcription Service Standard
 Pres., Gen. Mgr. K. H. Forney
 Commercial Manager Paul Miles
 Program Director James Smith

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Community Bcstg., Inc.
 Trans. Add. Pythian Bldg. 16th & Market Sts.
 Phone: WH 5320 Air Time: Full Time
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager John B. Reynolds
 Commercial Mgr. Elsie M. Cook
 Program Director Dale M. Schussler
 Chief Engineer James Jones

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Storer Broadcasting Co.
 Address Hawley Bldg.
 Phone: WH. 5383 Air Time: Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blai
 Membership NARTB, RAB
 President George B. Storer
 Station Manager Paul J. Miller
 Sales Prom., Pub. Dir. Howard W. Meagle
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Williamson Bcstg. Corp.
 Business Address P. O. Box 261
 Phone: 1241 Air Time: Full Time
 News Service UP
 Membership NARTB
 Co-Owner, President Clarence Lovitch
 Co-Owner, Gen., Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullio

WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — Families 1,065,000
Radio Homes 1,042,000 — TV Homes 653,000 — Stations in State 69

WATK

ANTIGO—1947—WISCONSIN

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By Antigo Bcstg. Co.
Address Antigo Journal Bldg.
Transcription Service Thesaurus
News Service UP
President, Gen. Mgr. A. F. Berner
Chief Engineer Robert Fowler

WAPL

APPLETON—1952

Frequency: 1570 Kw. Power: 1000 Watts d.
Owned-Oper. By Bartell Broadcasters, Inc.
Address Balliet Hotel, 124 W. Wash. St.
Phone: 4-2609 Air Time: Daytime
News Service UP
Station Rep. Gill-Perna
President Gerald A. Bartell
Program Director Rex Munger
Station Mgr. Connie Forster
Chief Engineer L. A. Bauernfeind

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WHBY, Inc.
Bus.-Studio Address 600 So. Lawe St.
Phone: 3-6639 Air Time: Full Time
News Service AP
Transcription Service World
Representative Meeker
Comm., Gen., Sta. Mgr. Earl H. Huth
Sales Prom. Mgr. Earl McRoberts
Program Director Greg McElrone
Publicity Director Lewis Process
Chief Engineer George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address No. State Bank Bldg.
Phone: 1680 Air Time: Full Time
Transcription Service Thesaurus
Representative Walker
President William L. Johnson
Station Manager Arnold J. Peterson
Publicity Director Richard Wherley
Program Director Mary Jean Anne
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: TU. 5-4439 Air Time: Daytime
News Service UP
Transcription Service SESAC
Membership NARTB
President William E. Walker
General Mgr. Charles R. Dickoff
Comm. Mgr. George Reese
Chief Engineer Lloyd Nowak

WBEL

BELOIT—1948

Frequency: 1380 Kc. Power: 5000 Watts d.
Owned-Oper. By Beloit Bcstrs., Inc.
Business-Studio Address 335 E. Grand Ave.
Phone: EM. 5-5525 Air Time: Daytime
News Service AP
Transcription Service Thesaurus
Representative Holman
President Russ Salter
General Mgr. Robert O. Moran
Rockford Manager Warren A. Anderson
Beloit Manager Joe Moen
Publicity Director Mrs. Christie Thomsen
Chief Engineer Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Beloit Bcstg. Co.
Business-Studio Address Hotel Hilton
Phone: Emerson 5-8865 Air Time: Full Time
News Service AP
Rep. Everett-McKinney
Membership NARTB
President Sidney H. Bliss
General Manager Robert J. Bodden
Commercial Manager Gene Steinhorst
Prog. Director Jerry Grainger
Chief Engineer Jerry Dvorachek

WCHF

CHIPPEWA FALLS—1954

Frequency: 1150 Kc. Power: 1 Kw. d.
Owned M & N Bcstg. Co.
Address 108½ Bridge St., Ladysmith
Station Rep. Clark
President Charles Nelson
Station Mgr. Fred Vigder

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc.
Address 609 Cameron St.
Phone: 5111-2 Air Time: Full Time
News Service UP
President, General Mgr. Howard G. Bill
Pub., Program Dir. Harold Jahnke

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By Central Bcastg. Co.
 Business-Studio Address 2415 So. Hastings
 Phone: 2-3474 Air Time: Full Time
 Newspaper Affil. Telegram, Leader
 News Service UP
 Transcription Service Thesaurus
 Representative Hollingbery
 Membership NARTB, RAB
 President W. C. Bridges
 General Manager Harry S. Hyett
 Sta., Comm. Mgr. Robert E. Nelson
 Prog. Dir. Al Young
 Chief Engineer T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned Chippewa Valley Radio & TV Corp.
 Bus.-Studio-Transmitter Address Rudolph Rd.
 Phone: 2-1629 Air Time: Daytime
 News Service AP
 Transcription Service Capitol, Standard
 President Thomas K. Werner
 General Manager Jack Kelly
 Commercial Manager Richard Werner
 Chief Engineer Wm. Hill

KFIZ

FOND DU LAC—1922—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KFIZ Bcastg. Co.
 Bus.-Studio-Transmitter Address 18 W. First St.
 Phone: 356 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Holman
 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 Norbartine Fathers
 Phone: HE. 2-3331 Air Time: Full Time
 News Service AP
 Representative Weed
 Managing Director Rev. M. J. Beamster
 General Manager Haydn R. Evans
 Comm. Mgr. Joseph De Young
 Prom. Manager Lee Stinson
 Sta. Mgr., Prog. Dir. Rodger Mueller
 Publicity Dir. Marcie Hayden
 Chief Engineer Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Green Bay Bcastg. Co.

Business-Studio Address 225 N. Adams St.
 Phone: HE 5-5331 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, RAB
 Pres., Gen. Mgr. Ben A. Laird
 Sta. Mgr., Prog. Dir. Don Arthur
 Commercial Manager Robert A. Vandersteen
 Chief Engineer Leo Westerman

WJPG

GREEN BAY—1947—WISCONSIN
MBS

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By Green Bay Newspaper Co.
 Business Address P. O. Box 620
 Phone: Hemlock 5-7575 Air Time: Full Time
 Newspaper Affiliation "Press-Gazette"
 News Service AP
 Trans. Ser. Standard
 Representative McGillvra
 Membership NARTB
 President Andrew B. Turnbull
 General Manager Joseph Horner, Jr.
 Station Manager John M. Walter
 Commercial Manager Glen R. Holznecht
 Sales. Prom. Mgr. William McCarthy
 Program Director Charles Gourlie
 Publicity Director Mary Ann Bartlett
 Chief Engineer Elmo Reed

WTKM

HARTFORD—1951—KBS

Frequency: 1540 Kc. Power: 500 Watts d.
 Owned-Operated By Kettle Moraine Bcastg. Co.
 Address R R No. 1
 Phone: 600 Air Time: Daytime
 Transcription Service SESAC
 News Service UP
 Representative Lawson
 Pres., Gen. Mgr. Walter Zastrow
 Sta., Comm. Mgr. Don Zastrow
 Sales Prom. Director Oliver West
 Chief Engineer Edward Wille

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned Southern Wisconsin Radio, Inc.
 Business-Studio Address 200 E. Milwaukee St.
 Phone: 3316 Air Time: Full Time
 News Service AP
 Newspaper Affiliation "Daily Gazette"
 Representative Everett-McKinney
 President Sidney H. Bliss
 Gen., Sta. Mgr. V. W. Williams
 Commercial Manager Charles W. Bessire
 Prom., Pgm., Pub. Dir. Ralph Schroeder
 Chief Engineer Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts
 Owned-Oper. By: Kenosha Bcstg. Co.
 Address: National Bank Bldg.
 Phone: 7-6162. Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney
 Membership RAB, NARTB
 General Manager William L. Lipman
 Station Manager Hugh Gately
 Program Director Jerome Golden
 Chief Engineer Casimir Lubinski

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By: WKBH, Inc.
 Business-Studio Address: 141 So. 6th St.
 Phone: 2-4678. Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Paul H. Raymer Co.
 Membership RAB, NARTB
 President, Station Mgr. Howard Dahl
 Program Director Berneice Callaway
 Chief Engineer Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Oper. By: Lee & Associates, Inc.
 Business-Studio Address: 112 N. 4th St.
 Phone: 2-6043. Air Time: Full Time
 News Service UP
 Representative Everett-McKinney
 President Herbert H. Lee
 Gen. Mgr. Don O'Brien
 Comm. Mgr. Milo Knutson
 Prom. Dir. Charles R. Kearns

WLCX

LA CROSSE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Ottumwa Tel. Corp.
 Address Rivoli Theatre Bldg.
 Phone: 4-4521. Air Time: Full Time
 News Service INS, UP
 Station Rep. Sears & Ayer
 President R. L. Phillippe
 General Mgr. Gene W. Phillippe
 Commercial Mgr. R. A. Gaumer
 Promotion Mgr. Ken Nyman
 Program Mgr. Bob Mikkalson
 Chief Engineer Bill Bruring

WLDY

LADYSMITH—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Flambeau Bcstg. Co.
 Phone: 584. Air Time: Full Time
 News Service AP

Representative Thomas Clark
 Membership RAB
 President Chas. H. Nelson
 General Manager Joseph Dalvig

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By: Badger Bcstg. Co.
 Business-Studio Address: 3800 Regent St.
 Phone: 3-5311. Air Time: Full Time
 News, Affil. "Capital Times," "Wisc. State Journal"
 Representative Avery-Knodel
 Membership NARTB
 President William T. Evlue
 General Manager Kenneth F. Schmitt
 Commercial Manager Howard A. Johnson
 Program Director Robert N. Dick
 Chief Engineer Norman Hahn

WISC

MADISON—1948—MBS-ABC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Wisconsin, Inc.
 Address: Comm. State Bank Bldg.
 Phone: 7-2588. Air Time: Full Time
 News Service UP
 Representative George P. Hollingbery
 President Ralph M. Immell
 General Manager Ralph O'Connor
 Promotion Mgr. Richard S. Nickeson
 Sales Prom. Mgr. Lee Wesner
 Program Director Beverly White
 Publicity Director Lee Wesner
 Chief Engineer W. M. Greely

WKOW

MADISON—1948—CBS

Freq.: 1070 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By: Monona Bcstg. Co.
 Address: 215 W. Washington Ave.
 Phone: 7-2261. Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley Reed
 President Stewart Watson
 General Manager Ben Hovel
 Program Director Lu Baitinger
 Chief Engineer Bob Wickhem

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Francis M. Kadow
 Business-Studio Address: Radio Bldg.
 Phone: 5015. Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Holman
 Membership NARTB
 President, Gen. Mgr. Francis M. Kadow
 Comm. Mgr. Robt. Conway
 Program Director George H. Erdman
 Sales Prom. Mgr. L. J. Splitt
 Publicity Director Edw. Botecher
 Chief Engineer Hubert Willis

W W O C

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By...Manitowoc Bcstg. Co.
 Address.....N. 10th Ave.
 Phone: 7763..... Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 Ptnr., Gen. Mgr.....Edward Allen, Jr.
 Ptnr., Chief Engineer.....Edward Jacker

W M A M

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts
 Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
 Bus. Studio Address400 Wells St.
 Phone: 2-6631..... Air Time: Unlimited
 News ServiceUP
 Representatives. Venard, Rintoul & McConnell
 President.....William E. Walker
 General Manager.....Joseph D. Mackin
 Station Mgr.....Howard L. Emich
 Sales Prom. Mgr.....Howard Witt
 Program Director.....Pat Kehoe
 Chief Engineer.....Al Alexander

W D L B

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: 1450 Air Time: Full Time
 News ServiceUP
 Transcription Service.....Thesaurus
 MembershipNARTB, RAB
 PresidentLloyd L. Felker
 Gen., Sta. Mgr., Pub. Dir. ...Robert W. Behling
 Comm. Mgr.....Roger Thomsen
 Sales Prom. Mgr.....Gene La Fond
 Program Director.....Du Wayne Allen
 Chief EngineerJerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....Murphy-Nelson Bcstg. Co., Inc.
 Business-Studio Address.....Box 59
 Phone: 5147..... Air Time: Full Time
 News ServiceUP
 RepresentativeClark
 President.....Charles H. Nelson
 General ManagerPaul Allman
 Program Director.....Richard Johnson
 Chief Engineer.....Ray Bohnert

W M N E

MENOMONIE—1951—KBS

Frequency: 1360 Kc. Power: 1 Kw. d.
 Owned-Oper. By...Menomonie Bcstg. Co.
 Address603½ Broadway
 Phone: 1156 Air Time: Daytime
 Transcription Service...Lang-Worth, SESAC

RepresentativeLawson
 News ServiceUP
 General Manager.....Dr. Wendell Hansen
 Sta. Mgr.....Douglas Weikley
 Comm. Sales Prom. Mgr.Thor Edgeberg
 Chief EngineerEverette Lindgren

W C A N

MILWAUKEE—1947—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By.....Midwest Bcstg. Co.
 Business-Studio Address.....723 N. Third St.
 Phone: Broadway 6-2154..... Air Time: Full Time
 News ServiceUP
 RepresentativeRosenman, Scott
 President, Gen. Mgr.....Lou Poller
 Chief EngineerWally Wesley

W E M P

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Milwaukee Bcstg. Co.
 Bus. Address.....710 N. Plankinton Ave.
 Phone: BR. 1-7722..... Air Time: Full Time
 News ServiceUP
 RepresentativeHeadley Reed
 MembershipNARTB, RAB
 President.....A. M. Spheeris
 Gen., Sta. Mgr.....Hugh K. Boice, Jr.
 Comm., Sls. Prom. Mgr.....John C. Gagliano
 Publicity Director.....Tom Dyson
 Program Director.....Tom Shanahan
 Chief Engineer.....Rolland Paske

W F O X

MILWAUKEE—1946—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Business Mgt. Inc.
 Address.....208 E. Wisconsin Ave.
 Phone: Broadway 2-1272..... Air Time: Full Time
 News ServiceAP
 RepresentativeYoung
 Pres., Gen. Mgr.....Joseph A. Clark
 Program Director.....Charles La Force
 Chief Engineer.....George Dodge

W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
 Owned-Oper. By.....Hearst Corporation
 Address540 N. Plankinton Ave.
 Phone: B'way 1-4644..... Air Time: Full Time
 Transcription ServiceWorld, APS
 Newspaper Affil.Sentinel
 RepresentativeThe Katz Agency
 News ServiceAP, INS
 MembershipNARTB, RAB
 President.....Charles McCabe
 General Manager.....R. E. Shireman
 Sales Prom. Mgr.....J. D. Hill
 Program Director.....Leslie F. Biebl
 Chief EngineerDonald A. Weller

W M I L

MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Cream City Bcstg. Co., Inc.
 Bus. Studio Address... 2625 W. Wisconsin Ave.
 Phone: WE. 3-1290. Air Time: Day Time
 News Service UP
 Transcription Service..... SESAC, Cole
 Membership NARTB, RAB
 Representative McKinney, Dorc-Clayton
 President Gene Posner
 Gen. Mgr. Jerome Sill
 Program Director..... Arthur H. Vogel
 Chief Engineer..... Gino Monaco

W O K Y

MILWAUKEE—1950

Frequency: 920 Kc. Power: 1 Kw. d.
 Owned..... Bartell Broadcasters, Inc.
 Address 704 W. Wisc. Ave.
 Phone: BR. 1-8480. Air Time: Full Time
 News Service UP
 Representative Bolling
 President Gerald A. Bartell
 General Mgr. Melvin Bartell
 Station Mgr. John Box, Jr.
 Chief Engineer Ralph Evans

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By..... The Journal Co.
 Business Address..... 720 E. Capitol Dr.
 Phone: B'way 1-6000. Air Time: Full Time
 News Service AP
 Representative Christal
 V.P., General Mgr. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Manager..... George Comie
 Research & Devel. Co-ordinator... L. W. Herzog
 Sales Manager..... Neale V. Bakke
 Mgr., Engineering..... Philip B. Laeser
 Mgr., Pub. Serv. & Prom..... Bruce Wallace

W E K Z

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Operated By... Green County Bcstg. Co.
 Phone: 1260. Air Time: Daytime
 News Service AP
 President Kenneth Stuart
 Gen., Sta. Mgr. Grant A. Ritter
 Program Director..... Stan Neuberger
 Chief Engineer..... Rex Eyler

W N A M

NEENAH—MENASHA—1947—KBS

Frequency: 1280 Kc. Power: 1 Kw., d. n.
 Owned Neenah-Menasha Bcstg. Co.
 Phone: 2-6471. Air Time: Full Time
 News Service UP
 Transcription Thesaurus
 Station Rep. Walker

Membership NARTB, RAB
 President Samuel N. Pickard
 V.P. & General Mgr..... Con C. Wirth
 Station Mgr..... W. C. Porsow
 Program Dir..... Ted Moore
 Chief Engineer..... Harry Hill

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Oshkosh Bcstg. Co.
 Transmitter Location..... 1235 Bowen St.
 Transcription Service Capitol
 Representative Pearson
 Pres., Pgm. Dir..... Wm. F. H. Johns, Jr.
 General Manager..... Wm. L. McDonald
 Chief Engineer..... Don Zuehike

W P F P

PARK FALLS—1953—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned..... M&N Bcstg. Co., Inc.
 Phone: 369, 262. Air Time: Full Time
 Transcription Lang-Worth
 Representative Clark
 President Charles H. Nelson
 Sec., Treas. Harold R. Murphy
 General Mgr. Gene Halker
 Sales Prom. Mgr..... Ron Kozlao
 Chief Engineer Robert Senne

W P L Y

PLYMOUTH—1954—KBS

Frequencies: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By... Eastern Wisc. Bcstg. Co.
 Address Box 222
 Phone: 3-3661. Air Time: Daytime
 President Art Gerber
 General Manager..... John R. Saxe
 Comm. Mgr..... Don Harrington
 Chief Eng..... Eugene Capelle

W P D R

PORTAGE—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Portage Bcstg. Co.
 Address Box 142
 Phone: 1350. Air Time: Daytime
 Newspaper Afil. Daily Register
 Transcription Service..... Thesaurus
 Representative Upper Midwest
 News Service UP
 President W. T. Comstock
 General Manager..... John Haerle
 Commercial Manager Blair Dalton
 Sales Prom. Mgr..... Carol Mork
 Program Director Berwyn Ableman
 Chief Engineer..... Gaith Bowker

W I B U

POYNETTE—1925—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... William C. Forrest

Bus.-Transmitter Address.....Poynette
 Phone: PO. 98 Air Time: Full Time
 News ServiceUP
 Transcription Service.....Standard, SESAC
 Pres., Gen., Sta. Mgr.....William C. Forrest
 Program Dir.....Sarah A. Forrest
 Chief EngineerLeonard Doese

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts
 Owned.....Prarie Bcstg. Co., Inc.
 Address P. O. Box 36
 Phone: 637, 638..... Air Time: Daytime
 News ServiceUP
 TranscriptionCapitol, World
 Representative.....Lawson, Regional Radio
 Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
 Comm., Sales Prom. Mgr.Thomas Multerer
 Program DirectorJerry Key
 Publicity Dir.....Mickey Fanello
 Chief EngineerErvin Pvgth

WRAC

RACINE—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WRAC, Inc.
 AddressArcade Bldg.
 Phone: 2-1627 Air Time: Daytime
 News ServiceUP
 Trans. ServiceWorld
 Representative.....Sears & Ayer
 MembershipNARTB, RAB
 PresidentGeorge Gorton, III
 General Mgr.....William J. Priaulx
 Commercial Mgr.....Raymond J. Pawzun
 Program Dir.....Edward J. Ruetz
 Publicity Dir.....Ted Witheril
 Chief EngineerFloyd Heary

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Racine Bcstg. Corp.
 Business Address.....441 Main St.
 Phone: 4-3311..... Air Time: Full Time
 News ServiceAP
 RepresentativeWalker
 Newspaper Affiliation“Journal-Times”
 MembershipNARTB, RAB
 President.....J. D. McMurray
 General Manager.....Harry R. LePoidevin
 Station ManagerHarold J. Newcomb
 Commercial ManagerGerald D. Nelson
 Sales Prom. Mgr.Amelia French
 Program Director.....Lyman Merens
 Publicity Director.....Amelia French
 Chief EngineerF. Lee Dechant

WRDB

REEDSBURG—1953

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 AddressPoynette
 Phone: 98..... Air Time: Full Time

News ServiceUP
 Transcription ServiceStandard, SESAC
 General ManagerRonald H. Smith

WOBT

RHINELANDER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Onelda Bcstg. Co.
 Business Address.....Highway 8—East
 Phone: 1240..... Air Time: Full Time
 News ServiceUP
 RepresentativeMcGillvra
 Transcription ServiceWorld
 PresidentJames Cleary
 Gen. Mgr., Prog. Dir.....George F. Thoma
 Comm. Manager.....Paul Vargo
 Chief Engineer.....Charles Marvin

WJMC

RICE LAKE—1939—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJMC, Inc.
 Address Trans. Loca.1615 S. Main St.
 Phone: 550..... Air Time: Full Time
 News ServiceUP
 Transcription Service.....World, SESAC
 Representative ...Hollingbery, Bulmer-Johnson
 PresidentW. C. Brlidge
 Commercial Manager.....Russell J. Brown
 Program Director.....Carl N. Klauss
 Chief EngineerRobert Kolsky

WRCO

RICHLAND CENTER—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland Bcstg. Co.
 AddressP. O. Box 192
 Phone Number20
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB, RAB
 PresidentArthur Overgaard
 General Manager.....T. R. Kelly
 Chief EngineerPete Athanas

WTCH

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
 Owner.....Shawano County Leader Pub. Co.
 Business-Studio Address..107 E. Green Bay St.
 Phone: 666..... Air Time: Full Time
 RepresentativeLawson
 News ServiceUP
 Transcription Service.....Capitol, World
 General Manager.....Mrs. Jeanne Donald
 Station Manager.....Ray Gruetzmacher

WHBL

SHEBOYGAN—1924—ABC-WIS.

Freq.: 1330 Kc.Power: 1 Kw. d., 250 W. n.
 Owned-Operated By.....WHBL, Inc.
 Bus.-Studio AddressP. O. Box 27
 Phone: 4844-5 Air Time: Full Time
 News ServiceAP

Membership NARTB
 Transcription Service Associated
 Sta. Rep. Venard, Rintoul & McConnell, Inc.
 President C. E. Broughton
 General Manager Paul F. Skinner
 Comm. Mgr. John Harvey
 Program Director Glen James
 Chief Engineer Herbert J. Mayer

W S H E

SHEBOYGAN—1954

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Lake Shore Bcstg. Co.

W K L J

SPARTA—1951—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Sparta-Tomah Bcstg. Co.
 Address 124½ S. Water St.
 Phone: 3307 Air Time: Daytime
 Transcription Service Standard
 News Service UP
 President Victor J. Tedesco
 Gen., Sta., Comm. Mgr. John D. Rice
 Sales Prom. Mgr. Richard M. Hubbell
 Program Dir. Lawrence C. Patton
 Publicity Dir. John D. Rice
 Chief Engineer Raymond Skinner

W L B L

STEVENS POINT—1954

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By Wisc. Radio Council

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Oper. By Stevens Pt. Bcstg. Co.
 Business-Studio Address 414½ Main St.
 Phone 2744
 News Service UP
 Transcription Service SESAC
 Membership NARTB, RAB
 Representative Hal Holman, Lawson
 President W. F. Johns, Sr.
 General Manager A. L. Mayer
 Program Director Thomas Lund
 Chief Engineer C. R. Colby

W D O R

STURGEON BAY—1947

Frequency: 910 Kc. Power: 500 Watts d.
 Owned-Oper. By Door County Bcstg. Co. Inc.
 Address P. O. Box 88
 Phone: ST 593 Air Time: Daytime
 Transcription Service Thesaurus
 Station Rep. McGillvra
 News Service AP
 Pres., Gen. Mgr. Edward Allen, Jr.
 Commercial Manager William O. Warnkey
 Program Director Dolores Allen
 Chief Engineer Joseph Genovese

W O K W

STURGEON BAY—1951—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Door County Radio Co.
 Address 154 No. Third Ave.
 Phone Number 1050
 Newspaper Affil. Advocate
 News Service UP
 Trans. Ser. World
 Station Rep. Best
 President Chandler F. Harris
 Gen., Sta. Mgr. Herbert H. Graefe
 Sales Prom. Mgr. Frank K. Ullsperger
 Prog. Director, Chief Eng. Jack Schaefer

W D S M

SUPERIOR—1939—ABC-MBS

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Oper. By WDSM, Inc.
 Business Address Nat'l Bldg.
 News Service UP
 News. Affil. "Herald & News Tribune"
 Representative Free & Peters
 Trans. Ser. Standard
 Membership NARTB
 President Robert Ridder
 General Manager Rodney A. Quirk
 Commercial Mgr. Ralph Nelson
 Program Director Carlo Anneke
 Chief Engineer Gerry Baumann

W T R W

TWO RIVERS—1951—KBS

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By Two Rivers Bcstg. Co.
 Address 1817 Washington
 Transcription Service Standard
 News Service UP
 Station Rep. RAB
 President Wendell Hansen
 General Manager Howard Luebke
 Commercial Mgr. Stanley Greene
 Chief Engineer Elmer Johnson

W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Watertown Radio, Inc.
 Address 104 W. Main St.
 Phone: 2215 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership RAB
 Pres., Gen. Mgr. Carl V. Kolata
 Program Director Robert K. Brown
 Chief Engineer Harold Winkenwerder

W A U X

WAUKESHA—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Waukesha Bcstg. Co.



Business-Studio Address.....319 W. Main St.
 Phone: 6636.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Holman
 Membership.....NARTB, RAB
 Gen., Sta. Mgr.....Mig Figi
 Commercial Manager.....Charles E. Williams
 Prog. Dir.....Donald Froehlich
 Chief Engineer.....Adin Randall

W H V F
WAUSAU—1953

Freq.: 1230 Kc.....Power: 250 Watts
 Owned.....Lakeland Bcstg. Corp.
 Address.....1110 Wausau Ave.
 Phone: 2-1188.....Air Time: Full Time
 News Service.....AP
 Trans. Service.....World, Standard
 Pres., Gen. Mgr., Chief Eng. Hilding V. Forseen
 Sta., Comm. Mgr.....R. H. Topinka
 Publicity Director.....LeRoy Beilke

W O S A

WAUSAU—1948—MBS-KBS

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Alvin E. O'Konski
 Address.....Lake Road, Merrill, Wis.
 Phone: 1445-5.....Air Time: Full Time
 Representative.....Rambeau
 Trans. Ser.....Capitol, Standard, Cole, SESAC
 Associated
 News Service.....AP, UP
 General Manager.....Alvin O'Konski

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wisc. Valley TV Corp.

Business-Studio Address.....714 Fifth St.
 Phone: 21021.....Air Time: Full Time
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Meeker
 President.....J. C. Sturtervant
 General Manager.....George T. Frichette
 Comm. Mgr.....James W. Frey
 Sales Prom. Mgr.....James Frey
 Program Director.....Donald W. De Byle
 Chief Engineer.....Roland W. Richardt

W B K V

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....West Bend Bcstg. Co.
 Address.....Box 59, Decorah Rd.
 Rep.....Upper Midwest, Reg. Radio Rep's
 Transcription Service.....Thesaurus
 Pres., Gen. Mgr.....August C. Berkholtz
 Station Mgr.....Roy Ambrose
 Commercial Mgr.....Paul J. Mueller
 Program Director.....Ray Kessnich
 Chief Engineer.....Paul J. Ripple

W F H R

WISCONSIN RAPIDS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....William F. Huffman Radio
 Business Address.....141 W. Grand Ave.
 Transcription Service.....World
 Representative.....Devney & Son
 Membership.....NARTB, RAB
 President.....Louise F. Huffman
 Gen., Sta., Mgr., Prom. Dir., Geo. T. Frechette
 Commercial Manager.....L. J. Zurawski
 Sls. Prom. Mgr.....Geo. T. Frechette
 Prog., Pub. Dir.....James Tighe
 Chief Engineer.....Gordon Miller

WYOMING

Pop. Feb. 1 1955 (Est.) 318,000 — Families 95,000

Radio Homes 92,000 — TV Homes 17,000 — Stations in State 16

K S P R

CASPER—1930—CBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Donald L. Hathaway
 Business Address.....Box 930
 Phone: 3-5777.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....World, Associated
 Representative.....Walker, Moore
 Membership.....NARTB, RAB
 Owner, Pres., Mgr.....Donald L. Hathaway
 Asst. Station Manager.....Marcus R. Nichols
 Chief Engineer.....John Cheatham, Jr.

K V O C

CASPER—1946—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KVOG Bcstg. Co.
 Bus.-Studio-Transmitter Address.....Box 2090
 Phone: 2-24512.....Air Time: Full Time
 News Service.....AP
 Representative.....McGillvra
 Membership.....NARTB, RAB
 President.....Duane Simons
 Gen., Sta. Mgr.....William F. Shutts
 Commercial Manager.....I. E. Shahan
 Program Director.....Jim Baker
 Publicity Dir.....Bob Turner
 Chief Eng.....Duane Simons

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Frontier Bcstg. Co.
 Bus. Studio Address: 2923 East Lincolnway
 Phone: 4-4461 Air Time: Full Time
 News Service: UP
 Representative: McGillvra
 Membership: NARTB, RAB
 News, Affil.: Wyoming Eagle, State Tribune
 President: Robert S. McCracken
 Gen., Sta. Mgr.: William C. Grove
 Commercial Manager: Charles Cahill
 Sales Prom. Mgr.: J. E. Bogan
 Program Director: Bettye Zuck
 Publicity Director: Margaret O'Brien
 Chief Engineer: R. C. Pfannanschmid

K V W O

**CHEYENNE—1951—MBS-KBS
 INTERMOUNTAIN**

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By: Great West Co.
 Address: Box 926, 3000 W. Lincolnway
 Phone: 2-6433 Air Time: Daytime
 News Service: AP
 Membership: RAB
 Representative: Avery-Knodel
 President: Wm. T. Kemp
 Station Manager: Bill Anderson
 Commercial Mgr.: Ruth Dorr
 Sales Prom. Mgr.: Bob Hale
 Program Director: Mike Gardner
 Chief Engineer: Harold M. Roberts

K O D I

CODY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Absaroka Bcstg. Co.
 Address: P. O. Box 762
 Phone: 445 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: McGillvra
 Newspaper Affiliate: The "Enterprise"
 Membership: NARTB
 President: Charles Kepler
 General Manager: Larry Morrison
 Station Manager: C. Owen Allen
 Program Director: Bert Frenndrich
 Chief Engineer: Hal Bowen

K L U K

**EVANSTON—1953—MBS-KBS
 INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Advertising Enterprises Ltd.
 Address: P. O. Box 198
 Phone: 700 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Owner, Gen. Mgr.: Edwin L. Bullis
 Chief Engineer: Harry Albers

K O V E

**LANDER—1948—KBS—MBS
 INTERMOUNTAIN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Edward J. Breece
 Business Address: P. O. Box 436
 Phone: 488 Air Time: Full Time
 News Service: UP
 News, Affil.: Wyoming State Journal
 Representative: Continental
 Owner: Edward J. Breece
 Sta., Gen. Mgr.: Jack L. Breece
 Comm., Prom. Mgr.: Dorothy L. Reed
 Publicity Director: Louise York
 Sls. Prom. Mgr.: W. L. Ross
 Prog. Dir.: R. W. Allen
 Chief Engineer: Gary Fehlauer

K O W B

**LARAMIE—1948—ABC-KBS
 WYO. COWBOY**

Frequency: 1340 Kc. Power: 250 Watts d.
 Own-Oper. By: Snowy Range Bcstg. Co., Inc.
 Address: Box 972
 Phone: 4888 Air Time: Full Time
 News Service: UP
 Membership: NARTB
 President: John Alexander
 Gen., Sta., Com. Mgr.: V. Stedry
 Chief Engr., Pgm. Dir.: L. O. Smith
 Pub. Dir.: J. C. Steele

K A S L

NEWCASTLE—1953—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Newcastle Bcstg. Co.
 Address: Newcastle
 Phone: 700 Air Time: Full Time
 News Service: AP
 Trans. Ser.: World
 Representative: McGillvra
 Membership: NARTB
 President: Joe Aimonetto
 General Manager: Floyd L. Sparks
 Chief Engineer: C. E. Warford

K P O W

**POWELL—1941
 MBS-KBS-INTERMOUNTAIN**

Freq.: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: A. J. Meyer
 Air Time: Full Time
 News Service: UP
 Representative: Avery-Knodel
 Pres., Chief Engr.: Al Meyer
 Program Director: Agnes Fields

K R A L

**RAWLINS—1947—ABC-KBS
 WYO. COWBOY**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Rawlins Bcstg. Co.

Address Rawlins
 Phone: 1003 Air Time: Full Time
 News Service AP
 Newspaper Affil. Daily Times
 Representative.... Joseph Hershey McGillvra
 Membership NARTB
 President..... Tracy S. McCraken
 Gen., Sta., Comm. Mgr..... Jack C. Vagner
 Program Director..... Anita Phisterer
 Chief Engineer..... Robert S. Williams

KWRL

RIVERTON—1943—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Joseph P. Ernst
 Phone: 760 Air Time: Full Time
 News Service AP
 President. Ch. Eng..... Joseph P. Ernst
 Gen. Mgr..... Mrs. Cleo Berry
 Commercial Manager Bud Moore

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN-KBS

Freq.: 1360 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By..... Wyoming Bcstg. Co.
 Address Box 1067
 Phone: 93 Air Time: Full Time
 Representative Avery-Knodel
 News Service AP
 Transcription Service Standard
 President..... D. G. Richardson
 General Manager..... Dwight Fisher
 Commercial Manager..... Laurel Moseby
 Program Director..... Imogene Parr
 Chief Engineer..... Dave Wood

KWYO

SHERIDAN—1934—MBS-KBS
INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By..... Bighorn Bcstg. Co.
 Business-Studio Address..... 21 N. Main
 Phone: 601 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Sta. Mgr..... Jim Carroll
 Commercial Mgr..... Don Tannehill
 Program Director..... Bob Wilson
 Chief Engineer..... Bob Crosthwaite

KGOS

TORRINGTON—1950—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Joseph P. Ernst
 Address Box 271
 Phone: 567 Air Time: Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB
 President..... Joseph P. Ernst
 Gen., Comm. Mgr..... Lester R. Rash
 Prog. Dir..... Peter L. Quattrini

KWOR

WORLAND—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Joseph P. Ernst
 Phone: 303 Air Time: Full Time
 Pres., Prom. Mgr..... Joseph P. Ernst
 Gen., Comm. Manager..... Mildred V. Ernst

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AP

TERRITORIES and POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Anchorage, Inc.
Business-Studio Address P. O. Box 1960
Phone Number 5-8201
General Manager E. Pournelle
Commercial Mgr. Wesley Burton
Station Mgr. Nancy Warner
Chief Engineer Robert G. Capstick

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address P. O. Box 1160
Phone: 20301 Air Time: Full Time
News Service AP
Transcription Service Associated
Representative Wellington Fletcher
Membership NARTB
President Austin Cooley
Station Manager Claire O. Banks
General Manager Alvin Bramstedt
Commercial Manager William Stewart
Program Director Vincent Carroza
Promotion Manager Phyllis Bock
Chief Engineer Ralph Walker

KFQD

ANCHORAGE—1924—CBS

Frequency: 730 Kc. Power: 10,000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Owner, Sta., Gen. Mgr. Wm. J. Wagner
Program Director Clarke Manning
Chief Engineer William E. Duck

KFAR

FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By Midnight Sun Bcstg. Co.
Business-Studio Address Box 910
Phone Number 2803
News Services AP and UP
Representative Fletcher
President Austin G. Cooley
General Manager Alvin O. Bramstedt

Comm. Manager John Griffin
Program Director Richard Greuel
Promotion Manager Jay Greuel
Chief Engineer Robert Franzke

KFRB

FAIRBANKS—1948—CBS

Frequency: 900 Kc. Power: 10,000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Owner, Gen. Mgr. Wm. J. Wagner
Station Manager Jack Hauser
Chief Engineer Claire Nodurft

KINY

JUNEAU—1935—CBS

Frequency: 800 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone: Seneca 6333 Air Time: Full Time
News Service AP
Trans. Ser. Lang-Worth, Thesaurus
Representative Alaska Radio Sales; Scott
Owner, Gen. Mgr. Wm. J. Wagner
Program Director Richard Peter
Station Manager James B. Lawson
Chief Engineer Gordon Burnett

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Midnight Sun Bcstg. Co.
Address Box 140
Phone 508
Transcription Service Associated
News Service AP
Representative Day, Fletcher
President Austin Cooley
Station Manager Robert A. Wells
Sales Manager Joseph Mangan
Program Director Jim Douglas
Promotion Manager Dorothy Wheeler
Chief Engineer Royal O'Reilly

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Freq.: 550 Kc. Power: 1 Kw. d., 500 Watts n.

Owned-Oper. By.....Midnight Sun Bcstg. Co.
 Address.....P. O. Box 1459
 Phone.....3124
 Transcription Service.....Associated
 News Service.....AP
 Representative.....Day, Fletcher
 President.....Austin G. Cooley
 General Manager.....Jack D. Ellison
 Commercial Mgr.....R. E. Moul
 Program Director.....Douglas Walker
 Chief Engineer.....Dick Nicholas

K T K N

KETCHIKAN—1942—CBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....William J. Wagner
 Address.....830 Securities Bldg., Seattle
 Phone Number.....Seneca 6333
 News Service.....AP
 Air Time.....Full Time
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Alaska Radio Sales; Scott
 Owner, Gen. Mgr.....William J. Wagner
 Station Manager.....Robert Mehan
 Program Director.....Roall Erickson
 Chief Engineer.....Harley Silvers

K U A M

AGANA—1954—NBC

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Guam
 Address.....Post Office Box 68, Agana, Guam
 Phone.....12-365

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 1478
 Phone Number.....4618
 Newspaper Affiliation.....Honolulu Star Bulletin
 Representative.....Free & Peters
 President.....J. Howard Worrall
 Vice-Pres., Gen. Mgr.....C. R. Evans
 Station Manager.....C. T. Thrumston
 Program Director.....Roger H. Coryell
 Chief Engineer.....Harold L. Marques

K I L A

HILO—1951—MBS-ABC

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Oper. By.....James E. Jaeger
 Address.....Nanihoa Hotel
 Phone: 5-4913.....Air Time: Full Time
 Representative.....Hollingbery
 News Service.....UP

K I B H

SEWARD—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....William J. Wagner
 Address.....830 Securities Bldg., Seattle
 Phone Number.....Seneca 6333
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Alaska, Scott
 Owner, Gen. Mgr.....William J. Wagner
 Station Manager.....Dick White
 Program Dir.....Allen Hendricks
 Promotion Mgr.....John Funk
 Chief Engineer.....William E. Duck

K I F W

SITKA—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....William J. Wagner
 Address.....830 Securities Bldg., Seattle
 Phone Number.....Seneca 6333
 News Service.....AP
 Air Time.....12N, 12M
 Trans. Ser.....Lang-Worth, Thesaurus
 Representative.....Alaska Radio Sales; Scott
 Owner, Gen. Mgr.....William J. Wagner
 Station Manager.....Harry Lanz
 Chief Engineer.....DeWayne Sharp

GUAM

Air Time.....Full Time
 News Service.....AP, UP
 Representative.....Young
 President.....Harry M. Engel, Jr.
 Gen. Mgr., Program Dir.....H. Richard Maguire
 Chief Engineer.....Walt Gambell

HAWAII

Owner, Gen. Mgr.....James E. Jaeger
 Commercial Mgr.....Bey Kodama
 Prog. Director.....Robert Craft
 Promotion Manager.....Sam Nakamura
 Chief Engineer.....Rikio Doi

K I P A

HILO—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.
 Business-Studio Address.....P. O. Box 1602
 Phone Number.....2177
 President, Manager.....A. H. Green

K G M B

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned.....Hawaiian Bcstg. System, Ltd.
 Address.....1534 Kapiolani Blvd.
 Phone: 9-2011.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Newspaper Affiliation....."Star-Bulletin"

Representative.....Free & Peters
 President.....J. Howard Worrall
 V.P., Gen. Mgr.....C. R. Evans
 Comm. Mgr.....John D. Allison
 Program Director.....Gordon C. Burke
 Promotion Mgr.....John Quinlan
 Chief Engineer.....Daniel Hunter

KGU

HONOLULU—1922—NBC

Frequency: 740 Kc.....Power: 2,500 Watts
 Owned-Operated By...Advertiser Pub. Co., Ltd.
 Address.....P. O. Box 3110
 Phone: 5-2977.....Air Time: Full Time
 News Service.....UP
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President.....Lorrin P. Thurston
 General Mgr.....William O. Paine
 Comm. Mgr.....George C. Mansfield
 Program Director.....Lee D. Hirschland
 Chief Engineer.....Sakae Kimata

KHON

HONOLULU—1946
 ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
 Owned-Operated By...Aloha Bcstg. Co., Ltd.
 Business Address.....P. O. Box 1380
 Phone Number.....9-5295
 News Service.....UP
 Trans. Serv.....Capitol, Lang-Worth
 Representative.....Grant
 Pres., Gen. Mgr.....Bryson R. Gardner
 Chief Engr., Comm. Mgr.....Ira G. Mercer
 Program Director.....Jack Colon
 Promotion Mgr.....Buck Buchwach

KIKI

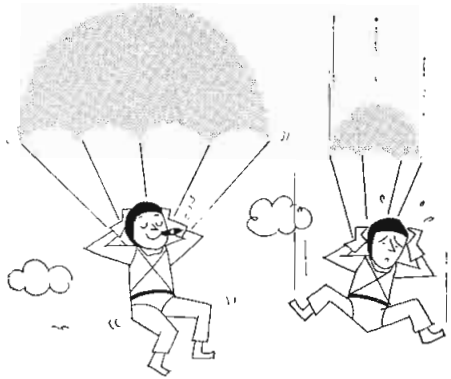
HONOLULU—1951

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Oper. By.....KIKI, Ltd.
 Address.....320 Ward Ave.
 Phone Number.....63456
 Representative.....Rambeau
 Transcription Service.....Lang-Worth
 News Service.....INS
 Pres., Prog. Dir., Chief Engr.....Royal V. Howard
 Gen. Mgr., Comm. Mgr.....Angelo J. Rossi

KPOA

HONOLULU—1946—MBS

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Radio Hawaii, Inc.
 Business-Studio Address.....575 Kamoku St.
 Phone Number.....95236
 News Service.....UP
 Representative.....George P. Hollingbery
 President.....John M. Shaheen
 Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger
 Program Director.....Carlos Rivas
 Chief Engineer.....Bob Lang



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 Honolulu, Hawaii

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned-Oper. By Pacific Frontier Bdcstg. Co., Ltd.

Address: 1290 Ala Moana Blvd.
Phone: 63666 Air Time: 18 hrs.
News Service UP
Representative Headley-Reed
Transcription Service World.
Associated, Standard

President: H. L. Pettey
General Manager: Jack A. Burnett
Comm. Manager: Hugh Ben La Rue
Program Director: Ted Scott
Prom. Manager: Paul Yamamoto
Chief Engineer: Ronald Mizakia

KANI

KANEOHE, OAHU—1953

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By Windward Bcstg. Co., Ltd.
Address: P. O. Box 227, Oahu
Phone Number: 242576
President: Judge Calvin C. MacGregor
Gen. Mgr., Comm. Mgr.: Drew Kaye
Prog. Dir., Prom. Mgr.: William Whedbee
Chief Engineer: John Ellingson

KTOH

LIHUE, KAUAI—1940—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Garden Island Publ., Ltd.
Phone Number: 961

Representative: NBC Spot Sales
Owner, Gen. Mgr.: Charles J. Fern
Manager: Martin H. Sebastian, Jr.
Program Director: Raymond K. Sasaki
Chief Engineer: Katashi Nose

KMVI

WAILUKU-MAUI—1947—NBC

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Maui Publ. Co., Ltd.
Address Trans. Loca.: Wailuku-Maui, Box 374
Phone: 33-981 Air Time: Full Time
News Service UP
Transcription Service: Thesaurus
Representative: NBC Spot Sales
Membership: NARTB
President: J. Walter Cameron
General Manager: Ezra J. Crane
Sta., Asst. Gen. Mgr.: Richard E. Mawson
Commercial Manager: Frank Kovacic
Promotion Manager: Marvin Ross
Chief Engineer: Neil Arveschoug

KAHU

WAIPAHU—1950

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Rural Bcstg. Co., Ltd.
Address: P. O. Box 1007
Phone Number: Honolulu 41-2835
Representative: Devney
President: Dr. Timothy I. Wee
General Manager: Harry En Chu
Prog. Director: Robert Miller
Prom. Manager: Jackson McBride
Chief Engineer: Robert Pearson

PUERTO RICO

WABA

AGUADILLA—1951

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: L. Hector Reichard
Address: Box 188
Phone Number: 242
President: L. Hector Reichard
General Manager: F. Bonnet Velez
Commercial Manager: Wilfredo Almodovar
Program Director: Ricardo Vega
Chief Engineer: Antolin Jimenez

WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By: Caribbean Bdcstg Corp.
Address: Box 755
Phone Number: (Studios) 589
Membership: NARTB
President: Antonio Esteva Vidal
General Manager: Nabal Barreto
Chief Engineer: José Soler

WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By: Bayamon Bcstg. Co.
Address: Box 157
Phone Number: Bayamon 161
President: Dr. A. Diaz Atiles
General Manager: D. Diaz Alejandro

WJFR

CAGUAS—1953

Frequency: 1240 Kc. Power: 250 Watts
Owner: Jorama Fer-Radio Corp.

WMIA

CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
Owner: Inter-American Radio Corp.
Address: Box 487
Phone Number: 678-579

Pres., Gen. Mgr., C. E. Eduardo Biascochea
Station Manager.....Agustina Vales
Comm. Mgr., Prog. Director....Charles Miner
Sales Promotion Mgr.....J. Balseiro

WVJP CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. ByBorinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone Number789

WMDD FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz

WXRf GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address.....Apartado 615
Phone Number243
PresidentRafael Fuster
Gen., Comm. Mgr.....Charles L. Cordero

WAEL MAYAGUEZ—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....Iglesia No. 12, Box 297
Phone Number799-600
Gen., Sta. Mgr.....Mario Acosta
Comm. Mgr.....Nelson Cuebas
Program Director.....Secundiro Minguela
Chief Engineer.....Arthur S. Glawson

WKJB MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.

WORA MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Phone Number1150
Representative.....Melchor Guzman Co., Inc.
Pres., Gen. Mgr. ...Alfred R. de Arellano, Jr.
Sta., Comm. Mgr.....Reinaldo Dupont
Prog. Director.....Jose Hernandez Zamora
Chief Engineer.....Jesus Aviles Brunot

WPRA MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.

WTIL MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Phone Number1290
President.....William G. Mamary
Commercial Manager.....Gilbert Mamary
Chief Engineer.....Aristides Zapata Perez

WISO PONCE—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
AddressBox 2023
Phone Number13F
Gen., Comm. Mgr., Chief Eng., Luis E. Freyre
Program Director.....Angel Ramos

WPAB PONCE—1940

Frequency: 550 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Phone Number783
Representative.....Inter-American Pub'l., Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo
Commercial ManagerRadames Mayoral
Program Director.....Eliseo Borrero
Chief Engineer.....Pedro E. Conesa

WPRP PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By...Voice of Puerto Rico, Inc.
Bus. Address...Salud St. Corner to Guadalupe
Phone Number1015
RepresentativeGuzman, Co., Inc.
Pres., Gen. Mgr...Alfredo Ramirez de Arellano
Program Director.....Bobby Diaz
Commercial Manager.....Antonio Miro
Chief Engineer.....Julio M. Conesa

WRIO RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By ...The Master Bdcstg. Corp.

WWW RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Phone Number1098
Owner.....Frank A. Gandia

TOPS
to deliver your
selling message

in
Puerto Rico
W A P A

on TV: Channel **4**

Affiliated with NBC, ABC and Dumont

on Radio: **680 Kcs.**
(10,000 watts)



U. S. A. and Canadian Sales Office:

CARIBBEAN NETWORKS, Inc.

200 West 57 St., New York City 19, N. Y. Circle 5-7433

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By. José Ramón Quiñones
 Bus.-Studio Address. 357 Ponce de León Ave.
 Phone Number 3-3000
 Membership NARTB
 President José Ramón Quiñones
 General Sales Mgr. Jaime Taronji
 Commercial Manager. Segismundo Quiñones
 Program Director. Harold Zayas Torres
 Chief Engineer. Jose Arzuaga

Phone Number 2-2023
 Newspaper Affiliation. "El Mundo"
 Air Time 6 a.m.-11 p.m.
 Transcription Service Associated
 News Service UP
 Representatives. Inter-American Pub'L. Inc.
 Membership NARTB
 Pres., Gen. Mgr. Angel Ramos
 Comm. Mgr. V. Lamas, Jr.
 Program Director. Ester Pales
 Chief Engineer. Angel del Valle

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By. El Mundo Bcstg. Corp.
 Business Address. P. O. Box 9007

WKVM

SAN JUAN—1951

Frequency: 810 Kc. Power: 25,000 Watts d.
 Owned-Oper. American Colonial Bcstg. Corp.
 Address 1000 Ponce de Leon Ave.
 Phone 3-0840
 Pres., Gen. Mgr., Chief Eng. R. P. Perry

VIRGIN ISLANDS

WSTA

CHARLOTTE AMALIE—1950

Frequency: 1340 Kc. Power: 250 Kc.
 Owned-Oper. By. William N. Greer
 Address French Village, P. O. Box 538
 Phone 489
 Representative Young
 Pres., Gen. Mgr., Chief Engr. William N. Greer
 Commercial Mgr. Nellie Greer
 Program Director. Ron de Lugo

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. Radio American West Indies, Inc.
 President, Gen., Comm.,
 Prom. Mgr. Hazel M. Vickers

Program Director. James O' Neil
 Chief Engineer. Raymond E. Higdon

WICR

CRUZ BAY—1954

Frequency: 1190 Kc. Power: 500 Watts
 Owned-Oper. West Indies-Caribbean Radio

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 477, University, Alabama
 Meetings: March and October
 Elections: March meeting
 Members: 69
 President...J. Dige Bishop, WCTA, Andalusia
 Vice-President...Richard B. Biddle, WOWL,
 Florence
 Secy.-Treas.....Gene Tibbett, WJRD,
 Tuscaloosa

Arizona Broadcasters Association

Meetings: January
 Elections: January
 Members: 20
 Pres....Charles H. Garland, KOOL, Phoenix
 Vice-Pres.....William F. Parady, KCKY,
 Coolidge
 Secy.-Treas.....William L. Lindsey, KYMA,
 Yuma
 Leg. Chairman.....Richard O. Lewis,
 KTAR, Phoenix

Arkansas Broadcasters Association

P. O. Box 610, El Dorado, Kansas
 Meetings: Spring and Fall
 Elections: Spring
 Members: 46
 President.....W. N. McKinney, KELD,
 El Dorado
 Vice-President...L. B. Tooley, KXAR, Hope
 Secy.-Treas.....Melvin P. Spann, KWAK,
 Stuttgart
 Leg. Chairman...Lee Reaves, KWRF, Warren

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield
 Meetings: November (and on special call)
 Elections: November
 Members: 97
 President.....George Greaves, KNBC, San
 Francisco
 Vice-Pres.....Philip G. Lasky, KPIX, San
 Francisco
 Vice-Pres.....Franke Burke, KFVD, Los
 Angeles
 Secy.-Treas.....Gene DeYoung, KERO,
 Bakersfield

Colorado Broadcasters Association

c/o President or Secretary
 Meetings: Semi-annual
 Elections: March
 Members: 40
 President.....James D. Russell, KVOR,
 Colorado Springs
 Vice-Pres...Frank Bishop, KFEL-TV, Denver
 Secy.-Treas...Elwood Meyer, KYOU, Greeley
 Leg. Chairman.....George Cory, KUBC,
 Montrose

Connecticut Broadcasters Association

President.....J. Maxim Ryder, WBRY,
 Waterbury
 Vice-Pres...Aldo de Dominicis, WNHC-TV,
 New Haven
 Secretary....Walter Haase, WDRC, Hartford

Florida Association of Broadcasters

c/o President or Secretary
 Meetings: May or June and November
 Elections: May or June
 Members: 76
 President...John B. Browning, WSPB, Sarasota
 Vice-Pres.....A. B. Letson, WCNH, Quincy
 2nd Vice-Pres...H. Dennison Parker, WTAN,
 Clearwater
 Secy.-Treas.....George Friend, WPLA,
 Plant City

Georgia Association of Broadcasters

c/o President or Secretary
 Meetings: August and January
 Elections: By winter mail
 Members: 56
 President.....E. F. McLeod, WBML, Macon
 Vice-Pres...Glen C. Jackson, WAGA, Atlanta
 Secy.-Treas...L. H. Christian, WRFC, Athens

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.
 Meetings: On call
 Elections: May
 Members: 18
 President...Ezra J. Crane, KMVI, Wailuku,
 Maui
 Vice-Pres...William Paine, KGU, Honolulu
 Secy.-Treas.....Mel Wright, KGMB-TV,
 Honolulu

Idaho Broadcasters Association

c/o KRPL, Lewiston

Meetings: Fall
Elections: Fall
Members: 23
President....Don Thomas, KLRC, Lewiston
Vice-Pres.....Florence M. Gardner, KTFI, Twin Falls
Secy.-Treas.....Clair Hull, KCID, Caldwell
Leg. Chairman...Walter E. Wagstaff, KIDO, Boise

Illinois Broadcasters Association

c/o President or Secy.-Treas.

Meetings: February and October
Elections: February
Members: 65
President.....Harold L. Dewing, WCVS, Springfield
Vice-Pres.....Joe Bonansinga, WGEM, Quincy
Secy.-Treas.....Tom Land, WFIW, Fairfield
Leg. Chairman.....Oliver Keller, WTAX, Springfield

Indiana Broadcasters Association, Inc.

Box 89, Washington, Indiana

Meetings: 4 times a year
Elections: March
Members: 53
President.....Bruce McConnell, WISH, Indianapolis
Vice-Pres. (AM)...W. F. Rippetoe, WBOW, Terre Haute
Vice-Pres. (TV)...Don Burton, WLBV-TV, Muncie
Vice-Pres. (FM).....Joe Edwards, WMFL, Washington
Secy.-Treas.....Lester Spencer, WKBV, Richmond
Asst. Secy...Roy Hickox, WLRP, New Albany
Asst. Treas.....Bill Fowler, WBAT, Marion

Iowa Broadcasters Association

c/o President

Meetings: Annual
Elections: Annual
Members: 40
President.....Ernest C. Sanders, WOC, Davenport
Vice-Pres....Walter Tiecb, KDEL, Oelwein
Secy.-Treas.....B. C. Baldwin, KSO, Des Moines

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas

Meetings: April or May
Elections: April or May
Members: 37

President.....Ray V. Jensen, KSAL, Salina
Vice-Pres.....Fred Conger, WREN, Topeka
Secy.-Treas.....Grover Cobb, KGVB, Great Bend
Leg. Chairman.....Wendell Elliot, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro

Meetings: October and Spring
Elections: October
Members: 53
President..Sam Livingston, WKYB, Paducah
Vice-Pres..Gilmore Nunn, WLAP, Lexington
2nd Vice-Pres.....Arthur Eilerman, WZIP, Covington
Secy.-Treas..Hugh O. Potter, WOMI, Owensboro
Executive Committee...Neil Cline, WHAS, Louisville; Richard Helms, WHLN, Harlan; Mike Layman, WSFC, Somerset

Louisiana Association of Broadcasters

c/o KRUS, Ruston

Meetings: June and November
Elections: November
Members: 45
President...Edgar B. Stern, Jr., WDSU, New Orleans
Vice-Pres..Robert Earle, WIBR, Baton Rouge
Secy.-Treas.....Clarence E. Faulk, KRUS, Ruston

Maine TV and Radio Broadcasters Association

c/o WPOR, Portland, Maine

Meetings: October
Elections: October
Members: 15
President.....Harold Glidden, WAGM, Presque Isle
Vice-Pres....William H. Rines, WCSH-TV, Portland
Secy.-Treas.....Norman G. Gallant, WFAV, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and November
Elections: November
Members: 46
President.....Leslie H. Peard, Jr., WBAL, Baltimore
Vice-Pres.....Ben Strouse, WWDC, Washington
Secy.-Treas.....William H. Paulsgrove, WJEJ, Hagerstown



Massachusetts Broadcasters Association

President.....George H. Jaspert, WCCM.
Lawrence
Vice-Pres...W. C. Swartley, WBC-TV, Boston
Treasurer.....Gerald Harrison, WMAS.
Springfield
Secretary.....Sherwood J. Tarlow, WHIL,
Medford

Michigan Association of Broadcasters

c/o WKMH, Dearborn 2

Meetings: June and November
Elections: November
Members: 85
President....Fred Knorr, WKMH, Dearborn
Vice-Pres.....Carl E. Lee, WKZO-AM-TV,
Kalamazoo
Secy.-Treas...Hugh Ciesel, WBMC, Bay City
New Directors.....F. Sibley Moore, WJR.
Detroit; Russell J. Staffeld, WMIZ, Iron
Mountain; Howard Wolfe, WKNX, Sagi-
naw

Minnesota Association of Broadcasters

WDGY-Nicollet Hotel, Minneapolis

Meetings: September
Elections: September
Members: 30
President.....C. T. Hagman, WDGY,
Minneapolis
Vice-Pres.....Lee. L. Whitting, KEYD,
Minneapolis
Secy.-Treas.....Manny Marget, KVOX,
Moorehead
Leg. Chairman.....C. T. Hagman, WDGY,
Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: March or April
Elections: March or April
Members: 48
President.....Bob Evans, WELO, Tupelo
Vice-Pres.....Ed Wilkerson, WSLI, Jackson
Secy.-Treas.....Granville Walters, WAML,
Laurel

Missouri Broadcasters Association

Catherine Roer, 210 Monroe St.,
Jefferson City

Meetings: April and August
Elections: August
Members: 47
President....Sam A. Burk, KIRX, Kirksville
Vice-Pres.....C. Thomas, KXOK, St. Louis
Secy.-Treas.....Catherine Roer, KWOS,
Jefferson City

Montana Radio Stations, Inc.

P. O. Box 1498, KOOK, Billings

Meetings: September
Members: 26
President.....V. V. Clark, KOOK, Billings
Vice-Pres...Joe Wilkins, KFBB, Great Falls
Secy.-Treas..Charlotte Brader, KOJM, Havre
Leg. Chairman.....Paul MacAdam, KPRK,
Livingston

Nebraska Broadcasting Association

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st
Elections: May 1st
Members: 28
President.....Harry Burke, KFAB, Omaha
Vice-President...Max Young, KSID, Sidney
Secy.-Treas..Gordon Pentz, KWBE, Beatrice

Nevada State Broadcasters Association

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called
Elections: Yearly
Members: 12
President.....H. G. Wells, KOLO, Reno
Vice-Pres.....Fred Stoye, KLAS, Las Vegas
Secy.-Treas.....Bob Stoddard, KATO, Reno
Leg. Chairman...H. G. Wells, KOLO, Reno

New Hampshire Association of Broadcasting

President...Frank B. Estes, WKNE, Keene
Vice-Pres.....Al Malin, WWNH, Rochester
Secy.-Treas.....Wallace Walker, WMUR,
Manchester

New Jersey Broadcasters Association

WJLK, Asbury Park

Meetings: May and October
Elections: October
Members: 17
President...Everett Rudloff, WJLK, Asbury
Park
Vice-Pres...Gordon Giffin, WKDN, Camden
Secy.-Treas..Jerry McCarthy, WTOA, Trenton
Leg. Chairman.....Fred Bernstein, WTFM,
Trenton

New Mexico Broadcasters Association

4220 Mackland Ave., N.E., Albuquerque

Meetings: September and April
Elections: April
Members: 25
President...Merte H. Tucker, KGAK, Gallup
Vice-Pres.....Wayne Phelps, KOAT,
Albuquerque
Treasurer.....A. M. Caldwell, KOAT,
Albuquerque
Secretary..Margaret Wettling, 4220 Mackland
Ave., Albuquerque
Leg. Chairman.....Ivan R. Head, KVSE,
Santa Fe

New York State Association of Radio and Television Broadcasters

Address: c/o President
Meetings: Annual
Elections: Annual
Members: 72
President...Michael Hanna, WHCU, Ithaca
1st Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York
2nd Vice-Pres.....William Doerr, WEBR, Buffalo
Secretary.....Elliott Stewart, WIBX, Utica
Treasurer.....George Dunham, WMBS, Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 96
President...William S. Page, WFTC, Kinston
Vice-Pres.....Allen Wanamaker, WBIG, Greensboro
Secretary.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

KNOX, Grand Forks, N. D.
Meetings: 2nd week in October
Elections: 2nd week in October
Members: 14
President...Paul C. Gussner, KGCU, Mandan
Vice-Pres.....Cbester C. Reiten, KSJB, Jamestown
Secy.-Treas.....William Hurley, KXJB-TV, Fargo-Valley City
Leg. Chairman...John Cooley, KLPM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus
Meetings: April and October
Elections: April
Members: 70
President.....Robert W. Ferguson, WTRF, Bellaire
Vice-Pres. (Radio).....Herbert E. Evans, Peoples Broadcasting Co., Columbus
Vice-Pres. (Television).....Alleu Haid, WSPD-TV, Toledo
Secy.-Treas.....Carlton S. Dargusch, Jr.

Oklahoma Association of Broadcasters

Meetings: January
Members: 36
President.....Frank Lane, KRMC, Tulsa
Vice-Pres.....T. M. Raburn, Jr., KGYN, Guymon
Secy.-Treas.....Pat Murphy, KCRC, Enid
Leg. Chairman....Bill Hoover, KADA, Ada

Oregon State Broadcasters Association

R. E. Summers, Box 5025, Eugene
President.....Paul E. Walden, KODL, The Dalles
Vice-Pres.....R. D. Holmes, KAST, Astoria
Secy.-Treas.....Iris Helliwell, KRXL, Roseburg
1st. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

WTPA, 3235 Hoffman St., Harrisburg
Meetings: April
Elections: April
Members: 125
President....David Bennett, WTPA (TV), Harrisburg
1st Vice-Pres.....Joseph Connolly, WCAU, Philadelphia
2nd Vice-Pres.....Tom Price, WBVP, Beaver Falls
Treasurer.....Tom Metzger, WMRF, Lewistown
Secretary.....Roy Morgan, WILK, Wilkes-Barre
Exec. Secy....George Gottschalk, Harrisburg

Puerto Rican Association of Broadcasters

Box 4504, San Juan, Puerto Rico
Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President...Angel Ramos, WKAQ, San Juan
Vice-Pres.....Juan Piza, WNEL, San Juan
Secretary.....Frederico E. Virella, WVJP, Caguas
Treasurer...Gustavo Diaz, WENA, Bayamon

Rhode Island Radio & Television Broadcasters Association

c/o WEAN, Crown Hotel, Providence
Meetings: June
Elections: June
Members: 12
President.....H. William Koster, WPJB, Providence
Vice-Pres.....Norman Gittleson, WJAR-TV, Providence
Secy.-Treas.....Bud Armstrong, WEAN, Providence

South Carolina Radio & Television Broadcasters Association

Sec.'s Office, Box 30, Sumter, S. C.
Meetings: January
Elections: January
Members: 36

President.....C. Wallace Martin, W MSC,
Columbia
Vice-Pres.....Frank B. Best, WDIX,
Florenceburg
Secy.-Treas.....T. Doug Youngblood,
WFIG, Sumter
Leg. Chairman...H. Moody McElveen, WNOK,
Columbia

South Dakota Broadcasters Association

President...Ray V. Eppel, KORN, Mitchell
Vice-President...Byron McElligot, KSDN,
Aberdeen
Secy.-Treas...Jim Slack, KUSD, Vermillion
Leg. Chairman...Evans Nord, KELO, Sioux
Falls

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
President....Robert J. McAndrews, KBIG,
Avalon
Vice-Pres...Norman Ostby, KHJ, Los Angeles
Secy.-Treas.....Thelma Kirchner, KCFJ,
Hollywood
Managing Ed.....Frank W. Crane

Tennessee Association of Broadcasters

407 Chamber of Commerce Building,
Nashville
Meetings: November or December and May
or June
Elections: November or December
Members: 46
President...Earl Winger, WOOD, Chattanooga
Vice-Pres.....John Hart, WBIR, Knoxville
Secy.-Treas.....Mrs. Drue Smith, WAPO,
Chattanooga
Leg. Chairman.....E. C. Sowell, WLAC,
Nashville

Texas Association of Broadcasters

KTRE, Lufkin, Texas
Meetings: Spring and Fall
Elections: September
Members: 112
President.....Louis R. Cook, KNOW,
Austin
Vice-Pres.....R. G. Lewin, KTRE, Lufkin
Secy.-Treas...Barney Ogle, KRGV, Weslaco

Utah Broadcasters Association

751 Union Pacific Building, Salt Lake City
Meetings: January and June
Elections: January
Members: 20
President...Eugene M. Halliday, KSL, Salt
Lake City
Vice-Pres.....George H. Hatch, KALL,
Salt Lake City
Secy.-Treas...Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

e/o WSKI, Montpelier, Vt.
President.....E. Dean Finney, WTVN, St.
Johnsbury
Vice-Pres.....Al Spokes, WJOY, Burlington
Secy.-Treas.....Donald Thurston, WJKE,
Newport
Leg. Chairman.....John Swan, WCAX,
Burlington

Virginia Association of Broadcasters

e/o WROV, Roanoke
Meetings: May or June
Elections: May or June
Members: 49 radio stations & 4 associate
members
President.....Frank E. Koehler, WROV,
Roanoke
Vice-Pres.....Charles Maillett, WWOD,
Lynchburg
Secy.-Treas.....John L. Cole, Jr., WBLE,
South Boston
Leg. Chairman.....C. T. Luey, WVRA,
Richmond

Washington State Association of Broadcasters

Carl Downing, Manager,
Legislative Building, Olympia
Meetings: March and September
Elections: March
Members: 41
President...J. Elroy McCaw, KALE, Richland
Vice-Pres.....James Murphy, KIT, Yakima
Secy.-Treas...Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

e/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
President.....Lawrence H. Rogers,
KSAZ, Huntington
Vice-Pres.....John S. Phillips,
WHTN, Huntington
Secy.-Treas.....A. Garen Ferrise,
WMMN, Fairmont
Leg. Chairman.....Harry Brawley,
WCHS, Charleston

Wisconsin Broadcasters Association

510 N. Plankinton Ave., Milwaukee
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President...Harry D. Peck, WISN, Milwaukee
Vice-Pres...Ben Howvel, WKOW, Madison
Secretary...Jerome Sill, WMIL, Milwaukee
Treasurer...Mig Figi, WAUX, Waukesha



Canada

**ALPHABETICAL INDEX
BY CALL LETTERS**

NETWORKS

STATIONS

CARTB

CBC

CBC

NETWORKS

. . . a major selling force for Canadian advertisers

RADIO

Serving English-speaking Canadians, two CBC networks . . .
Trans-Canada and Dominion . . . stretch from Atlantic
to Pacific.

The CBC French Network serves French-speaking listeners from
Moncton and Edmundston in New Brunswick through
the Province of Quebec to Sudbury and Timmins in Northern Ontario
and westward to St. Boniface, Grovelbourg, Saskatoon and Edmonton.

TELEVISION

With coverage of over 1,280,000 Canadian TV homes (as of March, 1955),
the CBC Television Network includes 26 stations . . . in Halifax,
Sydney, Moncton, Saint John, Rimouski, Quebec, Montreal (2),
Ottawa, Kingston, Peterboro, Toronto, Hamilton, Kitchener, London,
Windsor, Sudbury, Sault Ste. Marie, Port Arthur, Winnipeg,
Brandon, Regina, Saskatoon, Calgary, Edmonton and Vancouver.

Four additional TV stations will be on the air in 1955.
. . . including CBOFT, the CBC's French-language station in Ottawa, CKVR-TV in
Barrie, CHLT-TV in Sherbrooke and CJON-TV in St. John's, Newfoundland

In radio AND television, the CBC welcomes the opportunity to work closely with advertising
agencies and their clients and to cooperate with them to the fullest possible extent in the
creation and production of Canadian-talent programs both French and English

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis St., Toronto 5, Ont.
1425 Dorchester St., 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.

New York Office c/o United Nations

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Dean Adrien Pouliot, Laval University, Quebec
F. J. Crawford, Toronto, Ont.
G. D. Steel, Charlottetown, P.E.I.
W. H. Phillips, Ottawa, Ont.
J. A. Corry, Queen's University, Kingston
R. K. Gervin, Vancouver, B. C.
K. G. Montgomery, Edmonton, Alta.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnipeg, Man.

Ottawa

HEAD OFFICE

J. A. Ouimet, General Manager
E. L. Bushnell, Ass't. Gen. Mgr.
J. P. Gilmore, Co-ordinator of TV
G. W. Richardson, Executive Assistant
Harry Bramah, Treasurer
Charles Jennings, Director of Programs
Marcel Ouimet, Assistant Director of Programs
J. M. Beaudet, Director of Program Planning and Production
W. G. Richardson, Director of Engineering
Marcel Carter, Director of Personnel and Administrative Services
H. G. Walker, Director of Network Co-ordination
George Young, Dir. of Station Relations and Broadcast Regulations
R. C. Fraser, Director of Press and Information Services
F. W. Savignac, Executive Assistant—Legal
R. E. Keddy, Sec'y to Board of Governors

Montreal

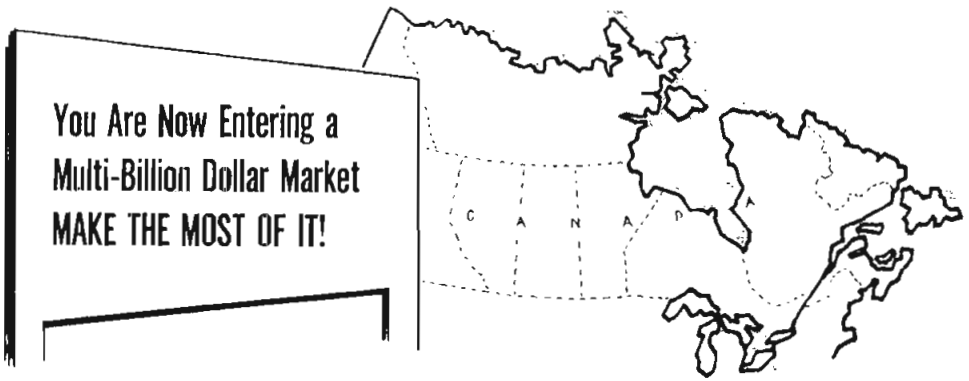
RADIO CANADA BUILDING

Aurele Seguin, Director for the Province of Quebec
G. Lamarche, Director of Programs, Quebec
J. St-Georges, Director of Radio, Montreal
Andre Ouimet, Director of Television, Montreal
J. E. Hayes, Chief Engineer
W. A. Nichols, Assistant Chief Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
R. E. Santo, Transmission and Development
J. Carlisle, Plant Engineer
N. R. Olding, Operations Engineer
D. G. McKinstry, Chief Architect
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

Toronto

NATIONAL PROGRAM OFFICE

Ira Dilworth, Director for the Province of Ontario
H. J. Boyle, Director of Programs, Ontario
K. M. Kannawin, Acting Director of Radio, Toronto
Fergus Mutrie, Director of Television, Toronto
Frank Peers, Supervisor of Talks and Public Affairs
W. H. Hogg, Chief News Editor
R. S. Lambert, Supervisor of School Broadcasts
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. C. Anderson, Supervisor of Program Clearance
E. W. Jackson, Traffic Manager
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager



The Canadian consumer is buying in a big way . . . all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U. S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U. S. goods than anyone else, next to Americans. They want to buy more — and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, *you're heard!* Local radio is well-known and trusted in its communities. It brings its listeners the big network shows — it brings them the local shows, too. Here the community speaks to itself about matters close to its heart — the farm reports, the mining news, the town's social events, the city's backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes . . . in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates . . . convinces . . . and does it inexpensively. Come in to the Canadian market, and come in *welcomed*. Come in over local radio.

Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this multi-billion dollar market — the all-important frequencies of local, independent radio.

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada

—

200 St. Clair Ave., W., Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS



OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334



Officers

President.....E. Finlay MacDonald
Executive Vice-President.....T. J. Allard
Vice-President.....J. M. Davidson
Secretary-Treasurer.....Flora Love
Director of Sales and Research.....C. W. Fenton



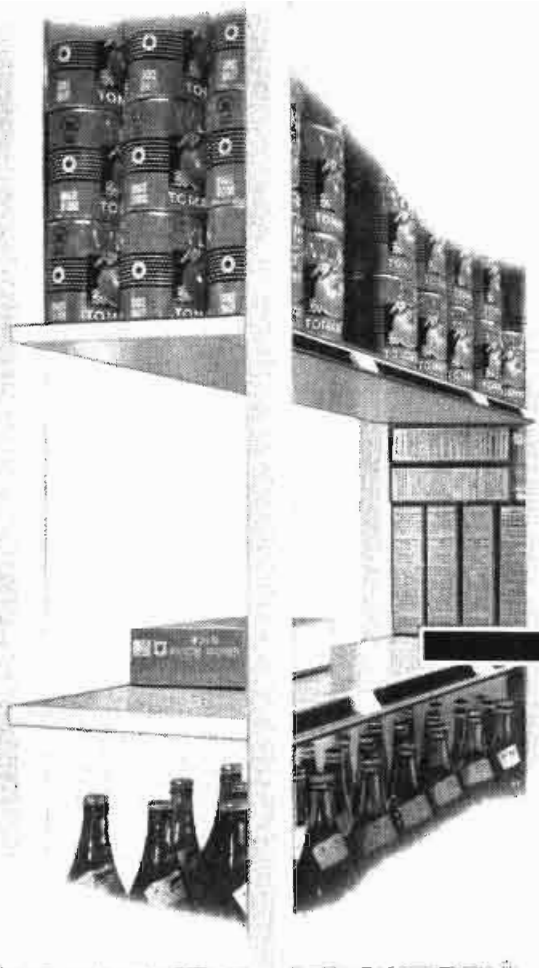
Directors

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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 127 privately owned (independent) radio broadcasting stations, and 17 television stations in Canada.



RADIO EMPTIED THIS SHELF!

RADIO SELLS. Dollar sales grow with the strong push of radio's persuasive selling power behind your goods.

RADIO IS INTIMATE. Next to your product itself, nothing can get closer to your potential customers than radio.

RADIO HAS MORE CONTACTS. No other salesman in the field has more contacts than radio.

RADIO REACHES MORE different people. Irrespective of age or interests, radio can reach your customers.

RADIO IS WELL LIKED. This salesman doesn't have to sell himself before he sells your product.

RADIO IS PERSISTENT. Wherever your customer goes, radio goes . . . home or holidaying . . . your sales message goes with him.

And CFRB is the radio station that covers your market completely!

Canada's most powerful independent radio station, gives you:

- 1 complete coverage of over 1/2 million radio homes every week
- 2 your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
- 3 complete coverage of 44 counties spending \$66,283,699.00 every week
- 4 over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you without obligation, how you can augment your sales through the result-getting medium of radio.

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TORONTO

50,000 WATTS

1010 ON YOUR DIAL

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.	696
CBAF	Moncton, N. B.	696
CBE	Windsor, Ont.	704
CBF	Montreal, Que.	705
CBG	Gander, Nfld.	697
CBH	Halifax, N. S.	697
CBI	Sydney, N. S.	698
CBJ	Chicoutimi, Que.	705
CBK	Watrous, Sask.	710
CBL	Toronto, Ont.	703
CBM	Montreal, Que.	706
CBN	Saint John's, Nfld.	697
CBO	Ottawa, Ont.	701
CBT	Grand Falls, Nfld.	697
CBU	Vancouver, B. C.	694
CBV	Quebec City, Que.	706
CBW	Winnipeg, Man.	695
CBX	Edmonton, Alta.	691
CBXA	Edmonton, Alta.	691
CBY	Corner Brook, Nfld.	697
CFAB	Windsor, N. S.	698
CFAC	Calgary, Alta.	691
CFAR	Flin Flon, Man.	695
CFBC	St. John, N. B.	696
CFCF	Montreal, Que.	706
CFCH	North Bay, Ont.	701
CFCL	Timmins, Ont.	703
CFCN	Calgary, Alta.	691
CFCO	Chatham, Ont.	699
CFCW	Cambrose, Alta.	691
CFCY	Charlottetown, P. E. I.	704
CFDA	Victoriaville, Que.	709
CFGP	Grande Prairie, Alta.	692
CFGT	Alma, Que.	705
CFJB	Brampton, Ont.	699
CFJC	Kamloops, B. C.	692
CFJR	Brockville, Ont.	699
CFNB	Fredericton, N. B.	696
CFNS	Saskatoon, Sask.	710
CFOR	Orillia, Ont.	701
CFOS	Owen Sound, Ont.	701
CFPA	Port Arthur, Ont.	702
CFPL	London, Ont.	701
CFPR	Prince Rupert, B. C.	693
CFQC	Saskatoon, Sask.	710

Call Letters	City	See Page
CFRA	Ottawa, Ont.	701
CFRB	Toronto, Ont.	703
CFRG	Gravelbourg, Sask.	709
CFRN	Edmonton, Alta.	691
CHAB	Moose Jaw, Sask.	709
CHAD	Amos, Que.	705
CHAT	Medicine Hat, Alta.	692
CHED	Edmonton, Alta.	691
CHEF	Granby, Que.	705
CHEX	Peterborough, Ont.	702
CHFA	Edmonton, Alta.	691
CHGB	Ste. Anne de la Poc, Que.	707
CHLN	Three Rivers, Que.	708
CHLO	St. Thomas, Ont.	702
CHLP	Montreal, Que.	706
CHLT	Sherbrooke, Que.	708
CHML	Hamilton, Ont.	700
CHNC	New Carlisle, Que.	706
CHNO	Sudbury, Ont.	703
CHNS	Halifax, N. S.	698
CHOK	Sarnia, Ont.	702
CHOV	Pembroke, Ont.	702
CHRC	Quebec City, Que.	707
CHRL	Roberval, Que.	707
CHSJ	Saint John, N. B.	696
CHUB	Nanaimo, B. C.	693
CHUM	Toronto, Ont.	703
CHVC	Niagara Falls, Ont.	701
CHWK	Chilliwack, B. C.	692
CJAD	Montreal, Que.	706
CJAT	Trail, B. C.	693
CJAV	Port Alberni, B. C.	693
CJBC	Toronto, Ont.	703
CJBQ	Belleville, Ont.	699
CJBR	Rimouski, Que.	707
CJCA	Edmonton, Alta.	691
CJCB	Sydney, N. S.	698
CJCH	Halifax, N. S.	698
CJCS	Stratford, Ont.	702
CJDC	Dawson Creek, B. C.	692
CJEM	Edmundston, N. B.	696
CJFP	Riviere-Du-Loup, Que.	707
CJFX	Antigonish, N. S.	697
CJGX	Yorkton, Sask.	710
CJIB	Vernon, B. C.	694

Call Letters	City	See Page
CJIC	Sault Ste. Marie, Ont.	702
CJKL	Kirkland Lake, Ont.	700
CJLS	Yarmouth, N. S.	698
CJMS	Montreal, Que.	706
CJMT	Chicoutimi, Que.	705
CJNB	North Battleford, Sask.	709
CJOB	Winnipeg, Man.	695
CJOC	Lethbridge, Alta.	692
CJON	St. John's, Nfld.	697
CJOR	Vancouver, B. C.	694
CJOY	Guelph, Ont.	700
CJQC	Quebec City, Que.	707
CJRL	Kenora, Ont.	700
CJRW	Summerside, P. E. I.	704
CJSO	Sorel, Que.	708
CJVI	Victoria, B. C.	694
CKAC	Montreal, Que.	706
CKBB	Barrie, Ont.	699
CKBI	Prince Albert, Sask.	709
CKBL	Matane, Que.	705
CKBM	Montmagny, Que.	705
CKBW	Bridewater, N. S.	697
CKCH	Hull, Que.	705
CKCK	Regina, Sask.	709
CKCL	Truro, N. S.	698
CKCR	Kitchener, Ont.	700
CKCV	Quebec City, Que.	707
CKCW	Moncton, N. B.	696
CKDA	Victoria, B. C.	694
CKDM	Dauphin, Man.	695
CKEC	New Glasgow, N. S.	698
CKEN	Kentville, N. S.	698
CKEY	Toronto, Ont.	704
CKFH	Toronto, Ont.	704
CKFI	Fort Francis, Ont.	699
CKGB	Timmins, Ont.	703
CKGR	Galt, Ont.	700
CKLB	Oshawa, Ont.	701
CKLC	Kingston, Ont.	700
CKLD	Thetford Mines, Que.	708
CKLG	Vancouver, B. C.	694
CKLN	Nelson, B. C.	693
CKLS	La Sarre, Que.	705
CKLW	Windsor, Ont. (See U. S. Listing, Detroit Michigan)	704
CKMO	Vancouver, B. C.	694
CKMR	New Castle, N. B.	696
CKNB	Campbellton, N. B.	696
CKNW	New Westminster, B. C.	693
CKNX	Wingham, Ont.	704
CKOC	Hamilton, Ont.	700
CKOK	Penticton, B. C.	693
CKOM	Saskatoon, Sask.	710
CKOV	Kelowna, B. C.	693
CKOX	Woodstock, Ont.	704

Call Letters	City	See Page
CKOY	Ottawa, Ont.	701
CKPC	Bantford, Ont.	699
CKPG	Prince George, B. C.	693
CKPR	Fort William, Ont.	699
CKRB	St. George De Beauce, Que.	707
CKRC	Winnipeg, Man.	695
CKRD	Red Deer, Alta.	692
CKRM	Regina, Sask.	709
CKRN	Rouyn, Que.	707
CKRS	Jonquiere, Que.	705
CKSB	Saint Boniface, Man.	695
CKSF	Cornwall, Ont.	699
CKSM	Shawinigan Falls, Que.	708
CKSO	Sudbury, Ont.	703
CKTB	Ste. Catherine, Ont.	702
CKTR	Trois-Rivieres, Que.	708
CKTS	Sherbrooke, Que.	708
CKVD	Val D'or, Que.	708
CKVL	Montreal, Que.	706
CKVM	Ville-Marie, Que.	709
CKWS	Kingston, Ont.	700
CKWX	Vancouver, B. C.	694
CKX	Brandon, Man.	695
CKXL	Calgary, Alta.	691
CKY	Winnipeg, Man.	695
CKYL	Peace River, Alta.	692
VOAR	St. John's Nfld.	697
VOCM	St. John's Nfld.	697



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**LARGEST CANADIAN
DISTRIBUTORS OF
PACKAGED SHOWS**

ALBERTA

CFAC

CALGARY—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
 Bus-Studio Address.....1000 Greyhound Bldg.
 Phone: 6-1036 Air Time: Full Time
 News ServiceBN, PUB, CP
 Newspaper Affil.....Herald
 Transcription.....Thesaurus, World Associated
 Representative.....All-Canada, Weed
 Membership.....CARTB
 President.....John D. Southam
 Manager.....A. M. Cairns
 Commercial Manager.....D. H. Hartford
 Program Director.....G. A. Brown
 Promotion Manager.....R. J. Tregillus
 Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC

Frequency: 1060 Kc. Power: 10,000 Watts
 Owned-Oper. By.....The Voice of the Prairies, Ltd.
 Bus-Studio Address.....12th Ave. & 6th St., East
 Phone: 2-1161 Air Time: Full Time
 News Service.....BUP, BN (CP)
 Transcription.....SESAC, Lang-Worth, Capitol
 Rep.....Radio-Rep. Ltd., Can. Sta. Rep., Oakes
 Membership.....CARTB, B.B.M
 Pres., Gen. Mgr.....H. G. Love
 Commercial Manager.....L. R. Roskin
 Program Director.....Gordon L. Carter
 Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc. Power: 1000 Watts
 Owned-Oper. By.....CKXL Ltd.
 Address.....210 9th Ave. W.
 Phone: 63026 Air Time: Full Time
 Representative.....H. C. Stovin, Forjoe
 News Service.....BUP, PN
 Membership.....CARTB, BBM
 President.....F. R. Shaw
 V.P., Gen. Mgr.....A. R. Mackenzie
 Gen. Sales Mgr.....Bruce D. Alloway
 B'cast. Mgr.....Peter J. Edwards
 Chief Engineer.....Gordon Morrison

CFCW

CAMROSE—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Camrose Bcstg. Co.
 General Promotion Mgr.....Tom Shandro
 Commercial Manager.....Hal Yerxa
 Prod. Mgr., Program Dir.....Allan Brooks
 Chief Engineer.....Kenneth Anholt

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.....J. Alphonse Ouimet
 Commercial Manager.....W. E. Powell
 Chief Engineer.....W. G. Richardson

CBXA

EDMONTON—1953—CBC

Frequency: 740 Kc. Power: 250 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus-Studio Address.....Macdonald Hotel
 General Manager.....Alphonse Ouimet
 Commercial Mgr.....W. E. Powell
 Program Director.....D. Claringbull
 Engineer.....W. G. Richardson

CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By.....Sunwapta Bcstg. Co., Ltd.
 Business-Studio Address.....109 CPR Bldg.
 Phone: 22101 Air Time: Full Time
 News Service.....BUP, BN
 Transcription Service.....Lang-Worth
 Representative.....R.R., Young; Oakes
 Membership.....CARTB
 Pres., Gen., Sta. Mgr.....G. R. A. Rice
 Commercial Mgr.....A. J. Hoppe
 Program Director.....George A. Duffield
 Publicity Director.....Isobel McDonald
 Chief Engineer.....Frank G. Makepeace

CHED

EDMONTON—1954—CBC

Frequency: 1080 Kc. Power: 1,000 Watts.
 Owned-Oper. By.....CHED, Ltd.
 Address.....107th St. & 100th Ave.
 Phone.....4-2111
 Representative.....Stovin, Forjoe, Canada
 Manager.....Don McKay
 Commercial Mgr.....Don MacLean
 Production Manager.....Jerry Forbes
 Chief Engineer.....Clint Nichols

CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By.....Radio Edmonton, Ltd.
 Business Address.....10012 109th St.
 Phone: 42157 Air Time: Full Time
 Trans. Ser.....SESAC
 News Service.....BUP
 Rep.....Omer Renaud Co., Hunt, McGillvra
 President.....P. Mousseau
 Gen. Sta. Mgr.....Leo Remillard
 Comm. Mgr.....Jean Gautron
 Chief Engineer.....Robert D. Guy

CJCA

EDMONTON—1922—CBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By.....Edmonton Bcstg. Co., Ltd.
 Bus-Studio Address.....452 Birks Bldg.
 Phone: PBX 44131 Air Time: Full Time

News Service.....PN, BUP, CP
 Newspaper Affil.....Journal
 Trans. Serv.....Thesaurus, World
 Representative.....All-Canada, Weed
 Membership.....NARTB
 Station Manager.....Gerry Gaetz
 Asst. Sta. Mgr.....Rolfe Barnes
 Commercial Manager.....Cameron Perry
 Program Director.....Dalt Elton
 Promotion Manager.....Miss Win Sutton
 Chief Engineer.....Frank Hollingsworth

CFGP

GRANDE PRAIRIE—1937—CBC

Freq.: 1050 Kc. Power: 5 Kw. d., 500 W. n.
 Owned By.....Northern Bcstg. Corp., Ltd.
 Address.....9901-99th St.
 Phone: 2311 Air Time: Full Time
 News Service.....BN
 Transcription Service.....World
 Representative.....All-Canada, Weed
 Membership.....CAB, WAB
 President.....J. E. Thomson
 Gen. Mgr.....Harold Carson
 Station Manager.....Arthur J. Balfour
 Commercial Manager.....Jack E. Soars
 Program Director.....Gean Ross
 Pub. Dir.....Bernard Funsten
 Chief Engineer.....Jim de Roaldes

CJOC

LETHBRIDGE—1926—CBC

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By.....Lethbridge Bcstg., Ltd.
 Address.....1015 3rd Ave. S.
 Phone: 3161 Air Time: Full Time
 News Service.....BN, BUP, CP
 Transcription Service.....Assoc., Thesaurus,
 Lang-worth, World
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM, WAB
 Pres. & Gen. Mgr.....H. R. Carson

Station Manager.....N. Botterill
 Prom. Mgr.....Bob Ranson
 Commercial Manager.....J. Budd
 Program Director.....Bob Reagh
 Chief Engineer.....Doug Card

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.....World
 President.....J. H. Yuill
 Gen. Sta. Mgr.....R. J. Buss
 Chief Engineer.....Ian Carson

CKYL

PEACE RIVER—1954

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By.....Peace River Bcstg. Co.
 Address.....Radio Building
 Representative.....Canadian Station Reprs.
 Manager.....W. P. Dunbeck
 Production Mgr.....J. Barron

CKRD

RED DEER—1949—CBC

Freq.: 850 Kc. Power: 1 Kd. d., 1 Kw. n.
 Owned-Oper. By.....Central Alberta Bcstg. Co.
 Business Address.....Foster Block
 Phone: 2083 Air Time: Full Time
 News Service.....BUP
 Representative.....Radio Reprs., Young
 Trans. Ser.....Capital
 Pres., Gen., Sta. Mgr.....Gordon S. Henry
 Comm. Mgr.....Ken F. Wright
 Program Director.....John Barton
 Chief Engineer.....Ken L. Martin

BRITISH COLUMBIA

CHWK

CHILLIWACK—1927—CBC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By.....Fraser Valley Bcstra., Ltd.
 Business-Studio Address.....50 Yale Rd. E.
 Phone: 7511-21 Air Time: Full Time
 Representative.....All-Canada, Weed
 Membership.....CARTB, WAB, BCAB
 President.....C. Casey Wells
 Gen. Mgr., Chief Engr.....Jack Pilling
 Commercial Manager.....W. G. Teetzel
 Production Mgr.....J. M. MacLachlan
 Chief Eng.....Jack Pilling

Business Address.....2nd Ave. & 9th St.
 Phone Number.....216
 News Service.....Broadcast News
 Transcription Service.....Associated
 Representative.....Radio Representatives, Cooke
 Membership.....CARTB
 President.....W. B. Michaud
 General Manager.....Paul Guy
 Production Manager.....Michael Laverne
 Publicity Director.....Ethyl Emes
 Chief Engineer.....Don Everton

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By.....Radio Station CJDC, Ltd.

CFJC

KAMLOOPS—1927—CBC

Frequency: 910 Kc. Power: 1 Kw. d.
 Owned.....Ian G. Clark, Ltd.
 Address.....310 St. Paul St.
 Phone: 1021 Air Time: Full Time
 Newspaper Affil.....Sentinel



News Service BNS
 Trans. Service World
 Sta. Rep. All-Canada, Weed
 Membership CARTB
 Gen., Sta. Mgr. Ian G. Clark
 Comm. Mgr. R. J. Innes
 Program Dir. W. Harwood
 Publicity Dir. Pat Marini
 Chief Engineer Fred Webber

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By Okanagan Bcstrs., Ltd.
 Business-Studio Address Box 1481
 Phone: 3331 Air Time: Full Time
 News Service BN
 Transcription Service World
 Representative All-Canada, Weed
 Membership CARTB
 Pres. J. W. B. Browne
 Gen. Mgr. J. H. Browne
 Station Manager D. Reid
 Promotion Mgr. Freda Woodhouse
 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 Full Time
 News Service BUP
 Transcription Service World, Standard
 Rep. Stephens & Towndrow, Hunt, Cooke
 General Manager C. J. Rudd
 Commercial Mgr. Sheila Hassell
 Program Director Victor Fergie
 Chief Engineer E. Ross MacIntyre

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By News Publishing Co., Ltd.
 Address 266 Baker St.
 Phone: 19 Air Time: Full Time
 Newspaper Affiliation Nelson Daily News
 News Service PN
 Representative Stovin, Young
 Membership CARTB, WARTB, BCARTB, BBM
 President Maj. R. H. Green
 General Manager C. W. Ramsden
 Station Mgr., Chief Engineer A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. Power: 5000 Watts
 Owned By Intl. Bcstng Co., Ltd.
 Business-Studio Address 227 Columbia St.
 Phone: N.W. 3000 Air Time: Full Time
 News Service UP, AP
 Transcription Associated, Standard, Cole
 Representative Forjoe, Nat. Bcstg, Sales
 Membership BAB
 Pres., Gen., Mgr. William Rea, Jr.

Assistant Manager Hugh Wallace
 Prog. Dir. Hal Davis
 Station Mgr. W. Hughes
 Merchandising Dir. M. Cooper
 Sls. Prom. Mgr. S. Buchanan
 Chief Engineer Clare Purvis

CKOK

PENTICTON—1948

Freq.: 800 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Operated By CKOK, Ltd.
 Business-Studio Address 125 Nanaimo Ave.
 Phone Number 2800, 2850
 Transcription Service Standard
 Representative Mulvihill, Cooke
 Membership BCARTB, WAB, CARTB
 Managing Director Maurice P. Finnerty
 Station Manager Roy G. Chapman
 Comm. Mgr. Warren Johnstone
 Program Director Russ Richardson
 Chief Engr. George Cameron

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By CJAV, Ltd.
 Address 735 Third Ave., N.
 Phone: 604 Air Time: Full Time
 News Service PN, Reuters
 Transcription Lang-Worth, Cole, Capitol,
 Standard, World
 Membership CARTB
 President Harold E. Warren
 Managing Dir. Kenneth Hutcheson
 Comm. Mgr. J. Geoffrey Holmes
 Program Dir. Thomas A. Rannie
 Publicity Dir. James A. Halldorsen
 Chief Engineer Ross McIntyre

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station CKPG, Ltd.
 Address 1220 Sixth Ave.
 Phone Number 140
 Representative All-Canada, Weed
 Membership CARTB, BBM
 President Frank H. Elphicke
 General Manager Cecil G. Elphicke
 Commercial Manager Jack Carbutt
 Production Mgr. Chuck Cawdell

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Canadian Broadcasting Corp.
 Address 336 Second Ave., W.
 Representative Stovin
 General Manager (CBC) J. A. Ouimet

CJAT

TRAIL—1931—CBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Kootenay Bcstg. Co., Ltd.

Business-Studio Address.....815 Victoria St.
Phone Number1840
News ServiceAP
Rep......Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Commercial Manager.....Lorne V. McLeod
Program Director.....J. P. Kobluk
Chief Engineer.....John D. Mepburn

CBU

VANCOUVER—1936—CBC

Frequency: 690 Kc.....**Power:** 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone NumberMarine 6121
News Service.....BUP, R, CP
General Manager (CBC).....J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Regional Prog. Dir......Doug Nixon
Press Info......Ron C. Fraser
C. Engineer.....W. G. Richardson

CJOR

VANCOUVER—1926—CBC

Frequency: 600 Kc.....**Power:** 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MARine 6464
News Service.....BUP, UP, CP
Transcription Service.....Thesaurus
Rep......Stovin, Canadian Sta. Reps. Ltd.
Membership.....CAB
Pres., Gen. Mgr......George C. Chandler
Exec. Assistant.....F. W. H. Wellwood
Chief Engineer.....Art Chandler
Commercial Mgr......Don Laws

CKLG

VANCOUVER—1954

Frequency: 1070 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Gibson Bros. Ltd.
Address.....143 E. 11th, North Vancouver
Phone.....York 1101
General Manager.....Robert T. Bowman
Commercial Manager.....John N. Hunt
Chief Engineer.....E. G. T. Payne

CKMO

VANCOUVER—1922

Frequency: 1410 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MARine 1271
Transcription Service.....Associated, SESAC
Representative.....Cooke, Renaud
President.....Mrs. R. J. Sprott
Managing Director.....Mrs. K. M. Willis
Chief Engineer.....D. Rogers

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc.....**Power:** 5000 Watt*
Business-Studio Address.....543 Seymour St.
Phone: TA. 5131.....**Air Time:** Full Time
News Service.....CP, BUP
Transcription Service.....World
Representative.....All-Canada, Weed
Membership.....BAB
President.....Arthur Holstead
Vice-Pres., Gen. Mgr......Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Director.....John Ansell
Sales Promotion Mgr......Tosh MacDonald
Publicity Dir......Ken Hughes
Chief Engineer.....Charles Smlth

CJIB

VERNON—1947—CBC-DOMINION

Frequency: 940 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave. W.
Phone: 3900.....**Air Time:** Full Time
News Service.....PN
Rep......Radio Representatives, Cooke
General Manager.....A. G. Seabrook
Commercial Mgr......Larry Scott
Program Director.....Don Warner
Publicity Dir......Dave Lilwall
Chief Engineer.....Loren Merriman

CJVI

VICTORIA—1941—CBC

Frequency: 900 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Phone: BE. 8221.....**Air Time:** Full Time
News Service.....BN
Transcription Service.....Assd. World
Representative.....Weed, All-Canada
Membership.....CARTB
President.....J. M. Taylor
General Manager.....W. M. Guild
Commercial Manager.....Lee F. Hallberg
Sales Prom. Mgr......Hugh Curtis
Program Director.....V. J. Groves
Chief Engineer.....Joe Sommers

CKDA

VICTORIA—1950—CBC

Frequency: 1280 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Phone: 4-9311.....**Air Time:** Full Time
News Service.....BUP, CP
Transcription Service.....Standard, SESAC
Representative.....Forjoe Radio Reps.
P.es., Gen. Mgr......David M. Armstrong
Commercial Mgr......Gordon M. Reid
Production Mgr......David G. Hill
Publicity Director.....Philip J. Baldwin
Chief Eng......Norman E. Bergquist

MANITOBA

CKX

BRANDON—1928—CBC

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By... Western Manitoba Bcstrs.
Address... 8th St. & Princess Ave.
Phone: 4532 Air Time: Full Time
Transcription Service... Thesaurus, SESAC
Representative... Radio Representatives, Young
News Service... BUP, BN
Membership... WAB, CARTB
Managing Director... J. B. Craig
Commercial Manager... E. D. Holland
Program Director... Eric Davies
Publicity Director... Archie Olson
Chief Engineer... Humphrey Davies

CKDM

DAUPHIN—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned... Dauphin Bcstg. Co., Ltd.
Address... 3rd Ave., N. E.
Phone: 3230, 3270 Air Time: Full Time
News Service... CP
Trans. Service... SESAC
Representative... Radio-Rep., Young
Pres., Gen. Mgr... Mrs. G. Peebles
Asst. & Comm. Mgr... J. M. Henderson
Program Dir... Ted Benoit
Chief Engineer... R. D. Hughes

CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Arctic Radio Corp., Ltd.
Address... 436 Main St.
Phone: 4422 Air Time: Daytime
News Service... BN
Trans. Service... SESAC, Lang-Worth, ASCAP
Representative... Stovin, Young
Membership... CARTB
President... J. Mundie
Station Manager... C. H. Witney
Commercial Manager... T. Ashmore
Program Director... E. Smallwood

CKSB

ST. BONIFACE—1946—CBC

Frequency: 1250 Kc. Power: 1 Kw. d., 1 Kw. n.
Owned... Radio-St. Boniface Ltd.
Address... 607 Langevin St.
Phone: 20-4865 Air Time: Daytime
News Service... BUP
Trans. Service... SESAC
Representative... Renaud, McGillvra, Hunt
President... Celestin Champagne
General Mgr... Roland Couture
Commercial Mgr... Raoul Normandeau
Program Dir... Denis Belair
Chief Engineer... Yves Savignac

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Business Address... 541 Portage Ave.
Phone: 742-541 Air Time: Full Time
Regional Representative... J. R. Finlay
Chrm. of Board... A. Davidson Dunton
General Manager... J. Alphonse Ouimet
Station Manager... J. N. Mogridge
Commercial Mgr... W. E. Powell
Reg. Prog. Director... Dan E. Cameron
Publicity Director... Jack Brickenden
Reg. Chief Engineer... W. G. Richardson

CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Blick Bcstg., Ltd.
Business-Studio Address... Lindsay Bldg.
Phone Number... 926, 374
Transcription Service... World, Thesaurus,
Associated, Standard, Lang-Worth
Membership... CAB
President, General Manager... J. O. Blick
Commercial Manager... A. J. Messner
Sales Prom. Mgr... H. J. Gibson
Production Mgr... George C. Davies
Chief Engineer... R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts
Owned... Transcanada Communications, Ltd.
Bus.-Studio Address... 300 Carlton St.
Phone: 922-266 Air Time: Daytime
News Service... BUP, BN, CP
Transcription Service... Lang-Worth, Standard
Membership... CARTB, BBM
Representative... Weed, All-Canada
President... Clifford Sifton
Gen., Sta. Mgr... William A. Speers
Commercial Manager... B. M. Pirie
Prom., Pub. Mgr... Wm. H. Edge
Program Director... J. M. Hill
Publicity Dir... F. M. Desourdy
Chief Engineer... A. W. Hooper

CKY

WINNIPEG—1950

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By... Station CKY, Ltd.
Business Address... 432 Main St.
Phone: 931, 531 Air Time: Full Time
Transcription... Capital, SESAC, Associated
Representative... Stovin, Cooke
Membership... CAB, WAB
President... Lloyd E. Molfatt
Adv. Sales Mgr... W. E. Collier
Local Sales Mgr... C. F. Hawkins
Sales Prom. Mgr... Harry O. Watts
Program Director... Jack R. Stewart
Chief Engineer... A. Melowanchuck

NEW BRUNSWICK

C K N B

CAMPBELLTON—1939—CBC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Restigouche Bcstg. Co., Ltd.
 Business Address 110 Water St.
 Phone: 3-2009 Air Time: Full Time
 Representative Hardy, Weed
 News Service CP
 Membership CARTB, BBM
 President J. Wesley MacDonald
 General Manager Dr. Charles H. Houde
 Prod. Mgr. Bill Harper
 Station Manager Stan Chapman
 Program Director Bob Richards
 Chief Engineer Phil Paquette

C J E M

EDMUNDSTON—1944—CBC

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Oper. By Edmundston Radio, Ltd.
 Phone: 880 Air Time: Full Time
 Transcription Service SESAC
 News Service BN
 Representative Stovin, Young
 President George Michaud
 Managing Dir. Jack Brilliant
 Station Manager Maurice Lacasse
 Sales Prom. Mgr. Maurice Lacasse
 Comm. Prom. Mgr. Georges Guerrette
 Program Director Paul-Emile Carrier
 Chief Engineer Adrien Garceau

C F N B

FREDERICTON—1923—CBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By James S. Neill & Sons, Ltd.
 Phone: 5501 Air Time: Full Time
 News Service UP, AP
 Transcription Service Thesaurus, Standard
 Representative All-Canada, Weed
 Membership CARTB
 Gen., Sta. Mgr. Dr. Malcolm Neill
 Comm. Prom. Mgr. H. L. McFee
 Program Director J. T. H. Fenety
 Chief Engineer Glenn D. Love

C B A F

MONCTON—1954—CBC

Frequency: 1300 Kc. Power: 5000 Watts
 Address Georges & Archibald Sts.
 Representative Canadian Bcstg. Corp.
 General Manager Alphonse Ouimet
 Commercial Mgr. M. Valiquette
 Regional Director W. S. Briggs
 Press & Info. Service Dir. R. C. Fraser
 Engineer W. G. Richardson

C K C W

MONCTON—1934—CBC

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Oper. By Moncton Bcstg., Ltd.
 Phone: 4-9111, 2, 3, 4 Air Time: Full Time
 News Service BUP, RP, BN
 Transcription Service Lang-Worth

Representative Young, Stovin
 Membership BAB
 Pres., Gen. Mgr. F. A. Lynda
 Commercial Manager T. Tonner
 Program Director W. Fulton
 Publicity Dir. R. B. Reid
 Chief Engineer Arnold Brewster

C K M R

NEW CASTLE—1949—CBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned Miramichi Bcstg. Co., Ltd.
 Phone: 690 Air Time: Full Time
 News Service BUP
 Representative Renaud
 President L. W. Flett
 Gen., Sta., Comm. Mgr. R. J. Wallace
 Prog., Pub. Dir. D. L. Leeman

C B A

SACKVILLE—1939—CBC

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus. Studio Address 100 Sackville St.
 Halifax, N. S.
 Phone Number 3-6188
 News Service BUP, CP, R
 Regional Representative W. E. S. Briggs
 General Manager (CBC) J. Alphonse Ouimet
 Station Manager S. R.
 Program Director H. J. Boyle
 Publicity Director R. C. Fraser
 Chief Engineer G. W. Olive

C F B C

SAINT JOHN—1946—CBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Fundy Bcstg. Co., Ltd.
 Address 68 Carleton St.
 Phone: 2-3301 Air Time: Full Time
 News Service BUP
 Transcription Service Thesaurus
 Representative Weed, Hunt, Nat'l Bcst. Sales
 Membership CARTB
 President A. M. A. McLean
 General Manager Hugh T. Trueman
 Commercial Manager C. F. Bedford
 Program Director Wm. Tonner
 Prom. Mgr., Publ. Dir. R. J. Gallagher
 Chief Engineer H. M. Stout

C H S J

SAINT JOHN—1934—CBC

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By New Brunswick Bcstg. Co.
 Business-Studio Address 14 Church St.
 Phone: 3-3304 Air Time: Full Time
 Newspaper Affil. Journal, Globe
 Transcription Service World, Lang-Worth
 Representative Stovin, Young
 Membership NARTB
 Station Manager George A. Cromwell
 Program Director Cleve G. Stillwell
 Asst. Station Manager Earl McCarron
 Chief Engineer J. G. Bishop

NEWFOUNDLAND

CBY

CORNER BROOK—1942—CBC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Air Time..... Full Time
Representative..... C. V. Hierlihy
Gen. Mgr. (CBC)..... J. Alphonse Ouimet

CBG

GANDER—1949—CBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Address..... P. O. Drawer 32
Phone Number..... 349
News Service..... CP, BUP, Reuters, PN
General Manager..... J. A. Ouimet

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Address..... Munro Bldg.
Phone Number..... 2102
Air Time..... 16½ hrs.
Gen. Mgr. (CBC)..... J. Alphonse Ouimet
Station Manager..... John J. Grace
Press & Info. Ser. Director (CBC)..... Ron C. Fraser

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Address..... St. John's
Air Time..... 16½ hrs.
News Service..... CP, Reuters
Representative..... CBC
General Manager (CBC)..... J. Alphonse Ouimet
Commercial Mgr. (CBC)..... W. E. Powell
Publ. Director (CBC)..... Ron C. Fraser
Chief Engineer (CBC)..... C. W. Olive

CJON

ST. JOHN'S—1951

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By..... Nfld. Bcstg. Co., Ltd.
Address..... Prince of Wales St.
Phone: 7106 Air Time: Full Time
News Service..... AP, CP, BN
Transcription Service..... Lang-Worth, SESAC
Reps..... All-Canada Radio, Weed
Membership..... CABT, BBM
Pres., Gen. Mgr..... Geoffrey W. Stirling
Station Manager..... Don Jamieson
Commercial Manager..... F. Dawe
Sales Prom. Mgr..... Jack Baird
Program Director..... Art Hartnett
Publicity Director..... C. Yuill
Chief Engineer..... Oscar Hierlihy

VOAR

ST. JOHN'S—1929

Frequency: 1230 Kc. Power: 100 Watts d.
Owned-Oper. By..... Nfld. Mission Conf.
Address..... P. O. Box 574
Phone..... 6760
Pres., Gen. Mgr..... Philip Moores

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By... Colonial Bcstg. System
Business Address... Water at McBride's Hill
Phone..... 3148-9
News Service..... CP, PN, BUP
Transcription Service..... Thesaurus, World
Membership..... CARTB, AAB
Representative..... Stovin, Canada, Young
Managing Director..... H. N. Butler
Commercial Manager..... M. Shulman
Program Director..... J. Regan
Chief Engineer..... W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943—CBC

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By... Atlantic Bcstrs., Ltd.
Address..... Box 280
Phone: 580 Air Time: Full Time
Transcription Service..... SESAC
Representative..... Mulvihill, Young
General Manager..... J. Clyde Nunn
Sales Prom. Mgr..... C. M. Tierney
Program Director..... Charles O'Brien
Publicity Dir..... Bruce Rafuse
Chief Engineer..... G. C. MacDougall

CKBW

BRIDEWATER—1947

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By... Acadia Bcstg. Co., Ltd.

Address..... 399 King St.
Representative..... R-R. Cooke
President..... C. J. Morrow
General Manager..... John F. Hirtle
Station Manager..... James A. MacLeod
Comm. Mgr..... J. C. Newell
Sales Prom. Mgr..... Lester L. Rogers
Program Director..... A. Maxwell Ramey
Publicity Director..... R. A. MacLaren
Chief Engineer..... Douglas B. Hirtle

CBH

HALIFAX—1947—CBC

Frequency: 1330 Kc. Power: 250 Watts
Owned-Operated By... Canadian Bcstg. Corp.
Business-Studio Address..... 100 Sackville St.
General Manager..... J. Alphonse Ouimet
Station Manager..... S. R. Kennedy
Press & Info Service Director..... Ron Fraser

CHNS

HALIFAX—1926—CBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.
 Bus.-Studio Address... 10 Tobin St.
 Phone: 3-8318 Air Time: Full Time
 News Service... CP, BUP
 Newspaper Affil. Chronicle-Herald, Mail-Star
 Transcription Service... Thesaurus, Lang-Worth
 Representative... All-Canada, Weed
 Membership... CARTB
 President... Graham W. Dennis
 Gen. Station Manager... Gerald Redmond
 Commercial Manager... Douglas Grant
 Sales Prom. Mgr. John Holden
 Program Manager... John A. Funston
 Chief Engineer... Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By... Chronicle Co., Ltd.
 Bus.-Studio Address... 741 Robie St.
 Phone: 5-5443 Air Time: Full Time
 Transcription Service... World
 Representative... Mulvihill
 Managing Director... B. P. McCurdy
 Station Manager... E. Finlay MacDonald
 Prod. Mgr. Leonard J. Chapple
 Prog. Dir. Al Foster
 Commercial Mgr. C. L. Chambers
 Chief Engineer... A. Reginald MacWilliams

CKEN

KENTVILLE—1944

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Evangeline Bcstg. Co., Ltd.
 Business-Studio Address... Radio Center
 Phone: Kentville 2111 Air Time: Full Time
 News Service... CP
 Transcription Service... World
 Representative... Alexander
 Membership... CARTB, BBM
 President... George Wilson
 General Manager... J. A. C. Lewis
 Commercial Mgr. Mrs. E. J. Macmillan
 Sales Prom. Mgr. B. M. Butler-Gray
 Program Director... W. A. Bishop
 Publicity Director... Graham Galloway
 Chief Engineer... A. M. Bishop

CKEC

NEW GLASGOW

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Hector Bcstg. Co.
 General Manager... James M. Cameron
 Asst. Gen., Comm. Mgr. Howard MacLean
 Promotion Manager... Ross Ingram
 Chief Engineer... Charles Gogen

CBI

SYDNFY—1948—CBC

Freq.: 1140 Kc. Power: 5000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.

Business-Studio Address... 247 Charlotte St.
 Station Manager... F. G. Cooke
 Chief Eng. G. R. Oulton

CJCB

SYDNEY—1929—CBC

Frequency: 1270 Kc. Power: 5000 d.,
 1000 Watts n.
 Owned-Oper. By... Cape Breton Bcstrs., Ltd.
 Business-Studio Address... Radio Bldg.
 Phone Number... 5596-7
 Air Time... Full Time
 News Service... PN
 Transcription Service... Thesaurus, Lang-Worth
 Representative... All-Canada, Weed
 General Manager... J. Marvin Nathanson
 Commercial Manager... R. M. Burchell
 Sales Prom. Mgr. M. C. MacQuarrie
 Program Director... T. C. Robertson
 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: 491 Air Time: Full Time
 News Service... BUP, RP
 Transcription Service... Associated, World
 Representative... Radio Time Sales
 Membership... CARTB, BBM
 President, General Mgr. J. Arthur Manning
 Comm. Mgr. George B. Moore
 Program Director... Lloyd Cavanagh
 Chief Engineer... Sidney Bernasconi

CFAB

WINDSOR—1944

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Evangeline Bcstg. Co., Ltd.
 Address... Radio Centre
 Phone: 2111 Air Time: Full Time
 News Service... CP
 Transcription Service... World
 Representative... Alexander
 Membership... CARTB, BBM
 President... George Wilson
 General Manager... J. A. C. Lewis
 Comm. Mgr. Mrs. E. J. MacMillan
 Promotion Mgr. Bernard Butler-Gray
 Program Director... Willard A. Bishop
 Publicity Director... Graham Galloway
 Chief Engineer... A. M. Bishop

CJLS

YARMOUTH—1934—CBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Gateway Bcstg. Co., Ltd.
 Address... 222 Main St.
 Phone: 500 Air Time: Full Time
 News Service... CP
 Transcription Service... All-Canada
 Representative... All-Canada, Weed
 Pres., Gen., Comm. Mgr., Chf. Eng. D. L. Smith
 Publicity Dir. William Singer

ONTARIO

CKBB BARRIE—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Barrie Bcstg. Co. Ltd.
Address: 26 Dunlop St. W.
Phone: 5585 Air Time: Full Time
News Service: BN
Membership: CARTB, BBM
Representative: Young, Mulvihill
Pres., Gen. Mgr.: Ralph T. Snelgrove
Station Manager: H. J. Snelgrove
Comm. Mgr.: Robert Hunter
Program Director: Robert McLean
Publicity Director: F. L. Fraser
Chief Engr.: Jack Mattenley

CJBQ

BELLEVILLE—1947—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Quinte Bcstg. Co., Ltd.
Address: P. O. Box 399
Phone: 3200 Air Time: Full Time
Transcription Service: World, Thesaurus
Representative: Stovin, Can. Sta. Rep.
Membership: CARTB
President: A. McLean Haig
Station Manager: W. H. Stovin
Commercial Manager: J. H. MacDonald
Program Director: P. R. Flagler
Chief Engineer: J. B. Buchanan

CFJB

BRAMPTON—1953

Frequency: 1090 Kc. Power: 250 Watts
Owned-Oper. By: CFJB, Ltd.
Address: 2 Ellen St.
Phone: 2321
Rep.: Radio & TV Sales, Cooke
President: William Martin
General Manager: Fenwick Job
Commercial Manager: Deryk Upton
Chief Engineer: E. F. Job

CKPC

BRANTFORD—1923—CBC

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Telephone City Bcst., Ltd.
Address: 525 Colborne St.
Phone: 3-2664 Air Time: Full Time
Transcription Service: World
News Service: BUP
Transcription Service: World, Capitol
Representative: J. L. Alexander
Pres., Gen. Mgr.: Mrs. F. M. Buchanan
Station Manager: R. Buchanan
Comm. Manager: Wally Shubat
Sales Prom., Pub. Director: A. J. Kelly
Chief Engineer: J. Featherston

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Eastern Ontario Bcstg. Co., Ltd.

Business-Studio Address: 17 King St. West
Phone: 4628 Air Time: Full Time
News Service: BUP
Trans. Service: Lang-Worth
Representative: Stovin, Young
Membership: BBM
Pres., Gen. Sta., Comm. Mgr.: Jack R. Radford
Asst. Sta. Mgr.: Thomas Statham
Program Director: Jim Chapman
Chief Engineer: Sid Penstone

CFCO

CHATHAM—1926—CBC—
DOMINION

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Operated By: John Beardall
Business Address: P. O. Box 277
Phone Number: 2626
News Service: BUP
Transcription Service: Cole, Lang-Worth
Pres., Gen. Manager: John Beardall
Commercial Director: Peter Kirkey

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
Air Time: 6:45 a.m.-11:45 p.m.
News Service: CBN
Transcription Service: Thesaurus
Representative: Stovin, McGillivra
Membership: CARTB
Station Manager: Fred H. Pemberton
Publicity Director: Alma Larocque
Program Director: Carl Fisher
Chief Engineer: Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc. Power: 1 Kw. d., 1 Kw. n.
Owned By: Radio Station CKFI
Business-Studio Address: 242 Scott St.
Phone: 200 Air Time: Full Time
News Service: BN
Transcription Service: Keystone, Lang-Worth
Rep.: Radio Reps., Cooke, Hunt, Lawson
Pres., Gen. Mgr.: J. G. McLaren
Station Manager: Gordon McBride
Commercial Mgr.: Ted Ashton
Chief Engineer: Dick Endseth

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By: H. F. Dougall Co., Ltd.
Bus.-Studio Address: Radio Hall
Phone: 33477 Air Time: Full Time
News Service: CP, PR
Trans. Ser.: Thesaurus
Rep.: Radio Representatives, Young
Membership: CARTB
Pres., Gen. Mgr.: H. F. Dougall

Sta., Comm. Mgr. George Jeffrey
 Program Director J. P. Friesen
 Publicity Director Jack Masters
 Chief Engineer W. T. Ross

CKGR
 GALT—1954

Frequency: 1110 Kc. Power: 250 Watts
 Owned-Oper. By. Margaret Gourlay Spohn
 Address 3 Amslie St.
 Phone 4318
 Representative Stovin
 President Mrs. Margaret Spohn
 Managing Director Gerald H. Lee
 Advertising Representative Derrick Crossey
 Program Director John Meadows
 Chief Engineer Gerald W. Lee

CJOY
 GUELPH—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By CJOY, Ltd.
 Business Address Bond Bldg.
 Phone: 5500 Air Time: Full Time
 News Service BN
 Transcription Service Associated
 Representative Radio Reps., Cooke
 Membership CARTB
 Pres., Sta. Mgr. Wallace Slatter
 Commercial Mgr. Frederick T. Melcalf
 Program Director Don LeBlanc
 Chief Engineer J. Milligan

CHML

HAMILTON—1927—CBC

Frequency: 900 Kc. Power: 5000 Watts
 Owned-Oper. By. Maple Leaf Bcstg. Co., Ltd.
 Business-Studio Address 848 Main St., E.
 Phone: 9-2411 Air Time: Full Time
 Transcription Service Standard
 Membership CARTB
 President Kenneth D. Soble
 Station Manager Tom Darling
 Commercial Manager W. D. Whitaker
 Sales Prom. Mgr. Stafford Habberfield
 Program Director Agnes M. Anderson
 Chief Engineer Hugh Potter

CKOC

HAMILTON—1922—CBC

Frequency: 1150 Kc. Power: 5000 Watts
 Owned Wentworth Radio Bcstg. Co., Ltd.
 Business-Studio Address 32 John St.
 Phone: 7-4483 Air Time: Full Time
 News Service BUP
 Transcription Service Thesaurus, World
 Representative All-Canada, Weed
 Membership CARTB, BBM
 President H. R. Carson
 General Manager W. T. Cranston
 Commercial Manager J. Lyman Potts
 Promotion Mgr. Donald H. Watson
 Program Director Frank D. Fogwell
 Chief Engineer Leslie Horton

CJRL

KENORA—1938—CBC

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Oper. By. Loyd Moffat
 Address Johnson Block
 Phone Number 6212
 News Service CP, BUP
 Representative Stovin, Cooke
 Membership BBM, WAB, CARTB
 Manager J. Thom
 Sales Prom. Mgr. George Balcaen
 Chief Engineer Bill Jones

CKLC

KINGSTON—1953—CBC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By. St. Lawrence Bcstg. Co.
 Address 99 Brock St.
 Phone 24927
 Representative Stovin, Forjoe
 General Manager T. D. French
 Comm. Manager J. F. French
 Prog. Dir., Prod. Mgr. C. J. Bermingham
 Chief Engineer Barry M. Ogden

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By. Frontenac Bcstg. Co., Ltd.
 Address King St.
 News Service PN
 Trans. Ser. Lang-Worth
 Rep. Natl. Bcst. Sales, Weed
 Membership CARTB
 President Senator W. R. Davies
 Vice-President Roy H. Thomson
 Station Manager Roy W. Hofstetter
 Asst. Mgr. P. D. Scanlan
 Comm. Manager Weldon Wilson
 Program Manager W. Luxton
 Chief Engineer Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 580 Kc. Power: 5000 Watts
 Owned Kirkland Lake Bcstg., Ltd.
 Address Govt. Rd, West
 Phone: 27 Air Time: Full Time
 News Service BN
 Transcription Service Lang-Worth
 Representative Natl. Bcst. Sales, Weed
 Membership CARTB
 President Roy H. Thompson
 General Manager J. M. Davidson
 Station Manager Gord Burnett
 Commercial Manager J. Weatherwax
 Sales Prom. Mgr. Bill Binney
 Program Director Jesse French
 Chief Engineer C. L. Spence

CKCR

KITCHENER—1929—CBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. K-W. Bcstg. Co., Ltd.

Business-Studio Address.....125 King St. W.
Phone: 3-3628 **Air Time:** Full Time
News Service AP
Transcription Service SESAC
Representative.....Renaul, Hunt, Young Reprs.
Membership CARTB
Pres., Gen. Mgr......James C. Mitchell
Comm. Mgr......Jack G. Liddle
Sales Prom. Mgr......Gordon J. Shaw
Prog. Dir......Ken W. Mackinnon
Publicity Dir......James C. Mitchell
Chief Engineer.....Ion Hartman

CFPL

LONDON—1933—CBC

Frequency: 980 Kc..... **Power:** 5000 Watts
Owned-Oper.... London Free Press Printing Co.
Address.....442 Richmond St.
Phone: 2-5201 **Air Time:** Full Time
News Service CP
Transcription Langworth, World
Representative Weed, All-Canada
Membership CARTB, BML, BBM, CCBA
President.....Walter J. Blackburn
Gen. Mgr. Murray T. Brown
Station Mgr......W. Clifford Wingrove
Production Mgr......J. N. Iilman
Comm. Mgr. Douglas C. Trowell
Sales Prom. Mgr. Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS-WELLAND—1947

Frequency: 1600 Kc..... **Power:** 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address...Rainbow Bridge, Niagara Falls—76 Division St., Welland
Phone: EL. 8-7151, 7269... **Air Time:** Full Time
News Service BUP
Transcription Service Thesaurus
Representative Cooke, Alexander
President.....B. Howard Bedford
General Manager.....A. W. Blakely
Commercial Manager John Pritchard
Chief Engineer.....L. H. Rook

CFCH

NORTH BAY—1932—CBC

Frequency: 600 Kc..... **Power:** 1000 Watts
Owned-Oper. By.....Thompson Enterprises
Address...Bank of Nova Scotia Bldg., Toronto
Phone: 2400 **Air Time:** Full Time
Transcription Service...Lang-Worth, Thesaurus
Representative Natl. Bcst. Sales Weed
President Ken Thompson
General Manager.....H. Freeman
Station Manager.....Keith Packer
Commercial Manager.....Bill King
Program Director.....Clarence Houston
Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc..... **Power:** 5000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....R. R. No. 3

Phone: 3246..... **Air Time:** Full Time
Transcription Service World, Cole
Representative Stephens & Towndrow
Membership CAB, BBM
President, General Mgr......Gordon E. Smith
Program Director.....Pete McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB

OSHAWA—1949

Frequency: 1350 Kc..... **Power:** 5 Kw. d.
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone: 3-3415 **Air Time:** Full Time
Representative Alexander, McGillvra
News Service CP
Membership CARTB
Pres., Gen. Mgr......Alfred H. Collins
Comm., Sta. Mgr......Gordon G. Garrison
Program Director Ken Phillips
Publicity Director William Marchand

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
Station Manager.....Charles P. Wright

CFRA

OTTAWA—1947

Frequency: 560 Kc..... **Power:** 5000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Ryan Auditorium
Phone Number 3-6241
Transcription Service...Standard, Lang-Worth, Capitol
Representative...Stephens-Towndrow, Weed
President, General Mgr......Frank Ryan

CKOY

OTTAWA—1949—CBC

Freq.: 1310 Kc..... **Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address 272 Somerset St., W.
Phone: PA. 2-6501 **Air Time:** Full Time
News Service BN, BUP
Transcription Service.....Capitol, Thesaurus, World, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Sales Prom. Mgr......Lew Hill
Chief Engineer.....Ken Puttock

CFOS

OWEN SOUND—1940—CBC

Frequency: 1470 Kc..... **Power:** 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.
Address.....270 9th St. E.

Phone: 1940..... Air Time: Full Time
 News Service BN
 Transcription Service World
 Newspaper Affil. Sun-Times
 Representative Stovin, Young
 President Howard Fleming
 General Manager..... William N. Hawkins
 Commercial Manager..... R. Tomlinson
 Program Director..... E. Smith
 Publicity Director..... L. Phillips
 Chief Engineer..... R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc..... Power: 1000 Watts
 Owned-Oper. By.... Ottawa Valley Bcstg. Co.
 Address 319 Pembroke St.
 Phone: RE. 2-3657 Air Time: Full Time
 News Service BUP
 Transcription Service..... Thesaurus, SESAC
 Representative Stovin, Young
 Pres., Gen. Mgr..... E. G. Archibald
 Program Director..... Gregory Poupore
 Comm., Prom. Manager.... Ramsay F. Garrow
 Chief Engineer..... W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc..... Power: 1000 Watts
 Owned Kawartha Bcstg. Co., Ltd.
 Bus.-Studio Address..... Hunter & Water Sts.
 Phone: 2-0451 Air Time: Full Time
 News Service BN
 News. Affil..... The Examiner
 Transcription Service Lang-Worth
 Representative Natl. Bcst. Sales, Weed
 Membership..... CARTB, CCBA, BMI
 President..... W. R. Davles
 General Manager..... J. Davidson
 Station Manager..... D. R. Lawrie
 Commercial Manager..... D. T. Manning
 Sales Prom. Mgr..... D. Slater
 Program Director..... Wm. Straiton
 Publicity Dir..... D. Clark
 Chief Engineer..... A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Ralph H. Parker
 Address 87 N. Hill St.
 Phone: 4-2404 Air Time: Full Time
 News Service BN
 Transcription Service Standard, SESAC
 Representative.... Broadcast Representatives,
 Alexander, Weed, Hunt
 Membership..... CARTB, BBM, CCBA
 Pres., Sta., Gen. Mgr..... Ralph H. Parker
 Commercial Manager..... R. P. MacGowan
 Program Director..... Ken MacGray

CKTB

STE. CATHARINES—1930—CBC

Frequency: 620 Kc..... Power: 1000 Watts
 Owned..... Niagara District Bcstg. Co., Ltd.

Business-Studio Address..... 12 Yates St.
 Phone: MU. 4-1174 Air Time: Full Time
 News Service PN
 Transcription Service Standard, World
 Representative..... McGillvra, P. Mulvihill
 Membership..... CARTB, BBM, CAB
 President..... W. B. C. Burgoyne
 General Manager..... Mary C. Burgoyne
 Commercial Manager..... V. A. Lococo
 Program Director..... Jack Dawson
 Chief Engineer..... W. H. Allen

CHLO

ST. THOMAS—1943—CBC

Frequency: 680 Kc..... Power: 1000 Watts
 Owner..... Station CHLO, Ltd.
 Address 133 Curtis St.
 Phone: 3696 Air Time: Full Time
 News Service BUP, BN
 Transcription Service..... Lang-Worth, SESAC
 Rep..... Stephens & Towndrow, Young
 Membership..... CARTB, CCBA
 President..... G. C. Nicholls
 Gen., Comm. Mgr..... F. Allen Bestall
 Ass't Mgr., Comm. Mgr..... Peter K. Dickens
 Program Dir..... F. Robert Station
 Publicity Dir..... Glenn Bricklin
 Chief Engineer..... William R. Onn

CHOK

SARNIA—1946—CBC

Freq.: 1070 Kc..... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Sarnia Bcstg. Co., Ltd.
 Address..... 148½ Front St. N.
 Phone: Digby 4-1121 Air Time: Full Time
 News Service BN
 Transcription Service Lang-Worth
 Representative..... Cooke, Mulvihill
 Membership..... CARTB, CCBA
 Pres., Gen. Mgr..... Claude R. Irvine
 Station Manager..... Karl E. Monk
 Commercial Manager.... Arthur H. J. O'Hagan
 Program Director..... Phil Clayton
 Chief Engineer..... Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hyland Radio-TV Ltd.
 Address 119 East St.
 Phone: Algoma 31121..... Air Time: Full Time
 News Service BN
 Representative..... J. L. Alexander, McGillvra
 Membership..... CARTB
 Pres., Gen. Mgr..... J. G. Hyland
 Commercial Manager..... E. Vance
 Program Director..... Babs Corbett
 Chief Engineer..... D. N. Irwin

CJCS

STRATFORD—1927—CBC

DOMINION

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Frank M. Squires
 Address..... 125 Ontario St.

Phone: 1675.....Air Time: Full Time
 News Service.....BUP
 Transcription Service.....World
 Representative.....All Canada, Weed
 Membership.....CARTB
 Sta., Gen. Manager.....Frank M. Squires
 Sta., Comm. Mgr.....S. E. Tapley
 Sls. Prom. Mgr., Pub. Dir.....John E. Phillips
 Program Director.....Alex L. Smith
 Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1900 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
 Business Address.....166 Elm St., W.
 Phone: OS. 5-6416.....Air Time: Full Time
 News Service.....BN
 Trans. Service.....SESAC
 Representative.....Renaud, Hunt, Young
 President, General Mgr.....F. B. Ricard
 Station Commercial Manager.....R. Riel
 Sales Prom. Mgr.....J. Glover
 Program Director.....Wilf Davidson
 Chief Engineer.....Henry Albert

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....CKSO, Radio, Ltd.
 Business-Studio Address.....21 Elgin St., N.
 Phone: OS. 5-7505.....Air Time: Full Time
 Transcription Service.....Thesaurus
 Representative.....All-Canada, Weed
 Membership.....CARTB
 President.....G. M. Miller, Q.C.
 General Manager.....W. J. Woodill
 Station Manager.....K. Dobson
 Program Director.....Basil Scully
 Chief Engineer.....J. McRae

CFCL

TIMMINS—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.
 Owned.....J. Conrad Lavigne
 Address.....175 Third Ave.
 Phone: 576, 7.....Air Time: Daytime
 News Service.....BUP
 Trans. Service.....SESAC
 Representative.....Renaud
 Membership.....NARTB
 President.....J. Conrad Lavigne
 Sta., Sales Prom. Mgr.....Rene Barrette
 Commercial Mgr.....Laurent Smith
 Program Dir.....Jean De Villiers
 Chief Engineer.....Roch Demers

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Timmins Bcstg. Ltd.
 Bus.-Studio Address.....P. O. Box 560
 Phone: 1-500.....Air Time: Full Time
 News Service.....BN
 News, Affil.....Daily Press

Transcription Service.....Lang-Worth
 Representative.....Natl. Bcst. Sales, Weed
 Membership.....CARTB
 President.....R. H. Thomson
 General Manager.....J. M. Davidson
 Station Manager.....J. W. Pollie
 Commercial Manager.....Wally Rewegan
 Sales Prom. Mgr.....Gerry Hall
 Program Director.....Bill Nadeau
 Publicity Director.....Gino Cicc
 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.
 News Service.....BUP, Reuters, CP
 Transcription Service.....Lang-Worth
 Representative.....CBC
 General Manager (CBC)...J. Alphonse Ouimet
 Commercial Manager (CBC)...W. E. Powell
 Program Director.....H. J. Boyle

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.
 Address.....37 Bloor St. W.
 Phone: WA. 4-5711.....Air Time: Full Time
 Transcription Service.....Thesaurus, World
 Representative.....Young, All-Canada
 President.....Harry Sedgwick
 Station Manager.....Lloyd Moore
 Commercial Manager.....Waldo Holden
 Program Director.....Wes McKnight
 Sales Prom. Dir.....Ken Marsden
 Chief Engineer.....Clive Eastwood

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....York Bcstrs., Ltd.
 Address.....250 Adelaide St. W.
 News Service.....UP
 Transcription Service.....Associated Capitol
 Representative.....McGillvra, Nadeau
 Membership.....CARTB
 President.....Allan F. Waters
 Sales Mgr.....Geo. Taylor
 Program Director.....Leigh Lee
 Chief Engineer.....George Jones

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.....Walnut 3-5481
 Air Time.....17 hrs.
 News Service.....BUP, Reuters, PN
 General Manager (CBC)...J. Alphonse Ouimet
 Program Director.....H. J. Boyle
 Commercial Manager (CBC)...W. E. Powell
 Chief Engineer (CBC)...G. W. Richardson

CKEY

TORONTO—1944

Frequency: 580 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned By: Toronto Bcstg. Co., Ltd.
 Bus-Studio Address: 444 University Ave.
 Phone: EM 8-3881 Air Time: Full Time
 News Service: CP, BUP, AP
 Transcription Service: World, Lang-Worth,
 Standard, Associated, Capitol, Thesaurus
 Representative: Natl. Bcst. Sales, Cooke
 President: Jack K. Cooke
 Gen., Sta. Manager: Hal Cooke
 Commercial Manager: Jack Turrall
 Program Director: Don Inasley
 Publicity Director: Barry Penhale
 Chief Engineer: Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc. Power: 250 Watts
 Owned: Foster Hewitt Bcstg., Ltd.
 Address: 1 Grenvills St.
 Phone: Walnut 3-0921 Air Time: Full Time
 News Service: BUP, UP
 Transcription Service: Associated, SESAC
 Representative: Stephens & Towndrow, Weed
 Membership: CARTB
 President: Foster Hewitt
 Station Manager: Howard C. Caine
 Commercial Mgr.: Keith Davey
 Program Director: D. Robert Pugh
 Publicity Director: Frank Somerville
 Chief Engineer: Gerald Wilson

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc. Power: 10,000 Watts d.
 Owned-Oper. By: Canadian Bcstg. Corp.
 Address: Security Bldg.
 News Service: CP, BUP, R.

General Mgr. (CBC): J. Alphonse Ouimet
 Station Manager: M. L. Poole
 Promotion Manager: Ron C. Fraser
 Commercial Manager (CBC): W. E. Powell
 Chief Engineer (CBC): G. W. Olive

CKLW

WINDSOR—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—CBC

Frequency: 920 Kc. Power: 1000 Watts
 Owned: CKNX, Ltd.
 Address: Josephine St.
 Phone: 158 Air Time: Full Time
 News Service: BUP
 Transcription Service: Thesaurus
 Representative: Alexander, Young
 Membership: CARTB
 President, General Mgr.: W. T. Cruickshank
 Sta., Comm. Manager: J. J. Cruickshank
 Promotion Manager: V. Dittmer
 Publicity Director: Clint Godwin
 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: Lennox 7-3414 Air Time: Full Time
 News Service: BUP
 Transcription Service: Langworth
 Representative: Hunt, Renaud
 Membership: CAB
 President, Gen.-Station Mgr.: Monty J. Werry
 Comm., Sales Prom. Mgr.: Rex Brooks
 Program Director: William Holmes

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924—CBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: Island Radio Bcstg. Co.
 Business-Studio Address: 85 Kent St.
 Phone: 7347 Air Time: Full Time
 News Service: PN
 Transcription Service: Thesaurus
 Representative: All-Canada, Weed
 Membership: CARTB
 President: Lt. Col. K. S. Rogers
 Station Manager: R. F. Large
 Promotion Manager: M. E. Large
 Prog. Traffic Mgr.: W. A. McMillan
 Technical Supervisor: A. L. Finley

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Gulf Bcstg. Co., Ltd.
 Business-Studio Address: 218 Water St.
 Phone: 2201-2 Air Time: Full Time
 Representative: Radio Reps.
 Transcription Service: World
 Membership: CARTB
 President: J. K. Curran
 General Manager: R. C. Schurman
 Sales, Prom. Mgr.: A. A. Nicholson
 Program Director: L. Huestis
 Chief Engineer: H. Huestis

QUEBEC

CFGT

ALMA—1953—CBC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By... Radio Lac. St. Jean, Ltee.
Address... 112 St. Joseph St.
Representative... Renaud
General Manager... Lionel Morin
Program Director... Jean Jacques Fortin

CHAD

AMOS—1942—CBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Northern Radio Inc.
Business Address... 70 Gamble St. W., Rouyn
Phone: 1400. Air Time: Daytime
News Service... BUP
Pres., Gen. Mgr... David A. Gourd
Chief Eng., Asst. Mgr... Jean Senecal

CBJ

CHICOUTIMI—1333—CBC

Frequency: 1580 Kc. Power: 10,000 Watts
Owned-Oper. By... Canadian Bcstg. Corp.
News Service... CP, BUP, R, PN
Representative... V. Fortin
President... A. D. Dunton
General Manager... J. A. Ouimet
Station Manager... V. Fortin
Commercial Mgr... M. Valiquette
Program Director... Aurele Seguin
Publicity Director... Robert Elie
Chief Engineer... J. Roberts

CJMT

CHICOUTIMI—1953—CBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Radio Chicoutimi Enrg.
Address... Tremblay Bldg., 365 Racine St.
Representatives... Renaud, Davis
Station Manager... Jean Bender

CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Granby Bcstg. Co., Ltd.
Address... Hains Bldg., 13 Centre
Phone Number... 6611
News Service... BUP
Representative... Radio & TV Sales
Membership... CARTB
President... R. Chaput
Gen., Sta. Mgr... G. LaLiberte
Sales Manager... F. Normandin
Program Director... R. M. Dube
Publicity Director... Bernard Papineau

CKCH

HULL—1933—CBC

Frequency: 970 Kc. Power: 1000 Watts
Owned... Syndicats d'Oeuvres Sociales Ltée

Business Studio Address... 121 Notre-Dame St.
Phone Number... Pr 7-2771
Air Time... Unlimited
News Service... BUP
News, Affil... Le Droit
Transcription... SESAC
Representative... Renaud, McGillvra
President... L. J. Billy
General Mgr... A. Gratton
Station Manager... J. P. Lemire
Sales Promotion Manager... Henry Allard
Publicity Director... Y. Dufour
Chief Engineer... J. L. Champagne

CKRS

JONQUIERE—1947

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By... Radio Saguenay, Ltd.
Address... 735 St. Hubert St.
News Service... BUP
Representative... Trans-Quebec, Hardy, Young
Station Manager... Tom Burham
Chief Engineer... Gerard Lemieux

CKLS

LA SARRÉ—1950

Frequency: 1240 Kc. Power: 250 Watts
Owner... Radio La Sarre, Inc.
Operated By... Northern Radio-Radio Nord, Inc.
Representative... Renaud, Weed
Pres., Gen. Mgr... David Armand Gourd

CKBL

MATANE—1948

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By... La Campagne de Radio
Address... 144 Ave. St. Jerome
Phone: 355. Air Time: Full Time
Transcription Service... Associated
Rep... Hardy, Canadian Station Reprs.
Membership... CAB
Pres., Gen., Sta. Mgr... Rene Lapointe
Sales Manager... Octave Lapointe
Pub. Dir., Prom. Mgr... Jean Daigle
Pgm., Prod. Dir... Marcel Houle
Chief Engineer... Yvan Fortier

CKBM

MONTMAGNY—1954—CBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Radio Alleghans, Inc.
Address... 8 Rue St. Thomas
Representatives... Radio & TV Sales, Hardy
General Manager... Roger Boulanger
Station Manager... Andre Mercier

CBF

MONTREAL—1937—CBC-ABC-MBS
NBC

Frequency: 690 Kc. Power: 50,000 Watts
Owned-Oper. By... Canadian Bcstg. Corp.

Address..... P. O. Box 6000
 Phone: UN 6-2571..... Air Time: Full Time
 News Service..... BUP, CP, AP, AFP
 President..... A. D. Dunton
 General Mgr..... J. A. Ouimet
 Station Mgr..... Jean Saint-Georges
 Commercial Mgr..... Maurice Valiquette
 Program Dir..... Roger Rolland
 Publicity Dir..... Robert Elie
 Operations Mgr..... Jos. Marcotte

CBM

MONTREAL—1933—CBC

Frequency: 940 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Canadian Bcstg. Corp.
 Bus. Studio Address..... 1425 Dorchester St.
 Phone Number..... University 62571
 News Service..... CP, BUP, AFP
 Representative..... McGill
 President..... A. D. Dunton
 Gen. Mgr. (CBC)..... J. Alphonse Ouimet
 Commercial Mgr. (CBC)..... M. Valiquette
 Press & Info. Supr. (CBC)..... R. Elie
 Operations Mgr. (CBC)..... Jos. Marcotte

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Canadian Marconi Co.
 Bus. Studio Address. 4824 Cote des Neiges Rd.
 Phone: RE 1-1101..... Air Time: Full Time
 News Service..... BUP
 Transcription Service..... Associated
 Representative..... Weed, All-Canada
 Membership..... CARTB, BBM
 Bcstg. Manager..... J. Allan Hammond
 Asst. Manager..... R. E. Misener
 Commercial Manager..... T. J. Quigley
 Promotion Mgr..... Arthur Weinthal
 Program Director..... Michael Wood
 Chief Engineer..... J. Creighton Douglas

CHLP

MONTREAL—1933

Frequency: 1410 Kc..... Power: 1000 Watts
 Owned-Oper.. "La Patrie" Publishing Co. Ltd.
 Address..... Sun Life Bldg.
 Phone: University 6-6611..... Air Time: Full Time
 News Service..... BUP, CP
 Transcription Service..... Associated
 Rep..... Renaud, McGillvra
 Pres., Gen. Mgr..... Sen. P. R. DuTremblay
 Sales. Sta., Comm. Mgr..... Flavius M. Daniel
 Prog. Director..... Fernard E. Bergevin
 Chief Engr..... Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc..... Power: 10 Kw. d. n.
 Owned-Operated By..... CJAD, Ltd.
 Business-Studio Address..... 1191 Mountain St.
 Phone: University 6-6821..... Air Time: Full Time
 News Service..... BUP, CP
 Transcription Service..... Lang-Worth,
 World, Associated, Thesaurus, Capitol

Representative..... Young, Radio Time Sales
 Membership..... CARTB, BAB
 Pres., Gen. Mgr..... J. Art Dupont
 Station Manager..... James A. Tapp
 Comm., Prom. Manager..... R. L. Laurion
 Program Director..... H. T. McCurdy
 Trans. Engineer..... Aurele Boisvert

CJMS

MONTREAL—1954

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Oper. By..... La Bonne Chanson, Inc.
 Address..... Windsor Hotel
 Phone..... UNiversity 1-3456
 Rep..... Radio Time Sales, Forjoe

CKAC

CONTREAL—1921—CBC

Freq.: 730 Kc..... Power: 10 Kw. n., 5 Kw. d.
 Owned-Oper. By..... La Cie De Publication
 Phone Number..... UNiversity 6-7301
 Studio Address..... 980 St. Catherine St., W.
 Air Time..... 19 hrs.
 News Service..... BUP, PN, CP, FP
 Transcription Service..... Associated, Lang-Worth
 Representative..... Young, Renaud
 Pres., Gen. Mgr., Hon. Sen. P. R. Du Tremblay
 General Manager..... Phil Lalonde
 Program Director..... Ferdinand Bionde
 Chief Engineer..... Leonard Spencer

CKVL

MONTREAL—1946

Frequency: 850 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... CKVL, Ltd.
 Address..... 211 Gordon Ave.
 Phone..... Pontiac 6-2311
 Rep..... Canada Radio & TV Sls., Inc., Cooke
 President..... Jack Tietolman
 Station Manager..... Corey Thomson
 Commercial Manager..... Judah Tietolman
 Chief Engineer..... Maurice Rousseau

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Gaspesia Radio Bcstg. Co.
 Phone: 63..... Air Time: Full Time
 Representative..... Hardy, Young
 News Service..... BN
 Membership..... CARTB
 President..... Dr. Charles A. Dumont
 General Mgr..... Dr. Charles Houde
 Sta., Comm. Manager..... Viateur Bernard
 Program Dir..... Raoul St-Julien
 Chief Engineer..... Gordon S. Coleman

CBV

QUEBEC CITY—ABC-CBS-CBC

Frequency: 980 Kc..... Power: 1 Kw. d.
 Owned..... Canadian Bcstg. Corp.
 Address..... Palais Montcalm, St. John St.
 Phone: 5-8155..... Air Time: Full Time

President..... A. D. Dunton
 General Manager..... J. Alphonse Ouimet
 Station Mgr..... Roger Daveluy
 Commercial Mgr..... Maurice Valiquette
 Publicity Dir..... Robert Klie
 Chief Engineer..... Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc..... Power: 5000 Watts
 Owned-Operated By..... CHRC, Limitée
 Business-Studio Address..... 39 St. John St.
 Phone: 2-8177..... Air Time: Full Time
 News Service..... UP, BN
 Transcription Service..... Standard
 Representative..... Young, Hardy
 Membership..... NARTB, BBM
 President..... Herve Baribeau
 General Manager..... Henri Lepage
 Commercial Manager..... Aurele Pelletier
 Program Director..... Mr. Magella Alain
 Chief Engineer..... Arsene Nadeau

CJQC

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... The Goodwill Bcstrs. of
 Quebec, Inc.
 Address..... 405 Hamel Blvd.
 Phone Number..... MU 3-4931
 Transcription Service..... SESAC, Lang-Worth
 Representative..... Radio Time Sales, Young
 President..... G. Howard Wert
 Vice President..... Peter Nesbitt Thomson

CKCV

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc..... Power: 1000 Watts
 Owned-Operated By..... CKCV, Ltd.
 Business-Studio Address..... 142 St. John St.
 Phone: 2-1585..... Air Time: Full Time
 News Service..... BN
 Transcription Service..... World
 Representative..... Renaud, Weed
 Membership..... CARTB
 President..... Gaston Pratte
 Gen., Sta., Comm. Mgr..... Paul Lepage
 Sales Prom. Mgr..... J. G. Bernier
 Prog., Prod. Dir..... Marcel Leboeuf
 Chief Engineer..... Lucien Gobeil

CJBR

RIMOUSKI—1937—CBC

Frequency: 900 Kc..... Power: 5000 Watts
 Owned..... Cen. Pub. Service Corp., Ltd.
 News Service..... PN
 Transcription Service..... SESAC
 Membership..... CARTB
 Representative..... Stovin, Young
 President..... Hon. J. A. Brillant
 Station Manager..... André Lecomte
 Commercial Manager..... Rosario Levesque
 Sales Prom. Mgr..... Yuan Leclerc
 Program Director..... Francois Raymond
 Publicity Dir..... S. Burgess
 Chief Engineer..... Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio-Temisouata Ltee
 Address..... 322 rue Lafontaine
 Phone: 2727..... Air Time: Full Time
 Transmitter Location..... La Pointe
 News Service..... BUP
 Newspaper Affiliation..... Le St. Laurent
 Representative..... Renaud
 Pres., Gen. Mgr..... Armand Bette
 Sta. Mgr., Pub. Dir..... Henri Bourdeau
 Commercial Manager..... Yves Marchand
 Sales Prom. Mgr..... Luc Simard
 Program Director..... Raoul Savard
 Chief Engineer..... Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Operated By..... Radio Roberval Inc.
 Address..... Hotel Maison Blanche
 News Service..... UP
 Representative..... Renaud
 Membership..... CAB
 President..... Georges Gagnon
 Station Mgr..... J. Wilfrid Mondoux

CKRN

ROUYN—1937—CBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Northern Radio Nord, Inc.
 Address..... P. O. Box 70
 Phone: 1400..... Air Time: Daytime
 Representative..... Renaud, Weed
 Pres., Gen. Mgr..... David A. Gourd
 Chief Engineer..... Jean Senecal

CHGB

STE. ANNE DE LA POC—1938—CBC

Frequency: 1350 Kc..... Power: 1 Kw. d.
 Owned..... G. Thomas Desjardins
 Phone: 101, 20..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... Renaud, McGillvra
 Membership..... CAB, BBM
 General Mgr..... G. Thomas Desjardins
 Station Mgr..... P. E. Hudon
 Commercial Mgr..... L. G. Chamard
 Sales Prom. Mgr..... A. Freve
 Program Dir..... R. Gagne
 Publicity Dir..... R. Plante
 Chief Engineer..... G. T. Desjardins

CKRB

ST. GEORGE DE BEAUCE—1953
 CBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio-Beauce, Inc.
 Representative..... Renaud
 General Manager..... George Roberge

CKSM

SHAWINIGAN FALLS—1950—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: Hardy
Membership: CARTB
General Manager: Allen Rogerson
Program Director: Gaston Tessier
Chief Engineer: Ernest Brunelle

CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc. Power: 1000 Watts
Owned-Oper. By: La Tribune Ltee.
Business-Studio Address: 221 Dufferin St.
Phone: 9-2525 Air Time: Full Time
Trans. Ser.: Thesaurus, SESAC, Lang-Worth
News Service: PN
Representative: Hardy, Young
President: Sen. Jacob Nicol
General Manager: A. Gauthier
Station Manager: Jean Louis Gauthier
Program Director: Rene Caron
Chief Engineer: Romeo Paquette

CKTS

SHERBROOKE—1946—CBC

Frequency: 1240 Kc. Power: 200 Watts
Owned-Oper.: Telegram Printing & Pub. Co.
Business-Studio Address: 221 Dufferin St.
Phone: 9-2525 Air Time: Full Time
Trans. Ser.: Thesaurus, SESAC, Lang-Worth
Membership: BAB, NRB
Representative: Hardy, Young
President: Hon. C. B. Howard
General Manager: A. Gauthier
Commercial Mgr.: J. L. Gauthier
Sales Prom. Mgr.: Ward Buzzell
Program Dir.: G. Breen
Chief Engineer: R. Paquette

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Richelieu, Ltee
Business Studio Address: 70 du Roi St.
Phone: 3318 Air Time: Full Time
News Service: BUP
Representative: J. A. Hardy Co. Ltd.
Pres., Elec. Engr.: J. Arthur Villeneuve

General Manager: Henri Olivier
Station Manager: Maurice Boulianne
Sales Prom. Mgr.: Maurice Berube
Program Director: Claude Rochon
Chief Engineer: Joseph Cardin

CKLD

THETFORD MINES—1950—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Thetford Ltee.
Address: Boulevard Labbe
Representative: Hardy
Station Manager: Henri Lagueux
Prog. Dir., Chief Eng.: Gaston Bilocq

CHLN

THREE RIVERS—1937

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Trois-Rivieres, Inc.
Bus.-Studio Address: 522 Bonaventure St.
Phone Number: 4-3556
Air Time: 6:50 a.m.-M.
News Service: PN
Transcription Service: SESAC
Representative: Renaud, Young
Owner: Honoré Dansereau
Station Manager: Léon Trépanier
Commercial Manager: Maurice Dansereau
Program Director: Antoine Desroches
Chief Engineer: Oric Lefebvre

CKTR

TROIS-RIVIERES—1954

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By: J. Fernand Rufiangé
Address: 543 Gervais St.
Phone: 5-4855
Representatives: Cooke
President: J. Fernand Rufiangé
Manager: Lucien Saint Amand
Commercial Manager: Charles Couture
Chief Engineer: Herve Lapointe

CKVD

VAL D'OR—1937—CBC

Frequency: 1230 Kc. Power: 250 Watts
Owned: Northern Radio-Radio Nord, Inc.
Address: P. O. Box 70
Phone: 1400 Air Time: Daytime
News Service: BUP
Representative: Renaud, Weed
Pres., Gen. Mgr.: David A. Gourd
Chief Engineer: Jean Senecal

CFDA

VICTORIAVILLE—1951

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. ByCFDA-Ltd.
 Address150-A Notre-Dame East
 Phone3545
 Representative.....Radio & TV Sales
 President.....Dr. C. A. Gilbert
 General Manager.....Roger Gilbert
 Chief Engineer.....Pierre Brisson

CKVM

VILLE-MARIE—1950—CBC

Frequency: 710 Kc.....Power: 1000 Watts
 Owned-Oper. By...Radio-Temisaminque, Inc.
 AddressSte. Anne St.
 RepresentativeCanadian Station, Hardy
 Station Mgr.....Louis Bilodeau

SASKATCHEWAN

CFRG

GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Radio Gravelbourg, Ltd.
 Phone155
 News ServiceBUP
 RepresentativeRenaud
 President.....Dr. R. Morin
 Gen., Sta., Comm. Mgr.....Dumont LePage
 Sales Prom. Mgr.....Joseph E. DeGagne
 Chief Engineer.....Marc Riou

AddressCentral Ave.
 Phone: 2621.....Air Time: Full Time
 News ServiceBN
 Transcription ServiceTheaurus
 RepresentativeAll-Canada, Weed
 General Manager.....E. A. Rawlinson
 Commercial Manager.....Gerald Prest
 Sales Prom. Mgr.....J. J. Cannon
 Chief Engineer.....Tom Van Nes

CHAB

MOOSE JAW—1922—CBC

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated By.....CHAB, Ltd.
 Bus-Studio Address.....127 Main N.
 Phone: 6464.....Air Time: Full Time
 News ServiceBUP
 RepresentativeStovin, Weed
 MembershipCARTB
 President.....W. L. Davis
 General Manager.....J. S. Boyling
 Commercial Manager.....N. Skingle
 Prom. Dir.....Martha Fidlep
 Program Director.....R. D. Giles
 Chief Engineer.....M. Pickford

CKCK

REGINA—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Trans Canada
 Communications Ltd.
 Phone: 8525.....Air Time: Full Time
 News ServiceBUP, BN
 Transcription ServiceWorld
 RepresentativeWeed, All-Canadian
 MembershipCARTB, WARTB
 RepresentativeAll-Canada, Weed
 PresidentClifford Sifton
 General Manager.....Harold A. Crittenden
 Station Mgr.....Don Dawson
 Commercial Manager.....Roy Malone
 Sls. Prom. Mgr.....Allan Edwardson
 Program Dir.....Jim Grisenthwaite
 Chief Engineer.....E. A. Strong

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Oper. By..Northwestern Bcstg. Co., Ltd.
 AddressBox 484
 Phone: 2477-8.....Air Time: Full Time
 News ServiceBUP
 Transcription ServiceAssociated
 RepresentativeStovin
 MembershipCARTB
 Gen., Sta. Mgr.....Harry Dekker
 Comm., Sales Prom. Mgr.....Bob Barr
 Program Dir.....George Garrett
 Publicity Dir.....Mrs. Chris. Dekker
 Chief Engineer.....Al Ruddell

CKRM

REGINA—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By...Western Communications
 Business-Studio Address.....2060 Halifax St.
 Phone Number3-5661
 Air TimeUnlimited
 MembershipCARTB, BBM
 Representative.....Radio Reps., Young
 MembershipCAB, BBM
 President.....Dr. E. A. McCusker
 Station Manager.....D. J. Oaks
 Commercial Manager.....H. C. Dame
 Sales Prom. Mgr.....W. A. Smith
 Program Director.....B. R. Hill
 Chief Engineer.....William MacDonald

CKBI

PRINCE ALBERT—1932—CBC

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Central Bcstg. Co., Ltd.

CFNS

SASKATOON—1952—CBC

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Oper. By... Radio-Prairies-Nord, Ltd.
 Address... 1902 Broadway
 Phone... 93015
 President... Father J. A. Beaulac
 Gen., Comm. Mgr... Theodore Prefontaine
 Program Director... F. Ippersiel
 Chief Engineer... J. Lacroix

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: 26611 Air Time: Full Time
 Representative... Radio Reps., Young, Oakes
 Trans. Ser... Standard, Langworth, World, Cole
 News Service... BN, BUP
 President... A. A. Murphy
 Station Manager... Vernon Dallin
 Asst. Manager... Blair Nelson
 Program Director... Roy Currie
 Publicity Dir... Margaret Morrison
 Chief Engineer... Lyn Hoskins

CKOM

SASKATOON—1951

Frequency 1420 Kc. Power: 5000 Watts
 Owned... Saskatoon Community Bcstg. Co., Ltd.
 Address... Empire Hotel
 Phone: 2-1271 Air Time: Full Time

Transcription Service... Thesaurus, Capitol
 Representative... Stovin, Weed
 Membership... CARTB
 News Service... Broadcast News, CP
 Pres., Gen. Mgr... R. A. Hosie
 Commercial Mgr... G. D. Tunnicliffe
 Program Director... G. E. Walburn
 Publicity Dir... O. Worden
 Chief Engineer... William Forst

CBK

WATROUS—1939—CBC

Frequency: 540 Kc. Power: 50,000 Watts
 Owned-Oper. By... Canadian Bcstg. Corp.
 Address... 1840 McIntyre St.
 Phone... 36641
 General Manager... A. Ouirmet
 Commercial Mgr... W. E. Powell

CJGX

YORKTON—1927—CBC

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By... Yorkton Bcstg. Co., Ltd.
 Address... Smith-MacKay Bldg.
 Phone: 2258-9 Air Time: Full Time
 News Service... CP
 Transcription Service... Lang-Worth
 Representative... Stovin, Can. Sta. Rep.
 Membership... CARTB
 President... Dawson Richardson
 Gen., Sta. Mgr... J. M. Shortreed
 Program Dir... J. C. Goodman
 Commercial Mgr... Geo. Gallagher
 Chief Engineer... M. McRae

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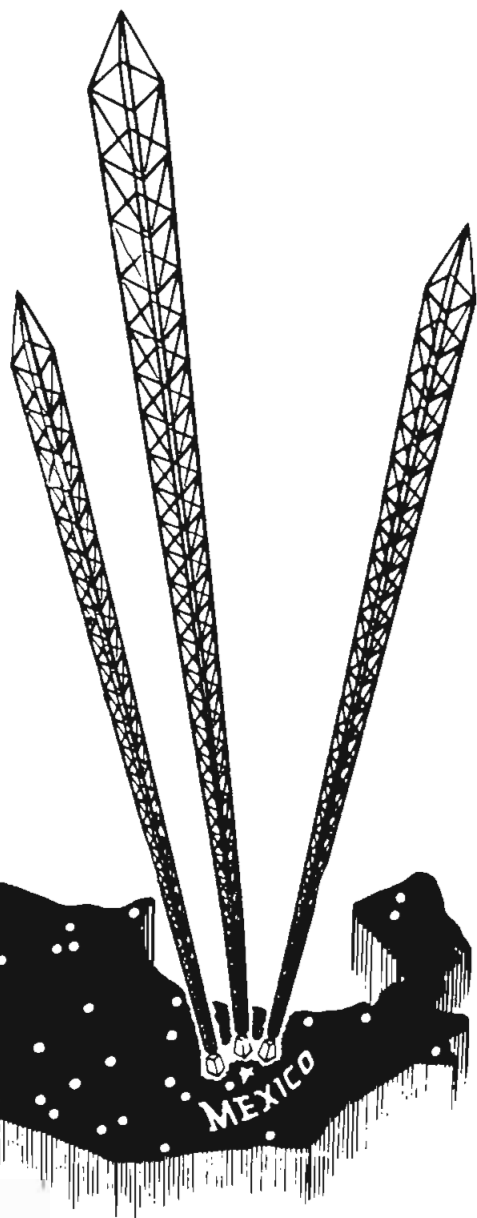
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STATIONS OF MEXICO

□ □ □

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEYI	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver.	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanova Brito
Cananea, Son.	XEFQ	930	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah.	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam.	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax.	XECA	1480	
Ciudad, Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Colima, Col.	XERL	1230	J. Roberto Levy
Colima	XEUT	1260	
Cordoba, Ver.	XEAG	1230	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEEL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Duiango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalez Mata.
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Francisco E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Poffas
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huachinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC		
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisores de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Ouers de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XPCR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascareñas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Nuevo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1340	
Nueva Rosita, Coah.	XERN	1430	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Suers de Francisco Campos H.
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres
Poza Rica, Ver.	XEFO	1480	
Progreso, Yuc.	XEGO	620	
Progreso, Yuc.	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriguez Familiar
Queretaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEQQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Hermínio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tuxpan, Ver.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S A
Villahermosa, Tab.	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Aufran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	690	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jimenez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progreso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A.
Havana	CMBF	950	Radio Universal S.A.
Camaguey	CMJL	920	Circuito CMQ S.A.
Pinar Del Rio	CMAQ	920	Circuito CMQ S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	760	La Voz del Aire
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matauzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filigueras Cabalcero
Palma Soriano	CMKZ	1430	Maria Dominguez Doussieu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHQ	640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synehronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHM	970	Cadena Oriental de Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHM	1130	Cadena Oriental de Radio S.A.
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

STATIONS OF HAITI

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<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

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<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Ciudad Trujillo	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joaquin C. Pellicer

STATIONS OF BAHAMAS & JAMAICA

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<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	880	Jamaica Bcstg. Co.
Montego Bay		1180	

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 and General Manager	Rafael Cutberto Navarro
Commercial Manager	José Horacio Septién
General Auditor	Eduardo Martínez Celis
Control Manager	Jesús Amor D.
Sales Promotion Manager	Carlos González Flores
Accounting	Raquel Burgos Romero

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
Vice President	Antonio Eufracio Ontiveros
Vice President	H. Nino M.
Publicity Manager	H. Rios D.

Radio Cadena Nacional, S.A.

Member Stations

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Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Agascalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son.	XEAQ	1490
Apatzingan, Mich.	XECJ	1340
Celaya, Gto.	XEY	1360
Cd. Acuna, Coah.	XERF	1570
Cd. Carmargo, Chih.	XEHA	580
Cd. Cuauhtemoc, Chih.	XEER	990
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEWG	1490
Cd. Juarez, Chih.	XEF	1420
Cd. Juarez, Chih.	XEFV	1240
Cd. Mante, Tamps.	XECM	1450
Cd. Miguel Aleman, Tamps.	XEHL	1470
Cd. Obregon, Son.	XEAP	1290
Coatepec, Ver.	XERE	1160
Coatzacoalcos, Ver.	XEGB	840
Cordoba, Ver.	XEDZ	580
Cuernavaca, Mor.	XEJC	980
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEBW	1280
Chihuahua, Chih.	XEM	1390
Delicias, Chih.	XEJK	1340
Durango, Dgo.	XEDU	860
Durango, Dgo.	XEND	1400
Empalme, Son.	XEBQ	1240
Ensenada, B. C.	XESS	1450
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XESP	1400
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEJE	1310
Guadalajara, Jal.	XEAD	1150
Hermosillo, Son.	XEDL	1250
Hermosillo, Son.	XEDM	1580
Iguala, Gro.	XEKF	1360
Irapuato, Gto.	XEBO	1330
Jalapa, Ver.	XEJW	1270
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Magdalena, Son.	XEDJ	1450
Manzanillo, Col.	XECS	1400
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Matehuala, S.L.P.	XEFF	1490
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEZ	600
Merida, Yuc.	XEMQ	1240

Location	Call Letters	Frequency Kcs.
Mexicali, B. C.	XED	1050
Mexico, D. F.	XERCN	1110
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEH	1420
Monterrey, N. L.	XEAW	1280
Monterrey, N. L.	XEG	1050
Morelia, Mich.	XESF	1300
Morelia, Mich.	XECR	1340
Nogales, Son.	XECG	1240
Nogales, Ariz.	KNOG	1340
Nvo. Casas Grandes, Chih.	XETX	1010
Nvo. Laredo, Tamps.	XEDF	960
Nvo. Laredo, Tamps.	XERG	1090
Nva. Rosita, Coah.	XENR	980
Pachuca, Hgo.	XEPK	760
Parral, Chih.	XEJS	1150
Parral, Chih.	XEGD	1520
Poza Rica, Ver.	XEPR	1480
Puebla, Pue.	XECD	1170
Queretaro, Gro.	XEJX	1520
Reynosa, Tamps.	XEOR	1390
Sahuayo, Mich.	XEGC	1450
Salamanca, Gto.	XERX	1560
Saltillo, Coah.	XEKS	1330
San Luis Potosi, S.L.P.	XEPO	1310
San Luis Potosi, S.L.P.	XESL	1340
San Luis Rio Colorado, Son.	XECB	1450
Sta. Ana, Son.	XEAB	1400
Tampico, Tamps.	XEFW	810
Tampico, Tamps.	XETO	1370
Tecula, Nay.	XETD	1450
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Tijuana, B. C.	XEAU	1470
Tijuana, B. C.	XEXX	1420
Tlaquepaque, Jal.	XESP	1400
Toluca, Mex.	XECH	1490
Torreón, Coah.	XETB	1350
Torreón, Coah.	XEOB	1490
Tuxpan, Nay.	XEUX	1340
Uruapan, Mich.	XEFN	1130
Veracruz, Ver.	XETF	1250
Veracruz, Ver.	XEHV	1310
Villahermosa, Tab.	XEVT	970
Zacatecas, Zac.	XEXZ	1150
Zacapu, Mich.	XEZU	1270
Zamora, Mich.	XEZM	650
Zamora, Mich.	XEGT	1490
Zapopan, Jal.	XEDV	700
Zihuatanejo, Gro.	XESZ	1450

INTERNATIONAL STATIONS IN THE UNITED STATES AND CANADA

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power</i>
The Associated Broadcasters, Inc., San Francisco, Calif.	KWID-1	100 kw.
	-2	50 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Mason, Ohio	WLWO-1	75 kw.
	-2	50 kw.
The Crosley Corporation, Bethany, Ohio	WLWO-3	200 kw.
The Crosley Corp., Cincinnati, Ohio	KQ2XAI	1 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WNBC-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	30 kw.
	-2	50 kw.
	-3	200 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

CANADIAN INTERNATIONAL STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power in Watts</i>
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200

Play and Story BROKERS

Los Angeles, Calif.

- Bentel, George R.
5617 Hollywood Blvd.....HOLLYWOOD 7-8068
- Bergerman Agency
141 El Camino Dr., B. H.....CRestview 6-4124
- Bloom, Phil, Agency
120 El Camino Drive, B. H.....CRestview 6-1339
- Elwood, Maren, Agency
4949 Hollywood Blvd.....NOrmandy 4-4786
- French, Samuel, Inc.
7623 Sunset Blvd.....HOLLYWOOD 3-3146
- Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131
- Kohner, Paul, Inc.
9169 Sunset Blvd. (46)....BRadshaw 2-0462
- Morris, William, Agency
202 N. Canon Dr., B. H.....BRadshaw 2-4111
- Mnsic Corp. of America
9370 Santa Monica Blvd., B. H.
BRadshaw 2-3221
- Orsatti & Co.
300 S. Beverly Dr.....CRestview 6-6241
- Ring, S. E.
1654 CherokeeHOLLYWOOD 7-6412
- Swanson, H. N., Inc.
8523 Sunset Blvd.....CRestview 1-5115

New York, N. Y.

- American Play Co.
522 Fifth Ave.....Murray Hill 2-0156
- Ashley, Ted, Associates
545 Fifth Ave.....Murray Hill 7-0576
- Bartsch, Hans
1501 BroadwayBRyant 9-6933
- 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 2-0156

- Cowl, Carl
516 Fifth Ave.....Murray Hill 7-6782
- Fishbein, Frieda
11 W. 42nd St.....LOnacre 5-1379
- French, Samuel
25 W. 46th St.....JUdson 2-4700
- Gaines, Blanche
350 W. 57th St.....PLaza 7-0537
- Hayward, Leland, Ltd.
655 Madison Ave.....TEmpleton 8-5100
- International Literary Bureau, Inc.
11 W. 42nd St.....LOnacre 4-5576
- Jay Garon-Brooke Associates, Inc.
8 E. 52nd St.....PLaza 3-7815
- King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390
- Matson, Harold
30 Rockefeller Plaza.....CIRCLE 6-2750
- Morris, William, Agency, Inc.
1740 BroadwayJUdson 6-5100
- Pauker, Dr. Edmond
1639 Broadway.....COLumbus 5-1726
- Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767
- Roberts, Flora
545 Fifth Ave.....MUrray Hill 7-4137
- Salisbury, Leah
234 W. 44th St.....LACKawanna 4-8628
- Sanford, Jay
17 E. 48th St.....PLaza 5-1127
- Talent Associates
41 E. 50th St.....PLaza 3-1030
- Taylor, Ethel C.
55 W. 55th St.....CIRCLE 5-8620
- Williams, Annie Laurie
18 E. 41st St.....MUrray Hill 5-7565
- Writers Literary Agency
117 W. 58th St.....JUdson 6-2470
- Writers Workshop, Inc.
280 Madison Ave.....LEXington 2-9878

GERRY GROSS-NORMAN BAER
PRODUCTIONS

NEW YORK

HOLLYWOOD



Production

Radio and Television

PROGRAM PRODUCERS

SERVICES OFFERED

PERSONNEL

PROCKTER
TELEVISION ENTERPRISES, INC.

The Big Story

Treasury Men in Action

The Man Behind the Badge

TV Reader's Digest

Police Call

Playhouse 15

RADIO-TELEVISION PROGRAM PRODUCERS

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873

President.....Charles A. Alicoate
Secy. & Treas.....F. E. Miles
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1881

President.....Paul F. Adler
Services Offered: Syndicated films, animated spots.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COLUMbus 5-0232

President.....Nicholas T. Agneta
Services Offered: Recording, Production, Scripts, Talent.

Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.
Phone: JUDson 6-8500

President.....I. S. Becker
Sales Manager.....Harry E. Hobbs
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.

Current Productions: Mr. Keen, Helen Trent, Our Gal Sunday, Backstage Wife, Just Plain Bill, Young Widder Brown, Stella Dallas, Lorenzo Jones.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3277

President.....Alton Alexander
Dir. of Sales.....David A. Lown
Production Chief.....Suzanne Ryan
Services Offered: Television program production, live and film.

Productions: Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

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

Phone: JU 6-7600

General Manager.....Robert A. Bories
Services Offered: Production, scripts, talent for food merchandising.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: SUperior 7-7500

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer.....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Admin. Asst.....Allis Allen
Admin. Asst.....Dan D. O'Brien
Services Offered: Live, film shows & commercials.

AMERICAN SALES & SERVICING AGENCY

(RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 5-1300

President.....Guy Bolam
Services Offered: Sales agency for Radio Luxembourg.

CHARLES R. ANDREWS AFFILIATES, INC.

19 E. 53rd St., New York 22, N. Y.
Phone: MU 8-7589

President.....Charles R. Andrews
Sect.-Treas.....Marjorie Warner
Services Offered: Package shows.
Productions: "Jolly Gene and his Fun Machine."

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097

Producer.....Peter Arnell
Asso. Prod., Personal Mgr.....Don Sheldon
Asso. Prod., Prod. Mgr.....Jean Heaton
Services Offered: TV & Radio Programs: Production, Package, Consultation.
Productions: The Name's The Same (In association with Goodson-Todman Productions).

ASSOCIATED BROADCAST ADVERTISING CO.

1001 No. Western Ave., Los Angeles 29, Calif.
Phone: HO 5-0580

Partner, Advg. Mgr. & Publicity
Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept.....Gertrude T. Porter
Script Dept.....Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute

TWO SMASH HITS NOW AVAILABLE

With a Combined Juvenile and Adult Appeal
With Time-Tested Elements of Merchandising and Promotional Features

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Radio Program Broadcast Since 1936

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28 W. Adams Ave. — Detroit 26, Michigan — Woodward 2-9184

programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. General ManagerOliver Gramling
Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

A-V TAPE LIBRARIES, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

President.....Charles E. Rynd
V. P.-Treas.....Richard S. Rynd
Sales Manager.....Ray Rynd
Services Offered: Music on tape for commercial use, available for dealers and distributors. Program material on tape created and produced for specialty uses.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

PresidentAnn Barbinel
Services Offered: Creating-producing-directing custom built package shows for radio and TV.

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.
Phone: TEMpleton 2-8600

PresidentJack Barry
Vice-PresidentDan Enright
V.-P. in Chg. Sales....Edwiu S. Friendly, Jr.
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby.

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

60 East 42 St., New York 16, N. Y.
Phone: MU 2-4813

Owner.....Zach Baym
Services Offered: Distribution of films for TV. 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DOBbs Ferry 3-3578

Owner.....Irene Beasley
Services Offered: Program production; package programs.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 36, N. Y.
Phone: LUXemburg 2-1040

Owner.....Viola S. Becker
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

GEORGE R. BENTEL & ASSOCIATES

5617 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 7-8608

DirectorCarl Coolidge
Services Offered: Scripts.

WALTER BIDDICK CO. (Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 6184

ManagerGuy Biddick
Asst. Mgr.....Mildred Biddick
Office Manager.....Josephine Corbet
Traveling Rep.....Glenn Biddick
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged 1/2-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

9 Rockefeller Plaza, Room 1526
New York 20, N. Y.
Phone: CI 5-7466

PresidentAlbert Black
V.P., Secy., Treas.....Michael Lippert
Exec. Director.....Julien Roffman
Services Offered: Live and film package shows; commercials for television; radio shows, transcriptions.

FORD BOND RADIO PRODUCTIONS, INC.

RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

PresidentFord Bond
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

608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600

PresidentBob Bories
Services Offered: Radio and TV package producer.

GOODSON - TODMAN PRODUCTIONS

*Creative Programming for Radio,
Television and Television Film*

41 EAST 57th STREET
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449 SOUTH BEVERLY DRIVE
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West Coast Representative
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MARK GOODSON

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BOX OFFICE TELEVISION, INC.

30 East 60th St., New York 22, N. Y.
Phone: PLaza 1-2541

Board Chairman.....Milton N. Mound
President.....Wm. P. Rosensohn
General Mgr.....Robert M. Rosencrans
Exec. Producer.....Edgar A. Rosenberg
Nat'l Sales Mgr.....Wallace A. Ross

Services Offered: Specialists in Closed-circuit Television: industrial business meetings and entertainment events.

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President.....Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

WILLIAM F. BROIDY PRODUCTIONS, INC.

5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HOLlywood 2-7421

President.....William F. Broidy
V.P. & Secy.....Edward J. Kay
Exec. Asst. to President.....Ace Herman
Production Mgr.....A. R. Milton
Adv. Dir.....J. L. Kaufman

Services Offered: Studios for rental. Package shows. Physical and creative productions of industrial films, short subjects, TV series and announcements.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

President.....Edward A. Byron
Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

55 West 42nd St., New York 36, N. Y.
Phone: WISconsin 7-9244

President.....Bruce Chapman
V.P.-Treas.....Edna Chapman
Sales Manager.....George Ellis

Branch Offices:

30 rue de Gramont, Paris 2, France
Phone: RIchelieu 80-04

Director.....Dan Morley
Assoc. Dir.....Michael Alexander
22 Davies St., London W. 1, England
Phone: MAYfair 1037

Manager.....Frank Byers
9-10 am Park, Berlin, Schoneberg, Germany
Phone: 71-64-69

Manager.....Rolf Brede
Services Offered: Production of radio & TV programs in U. S. and Europe.

Productions: The Answer Man.

CHESHIRE & ASSOCIATES

3129 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-4580

General Manager.....Bob Reichenbach
Production Director.....Harry V. Cheshire
Traffic Dir.....Mary Ann Hooper

Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

Productions: Stand By . . . For Crime, Swap With The Stars, and The MJB Show.

CINEEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Manager.....Ted Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: CRestview 1-7106

Pres. & Exec. Prod.....Walter White, Jr.
Associate Producer.....Bill Heath
Sec'y-Treas.....Eleanor Payne
Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

Productions: (104 1/2 hr. Trans. Radio) Hopalong Cassidy, (156 1/2 hr. Trans. Radio) The Clyde Beatty Show, Tarzan.

FRANK COOPER ASSOCIATES AGENCY

6277 Selma Ave., Hollywood 28, Calif.
Phone: HO 4-7258

N. Y. Phone: VAnderbilt 6-5661

President.....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Head of Sales—Calif. Off.....Martin Sperber
Executive Secretary.....Gloria Farrier
Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

LOUIS G. COWAN, INC.

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

President.....Louis G. Cowan
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.....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

117 W. 14th St., Kansas City 6, Mo.
Phone: VICTor 2585

President.....Vic Damon
Vice President.....Robert Damon
Secretary-Treasurer.....Alice Damon
Chief Engineer.....Roger Webb

Services Offered: A.F.M. licensed for making commercial phonograph masters, radio and TV commercials, etc.

ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ RADIO,

★ TELEVISION AND

★ FILM PACKAGES

RECORDING DEPARTMENT
COMPLETE RECORDING FACILITIES
☆☆☆
TRANSCRIPTIONS
☆☆☆
"ON LOCATION" - REMOTE RECORDINGS

In the Heart of Radio Center

WINS
WNEW
NBC
WMCA
WJGM
CBS

Rockhill Productions, Inc.

**18 East 50th
PLaza 9-7979**

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis
Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director.....Mac Davis
Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.
Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer.....Gordon M. Day
Director.....Carol Bulkley
Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich
Services Offered: Package programs, radio-TV consultants to advertising agencies, creating and producing custom-built musical jingles and TV film spots of all kind.

DANNY DEE ENTERPRISES, INC.

510 Madison Ave., New York, N. Y.
Phone: PLaza 3-4153

President.....Irwin N. Herbert
Sec., Sales Manager.....Eric Blau
Treasurer.....Roy Doty
Services Offered: Produce live and filmed shows. Radio Shows, Commercials.
Productions: "The Adventures of Danny Dee."

DEMBY PRODUCTIONS INC.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495

President.....Emanuel Demby
Vice President.....Mildred Demby
Film Supervisor.....Myron L. Broun
Dramatic Scripts.....Betty Jeffries
Sales.....Hunter W. Smith
Story Editor.....Al Marshack
Services Offered: Live and film programs, syndication, industrial and public relations films, live and recorded radio programs and commercials.

Productions: Hollywood To Broadway, How To Be A Cowboy, This Is Indonesia, Turning Points.

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.

FOUR OF OUR TOPS

TV

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STARRING
BERT PARKS

FOR
DODGE DIVISION OF
CHRYSLER CORP.
ABC-TV SUNDAY 10:00 PM EST.

RADIO

HILLTOP HOUSE

STARRING
JAN MINER

FOR
PHARMACO, INC.
CBS RADIO MON. THRU FRI. 3-3:15 PM EST.

MASQUERADE PARTY

STARRING
PETER DONALD

FOR
REMINGTON ELECTRIC SHAVERS
ESQUIRE BOOT POLISH
ABC-TV WEDNESDAY 9:00 PM EST.

BREAK THE BANK

STARRING
BUD COLLYER

FOR
MILES LABORATORIES
NBC RADIO MON. THRU FRI. 10:45-11 AM
MUTUAL RADIO MON. THRU FRI. 12 NOON

WOLF PRODUCTIONS

WOLF ASSOCIATES

420 MADISON AVENUE, NEW YORK, N. Y.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Manager J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President Henry Morley
Treasurer Nathan Zucker
Exec. Pro. Lee R. Bobker
Editorial Chief. Lester Becker
Sound Engineer. John De Blau
Film Dist. M. Pfeiffer
Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

Suite 203, 159 E. Chicago
Phone: MOhawk 4-7050

Owner W. M. Ellsworth
Services Offered: Folk artists, entertainers for radio-TV records and transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500

President Helen D. Kelleher
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

ENDORSEMENTS, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: CHickering 4-7257

President Jules Alberti
Vice-Pres. Dr. Harold S. Wadro
Sec. Treas. Hazel E. McCabe
Chg. Production. Ted Baehr
Services Offered: Endorsements and testimonials live and film for TV.

**ESTES NEWS AND
FEATURE SERVICE**

6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766

President Bernard Estes
Secretary-Treasurer. Hazel Estes
Associate Producer. Jack Sheldon
Services Offered: Live and transcribed package shows produced. Specializing in news and feature program—designed for public relations impact. AM. Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

270 PARK AVENUE

PL. 3-1742

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544

ManagerEdwin Fadiman
Services Offered: Production, Package Shows.

GEORGE F. FOLEY, INC.

625 Madison Ave., New York 22, N. Y.
Phone: PL 7-6454

President.....G. F. Foley
Vice President.....V. C. Holahan
Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322

Producer.....Walt Framer
Associate Producers.....Joe Gottlieb,
Sid Tamber, Paul Kaczander
Production Supervisors....Mervyn Framer,
Estelle Citron, Vivian Roberts
Business Manager.....Henry Schmerzer
Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

Current Productions: Strike It Rich, The Big Payoff.

**FREMANTLE OVERSEAS RADIO,
& TELEVISION, INC.**

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

Phone: MUrray Hill 7-4344

President.....Paul Talbot
SecretaryLee Volker
Mgr. (Mexico City).....Renc Anselmo
Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
ProductionAl Slep
Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES

207 East 30th St., New York 16, N. Y.
Phone: ORegon 9-2720

President.....Mitchell Jablons
VP and Gen. Mgr.....Josephine Savoca
VP in chg. Sales.....Martin Seligson
Casting Director.....Arlene Shelley Gaines
VP in chg. Progs.....Pamela Jablons
Radio Director.....Scott Kuney
Treasurer.....Herbert M. Davis
Prod. Supervisors.....Kathy Burke,
Richard Gaines, William Savoca
Television Director.....Susan M. Gaines
Offices

7200 Santa Monica Blvd., Los Angeles 26, Cal.

e b Barry
e nright
& f riendly
inc

667 MADISON AVE.

NEW YORK 21, N. Y.

TE 2-8600

Office Manager.....Chas. B. Rogers
Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Fund raising campaigns on radio and TV. Talent management and personal representation.

Current Productions: "The Editors Speak," "Harlem Serenade," "Buddy Rogers Show," "Revistas del Mediodia," "Pick A Date."

GALE, INC.

48 W. 48th St., New York 19, N. Y.
 Phone: PLaza 7-7100

President.....Moe Gale
Services Offered: Talent, management and production.

GBA-GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 4, Conn.
 Phone: Waterbury 3-5272

President.....N. T. Gallucci
Services Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-1022

Owner-Manager.....Harold R. Gingrich
 Musical Director.....Vee Jones
 Script Director.....Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.
Productions: Roman Meal.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
 Phone: Circle 7-7543

President.....Thomas G. Rockwell
 V.P., Chg. Radio-TV Dept., Milton W. Krasny
 V.P., Chg. Prod.....Harry Anger
Services Offered: Program production, package shows, artists' representatives.

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
 Phone: PLaza 7-5959

President.....John Gibbs
 Writers Department.....Francis Head
 Talent Department.....Keith Brown
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

3129 Caluenga Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 3-3498

General Manager.....Bob Reichenbach
 Executive Producer.....Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

Productions: Drama Of Medicine, Adventures of Gregory Dean, and "Famous Court Dramas."

GOMALCO ENTERPRISES

9100 Sunset Blvd., Hollywood 46, Calif.
 Phone: CR 1-5921

Partner.....George Gobel

WALT FRAMER PRODUCTIONS

specialists in high-rated, low cost
 audience participation and dramatic shows

- "Strike It Rich"
 - "The Big Payoff"
- Continually proved in rating reports
 and at the cash register.

More than twenty-five years of top level experience.
 There are a dozen or more new Framer shows now past the idea stage . . . perhaps one is tailor-made for you. Call us!

Walt Framer Productions

1150 Avenue of the Americas • New York 36, N. Y.

Tel: OXford 7-3322

PartnerDavid P. O'Malley
Services Offered: Television production.
Current Productions: The George Gobel Show.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Office Manager.....William Baron
SecretaryH. D. Knuth
Services Offered: Network show, One Minute Please; local show, TV Telephone Game, others upon request.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600
Partner.....William S. Todman
PartnerMark Goodson
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....J. Gil Fates
Exec. Producer.....Franklin Heller
Dir. of West Coast Prog....Harris Katleman
Production Manager.....Mitchell Leiser

Branch Office

Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357
Services Offered: Producing and packaging live and transcribed radio, and live and filmed programs for national, regional and spot sales.

Productions: Beat the Clock, The Name's The Same, Two For The Money, I've Got A Secret, What's My Line, What's Going On, The Web, It's News To Me.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Gen. Manager.....Harry F. Landon
Comptroller.....Robert M. Volkell
Services Offered: Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818
General Manager.....Lewis G. Green
Services Offered: Radio-TV consultation for advertising agencies. Jingles—Animated Spots—Live productions.
Productions: Red Grange Football Show, Greyhound Bus TV Jingles.

JOHN GUEDEL PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YORk 6291
Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.



CREATED BY

Mike Moser

KEEP YOUR EYES ON THE FUTURE

THERE'S MORE COMING FROM

TOWER PRODUCTIONS

11541 Landale, North Hollywood, Calif.

GROSS-BAER PRODUCTIONS

Savoy-Plaza Hotel, Suite 1338
New York, N. Y.

Phone: MU 8-8882

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-6343

Partners.....Gerry Gross, Norman Baer
Executive Producer.....Arnold Peyser

Services Offered: Radio and Television
Packaged programs.

Productions: The Maggi McNellis Show;
Morey Amsterdam Show; Junior Champion;
Claire Mann; Maggi's Magazine; Let's Take
Sides; Finders Keepers.

**LAURENCE HAMMOND
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President & Gen. Mgr...Laurence Hammond
Vice-Pres.....Merikay Howard

Services Offered: Packaging radio and TV
programs, live, transcribed and filmed. Also
consultant work in directing, writing, pro-
ducing and complete public relations faci-
lities.

**SUE HASTINGS MARIONETTES,
INC.**

3706 McKinney Ave., Dallas 4, Texas
Phone: Lakeside 4022

PresidentLinnea Roberts
Art Director.....W. Higgins
Film & Program Director.....R. A. Green

Services Offered: Marionette productions
for children and adults especially adapted
for TV (live or film). Custom-built shows
with original scripts and music. Special pup-
pets made for commercials.

ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.

Phone: PLaza 5-7145

ProducerArthur Henley
Prod. Co-ordinator.....Lee Wallace
Production Asst.....Ruth Salmon

Services Offered: Creative programming
for radio and television. Complete packages
and production, writing and consultation
services.

Current Production: Make Up Your Mind.

WEST HOOKER, INC.

853—7th Ave., New York, N. Y.
Phone JUDson 2-3026

PresidentWest Hooker

Services Offered: Program production and
programs, Talent, Artists' Representative.

**HOWARD RADIO-TV
PRODUCTIONS**

123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-0128

OwnerBernard Howard

Services Offered: All creative phases of
Radio-TV—ideas, writing, production—in-
cluding commercials; Consultant for agen-
cies without their own Radio-TV depart-



Howdy Doody

KAGRAN CORPORATION
4 West 58th Street
New York 19, N. Y.

ments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES

120 Broadway, New York, N. Y.
Phone: BArcley 7-7760

Exec-in-ChargeGilbert Parker
Chairman.....R. W. Hubbell
Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
SecretaryGeorge Blake
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

INTERNATIONAL TELEMETER CORP.

2000 Stoner Ave., Los Angeles 25, Calif.
Phone: ARizona 8-7751

Chrm. of Board.....Paul Raibourn
Board of Directors....Eugene Zukor, (Treas. & Asst. Sec'y); Louis Novins; Jacob Karp (Sec'y); Arthur Israel, Carl Leserman, Paul MacNamara, Dr. Louis N. Ridenour
V.P. & Chairman....Dr. Louis N. Ridenour
V.P.Paul MacNamara
V.P.....Chester I. Lappen
Sec. & Adm. Asst.....Will Baltin
ControllerWilliam F. Goodwin
Services Offered: Engaged in the development of the Telemeter coin-box method of Pay-As-You-See Television, and other electronic devices.

THE JAFFE AGENCY, INC.

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121

PresidentSam Jaffe
SecretaryPhilip Gersh
V.P., Chg. Lit., TV Dept.....Mary Baker
TV Department.....Fred Hamilton, Hal Ross, Jon Kohn
Literary Dept.....Evarts Ziegler, Robert Goldfarb, Clancy Sigal
Services Offered: Representation of artists, actors, actresses, directors and writers and material in live and film television and radio. Paekagers of live and film television shows.

ROBERT G. JENNINGS

53 West 53rd St., New York, N. Y.
Phone: JU 6-0711
Services Offered: Radio & TV packages.

520 HALF-HOUR MYSTERIES

TOP RATED

TIME KILLERS



World's Largest Selection
of Transcribed Radio Programs
of Every Category

WARNING!

These Programs DANGEROUS
IN THE HANDS of Competition!

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FInancial 6-4474

President James E. Jewell
Vice President W. Ralph Jewell
Manager Charles P. Flynn
Nat'l. Sales Rep. Carl Wester
Treas. Lincoln Douglass
Secretary M. P. Casey
Editor James Lawrence

Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

Productions: The Silver Eagle, The King's Jesters Show

KAGRAN CORPORATION

1 W. 58th St., New York 19, N. Y.
MURRAY HILL 8-0585

President S. M. Clifford
VP, Merch. Dir. Allan Stone
Merch. Acct. Execs. Milton P. Kayle, Robert Max
Production Supervisor Joseph Clair
Pub. & Prom. Dir. Murray Benson
Director of Programming E. Kean
Script Editor W. K. Clarke
General Manager E. I. Justin
Art Director Mario Trombetta

Services Offered: Merchandising and TV and Radio package producers.

Current Productions: Howdy Doodly, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

MAXINE KEITH

234 W. 14th St., New York, N. Y.
Phone: LA 4-2697

Manager Maxine Keith

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-0890

Pres., Exec. Prod. James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President Jack M. Kurtze
V.P.-Treasurer Lulu Mae Kurtze
Executive Producer Eddie Ricci

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

ELY LANDAU, INC.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8200

President Ely A. Landau
Secretary Harold Kovner

Services Offered: Producers of television programs on film.

LES LEAR



RADIO, TELEVISION,
FILMS, PUBLIC RELATIONS,
SPECIAL EVENTS,
PRODUCT REPRESENTATION

Procter & Gamble's

WELCOME TRAVELERS

starring

TOMMY BARTLETT

8th CBS

Year TV

LES LEAR PRODUCTIONS

Hotel Sherman

Chicago 1, Ill.

Phone: FRanklin 2-2100

Productions: The Passerby, The Bill
Corum Sports Show, Man's Heritage.

**LANG-WORTH DISTRIBUTING
CORP.**

Steinway Hall, 113 W. 57 St., New York 19,
N. Y.

Phone: JUDson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President.....W. O'Keefe

Services Offered: Open end and commer-
cial transcriptions, dramatic and musical for
radio broadcasting.

**LANG-WORTH FEATURE
PROGRAMS, INC.**

Steinway Hall, 113 W. 57th St., New York 19,
N. Y.

Phone: JUDson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Vice President.....W. O'Keefe
West Coast Mgr.....Hugh S. Allen

Services Offered: Transcribed music library
service for radio stations, advertising agencies
and advertisers. Custom huilt radio pro-
grams, both live and transcribed. Transcribed
library of recorded music especially for
television stations.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.

Phone: RAndolph 6-4086
Partner, SalesHerbert S. Laufman
Services Offered: Packagers and producers
of TV programs, supervision of production
for TV film commercials.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 7-1009

PresidentJerome Lawrence
Vice-President.....Robert E. Lee
Services Offered: Production consultants.
Delivery of literary rights for television,
radio and motion pictures.

LES LEAR PRODUCTIONS CORP.

Hotel Shermau, Chicago 1, Ill.

Phone: FRanklin 2-2100

PresidentLes Lear
Services Offered: Radio, TV and film pro-
duction. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y

Phone: PLaza 3-5083

PartnerLester Lewis
Services Offered: TV package shows, per-
sonal management.

PHILLIPS H. LORD, INC.

1440 Broadway, New York 18, N. Y.

Phone: LO 4-8000

Pres., Mgr., Prog. Super.....C. R. Manby
Services Offereds Radio and TV package
shows.

**HOLLYWOOD
SOUND
STAGE**
26 HALF HOURS
●
RUNS THE GAMUT
ROMANCE—COMEDY
ADVENTURE
IN PRODUCTION

**HOLLYWOOD
THEATER
OF STARS**
156 FABULOUS ● HALF HOURS
FEATURING
THE GREATEST NAMES
IN HOLLYWOOD
NOW PLAYING

**OBSESSION
MYSTERY
WHODUNNITS**
78 HALF HOURS
●
THRILLS!
CHILLS!
SUSPENSE!
NOW PLAYING

MANY OTHER TOP QUALITY
TRANSCRIBED SHOWS AVAILABLE
Quality Programs At Reasonable Rates

EST. 1929
C. P. MacGregor

729 S. WESTERN

HOLLYWOOD

DUNKIRK 4-4191

THE FREEMAN LUSK COMPANY

1618 No. Argyle Ave., Hollywood 28, Calif.
 Phone: HOLlywood 5-2121
 PresidentFreeman Lusk
 Sec.-Treas.Elsey V. Horner
Services Offered: Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
 Phone: DUnkirk 4-4191
 PresidentC. P. MacGregor
 Manager.....George R. Jones
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.

MARK VII, LTD.

(For full listing see TV Film
 Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.

717 N. La Cienega, Hollywood 46, Cal.
 Phone: CRestview 6-8796
 PresidentArnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS, INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-2722-3-4
 PresidentA. W. Marshall
 Vice-PresidentHarriet Hester
 Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERTON, REDDY & NELSON

10 E. 49th St., New York 17, N. Y.
 Phone: PLaza 9-1120
 PartnerJohn Masterson
 PartnerJohn Reddy
 PartnerJohn Nelson
 Production Supvr.Ruth Kyle
 Business Mgr.Helen Guy
Services Offered: Packaging and production of radio and TV programs.
Productions: Bride & Groom, Bank On The Stars, Double Or Nothing.

McGRAW ASSOCIATES

33 West 42nd St., New York 36, N. Y.
 Phone: PE 6-7110
 Partners, Peg M. McGraw, Walter J. McGraw
Services Offered: Write, produce and direct package radio and TV programs.
Productions: The Phrase That Pays.

TALENT ASSOCIATES

TELEVISION PRODUCTION
 AND MANAGEMENT

ALFRED LEVY

DAVID SUSSKIND

ROBERT COSTELLO

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

15 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Secretary A Michelson
Divisional Sales Manager Ray Linton
Traffic Manager R. Mantell
Export Manager Martin Diamond
Services Offered: Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature 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 5-6224; Circle 6-2100, Ext. 219
Executive Producer Milton E. Stanson
Executive Producer 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.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100
Exec-in-Chge. of Radio..Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: Hollywood 9-6161

Owner.....Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.
Productions: One Man's Family, The Woman In My House.

MORTON RADIO PRODUCTIONS, INC.

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

PresidentMorton Jacobson
Services Offered: Dramatic-adventure stories and gimmick show with prizes.
Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577
Producer.....Herbert M. Moss

FOR TV FILM SALES IN THE INCREASINGLY IMPORTANT OVERSEAS MARKETS

consult

THE LARGEST INTERNATIONAL DISTRIBUTORS OF RADIO & TELEVISION PROGRAMS

FORTV

FREMANTLE OVERSEAS RADIO & TELEVISION, INC.

366 MADISON AVE., NEW YORK 17, N. Y.
MUrray Hill 7-4344 • Cable: NYCOMOVER

Now bringing the leading U. S. radio and tv programs to 37 nations!

In Mexico: Fremantle Radio y Television, S.A.
Paseo de la Reforma 1
Mexico, D. F. (tel. 36-28-17)

Also: LONDON — BERLIN — ROME — JOHANNESBURG — SYDNEY — TOKYO
CARACAS — SAO PAULO — BUENOS AIRES

Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA

MCA Artists, Ltd.

- 598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
- 139 Piccadilly, W1, London, England
- 49 bis Ave., Hoche, Paris, France
- 111 Richmond St., West, Suite 1209, Toronto,
Ontario, Canada, EMpire 3-5025
- 9370 Santa Monica Blvd., Beverly Hills,
Calif., CRestview 6-2001 or BRadshaw
2-3211
- 515 Glenn Building, Atlanta, Ga., Lamar 6750
- 15 Newbury St., Boston, Mass., COpley 7-5830
- 130 N. Michigan Ave., Chicago, Ill., DELaware
7-1100
- 1172 Union Commerce Bldg., Cleveland, O.,
CHerry 1-6010
- 116A West Kirk Ave., Roanoke, Va.,
ROanoke 3-4344
- 42 Alard Blvd., New Orleans, La., GALvez
4410
- 3790 Gardner Ave., Cincinnati, O., SYeamore
9149
- 2102 No. Akard St., Dallas, Tex., PRospect
7536
- 837 Book Tower, Detroit, Mich., WOODward
2-2604
- 105 Montgomery St., San Francisco, Calif.,
EXbrook 2-8922

- 203 White Building, Seattle, Wash., Mutual
4567
- 212 Beason St., Salt Lake City, Utah, 3-4657
- 1048 Northwestern Bank Building, Minne-
apolis, Minn., LIncoln 7863
- 550 Grant St., Suite 146, Pittsburgh, Pa.,
GRant 1-9995
- Bellevue-Straford Hotel, Broad and Walnut
Streets, Phila., Pa., PEnnypacker 5-9462
- 1700 Liggett Drive, St. Louis, Mo., WOODland
2-3683

Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

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
- Ed. Dir.-Merch., Milton Paule
- Services Offered:* Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NATIONAL PRODUCTIONS, INC.

- 1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222



The most talked-about show on radio!

(2nd year on CBS for Continental Baking and Ted Bates Agency)

ARTHUR HENLEY PRODUCTIONS

PLaza 5-7145

Shelton Hotel
525 Lexington Avenue
New York 17, N. Y.

© 1953 M. C. N. M. Inc.

President.....Robert J. Enders
 Vice-President.....Howard A. Enders
 Director of Scripts.....Mimi Griffin
 Executive Producer.....Robert L. Friend
 Coordinator.....Stanley Bass

Services Offered: Radio and television complete production. Transcriptions and films; program consultants; producers of motion pictures for television and industry. Commercials, animation, packagers of programs for local sponsorship.

Productions: Charles Goren On Bridge, Rogers Hornsby Baseball School.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 6-5862

President.....Raymond E. Nelson
 Secy.-Treas.....Betty Nelson

Services Offered: Production-direction on retainer or free-lance basis, package production. consultation to agencies and clients, time buying, filmed commercials, research.

Current Productions: Little Lady Storytime, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AM).

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-5130

Cable Address: ARREFFAY Newyork
 Executive Director.....Oliver W. Nicoll
 Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows,

syndicated transcriptions, scripts, talent, phonograph records and albums; Television —Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PALLADIUM RADIO PRODUCTIONS, INC.

445 Park Ave., New York 22, N. Y.
 Phone: PLaza 9-8644

Pres.....Monroe W. Greenthal
 Producer.....S. George Gallu

Writer.....Roger Lewis
Services Offered: Package producers.

Productions: The Planet Man.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 5-1300

Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y.
 Phone: WIsconsin 7-0069

Owner.....Donald Peterson



CARLO VINTI

— 0 —

EXECUTIVE PRODUCER

"Opera Cameos"

CHANNEL 5

Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

646 North Michigan Ave., Chicago, Ill.
9 E. 75th St., N. Y., N. Y. REgent 4-1370

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Globe 6-2135

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 TELEVISION ENTERPRISES, INC.

221 West 57th St., New York, N. Y.
Phone: JUdson 6-6800

President.....Bernard J. Prockter
V.P. in chg. of Film.....Jerome Robinson
V.P. in chg. Pub. Rel.....Clem Wyle
Treasurer.....John Prockter

Services Offered: Live and film packages.
Productions: Big Story, Treasury Men In Action, Man Behind The Badge, International Police, Playhouse 15, and Mail Story.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY PRODUCTIONS, INC.

525 Lexington Ave., New York 17, N. Y.
Phone: LE 5-9850

Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Raymond R. Chambers
General Manager.....Frank Scott

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created, Radio-TV celebrity endorsements packaged.

Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show."

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit

Hotel New Weston, Madison Ave. at 19th St.
New York 22, N. Y.

Phone: PLaza 3-4800
Managing Director, John Henry Macdonell
Program Coordinator.....Eileen Elli-

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 17, N. Y.
Phone: CI 6-7300

* RP for TV

Douglas Sterling Paddock

231 West 58th St., New York 19, N. Y.
Columbus 5-0182

* REAR PROJECTION OUR SPECIALTY
Plus a Complete Graphic Arts Service

- Background Slides
- Photo Murals • Prop Devices
- Tel-ops • Locale Photography
- Flip Cards • Composites
- Library Stock • Equipment

37 VALENTINE ROAD
BRIARCLIFF MANOR N. Y.
Briar Cliff 6-2478-M



MARSHALL—HESTER PRODUCTIONS, Inc.

521 FIFTH AVENUE
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

PresidentLou Goldberg
 Vice-PresidentTed Mack
 SecretaryLloyd Marx
Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

9120 Sunset Blvd., Los Angeles 46, Calif.
 PresidentStuart Reynolds
Productions: Deadline, O.S.I., Mr. President, and Pony Express Scout.
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 and merchandise prizes.

BOB L. ROBERTS PRODUCTIONS

152 W. 54th St., New York 19, N. Y.
 Phone: PLaza 7-6300

President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York, N. Y.

Phone: RIverside 9-3647
 Bd. Chairman.....M. Roffman
 PresidentRichard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel, Ideas For Contests.

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 PRODUCTIONS, INC.


18 E. 50th St., New York 22, N. Y.
 Phone: PLaza 9-7979

President.....Stanley J. Wolf
Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HE 7178

PresidentJack Rourke
 Treasurer.....Joan Lane Rourke
 Production Manager.....Dick Wendelken
 Office Mgr.....Marjorie Lawson
 Musical Dir.....Robert Garretson
Services Offered: Live and transcribed



"THE ADVENTURES OF DANNY DEE"
 starring
ROY DOTY
 Children's TV film series
 A half-hour loaded with charm and sales power
 Distributed by
SPORTSVISION
 Chicago, Illinois — 20 N. Wacker Dr.
 San Francisco, Calif. — 233 Sansome St.
 Produced by
Danny Dee Enterprises, Inc.
 510 Madison Avenue, New York 22
 PLaza 3-4153

JULES POWER PRODUCTIONS INC.

Producers of

WATCH MR. WIZARD	NBC-TV Network
ALL ABOUT BABY	DuMont Network
TIME FOR FUN	WABC-TV New York
TIP TOP FUN	WXYZ-TV Detroit
TIP TOP TIME	KSD-TV St. Louis
TIP TOP TIME	WNHC-TV New Haven

Chicago: 646 N. Michigan Ave. Delaware 7-7422
 New York: 9 East 75th Regent 4-1370

radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Bourke Varieties," "Beauty Parade."

LESLIE ROUSH PRODUCTIONS, INC.

333 W. 52nd St., New York 19, N. Y.
Phone: COLUMbus 5-6430

President.....Leslie M. Roush
Vice-Pres.....Jules Sindie
Gen. Mgr.....John Fox

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

Productions: TV Comml's: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comml Mot. Pix: "Why Nuts & Bolts" (Bethlehem Steel); "Ichabod--The Headless Man" (Assoc. Amer. Railroads); various films for U. S. Navy.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa.
Phone: Kingsley 5-6063

Production Manager.....Barnard L. Sackett
Film & Transcription Tech. R. K. Newmeyer
Continuity Director.....Charles E. Magic

Services Offered: Complete television service for video stations and advertisers, live

and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7611, New York, N. Y.
Phone: LO 3-1677

Producers...Jay Sapperstein, Walter Kennedy
Branch Offices

127 N. Dearborn St., Chicago, Ill.
3506 Sunset Blvd., Hollywood, Calif.

Services Offered: Children films.

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
Mgr. of New York Office... James Schulke

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

ALLEN SAVAGE NETWORK PRODUCTIONS

140 West 57th St., New York 19, N. Y.
Phone: CIRele 7-2694

Owner.....Allen Savage
Services Offered: Producers and packagers.

Productions: Elizabeth Rae LaMont, Good Look and Good Living.

KERMIT SCHAFFER RADIO & TELEVISION PRODUCTIONS

15 East 51 St., New York 19, N. Y.
Phone: PL 8-2675

President.....Kermit Schaffer
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.

SCHOOLHOUSE PRODUCTIONS

1610 N. Argyle, Hollywood 28, Calif.
Phone: HO 1-9959

Producer, Owner.....Walter Hempel
Co-owner Educator.....Eleanor Hempel

Services Offered: Full production services, specializing in Children's Shows.

Productions: Little Schoolhouse.

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.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Chicago Phone: FR 2-4392

10th ANNIVERSARY YEAR

Endorsements, inc.
est. 1945

the world's foremost research and service organization devoted EXCLUSIVELY to all phases of endorsements and testimonials.

EXECUTIVE OFFICES

500 Fifth Avenue
New York 36, New York

CHickering 4-7257

Hollywood Chicago Washington Paris
London

16 E. 41 St., New York 17, N. Y.
 New York Phone: LExington 2-1791
 Sales Manager.....Ted Beil
 1606 Vista Del Mar Ave., Hollywood 28, Cal.
 Phone: HO 9-1171

President.....Walter Schwimmer
 Vice President.....George Guyan
 Sales Manager.....Bernie Crost
 Program Director.....Arthur Pickens
Services Offered: TV and Radio package programs.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 5-5365

President.....Paul Heinecke
 Secretary-Treasurer.....R. C. Heinecke
 Asst. to Pres.....E. S. Prager
 Production Manager.....R. S. Stone
 Pub. & Prom.....Alice J. Heinecke
 Traffic.....I. K. Weiss
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

SKIATRON ELECTRONICS & TELEVISION CORP.

30 East 10th St., New York 3, N. Y.
 Phone: ORegon 3-3464

President.....Arthur Levey
 Treasurer.....Kurt Widder
 Secretary.....Frank V. Quigley
 Dir. of Research & Dev.....Dr. John H. Laub
 Dir. of Ultrasonic TV.....Richard Duggan
 Dir. of Subscriber-Vision
 System.....William J. Shanahan
Services Offered: Electronic Equipment, Subscriber-Vision, Research and Development TV and Electronics.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York, N. Y.
 Phone: CI 6-6915

Exec. Prod-Dir.....Charles E. Skinner
 General Manager.....Ray Rand
 Music Editor.....Alfonso Corelli
 Musical Directors.....Skitch Henderson & Ted Royal
 Set Designer.....Charles Carlotti
 Production Supervisor.....William Toth
 Camera Directors.....Joseph Brun, Drummond Drury, William Storz
 Assoc. Prod., West Coast Rep...Albert Kelley
 Film Distribution.....Bruce Ross
 Sales Manager.....Howard Blackmore
Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 17, N. Y.
 Phone: MUrray Hill 5-9010

President.....Fletcher Smith
 Vice-President.....Charles Schettler
 Secretary-Treasurer.....Peter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

SNADER PRODUCTIONS, INC.

9130 Sunset Boulevard, Hollywood 46, Calif.
 Phone: CRestview 4-6651

President.....Louis D. Snader
 Director.....LeRoy Prinz
 Musical Director.....Sid Lippman
Services Offered: TV program production, package TV programs, TV film production, syndicate film, TV talent.

SONG ADS COMPANY

5927 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 5-6181

President.....Robert Sande
 Exec. V.P. Chg. of Sales.....Donald Estey
 V.P.-Creative Dir.....Del Porter
 V.P.-Music Dir.....Larry Greene
 Vocal Director.....Ray Linn
Services Offered: Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

THE SOUVAIN ASSOCIATES

135 Central Park West, New York 23, N. Y.
 Phone: TR 3-1158

General Partner.....Henry Souvaine
Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 18, N. Y.
 Phone: LA 4-3450

President.....Max Wolf
 Talent.....Al Roth
Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
 Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
 Fashion Photog., Consultant...J. T. Stark
 Design.....George Shealy
Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y.
 Phone: PL 3-1742

President.....Wilbur Stark
 V.P.-Treas.Jerry Layton
Services Offered: Programs and person-

alities for television and radio.

Productions: Modern Romances—for radio and TV; Rocky King.

RICHARD STROUT PRODUCTIONS LTD.

649 North Rossmore Ave., Los Angeles 4, Cal.
Phone: HOLlywood 7-9091

PresidentRichard Strout
Branch Office

507 Fifth Ave., New York 18, N. Y.
Phone: MURray Hill 2-6924

PresidentS. B. Strout

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030

PresidentAlfred Levy
Vice Presidents.....David Suskind,
Robert Suskind

Services Offered: Produce live dramatic television programs.

Productions: Justice, Mr. Peepers, Philco-Guodyear Television Playhouse, Armstrong Circle Theatre.

TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y.
Phone: SPring 7-0232

President.....Edward Roberts, Jr.
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-5450

PresidentHal Tate
Vice Pres., Sales Mgr.....Phil Fischer
Sec'y-Treas.....Lucille E. Schall

Services Offered: Syndicators of Who's Talking?, quiz program, telephone quiz show featuring actual transcribed poetic clues of nationally known celebrities. Voices, clue sheets and merchandising aids are all furnished as part of the package.

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 sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston,
Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800

Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Elli-

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

THEATRE NETWORK TELEVISION INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-3220

PresidentNathan L. Halpern
General Sales Mgr.....Fanshawe Lindsley
Sales.....Robert L. Crawford
Prod. Super.....Martin H. Poll

Services Offered: Closed circuit TV for business, industry and entertainment.

TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal.
Phone: ST 7-6414

Owner-Producer.....Helen L. Moser
Directors.....Dik Darley, Larry Robertson
Prod. Assistant.....Bela Kovacs

Services Offered: Production and sale of television and radio package shows.
Productions: Space Patrol.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone: JUdson 2-3530

President.....M. E. Moore
Services Offered: Program productions, syndicated transcriptions, scripts, package programs.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Office Manager.....B. Deck
Services Offered: Open-end transcribed programs, 5 and 15 minute shows featuring top talent.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

118 E. 40th St., New York 22, N. Y.
Phone: MU 3-8684

President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

TRENDE-CAMPBELL-MEURER INC.

28 West Ave., Detroit 26, Mich.
Phone: WOODward 2-9184

PresidentGeorge 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 Avenue, Buffalo 2, N. Y.
Phone: CL 2066

PresidentRichard H. Ullman
Vice President.....Marvin A. Kempner
TreasurerEdward H. Kavinoky
Production Manager.....Bill Jacobs
Productions: Ad-imation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdy, fully animated film quiz show, selected spots, animated films.

UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUPERior 7-9144

PresidentWilliam 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

PresidentFrank H. Bartholomew
Television Mgr.Wm. C. Payette
Radio Manager.....John Madigan
Gen. Sales Manager.....Leroy Keller
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIRcle 6-4675-6

PresidentThomas J. Valentino
Vice-President.....Michael T. Valentino
Vice-President.....Elsie F. Valentine
Gen. Mgr., Secy.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO EVENTS

535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1668

PresidentJulienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

V. I. P.

720 5th Ave., 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.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Assoc. Prod., Casting Dir....Marion Lennox
Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

President, Gen. Mgr.....Edward Wolf
Vice-PresidentHerbert Wolf
Associate Producers.....Jack Rubin,
Keith Taylor, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV package production.
Productions: Break The Bank, for radio and TV; Hilltop House, and Masquerade Party.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

Manager.....Frank Parke Wright
TreasurerSylvia C. Wright
Vice Pres.....Aphie Tavernas
Traffic Manager.....D. S. Koemme
Services Offered: Merchandised advertising in the food products field.
Productions: Calo Pet Exchanges.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8

ProducerWynn Wright
ManagerCharles Granzow
Asst. Director.....Charles Carruth
Services Offered: Creation and production of radio dramas.
Current Productions: Squad Room, Official Detective, Crime Fighters, Farm Quiz.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

PresidentFrederic W. 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
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Mgr., Midwestern Div.....Ed Broman
Mgr., West Coast Div.....Walter Kingsley
Mgr., Eastern Div.....A. Goustin
Services Offered: Custom built and syndicated shows.
Productions: Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story.

15 YEARS OF QUALITY

AND SERVICE *



IN NEW YORK:

799 Seventh Ave., CI 5-7300; Gil McKean, Director—Al Shulman, Nat'l Sales Mgr.

IN CHICAGO:

410 North Michigan Ave., Whitehall 4-6000; Jerry Ellis, Manager

IN HOLLYWOOD:

8723 Alden Drive, CRestview 6-1034; Al Wheeler, Manager

*** It's the 15th anniversary of Columbia Transcriptions**

Division of Columbia Broadcasting System, Inc., makers of the finest transcriptions and records of all sizes and speeds.

"Columbia" Trade-Mark Reg. U. S. Pat. Off. Marca Registrada



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Recording
Companies*

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PERSONNEL

ADDRESSES



Now that we have your attention... Let us show you what we've got to give you — for top-quality, confidential, and prompt action in recording and pressing. The finest and most advanced equipment assures you incomparable engineering accuracy. Studios with complete production facilities, as well as pressing plants, on each coast, guarantee you speed and service plus individual attention. You can use Capitol's Custom Services Department with confidence that the result will meet your most rigid standards and stringent schedules.



CUSTOM

CUSTOM SERVICES DEPARTMENT

Capitol Records Distributing Corp.
Walter S. Heebner, Vice Pres. & Gen. Mgr.
Hollywood: 5515 Melrose • HOLLYWOOD 3-7114
New York: 151 W 46th St • COLUMBUS 5-4758

TRANSCRIPTION AND RECORDING COMPANIES

JOHN ADASKIN PRODUCTIONS

314-15, 67 Yonge St., Toronto, Ont., Can.
Phone: EM 4-9296

Owner John Adaskin
Secretary (Miss) Norma Dickson
Services Offered: Production, live programs, series transcriptions, feature length TV film, custom productions, musical arrangements, script preparations.

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.

ALL-CANADA RADIO FACILITIES, LTD.

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691

Vice President.....G. F. Herbert
General Manager.....Stuart MacKay
Mgr., Prog. Div.....Robert Tait
Asst. Mgr., Prog. Div.....C. D. S. Murray
Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-5107

President.....D. K. Broadhead
Vice Pres. of Mgr.....Sam Salzman
Comptroller.....Irving M. Huncilman
Sales Manager.....John F. Wegner
Sales Manager.....Hal G. Neely
Wash., D. C. Mgr. & Contr. Dir.. W. S. Adams
Services Offered: Processing and pressing transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available.

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.)

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.

Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

President.....Herbert Rosen
Services Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 7-3091

President.....Charles E. Rynd
Vice-Pres.....T. J. Merson
Vice-Pres., Treas.....Richard Rynd
Secretary.....Joseph Connolly
Sales Manager.....Ray Rand

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities transcription and phonograph records, mass tape duplication for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091

President.....Charles E. Rynd
Sales Manager.....Ray Rand
Services Offered: Full library of recordings on tape, recording, program production.

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: COlumbus 5-2517

Owners...Raymond Scott, Dorothy Collins, Leonard Wolf
Officers...Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody
General Manager.....L.eonard Wolf

Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

BELL SOUND STUDIOS, INC.

112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9

President.....Allen Weintraub
Secy.-Treas.....Daniel Cronin
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.

MORE THAN 1000 RADIO STATIONS SELL WITH WORLD PROGRAMMING!

Read
How

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with

★ STATIONS SELL WITH WORLD LOCAL QUIZ PROGRAMS

... World was the first library to offer the big-audience quiz show!

WJPS, Evansville, Ind., SAYS "World means dollars to us . . . \$8580 annual net from YOU WIN quiz series alone. In just 13 weeks this one series pays for the entire World Service for over a year."

WBML, Macon, Ga., SAYS "YOU WIN is really a winner . . . \$8388 annual net. 13 weeks' revenue more than cost of entire Service for year."

★ STATIONS SELL WITH WORLD "THE BETTY GRABLE-HARRY JAMES SHOW"

Complete Open-End Transcription show starring famous personalities and music 5 hours a week across the board!

WTAR, Norfolk, Va., SAYS "GRABLE JAMES SHOW signed for 26-weeks, 5 days a week by Regent Beer promotion includes newspapers, direct mail and radio spots!"

KSD, St. Louis, Mo., SAYS "GRABLE JAMES terrific! Pulled in big-name sponsors . . . General Mills, Falstaff Brewing Co., Fletcher's Castoria, G. F. Sahina, Kroger Co. P & G Oxydol."

★ STATIONS SELL WITH WORLD'S BIG STARS....

Judy Canova	Xavier Cugat	Sportsmen Quartet
Betty Grable	David Rose	Blackwood Brothers
Harry James	Gisèle MacKenzie	Helen Forrest
Lonny Ross	Three Suns	Muggisy Spanier
Eddy Howard	Ray Blach	Mimi Benzell
Fontane Sisters	Oscar Peterson	Ken Griffin
	George Shearing Quintette	

...and many, many more!

★ STATIONS SELL WITH WORLD LOCAL PERSONALITY SHOWS AND WOMEN'S FEATURES

including, Homemaker Harmonies . . . Wedding Bells are Ringing (for local wedding announcements)

Whose Birthday is This (for local birthday observances)
Happiness Parade (for local anniversary programs)
Bundle of Joy (for local birth announcements)

KWRN, Reno, Nev., SAYS "We're delighted with HOME MAKER HARMONIES . . . one of the easiest programs we've ever had to sell! Had to put it on a 'first come, first served' basis."

WAPX, Montgomery, Ala., SAYS "GRABLE-JAMES SHOW wowed us with 15 participating sponsors 5 days a week! Sponsors include shoe stores, drugs, insurance, paint and hardware, food and beauty shops."

★ STATIONS SELL WITH WORLD SPECIAL APPEAL PROGRAMS

revenue raising shows that prove World's leadership in quality programming ideas

KWJB, Globe, Ariz., SAYS "RAYMOND MASSEY IN THE CHAPEL BY THE SIDE OF THE ROAD sold to Globe Monthly for Sunday morning broadcast each week. Sponsor writes that it is the finest program of its type and public acceptance has been gratifying."

AND FOR 1955

More than ever before . . . NEW IDEAS!
NEW FEATURES! . . . NEW TALENT!
Beginning with

6 NEW ACROSS-THE-BOARD

Half-hour and quarter-hour PROGRAMS
With 111 selling opportunities

- The Song And The Star
- Passport To Daydreams
- Westward To Music
- The Three Suns
- Music Coast To Coast
- Guess Who! Guess What!

STATIONS SELL, SELL, SELL with WORLD'S BIG ARRAY OF MONEY- MAKING PROGRAMMING!

TATIONS ROSPER WORLD!

1st with
TOP STARS...
1st with
TOP SHOWS...
1st with
TIMELY SELLING AIDS
OF EVERY KIND!
WORLD IS YOUR No. 1
all-purpose sales and
program SERVICE!

★ STATIONS SELL WITH WORLD TOP SPORTS PROGRAMS!

Some of World's "firsts" in sports shows include: Get a Hit (Baseball) . . . Football Time . . . Basketball Time!

KAND, Corsicana, Texas, SAYS: "Local Western Auto Store grabbed up complete 26 week 'Get a Hit' baseball series. A good program, well written, quick-to-sell."

★ STATIONS SELL WITH WORLD BIG NAME SHOWS!

World sets the pace in library presentations of big names in big time packages for single or participating sponsors!

★ STATIONS SELL WITH WORLD JINGLES AND SPECIAL EFFECTS

World produces an ever-increasing repertoire of up-to-date spot announcement lead-ins . . . specially created songs, jingles, sound treatment, voice and sound montages and seasonal appeals.

KBUN, Bemidji, Minn., SAYS: "World DAIRY JINGLES opened the door for a 400-spot announcement campaign by local RED CAP DAIRY."

CJVI, Victoria, B.C., Canada, sold World Automotive Jingle Campaign to Gladwell Motors.

WTCH, Shawano, Wisconsin, sold World Dollar Day Jingles to Chamber of Commerce.

WHWB, Rutland, Vt., SAYS: "JUDY CANOVA in COUNTRY FAIR sold on first audition, bi-weekly basis, to Scott's Tractor & Implement Co., and Harald Westcott Appliances."

KOOK, Billings, Mont., SAYS: "LANNY ROSS in STEAMBOAT JAMBOREE sold on 52 week contract, to local department store."

WTIP, Charleston, W. Va., SAYS: "WALTER HUSTON in FORWARD AMERICA sold before our library arrived. Show bought for weekly broadcast by one of the nation's leading retail furniture houses."

WBWZ, Vineland, N. J., sold World Groceries Jingles to Co-op Neighborhood Grocers.
The list could go on and on proving World Jingles Sell!

★ STATIONS SELL WITH WORLD TIME AND WEATHER JINGLES . . . the first in any library service!

WIP, Philadelphia, Pa., SAYS: "World Weatherbird jingles resulted in a substantial amount of revenue . . . sold to Goebel Brewing Company of Detroit. A natural tie-in with Goebel's rooster trademark."

WRAC, Racine, Wisc., sold a profitable weather jingle campaign to Boumann Oil Co.

KRUN, Bollinger, Texas, sold a sales producing time signal campaign to local Pontiac Dealer.



WORLD
SALES AND
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI
CANADIAN REPRESENTATIVES
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

HOLLYWOOD
ALL-CANADA RADIO



20 YEARS
OF
RECORD
SERVICE

PROCESSING

Better in dozens of ways,
because of scientific
testing at every step.

PRESSING

Proved better by hundreds
of satisfied clients all
over the world.

TAPE DUPLICATION

Guaranteed broadcast
quality—now used in
broadcasts everywhere.

SHIPPING

Allied's cross checking
controls assure on-time
delivery under any
circumstance.

**ALLIED RECORD
MANUFACTURING COMPANY**

1041 N. LAS PALMAS, HOLLYWOOD, CALIFORNIA

Hollywood 9-5107

CADENCE RECORDS

40 E. 49th St., New York City
Phone: MURray Hill 8-6141

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 2-2103

President Spence Caldwell
Vice Pres., Sales..... G. Norris MacKenzie
Vice Pres., Prod..... Gordon F. Keeble
Comptroller..... S. H. Coxford
Film Super..... R. H. (Dick) Sheppard
Creative Director..... John N. Heaton
Co-ordinator J. M. (Doc) Savage
Director..... R. M. Rose
Chief Cameraman..... Fritz Speiss
Sales Executives..... W. F. Milnes,
G. B. Quinney, Hugh Bearg

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Cinesalesman Projectors, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif.
Phone: HOLlywood 3-7114

151 West 46th St., New York 36, N. Y.
N. Y. Phone: COLUMbus 5-4758

President Glenn Walliech
Vice-President..... Walter S. Heebner
Eastern Sales Manager..... Herbert I. Sachs
Eastern Studio Rep..... Thomas Sheehy
Western Studio Reps..... Fred Grimes,
John Seely

Services Offered: Custom recording for records and television; mastering, processing and pressing; full library of production music.

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: VICTORIA 9-1593

Sr. Partner..... James B. Keyser
Plant Manager..... James B. Keyser, Jr.
Sales Manager..... Richard B. Keyser

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
Phone: CIRCLE 6-3900

Managing Director..... Arthur Shaer
Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. A complete staff for foreign transcriptions. Ampex tape recording.

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 19, N. Y.
Phone: CIRCLE 5-7300

President..... James B. Conkling
Executive Vice-Pres..... Goddard Lieberson

Vice-Pres. Chg. Research
& Development..... James H. Hunter
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
Services Offered: Records, phonographs needles, and attachments and transcriptions.

COLUMBIA TRANSCRIPTIONS

(A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300

Director..... Gilbert S. McKean
National Sales Mgr..... Al Shulman
Chicago Mgr..... Girard Ellis
Los Angeles Mgr..... William A. Wheeler
Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: CRESTview 1-7106

Pres. and Exec. Prod..... Walter White, Jr.
Associate Prod. Bill Heath
Production Mgr..... Vernon Keays
Coordinator Eleanor Payne

Services Offered: Creators and producers of tape and open-end recordings such as our "Hopalong Cassidy," "Tarzan," "The Clyde Beatty Show," AM & TV, "Down Our Way," "Strollin' Tom," etc. All are 30 min. vehicles excepting "Strollin' Tom," which is a quarter hour open eud.

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
Production Manager..... Edith Adelson
Treasurer..... Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: COLUMbus 5-2300

Mgr., Special Service..... Edward Strauss
Services Offered: Studio rental; records pressed.

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
Treasurer..... Helen D. Kelleher
Secretary..... John Hughes Dwyer

Here's dollars and cents can boost subscriber's

Only RCA Thesaurus gives you big name talent like this . . .



★ **George Melachrino** and the Melachrino Strings have proven perfect for single or participating sponsorship. (Quarter-hour, three times a week)



★ **Gloria DeHaven**



★ **Wayne King** delights young and old . . . sponsors, too. (Half-hour, once a week)



★ **Phil Spitalny** and his All-Girl Orchestra are setting new sales records for stations everywhere. (Half-hour, once a week)



★ **June Valli**



★ **Nelson Eddy** puts on a "Penthouse Party" five times a week . . . introduces top-flight Guests who draw listeners. (Half-hour, five times a week)



★ **Johnny Desmond**



★ **Sammy Kaye** knows that everyone wants to "Swing and Sway" . . . and his popular program is "tops" with listening and dancing audiences. (Quarter-hour, three times a week)

Here are some of the many big name Thesaurus Shows for every sponsor.

"Penthouse Party"—Nelson Eddy and Guest Stars

"The Hour of Chorm"—Phil Spitalny and the All-Girl Orchestra

"The Wayne King Serenade"

"Music by Rath"—Allen Roth Orchestra

"Music Hall Varieties"—Joe E Howard, Beatrice Kay

"Concert Hall of the Air"—Arthur Fiedler

"The Melachrino Musicole"

"The Sammy Kaye Show"

"The Freddy Martin Show"

"Date in Hollywood"—Eddie Fisher, Gloria DeHaven and Hugo Winterhalter

"Sons of the Pioneers"

"Hank Snow and His Rainbow Ranch Boys"

"Music of Manhattan"—Johnny Desmond, June Valli

"The Singing Americans"—Frank Black Chorus & Roger Wagner Chorus

"Music to Dream By"

proof that RCA *Thesaurus* income by over \$5,000 a year

packed by plus commercial features like these:

Sales tools and program aids like these put *Thesaurus* out in front . . . and keep it there.

Brilliant weekly continuity service
Exclusive monthly Marketing Bulletins

Tremendous Jingle-Library (over 2,000 individual jingles)

Exclusive "Sell Effects" (Sound Effects that Sell)

Attention-Getting Sound Effects
Sponsor-Selling audition discs

Sales Clinching brochures

Audience Building Promotion Kits

Mood and Theme Music for every program building need

Easy-to-sell big name Holiday Shows

Attention-Getting Time and Weather Jingles

Ear-catching Station Breaks

"Quickie" tunes for participating programming

A complete package of hard-hitting Sales Tools

1954 year-end survey of hundreds of subscriber stations showed income due exclusively to *Thesaurus* programs and features averaged over \$5,000 per subscriber. Yes, the proof that *Thesaurus means profits* comes from those who best know its tremendous value — *Thesaurus* subscribers themselves. Why is *Thesaurus* so successful in helping make sales to sponsors? The answer is unmatched, big-name entertainment . . . plus easy-to-sell commercial features and advantages no other program service offers. Get in touch with the RCA Recorded Program Services Representative nearest you (or contact 630 Fifth Ave., New York, N. Y.) and learn how you, too, can profit more ways with *Thesaurus*. Write, wire, or phone today, Dept. R-1.

RCA's *Thesaurus*...
The Library That
Pays Its Own Way!



TMKS. ®

recorded
program
services

**RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION**

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, Cal.—Hollywood 4-5171
522 Forsyth Bldg., Atlanta 3, Ga.—LAmar 7703
1907 McKinney Ave., Dallas 1, Tex.—Riverside 1371



New!

Ultra Modern!

You may be confident of the most professional finished product when you entrust your recording to OLMSTED.

OLMSTED SOUND STUDIOS, INC.

ONE EAST FIFTY FOURTH STREET, NEW YORK 22, N. Y.

PLAZA 5-1646

Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-5400

President.....C. Robert Fine
Exec. V.P.....Elmer O. Wilschke
Chief Eng.....Jack J. Clink
Recording Super.....George Piros
Sales Director.....Betty Jane Keilus

Services Offered: Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes, 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

MITCHELL GERTZ AGENCY, INC.

338-44 N. Rodeo, Beverly Hills, Calif.
Phone: CR 4-5491

Owner.....Mitchell Gertz
TV Head.....Ralph Rogers

Services Offered: TV program production, scripts, package TV programs, talent TV film production.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

Branch Offices: London, Eng.; Sydney, Aust.; Toronto, Can.

General Manager.....Harry S. Goodman
Sales Mgr., Radio Dir...Everett F. Goodman
Office Manager.....William Baron
Musical Director.....Dick Manning
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 46th St., New York 19, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Comptroller-Treas.....Robert M. Volkell
General Manager.....Harry F. Landon

Services Offered: Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696

President.....George Heid
V.P., Treas.....Margaret Heid
Chief Engineer.....Arthur Romer
Musical Director.....Everett Neill

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.

EMPIRE

for

RECORDING

TAPE-DISC

AIR-CONDITIONED STUDIOS

AIR/LINE CHECKS AM-FM-TV

REMOTES

TAPE-EDITING

SHIPPING—DELIVERY

LIBRARY SERVICE

For the finest sound on disc, tape . . . call

Empire Broadcasting Corp.

480 Lexington Ave.

New York 17, N. Y.

PLaza 9-4500

Mood Music
for
**TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures**

Five complete recordings of
the following libraries:

**PAXTON — BOSWORTH
— BRULL — ODEON —
AND
FRANCIS DAY & HUNTER**

Also the largest selection of
sound effects records in exist-
ence. Anything from a "cat's
meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.

Established 1932

150 West 46th Street

Dept. RD

New York 36, N. Y.

Music Clearance on Above Catalogues
Arranged by Our Firm

Phone: PLaza 3-2910

Owner Mary Howard
Chief Engineer Deryck Waring
Sales & Promotion Marjorie Lambert
Office Manager Gretchen C. Howard
Services Offered: Studio facilities, Ham-
mond organ, Steinway piano, Ampex tape
machines, Scully lathe, 16 mm projector with
synchronous motor, Fairchild pic-sync gen-
erator, Heated stylus masters, 78, 45 and 35
rpm. Off-the-air, line and studio recordings.
Tape editing.

ESTELLA H. KARN

19 West 45th St., New York 19, N. Y.

Phone: JUDson 2-2170

Owner Estella H. Karn
Services Offered: Recording, program pro-
duction and packages.

**KEYSTONE BROADCASTING
SYSTEM, INC.**

111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President (Dir.) Sidney J. Wolf
Vice-President (Dir.) Joseph Bayer
Vice-President Noel A. Rhys
Vice-President Edwin R. Peterson
Vice-President William Bayer
Secretary-Treasurer (Dir.) Arthur Wolf
580 Fifth Ave., New York, N. Y.

Phone: PLaza 7-1460

V.P., East. Sales Dir. Noel A. Rhys
Asst. Executive Charles A. Hammarstrom
Office Manager Eve Waldo
Director of Research John Scanlan
111 W. Washington St., Chicago, Ill.

Phone: State 2-6303

President Sidney J. Wolf
Vice-President Edwin R. Peterson
Secretary-Treasurer Arthur Wolf
Dir. of Station Relations Blanche Stein
Traffic Manager Kay Coustan
Program Director Jane McFadden
3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 3-2910

Vice-President William Bayer
Account Executive Henry G. Eschen
75 Post St., San Francisco

Phone: SUTter 1-7440

Account Executive Don Kerwin
Services Offered: The Keystone Broadcast-
ing System is a transcription network which
services local radio stations in their pro-
gramming with transcriptions, with KBS
making their time available to national ad-
vertisers and their agencies at an attractive
network package rate.

At the present, there are more than 800
Keystone affiliates, located in towns with
10,000 to 250,000 population where they reach
both the small town and rural markets. For
the most part, these Keystone stations serve
those areas which are beyond clear reception
areas of the large metropolitan radio stations
or other high power stations. The number of
radio homes in the Keystone Primary Cover-
age Area total more than 25,000,000 based on
Nielson Reports, or one-half millivolt where
the Nielson Report is not available.

LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUDson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Vice-President.....W. O'Keefe
Mgr. of West Coast Oper...Hugh S. Allen, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 4, Calif.
N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plate of masters and production on vinylite pressings.

MAGNETIC SOUND, INC.

4803 Grand Ave., Des Moines, Iowa
Pres., Gen. Mgr.....Stuart Steelman
Chief Engineer.....John Beatson
Sales.....Richard H. Gurley, Jr.
National Sales for US handled by
Universal Broadcasting System
2193 Commonwealth Ave., Boston 35, Mass.

Services Offered: The world's largest tape duplication service, through the Dupli-Recording Process tape masters are copies in large numbers (40 at a time) for tape networks, and transcription services.

MAGNE-TRONICS, INC.

122 East 42nd St., New York 17, N. Y.
Phone: MU 7-3935

President.....Percy L. Deutsch
Vice-Pres.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Sales Marketing Mgr.....Roger L. Thaxter

Services Offered: Producers of long-playing magnetically-recorded Musical Tapes for on-premise background use and for central studio transmission. Processors of special program material on tape for religious, educational and industrial use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: LO 4-3808

President.....Bernard Zisser
Vice President.....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy

Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Glohe 6-2135
Sales Manager.....George L. Price

*** PROVEN QUALITY!**

COASTAL RECORDING COMPANY, INC.

COASTAL "40"
80 West 40th Street

COASTAL "52"
136 West 52nd Street

New York, N. Y. — Circle 6-3900

- Complete recording facilities
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- 16MM film synchronization
- Fine quality
- Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Managing Director

Services Offered. 156 five-minute transcribed spots, *Miracles of Faith*, open in middle and at each end.

M G M RECORDS

301 Seventh Avenue, New York, N. Y.
Phone: CLeve 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 17 St., New York 19, N. Y.
Phone: PLaza 7-0695

President... Charles Michelson
Divisional Sales Mgr. ... Ray Linton
Services Offered: Open end dramatic and musical transcribed feature programs. Genett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183

Owner... Edwin M. Webb
Services Offered Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape

remotes. Tape editing. Master processing and pressing.

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
Vice Pres., Sp. Secy. ... Alexander B. Motenko
V.P., Eng. & Research... Emil F. Hambrooke
V.P., Adv., Prom., Pub. ... Edward Hoelthausen, Jr.
New York Operations



FULL RANGE RECORDING

*The
Penthouse
Studios*

of V. J. Nola

•••• FILM ••••• TAPE ••••• DISC •••••

STEINWAY HALL

Judson 6-0040

113 WEST 57th STREET

New York 19, N. Y.

Nola Studios, Inc., WMCA Building

1657 Broadway, New York 19, N. Y. • PLaza 7-4870

V.P. in Chg.....Ethel W. Maclean
 Associated Program Service Division
 V.P. & Gen. Mgr....Edward Hochhauser, Jr.
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other places where people congregate. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films).

NBC RADIO RECORDING DIVISION
 30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-8300

Manager.....Henry P. Hayes
 Merchandise Mart, Chicago 54, Ill.
Phone: Superior 7-8300

Manager.....M. P. Eisenmenger
 Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOLlywood 9-6161
 Manager.....A. M. Wooley
Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTEAD SOUND STUDIOS, INC.
 1 East 54th Street, New York, N. Y.
Phone: PLaza 5-1646

President.....Henry C. Olmstead
 V.P. & Sec.....Richard B. Olmstead
Services Offered: Complete facilities and engineering for tape, disc, and film work. Mobile equipment in all three media. 35 mm, 16 mm. Complete program production service.

**THE PENTHOUSE STUDIOS OF
 V. J. NOLA**
 113 West 57th St., New York 19, N. Y.

memo from Ed Hochhauser Jr.

THERE'S ONLY ONE REAL
 TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY
 AND
 ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....\$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

APS
Associated Program Service
 "the library that pays for itself"
 (A division of Muzak Corp.)
 221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Phone: JUDson 6-0040
 WMCA Bldg. 1657 B'way, New York 19, N. Y.
 Phone: PLaza 7-4870

President.....Vincent J. Nola
 Vice President.....V. Thomas Nola
 Chief Engineer.....Stanley Bumbly
 Film Division Mgr.....V. T. Nola

Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-1111

President.....Frank J. Starzel
 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 reporters 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: Glohe 6-2135

President.....George Logan Price
 Sales Manager.....S. M. Lauch

HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT



Speed: Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

Savings: Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

Quality: The outstanding feature of every RCA VICTOR Transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details. Dept. RY-101, 630 Fifth Ave., New York 20, N. Y. — JUDson 2-5011
 445 N. Lake Shore Dr., Chicago 11, Ill. — WHitehall 4-3215
 1016 N. Sycamore Ave., Hollywood 38, Calif. — HOLlywood 4-5171
 1525 McGavock St., Nashville 3 Tenn. — NASHville 5-6691



custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

Services Offered: Radio transcriptions of morale-building, constructive, open-end 15- and 30-minute programs. Scripts, ideas, commercial tie-ins, production, and advice on talent availabilities. (Not a talent agency.)

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
 Phone: JUDson 2-5011

Vice-Pres., Gen. Mgr.....Emanuel Sack-Manager.....James P. Davis
 Artist & Repertoire Mgr.....Ben Selvin
 Advcg. & Prom. Mgr.....Frank J. O'Donnell
 Custom Record Sales Sections

Manager.....D. J. Finn
 Chicago Manager.....A. E. Hindle
 Hollywood Manager.....R. C. Bucholz
 Nashville Manager.....Geoffrey B. Bennett
 N. Y. Mgr. Orders & Service
 Richard E. Bylandt

N. Y. Sales Rep. (Phonograph Records).....Ralph C. Williams
 N. Y. Slide Film Rep.....Marjorie B. Tahaney
 N. Y. Sales Rep.....James R. Cunnison

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services
 Manager.....A. B. Sambrook
 Central Northeast
 Sales Manager.....William F. Reilly
 Western Sales Manager.....William C. Gartland
 Northeastern Sales Rep.....George Field

FINE SOUND INC.

Offering
 the
 FINEst
 facilities
 in
 the
 East

Disc and Motion Picture
 Recording

FINE SOUND INC.
 711 — 5th Ave., New York
 PLaza 3-5400

Southeastern Sales Rep...Wallace D. Cochran
 Central Sales Rep.....Hugh Gravel
 Southwestern Sales Rep.....Robert Fender
 Central Northeast Sales

Rep. (Chicago).....Gus Hagenth
 Mgr. Sales Service.....Chas. Broderick
 Mgr. Comm'l Research.....Donald D. Axt

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

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 4-3530

1016 No. Sycamore Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-5171

522 Forsythe Bldg., Atlanta 3, Ga.

Phone: WALnut 5948

1907-11 McKinney Ave., Dallas, Texas

Phone: RIVERSide 1371

1525 McGovock St., Nashville, Tenn.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.

Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
 Executive Director.....Oliver W. Nicoll
 Assoc. Dir. of Svcs.....Sandra Munsell
 Mng. Dir. of Prod.....J. H. Macdonell
 Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, syndicated transcribed programs,

scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.

Phone: HOLlywood 3-3382

Chair. of Bd., Secy. & Treas...H. DeVoe Rea

President.....G. Howard Hutchins

Vice-President.....J. Joseph Sameth

Vice-President.....H. L. Bryant

Vice-President.....E. F. Dummel

Service Offered: Complete recording facilities.

RADIOZARK ENTERPRISES, INC.

606 St. Louis St., Springfield, Mo.

Phone: 2-4422

Vice-President, Mgr.....E. E. Siman, Jr.

Vice-President, Mgr.....John B. Mahaffey

Services Offered: Transcribed and network country music features. Current programs: Tennessee Ernie Show, Red Foley Show, Smiley Burnette Show, Bill Ring Show, Saddle Rockin' Rhythm, Carter Sisters & Chet Atkins Show, ABC Network's Ozark Jubilee.

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.

Phone: OREGon 9-3550

President.....Hazard E. Reeves

Vice-President.....Chester L. Stewart

Mgr.—Film Div.....Richard Vorisek

Mgr.—Disc Div.....John Vorisek

Chief Engineer.....Lyman J. Wiggan

Services Offered: Sound recording for motion pictures and television, transcriptions.



To Our Many Friends . . .

Thanks for all your help in making our first two years so successful.

As we enter our third year we further dedicate ourselves to produce the finest in recorded entertainment.

Cordially,
 Leonard Wolf
 General Manager

Hear Your Favorite
 DOROTHY COLLINS and
 RAYMOND SCOTT Recordings
 78 RPM 45 RPM 33 1/3 RPM



- AUDIVOX RECORDS
- 140 West 57th St.
- New York, N. Y.

ROCKHILL RECORDING

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

PresidentJanet Taylor
 Manager.....Leo J. Launer
 Chief Engineer.....Herbert Kaplan
 Sales Manager (Recording)...Fred Freeman
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording.

SESAC INC.

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

Phone: MURray Hill 5-5365

PresidentPaul Heinecke
 Secretary-Treasurer.....R. C. Heinecke
 Asst. to President.....E. S. Prager
 Prod. Manager.....Robert S. Stone
 Publicity & Prom.....Alice J. Heinecke
 Traffic.....I. K. Weiss

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including special continuities for holidays. Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

THE CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 19, N. Y.

Phone: Circle 6-6915

Exec. Producer-Director...Charles E. Skinner
 General Manager.....Ray Rand
 Musical Directors.....Skitch Henderson,
 Ted Royal, Drummond Drury, William Storz (IATSE)

Assoc. Prod., West Coast Rep...Albert Kelley
 Sales Manager.....Howard Blackmore

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, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

HARRY SMITH RECORDING STUDIOS, INC.

48 West 48th St., New York 36, N. Y.

Phone: CI 6-5171

PresidentHarry Smith
Services Offered: Recording studios, transcription service, air checks, etc.

K. R. SMITH (Division of)

RALEIGH RECORDS, INC.

619 W. 54 St., New York 19, N. Y.

Phone: JUDson 2-3791

V.P. and Sales Mgr.....K. R. Smith
 Customer Service.....Ben Goldman

Services Offered: Processing, pressing, slipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

**My
 Sincere Thanks
 for your help in
 making it all
 possible.**

Archie Bleyer



cadence

RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N.Y.

M-G-M Records

The Greatest Name

In Entertainment

78 RPM

Extended Play Albums

45 RPM

33 1/3 Long Playing Records

Leader In The Field Of

Sound Track Albums

TELAVIX STUDIOS, INC.

216 Tremont St., Boston 16, Mass.
 President.....Richard L. Colten
 National Sales.....Universal Bestg. System
 Exec. Sec'y.....Mrs. M. Jones
Services Offered: TV films, air checks, tape master, full studio transcription services, film and tape editing rooms.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
 Phone: CEntal 6-5275
 Owner.....L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
 Phone: JUdson 2-3530
 President.....M. E. Moore
 General Manager.....Norm Bart
Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
 Phone: 2-4974

President.....J. P. Williams
 Executive Vice-Pres.....John S. Zarka
 Office Manager.....Bess Deck
Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Emile Cote, Curley Bradley, The Golden Gate Quartet.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
 Phone: CLeveland 2066
 President.....Richard H. Ullman
 Exec. V.P.....Marvin A. Kempner
 Treasurer.....Edward H. Kavinsky
 Production Manager.....Bill Jacobs
Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

UNITED FILM & RECORDING STUDIOS

301 East Erie St., Chicago 11, Ill.
 Phone: SUPerior 7-9114
 Gen. Mgr. & Exec. Producer...Wm. L. Klein
 Exec. Vice-President....Wm. C. Hutchings
 Management.....Egmont Sonderling
 Office & Studio Mgr.....John Brunn
Services Offered: Everything on film, discs and tape. Two large film stages. Modern equipment for audio and video.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
 Phone: CI 7-3718, 2089
 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 9-3282
 General Manager.....Roger LeFont
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

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
 Office Manager.....Belinda Richmond
 Controller.....Tony Parri
Services Offered: Recording, transcriptions, package programs, masters, pressings, and sound track for slide

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
 Phone: Clrcle 6-4675
 President.....Thomas J. Valentino
 Vice-Presidents.....Michael T. Valentino,
 Elsie F. Valentino
 Gen. Mgr. & Sec.....Peter J. Riolo
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 3-6811
 Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-4700
 5255 Clinton St., Los Angeles, Calif.
 President.....John L. Sinn
 Chairman of Board.....Frederic W. Ziv
 Vice-President.....Robert W. Friedheim
 General Manager.....Pierre Weis
 Sales Manager.....Dick Lawrence
 West Coast Mgr.....James L. Weathers
Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

918 N. La Cienega Blvd., Los Angeles 48, Cal.
 Phone: BRAdshaw 2-9337
 President.....Gordon Zahler
Services Offered: Background music for TV filmed series.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
 Phone: PLaza 1323
 488 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-4700
 President.....Frederic W. Ziv
 Vice-President (Executive)...John L. Sinn
 V.P., Chg. of Sales.....Alvin E. Unger
 V.P., Chg. of Prod.....Herb Gordon
 Treasurer.....Joseph L. Moore
Services Offered: Transcribed radio programs for local and regional sponsorship.



World Broadens Programming Scope To Re-Focus Radio Selling



By PIERRE WEIS
General Manager
World Broadcasting System

THE basic strength of radio lies in the important services it can perform for the local listener and the local and regional advertiser. As long as radio is beamed in this direction, as long as radio offers the local listener the type of program he desires, and the local and regional advertiser the type of programming he needs to put across his sales message, radio will continue as a potent advertising force.



For radio, after all, is depended on by the American people to provide a continuous flow of information and entertainment hour after hour . . . from early morning until late at night, and very often through the night. As long as it fulfills this function, radio will remain strong.

The function, in fact the responsibility, of a library service is to provide stations with programming features and sales tools designed to attract both listener and advertiser response.



We at World Broadcasting System face this as our major responsibility to our customers. In the changing picture of radio selling, World has broadened the scope of its program and sales service to embrace scores of new ideas for attracting more advertising dollars to stations. These services are now being performed for our more than 1000 affiliates who recognize the need for a new look in radio.



One example of World's willingness to broaden its scope is "The Betty Grable-Harry James Show," one of the most startling new concepts in programming ever developed by a library service.

For the first time in library service history, a full hour program, designed for five-day-a-week, across-the-board programming was furnished to local stations at no talent or program fee. A nominal disc charge of one dollar per

second was set to partially offset physical manufacturing costs.

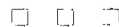
The success of this program can be seen in the fact that a large list of stations, including many network affiliates, have scheduled the Grable-James Show for night time listening, and have sold it to important national, regional and local advertisers.

As the first important new feature of our 1955 schedule, we sent to World affiliates a package of seven musical program series for across-the-board scheduling, 52 weeks a year, the largest such package ever made available by a library service.



This package of new shows, in half-hour and quarter units, provides stations with almost 12 hours of programming per week, plus the opportunity to sell 111 spot announcements per week.

It is in programming of this type that radio finds a quick appeal to listeners, and a ready market among advertisers. Quality programs within the price range of local and regional advertisers, and quality programming which will put across the sponsor's sales message to the widest possible audience.



But programming of this type is only one of the sales tools needed by local stations. Equally as important is the need for attention-getting merchandising aids tied in to special advertiser classifications, special campaigns, seasons of the year, sporting events, and holiday occasions.



All of these programs, all of these promotions, are designed specifically to help station affiliates make additional time sales to local and regional advertisers. If radio makes full use of such services, it is certain to continue as a potent force among all advertising media.

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS

GUILDS — ASSOCIATIONS — RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd., Hollywood 28, Calif.
HO 3-8942

OFFICERS

President Don DeFore
1st Vice-President Hal Hudson
2nd Vice-President Robert J. Black
Secretary Shirley Thomas
Treasurer Thomas McCray
Recording Secretary Gale Storm
Secretary to Treasurer Sara Haney Stevens
Corresponding Secretary Mildred Beach
Director-at-large Danny Thomas
Director Barbara Britton
Director-at-large Betty Mears
Director-at-large James T. Aubrey, Jr.
Director-at-large Harry Koplan

FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President Ralph Bellamy
1st Vice-President Maurice Evans
2nd Vice-President Bill Ross
3rd Vice-President Frederick O'Neal
4th Vice-President Margala Gillmore
Treasurer Paul Dullzell
Recording Secretary John Effrat
Exec. Sec. Angus Duncan
Counsel Herman E. Cooper

BRANCH OFFICES

720 Bittersweet Pl., Chicago 13, Ill.
6636 Hollywood Blvd., Hollywood 28, Calif.
216 Pine St., San Francisco 4, Calif.

COUNCIL

Joseph Anthony, George Britton, Thomas Chalmers, Edwin Clay, Donald Cook, Robin Craven, Doris Dalton, John Drew Devereaux, Mildred Dunnock, John Emery, Paul Ford, John Forsythe, Florida Friebeus, Larry Gates, Marjorie Gateson, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Rusty Lane, Carmen Mathews, Ruth Matteson, Frank Maxwell, Ruth McDevitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roehrick, Pally Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, David Wayne, Jane White, Eleanor Wilson, Lois Wilson.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman Stuart Peabody
Vice-Chairman Louis N. Brockway
Vice-Chairman Leo Burnett
Vice-Chairman John C. Sterling
President Theodore S. Repplier

Vice-President Allan M. Wilson
Vice-President George P. Ludlam
Secretary Frederick R. Gamble
Treasurer Paul B. West
Radio-TV Director Gordon C. Kinney
Pub. Rel. Director Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. Sterling 3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. R. C. Coleson, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42nd St., New York 36, N. Y.
BRyant 9-0430

OFFICERS

President Elon G. Borton
Chairman of Board Wesley I. Nunn
Secretary Viola Erickson
Treasurer Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 36, N. Y.
LOnagacre 3-5100

OFFICERS

Chairman Marion Harper, Jr.
Vice-Chairman Fred B. Manchee
President Edgar Kobak
Treasurer E. P. Seymour
Managing Director A. W. Lehman
Technical Director D. B. Lucas
Secretary Edward F. Herrick

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board William R. Bailer, Jr.
Vice-Chairman Henry G. Little
President Frederic R. Gamble
Secretary-Treasurer Robert E. Grove
Vice-President Richard L. Scheidker

ORGANIZATIONS

Vice-President Richard Turnbull
 Secretary to Committee
 on Broadcast Media Kenneth Godfrey

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
 Cortlandt 7-1374

OFFICERS

President Joseph P. Selly
 Secy.-Treas. Joseph F. Kehoe
 Publicity Director Charles Silberman

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa
 Phone: LO 4-1251. Mort Borrow, Chairman.
 Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.
 Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
 PLaza 8-0600

OFFICERS

Pres. James C. Petrillo
 Vice-Pres. C. L. Bagley
 Secretary Leo Cluesmann
 Treasurer Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,
 George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate
 2-0063.
 220 Mt. Pleasant Ave., Newark 4, N. J. Phone
 Humboldt 2-8010. Harry J. Steeper, Treas

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44th St., New York 36, N. Y.
 Vanderbilt 6-1810

NATIONAL OFFICERS

President Frank Nelson
 1st Vice-President Vinton J. Hayforth
 2nd Vice-President John Gannon
 3rd Vice-President Hal Wallis
 4th Vice-President Jim Lewis
 5th Vice-President Tyler McVey
 6th Vice-President Ernie Winstanley
 7th Vice-President Roy Michael
 Recording Secretary Janet Baumhover
 Treasurer Elizabeth Morgan
 National Executive Secretary George Heller

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood
 4-5125. Claude L. McCue, Western Regional Director.
 102 E. Hubbard St., Chicago 11, Ill. WHitchall 3-
 1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
 COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President Lowrance Tibbett
 President John Brownlee
 1st Vice-President Joscha Heifetz
 2nd Vice-President Leopold Sachse
 3rd Vice-President Betty Stone
 4th Vice-President Astrid Varnay

5th Vice-President James Pease
 Treasurer Jerome Hines
 Recording Secretary Elizabeth Hoppel
 National Executive Secretary Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO
 2-2334. Lee Harris, Rep.
 216 Pine St., San Francisco, Calif. Phone: SU 1-0855
 Theodore Hale, Rep.
 215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310
 Edward Davis, Rep.
 134 N. LaSalle, Chicago, Ill. Phone: FI 6-0787.
 Sanford Wolff, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y.
 Circle 6-7130

OFFICERS

President Jackie Bright
 Nat Adm Sec. Jack Irving

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
 MU. 4-5267

OFFICERS

President Thomas G. MacGowan
 Vice-President Ira D. Anderson
 Vice-President Arno H. Johnson
 Vice-President William R. Spurlock
 Secretary Hugh G. Wales
 Treasurer Chas. W. Smith
 Executive Director Wm. C. Gordon, Jr.

BRANCH OFFICES

32 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
 MUrroy Hill 5-2000

OFFICERS

President Richard W. Slocum
 Vice-President William Dwight
 Secretary W. J. Blackburn
 Treasurer W. L. Fanning
 General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone:
 Franklin 2-3746; George N. Dale, Manager.
 ANPA Research Laboratory, Box 598, Easton, Pa.,
 Phone: 8159. Roy W. Prince, Acting Technical Research
 Director.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
 MUrroy Hill 8-8800

President Stanley Adams
 Vice-President Louis Bernstein
 Vice-President Otto A. Harbach
 Secretary John Tasker Howard
 Asst. Secretary Geo. W. Meyer
 Treasurer Saul H. Bourne
 Asst Treasurer Frank H. Connor



BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

70 East 45th St., New York 17, N. Y. MURray Hill 9-8520

OFFICERS

- President Jane Dalton
WSPA, Spartanburg, S. C.
Vice-President Bette Doalittle
NARTB, Washington, D. C.
Vice-President Ruth Dunlop
KPHO, Phoenix, Arizona
Vice-President Myrtle Labbitt
CKLW, Detroit, Michigan
Vice-President Lillian Lee
WABE, Atlanta, Georgia
Secretary-Treasurer Madge Cooper
WMRN, Marion, Ohio
Executive Secretary Betty Chapin
AWRT, New York City

DIRECTORS

Jane Barton, New York State Radio-Motion Picture Bureau, Albany; Betty Barnett, KSD-TV, St. Louis Nena Badenoch, National Society for Crippled Children & Adults, New York; Betty Ross, NBC, Chicago; and Gertrude Trobe, WBVP, Beaver Falls, Pa.

CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota). Sooner Chapter, (Okla.); Ohio.

FUNCTIONS

American Women in Radio and Television, Inc. is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y. Circle 6-1379

OFFICERS

- President Eddie Elkort
Vice-Presidents John F. Dugan, Art Weems, Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
Secretary Milton Berger
Treasurer Joseph Singer
Assistant Secretary Ruth L. Simonson
Counsel Jack J. Katz

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

- Chrm. of Board Sydney M. Kaye
President Charles A. Wall
Vice Presidents Richard F. French, Benjamin V. Grasso, Karl F. Bauer
Secretary Robert J. Burton

BRANCH OFFICE

1549 No. Vine St., Hollywood Calif. Carl Post, Mgr.

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

- President Robert E. Day, Bulova Watch Co.
Exec. Vice-Pres. M. M. Schneckenburger, House of Seagram

FUNCTIONS

This association was incorporated in March 1917. For 38 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegion 9-4940

OFFICERS

- President Paul B. West
Vice-President Lowell McElroy
Vice-President Cy Norton
Secretary Peter W. Allport
Chairman of the Board E. G. Gerbic
Johnson & Johnson
Vice-Chairman E. W. Ebel
General Foods Corp.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

24 East 39th St., New York 16, N. Y.

- President H. V. Kaltenborn
Vice-President William Costello
Vice-President Raymond Swing
Executive Committee George Fielding Eliot, Merrill Mueller, Leon Pearson
Secretary John MacVane
Treasurer Cesar Sarchinger
Asst. Secy.-Treas. John W. Vandercook

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MURray Hill 9-4950

- President Marie Miller
Vice-Pres. William Schirer
Secretary Phyllis McGinley
Membership Secretary Edith Mackin

COUNCIL

Martha Albrand, Cleveland Amory, Betsy Barton, Evelyn Barkins, Howard Breslin, John Brick, Samuel Gratton, John Hersey, Helen Hull, Leonard Kaufman, Christopher LaForge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Phyllis McGinley, Ralph Moody, Ann Petry, Henry F. Pringle, Marjorie Hillis Roulston, Budd Schulberg, Max Shulman, Rex Stout, John T. Winterich, Theodore H. White, Herman Wouk, Margaret Cousins, Alan Green, Norman Katkov, Irmengarde Eberle Koehler.

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
Treasurer Richard Levine

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
PLazo 9-8425

OFFICERS

Chairman of the Board Barry T. Leithead
(President, Cluett, Peabody & Co., Inc.)
Vice-Chairman Don Francisco
(Vice-President, J. Walter Thompson Co.)
Vice-Chairman James Hill Jr.
(President Sterling Drug, Inc.)
Treasurer Louis Housman
(Vice-President, CBS-Columbia, Inc.)
President Henry E. Abl
Vice-President Nathan Keets

FUNCTIONS

Conducts a national program of educational activity, to get across to the public the tremendous importance of brand responsibility and free choice of brands

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
CLrce 7-0656

OFFICERS

North American Rep. Basil Thornton
Program Director Alec Sutherland
Program Assistant Lillian Lang
TV Officer A. Singer
Transcription Assistant Marian Moss
Chief Engineer Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. PLazo 4-1234, Ext. 3121. F. O. Walker, U. N. Correspondent.

Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465 Christopher Serpel, Washington correspondent.

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.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
OREgon 9-2968

OFFICERS

Exec.-Director S. Franklin Mack
Asst. Exec. Dir. W. B. Goodman
Director of Television A. Bert Crews
Business Manager Arthur W. Rhinow
Director of Films Alexander B. Ferguson
Director of Radio Ben E. Wilbur

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464. George Heimrich, Director.
Radio & TV

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President Carl Haverlin
Vice-President—General Counsel Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall

Vice-Pres in charge of Publisher and Writer Relations Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville

Vice-Pres. in charge Station Relations Glenn Dalberg
Vice-Pres. in charge Foreign Relations Jean Geiringer
Vice-Pres. in charge Station Service Ralph L. Harlow
Asst. V.P. in charge of Publisher Relations
Robert B. Sour

Assistant Treasurer Robert J. Higgins

BOARD OF DIRECTORS

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BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Mgr.

STATION RELATIONS

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NON-RADIO LICENSING DEPT.

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Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 1549 N. Vine St., Hillside 7-7447; Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.
Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of affiliated publishers and performing rights societies, (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT

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, Harace N. Stovin & Company, Toronto.
Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto

DIRECTORS

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Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

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

President of the Board..... E. F. MacDonald
Vice-President of the Board..... J. M. Davidson
Exec. Vice-President..... T. J. Allard
Secretary-Treasurer..... Flora Love
Copyright Counsel..... Samuel Rogers
French Language Counsel..... Guy Roberge

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ticton, B. C.

BRANCH OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 125 privately owned (independent) radio broadcasting stations and 17 telecasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
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Historian.....Jane Taylor
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer.....Rev. Francis M. Castello

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.

CENTRO-AMERICANO DE RADIO

P. O. Box 1795
Panama, Panama

President.....Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

COMPOSERS GUILD OF AMERICA

25 West 45th Street, New York 36, N. Y.
JUdson 2-4500
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377

President.....Leith Stevens
1st Vice-President.....Arthur Schwartz
2nd Vice-President.....Walter Schumann
3rd Vice-President.....Gene von Hallberg
Secretary-Treasurer.....Mack David
Asst. Sec. Treasurer.....Winston Sharples
Executive Secretary.....Elsa Clay

FUNCTIONS

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
WAlnut 3-8457

OFFICERS

President.....Sir Ernest MacMillan Mus. D. (Oxon.)
General Manager.....William S. Low

FUNCTIONS

The administration in Canada of the right of performance of authors and composers of music throughout the world.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Mass Hart
Vice-Pres.....George S. Kaufman
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

OFFICERS

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President.....Vintan Freedley

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Rec. Secy. Rev. Chas. Brock Ackley
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Raymond Massey, Carman Mathews, Margery Maude,
John Morley, Kate Oglebay, Helen Ormsbee, Basil
Rothbone, Mrs. Chas. M. Richter, Cornelia Otis Skin-
ner, George Somnes, Frances Starr

FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

600 Munsey Building, Washington 4, D. C.
STERLING 3-1000

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1st Vice-President Percy H. Russell, Jr.
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Delegate to American Bar Assoc. Vincent B. Welch

EXECUTIVE COMMITTEE

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Fletcher, Stephen H. Fletcher, Leonard H. Marks,
George O. Sutton.

FUNCTIONS

To promote the proper administration of the Com-
munications Act of 1934 and related acts, to uphold
the honor of practice before the Federal Communi-
cations Commission, and to encourage cordial inter-
course 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 TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington
25, D. C.
Executive 3-6800

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Dir., Bureau of Litigation Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Rolf H. Kiehlund, Attorney in Charge COrtlandt 7-
7100.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill
William F. Lemke, Jr., Mgr., ANdover 3-3600
Room 133, Federal Office Bldg., San Francisco 2,
Calif. Clarence T. Sadler, Attorney in Charge KLon-
dike 2-2350.
Room 811, U. S. Court House, Seattle 4, Wash
Walter W. Harris, Attorney in Charge, MUtual 3300
Room 413, Masonic Temple Bldg., 333 St. Charles
St., New Orleans, La. William B. Lott, Attorney in
Charge. CANal 3481

FUNCTIONS

Under several laws designed to promote free and
fair competition in interstate trade, the Commission
takes action against monopolistic and deceptive prac-
tices and publishes economic studies of factors af-
fecting the competitive economy.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director Pierre Crenesse
Ass't. Dir. Alice Lewitn
Administrator Suzanne Weltman
Program Director Marins Koltzoff
Public Relations Denise Falk

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 understand-
ing between France and the U. S., it distributes to in-
dependent stations all over the country English-lan-
guage 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

Director I. Keith Tyler
Asst. to Dir. Patrick E. Welch
Secretary Bette Walloch

FUNCTIONS

International meeting for broadcasters, educators
and civic leaders devoted to discussion of policy and
techniques of educational broadcasting.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

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Secretary Haraden Pratt
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Vollum, George Rappaport, B. E. Shockelford, Ernest
Weber, H. W. Wells.

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.

INTERCOLLEGIATE BROADCASTING SYSTEM

333 North Michigan Ave., Chicago 1, Ill.
3107 Westover Drive S. E., Washington 20, D. C.
LUdlow 2-7210

OFFICERS

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Vice-Pres. & Operations Mgr. David W. Borst
Treasurer James R. Wylie
Secy. & Prog. Mgr. Howard C. Hansen
Engineering Dir. & Bulletin Editor Richard H. Crompton
Sales Promotion & Pub. Relations Mgr. Thomas M. Blaisdell

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center,
Mass., 113 Locust Drive., Baltimore 28, Md.; 1562
Van Vranken Ave., Schenectady 8, N. Y.

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.

JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N. Y.
Plaza 7-5237

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Chaplain..... Rabbi Abraham Burstein
Executive Secretary..... Dave Ferguson

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N. W.,
Washington 6, D. C.
Hudson 3-6620

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Radio-Television; James H. Denison, Association of
Land-Grant Colleges and Universities; Graydon Aus-
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Universities; Dr. Belmont Farley, National Education
Association.

FUNCTIONS

The JCET seeks to represent the special needs of
education in the newest and most powerful of the
mass media, and encourages educators to meet their
responsibilities in regard to it.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
LUXemburg 2-1515

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Emil Friedlander, Arthur Vinton, Robert Griffith, H
Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: William Gaxton,
Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of
social intercourse among persons, engaged profession-
ally in the drama, music, authorship, and the fine arts,
as well as friends of those professions, and the col-
lection and preservation of objects of interest thereto,
and the creation and maintenance of funds for the
benefit of persons engaged professionally in the drama,
music, authorship, and the fine arts who shall be in
need of financial aid or assistance, to be disbursed
in the discretion of the Council of the Club.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

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Garlock, Mac Kooper, Jack Perry, Bernie Pollack,
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BRANCH OFFICES

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Regional Dir.; 1491 N. Vine St., Hollywood, Cal.,
Lucky Wilber, Regional Dir.; 225 - 26th St., Santa
Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St.,
Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

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NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS

President..... Mrs. Clara S. Logan
1st Vice Pres..... Dr. Richard Atkinson
2nd Vice Pres..... Dr. Lee DeFarest
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Treasurer..... Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, edu-
cational, business and labor organizations and indi-
viduals for the purpose of encouraging the presenta-
tion of radio and television programs of high stand-
ards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman..... Oliver W. Nicoll

COUNCILS

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 14, Ill. Phone:
MOhawk 4-3592, H. Walter Thompson, Chairman,
Chicago Council: 6331 Hollywood Blvd., Hollywood 28,
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Hollywood Council.

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Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit,
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Fort Worth, Tex.; Independence, Mo.; Indianapolis,
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Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Mil-
waukee, Wis.; Minneapolis-St. Paul, Minn.; New Or-
leans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.;
Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.;
Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Roches-
ter, N. Y.; Salt Lake City, Utah; San Francisco, Cal.;

Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)

80 East Jackson Blvd., Chicago 4, Ill.
WA 2-2462

International President Clifford E. Rothery
International Vice-President Gene Klump
International Executive Secretary George Maner
International Sec'y-Treasurer Arthur Hjorth
Canadian Sec'y-Treasurer Giacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo, 519 Jarvis, Toronto, 1231 St. Catherine, W. Montreal.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

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BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President Fred Waring
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 ASSN. OF TELEVISION & RADIO FARM DIRECTORS

Address care of President
President Frank Atwood, WTIC, 26 Grove St., Hartford, Conn., Phone: 5-0801

Vice-President John McDonald, WSM, 301 Seventh Ave. N., Nashville, Tenn., Phone: 6-7181
Secretary-Treasurer Jack Timmons, KWKH, Shreveport, La., Phone: 2-8711
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CHATS Editor Harvey Dinkins, WSJS, 419-21 N. Spruce St., Winston-Salem, N. C., Phone: 5-2311

FUNCTION

NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

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Treasurer Frank F. 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.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

710 14th St., Northwest, Washington 5, D. C.
MEtropolitan 8-1415

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FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877
Room 504

President Irving Sulds
Vice-President Charles Basch

WEST COAST OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NAT. TELEVISION FILM COUNCIL

1501 Broadway (Suite 1519) New York 36, N. Y.
LOngacre 4-8234

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DIRECTORS

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FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.
Columbus 5-0956

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Vice-President Dorothe A. Masters
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NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Circle 5-4343

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NETWORK ADVERTISERS ASSOCIATES, INC.

1587 Broadway, N. Y.
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Vice-President Raymond S. Green
Treasurer William A. Banks
Secretary Joseph L. Tinney
Executive Secretary Helen M. Grigal

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
Columbia 5-7362

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Regional Director Lucky Wilber
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225 - 26th St., Santa Monica, Calif.
Regional Secretary Al Compante

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
Plaza 7-7600

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Executive Director W. J. Convey Egan
Asst. Director Thomas H. Brown, Jr.
Program Manager William Rafael
Public Relations Director Alton Kastner
Policy Advisor Lewis Galantiere
Technical Director Claude Harris
European Director (Munich Office) Richard Condon
Managing Director (Lisbon office) Henry Lollot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria over 23 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit, awaiting the time when strong action may become possible.

RADIO ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
Murray Hill 8-4020

OPERATING GROUP

President Kevin B. Sweeney
Dir. of Local Promotion R. David Kimble
Dir. of National Promotion J. Norman Nelson
Director of Member Service Arch L. Madsen
Office Mgr., Asst. Sec.-Treas. William L. Morison

GOVERNING GROUP

Chr. of the Board Joseph E. Baudino
Westinghouse Broadcasting Co.
Secretary William B. McGrath
WHDH, Boston, Mass.
Treasurer Donald W. Thornburgh
WCAU, Philadelphia, Pa.
Chr. of Executive Committee Kenyon Brown
KWFT, Wichita Falls, Tex.
Chr. of Finance Committee John S. Hayes
WTOP, Washington, D. C.

BRANCH OFFICE

333 N. Michigan Ave., Chicago 1, Ill. Phone: Central 6-5066. Gale Blocki, Jr., Director of Midwestern Sales.

BOARD OF DIRECTORS

J. Elroy McCaw, WINS, New York, and KYA, San Francisco; Ralph J. McElroy, KWWL, Waterloo, Iowa; Frank P. Schreiber, WGN, Chicago, Ill.; A. E. Spokes, WJOY, Burlington, Vt.; Joseph J. Weed, Weed & Co., New York; Charles T. Ayres, American Broadcasting Co., New York; Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, D. C.; John P. Blair, John Blair & Co., New York; Kenyon Brown, KWFT, Wichita Falls; Charles C. Caley, WMBD, Peoria; John C. Cohen, KSBW, Salinas; Robert E. Dunville, WLW, Cincinnati; William H. Fineshriber, Jr., National Broadcasting Co., New York; Simon Goldman, WJTN, Jamestown, N. Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KABC, Kansas City, Mo.; Ward D. Ingram, KHJ, Los Angeles; Edgar Kobak, WTWA, Thomson, Ga.; Howard Lone, KOIN, Portland, Ore.; William B. McGrath, WHDH, Boston, Mass.; James H. Moore, WSL, Roanoke, Va.; Adrian Murphy, CBS Radio, New York; John F. Parr, WJR, Detroit, Mich.; William B. Quarton, WMT, Cedar Rapids, Iowa; Robert A. Schmid, Mutual Broadcasting System, New York; George B. Storer, Storer Broadcasting Co., Miami, Beach; Kevin B. Sweeney, RAB, New York; Donald W. Thornburgh, WCAU, Philadelphia; Allen M. Woodall, WOAK Columbus, Ga.

FUNCTION

The organization is supported by all networks, leading station representatives and 840 stations to promote and sell radio at the national level to advertisers and agencies, and provide members with research and sales tools to sell at both the national and local levels.

RADIO NEWS ANALYSTS

c/o John McVane, ABC
7 West 66th St., New York, N. Y.
President John McVane
Vice-Presidents William Costello, Ned Calmer
Exec. Committee H. V. Kallenborn, George Fielding
Eliot, Leon Person
Secretary Merrill Mueller
Treasurer Cosor Saorchinger
Assistant Secretary-Treasurer John W. Vandercook

**RADIO-NEWSREEL-TELEVISION
WORKING PRESS ASSOCIATION
OF NEW YORK, INC.**

270 Park Ave., New York 22, N. Y.
Plaza 1-2720

OFFICERS

President Roy Edwards
Vice-President Thomas Priestley
Sgt. at Arms Herbert Mulligan
Secretary Ruth N. Knopf
Asst Secretary Monroe Benton
Treasurer Richard Milbauer
Board of Governors A. A. Brown,
David Klein, Larry Rocies, Nick Archer, George
Jordan, Carl Larsen, Sr.

FUNCTIONS

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Membership is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc. Annually sponsors Mike & Screen Press Awards.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS

President Arthur B. Church
1st Vice-President Raymond F. Guy
Vice-President Victor Dichm
Vice-President John Patt
Secretary Lewis H. Avery
Treasurer Charles A. Wall

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 AND TELEVISION
DIRECTORS GUILD (A.F. OF L.)**

114 East 52nd St., New York 22, N. Y.
Plaza 9-0949

OFFICERS

International President Franklin J. Schaffner
1st Vice-President Robert L. Robb
2nd Vice-President Alex Segal
3rd Vice-President Jon Harrower
Secretary Richard Borden
Treasurer Jock MacGregor

NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York, Jock MacGregor, New York; Paul Nickell, New York; Ernest Ricca, New York; Franklin J. Schaffner, New York; Richard Schneider, New York; Alex Segal, New York; Frank Danzig, Hollywood; George Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedon, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Ian Harrower, Detroit; Richard Borden, Washington; Raymond Shane, Cleveland.
National Executive Director Newman H. Burnett
General Counsel Charles Ballou
(Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES

New York Local—114 East 52nd St., New York 22, Plaza 9-0875. Newman H. Burnett, Executive Secretary; Jock MacGregor, President.
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., Hollywood 2-3324. Elizabeth Gould, Executive Secretary; Robert L. Robb, President.
Chicago Local—6841 Laflin St., Chicago, Ill. Joseph Byrne, President.
Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOODWARD 5-0061. Boaz Siegel, Executive Secretary; Ian Harrower, President.
Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Richard Borden, President.
Cleveland Local—8223 Vineyard Ave., Cleveland 5, Ohio, Diamond 1-7543. Raymond Shane, President.

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

**RADIO AND TELEVISION
EXECUTIVES SOCIETY, INC.**

420 Lexington Ave., New York 17, N. Y.
LEXington 2-3988

OFFICERS

President Roger Pryor
1st Vice-President Robert Jay Burton
2nd Vice-President Elliot M. Sanger
Secretary Claude Barrere
Treasurer Joseph A. McDonald
Executive Secretary Elizabeth Clarkson

BOARD OF GOVERNORS

Lewis H. Avery, John H. Bachem, Caroline Burke, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Wm. Thomas Hamilton, Robert W. Sarnoff, Robert A. Schmid, George T. Shupert.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

**RADIO-ELECTRONICS-TELEVISION
MANUFACTURERS ASSOCIATION**

See Equipment Section

**RADIO-TV MANUFACTURERS
ASSOCIATION OF CANADA**

Rm. 410, 200 St. Clair Ave. West, Toronto 7, Ontario, Canada
WALnut 1-2898

OFFICERS

Pres., Chrm. of Board.....C. A. Pollock
 V.P., Chrm., receiver Div.....J. D. Campbell
 V.P., Chrm., parts and Accessory Div.....L. Harris
 V.P., Chrm., Tech. Products Div.....H. S. Dawson
 Dir. of Engineering.....R. A. Hackbusch
 General Mgr.....S. D. Brownlee

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

President.....Russell Van Dyke
 KRNT, Des Moines, Iowa
 Vice-President, Program.....Paul White
 KFMB, San Diego, Calif.
 Vice-President, Radio.....Harold Baker
 WSM, Nashville, Tenn.
 Vice-President, Television.....Charles Harrison
 WFIL, Philadelphia, Pa.
 Chairman of Board.....James Byron
 WBAP, Fort Worth, Texas
 Treasurer.....Sheldon Peterson
 KLZ, Denver, Colorado
 Exec. Secretary.....Rob Downey
 WKAR, East Lansing, Mich.

Editor of Bulletin.....Prof. Art Barnes
 State Univ. of Iowa, Iowa, City

BRANCH OFFICES

Station KTUL, Tulsa, Oklahoma. Reg. Vice President, Jack Morris.
 Station WCSH, 157 High St., Portland Me. Reg. Vice-President, Phillip Johnson.
 Station WILS, 407 1/2 N. Washington, Lansing, Mich. Reg. Vice-President, John Maters.
 Station CFPL-TV Commissioners Rd., London, Ont. Reg. Vice-President, Roland Laidlow.
 Univ. of Denver, Denver, Colo. Reg. Vice-President, Robert A. Mott.

FUNCTIONS & ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

RADIO-TELEVISION PROGRAM MATERIALS

U. S. Office of Education, Washington 25, D. C. Executive 6300, Ext. 2897

Chief.....Franklin Dunham
 Radio-TV Education Specialist.....Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio and television stations by serving as a clearing house for selected television educational scripts, kinescopes and production aids, and as a source of all kinds of information pertaining to the field of educational radio and television.

SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-7311

President.....Walter Pidgeon
 1st Vice-President.....Leon Ames
 2nd Vice-President.....John Lund
 3rd Vice-President.....William Holden
 Recording Secretary.....Paul Harvey
 Treasurer.....George Chandler

BRANCH OFFICES

67 W. 44th St., New York 36, N. Y.
 Murray Hill 7-4623, Harold Hoffman, East. Rep.
 102 E. Hubbard St., Chicago 11, Ill.
 WHitehall 3-1344, Raymond Jones, Chicago Exec. Secy.
 1257 Penobscot Bldg., Detroit 26, Mich.
 WOODward 1-8214, Boaz Siegel, Det. Exec. Secy.
 421 Phelan Bldg., San Francisco 2, Cal.
 Exbrook 2-6990, Charlotte Cohelan, S. F. Exec. Secy.

513 Bulkley Bldg., Cleveland 15, Ohio
 Superior 1-1930, Ted Smoot, Cleve. Exec. Secy.
 1505 Fountain Square Bldg., Cincinnati 2, Ohio
 DUNbar 2121, Ben Gettler, Cin. Exec. Secy.
 11 Beacon St., Boston 8, Mass.
 Richmond 2-0208, Robt. Segal, Boston Exec. Secy.
 1101 Plaza Bldg., 535 5th Ave., Pittsburgh 19, Pa.
 AT 1-6767, Donald Hirsch, Pitt. Exec. Secy.

FUNCTIONS

Union affiliated with A.F. of L., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

SCREEN COMPOSERS ASSOCIATION

8782 Sunset Blvd., Los Angeles 46, Calif. SU 2-8377

President.....Adolph Deutsch
 Vice-President.....Robert E. Dolan
 Secretary.....David Buttolph
 Treasurer.....George Dunning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SESAC INC.

475 Fifth Ave., New York 17, N. Y. Murray Hill 5-5365

OFFICERS

President.....Paul Heinecke
 Treasurer.....R. C. Heinecke
 Asst. to President.....E. S. Prager
 Director Station Relations.....W. F. Myers
 Director Program Services.....R. S. Stone
 Publicity, Promotion.....Alice Heinecke
 Office Administration.....S. B. Candilora

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd St., New York 36, N. Y. Longacre 5-0172

President.....John G. Frayne
 Past President.....Herbert Barnett
 Executive Vice-President.....Barton Kreuzer
 Engineering Vice-President.....Axel G. Jensen
 Editorial Vice President.....Norwood L. Simmons
 Financial Vice-President.....John W. Servis
 Convention Vice-President.....Bryon Roudabush
 Secretary.....Edward S. Seeley
 Treasurer.....George W. Colburn
 Chrm., Central Section.....James L. Wassell
 Chairman, Atlantic Sec.....Everett Miller
 Chairman, Pacific Section.....Philip G. Caldwell
 Executive Secretary.....Boyce Nemeck

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y. Circle 6-2536

OFFICERS

President.....Charles Tobias
 Vice-President.....Louis Alter
 2nd Vice-President.....Sam H. Stept
 Secretary.....Joseph Meyer
 Treasurer.....Abel Baer
 Counsel.....John Schulman
 Assoc. Counsel.....William Klein II
 Executive Director.....Miriam Stern
 Chmn., West Coast Comm.....Ben Oakland

MEMBERS OF THE COUNCIL

Milton Drake, Chairman; Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Fields, Ira Gershwin, Oscar Hammerstein 2nd, Otto Harbach, Edgar Leslie, John Jacob Loeb, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Sam H. Stept, Charles Tobias, Jack Yellin.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Hollywood 28, Calif.
 President... Robert J. McAndrews, KBIG
 Vice-President... Norman J. Ostby, KHJ-Don Lee
 Secretary-Treasurer... Thelma Kirchner, KGFJ

BOARD OF DIRECTORS

Frank Burke, KFVD, Amos Baron, KABC, William Beaton, KWKK, Charles Hamilton, KFI, Calvin Smith, KFAC, Ernest Spencer, KWIZ.

District Directors: F. Robert Bauer, KDB; Hal Brown, KBIS, Gene Lee, KFXM; Marion Harris, KGB.
 Managing Director... Frank W. Crane
 Assistants... Louise Sanders, Sally Smalley

FUNCTIONS

Represents 64 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

Box 223, Radio City Station, New York 19, N. Y.
 President... Don Dunphy
 1st Vice-President... Jim McKay
 2nd Vice-President... Les Kiefer
 Secretary... Frank Litsky

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
 MUrray Hill 5-4141

OFFICERS

President... Adam J. Young, Jr.
 Vice-President... Arthur McCoy
 Secretary... Joseph Timlin
 Treasurer... John E. Pearson

DIRECTORS

Joseph J. Weed, John P. Blair, Russel Woodward, George Brett.
 Managing Director... T. F. Flanagan

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING (TVB)

444 Madison Ave., New York 22, N. Y.
 MUrray Hill 8-0215
 Co-chairman of Board... Clair R. McCollough
 Co-chairman of Board... Richard A. Moore
 President... Oliver Treyz
 Secretary... W. D. Rogers
 Treasurer... Lawrence H. Rogers

FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y.
 PLaza 9-0949

OFFICERS

International President... Franklin Schaffner
 National Exec Director... Newman H. Burnett

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA

11 East 51st St., New York 22, N. Y.
 PLaza 3-1960

OFFICERS

General President... Albert J. Fitzgerald
 General Secy.-Treas... Julius Emspak
 Director of Organization... James J. Matles

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
 PLaza 4-1734

OFFICERS

Asst. Sec'y. Gen... Benjamin Cohen
 Dir, Radio Div... Peter Aylen
 Chief of Production... W. Gibson Parker
 U. S. Station Rel... Dorothy Lewis
 Sr. Broadcast Engineer... Arthur E. Barrett
 Film Div. TV Officer... Maxwell Dunn

BRANCH OFFICES

Moscow, Prague, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City, Bangkok, Djakarta, Los Angeles, Manila, Santiago, Athens, Bogota, Karachi.

FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BROADCASTING SERVICE

Voice of America
 250 West 57th St., New York 19, N. Y.
 JUdson 6-2000

Washington Headquarters:
 Health, Education, Welfare Bldg., 330 Independence Ave., S.W., Washington 25, D. C.
 Code 151, Ext. 8108, 8109

OFFICERS

Director... Theodore C. Streibert
 Deputy Director... Abbott Washburn

FUNCTIONS

To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.

WRITERS GUILD OF AMERICA, EAST, INC.

550 Fifth Ave., New York 36, N. Y.
 PLaza 7-8319

President... Erik Barnouw
 Vice-President... Philo Higley
 Secretary-Treasurer... William Kendall Clarke
 Executive Director... Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

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

1955



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. Return of POW's from Korea began (1954).
- 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). Scottish poet Robert Burns born (1759).
- 26: Michigan admitted (1837). General Douglas MacArthur born (1880). 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 January, also the Saturday preceding and the Monday following.

February

- 1: Victor Herbert born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler born (1875). Ground Hog Day. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley born (1811).
- 6: Massachusetts admitted (1788). Aaron Burr born (1756). American Forces recapture Manila from Japan (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).

March

- 10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
- 11: Thomas A. Edison born (1847).
Daniel Boone born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.
- 16: Katharine Cornell born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
Ash Wednesday.
- 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).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).
- 23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) born (1846).
- 27: Henry Wadsworth Longfellow born (1820).
- 29: Leap Year. The name given to every year of 366 days.
- 1: Nebraska admitted (1867).
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 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's birthday.
- 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: Feast 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 Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler born (1790).
- 30: Seward Day. Alaska (Not observed by federal employees).
- 31: Transfer Day. In the Virgin Islands.

April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.
Washington Irving born (1783).
Good Friday.
- 4: Adoption of the present American flag's design (1818).
- 5: Elihu Yale Born (1648).
Easter Sunday.
- 7: Peary discovered North Pole (1909).
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).
- 12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson born (1743).
National Sunday School Week.
- 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: Adolf Hitler born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
- 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 Bay (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).
Roger Bannister runs mile in 3:59.4. (1954).
- 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).
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: WDRC-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. Government.
- 17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
Supreme Court rules against segregation in the public schools (1954).
- 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: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina admitted (1788).
- 24: First telegraph message sent (1844).
- 25: Ralph Waldo Emerson born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

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).
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
- 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. Columba.
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 lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
- 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.
Father's Day; 3rd Sunday in June.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar 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 Little Big Horn, Montana (1876)
"Custer's last stand," his defeat by the Sioux Indians.
CBS presents first commercial color program (1951).
- 26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
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 over water) Bikini (1946).
First telecast of an eclipse of the sun over NBC and CBS (1954).
- 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).
First sports event in color, races at Monmouth Park, N. J. (1951).
- 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 under water) Bikini (1946).
- 26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.
- 28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.
National Vegetable Week begins.
- 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 Loyola.

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).
- 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).

August

- Germany declared war on England and France (1914).
- Columbus sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
- Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
- Westinghouse discloses Stratovision plan (1945).
- Emilie Dionne, of the Dionne quintuplets, died (1954).
- 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).
- First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).
- U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
- 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.
- 25: Edgar Wilson ("Bill") Nye born (1850).
- 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 Electrical 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).
- Rosh Hashonah.
- 11: Harvest Festival.
- O. Henry (pen name William Sydney Porter) born (1862).
- Defender's Day (Maryland).
- 12: Battle of Lake Erie (1813).
- 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. Capitol 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).
Yom Kippur.
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale executed (1776).
First day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall born (1775).
- 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
- 26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: Georges Eugene Benjamin Clemenceau born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

- 7: 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 October.
- 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).
National Bible Week.
- 12: Columbus Day.
- 14: William Penn born (1644).
- 15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
- 16: Noah Webster born (1758).

- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
Hurricane "Hazel" hits U.S. Eastern coast (1954).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
- 20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
- 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).
Light's Diamond Jubilee, largest commercial television hook-up (1954).
- 25: First cabinet meeting televised (1954).
- 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).

November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands only).
National Broadcasting Co. is organized with WEAJ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
- 7: Marie Sklodowska Curie born (1867).
- 8: N. Y. Symphony Orchestra gave its first con-

- cert under Leopold Damrosch (1858).
 Montana admitted (1889).
 Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
- 9: Great Fire in Boston (1872).
 American Education Week.
 - 10: Martin Luther born (1483).
 U. S. Marine Corps was created by the Continental Congress (1775).
 - 11: Armistice Day, World War I.
 Washington admitted (1889).
 - 13: Robert Louis Stevenson born (1850).
 Edwin Booth born (1833).
 - 14: Robert Fulton born (1765).
 Book Week.
 - 15: 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).
 First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
- 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).
 FCC approved color TV (1953).
- 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 electrical 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 the 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 California 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

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

Bay Minnette, The Times: **Bob Morissette**
Birmingham News: **Lily May Caldwell**
Birmingham News: **Roger Thames**
Birmingham Post Herald: **Claude Keithly**
Birmingham Post Herald: **Fred Woodress**
Decatur Daily: **Ruby Sandlin**
Fairhope, The Courier: **Francis Gaston**
Fayette County Times: **Douglas Barbour**
Fayette, West Alabama News: **O. C. Morgan**
Florence Herald: **Harold May**
Florence Times: **Louis Eckl**
Foley, The Onlooker: **M. S. Howell**
Fort Payne Journal: **Harry Howe**
Fort Payne, Times-New Era: **J. A. Downer**
Haleyville, The Advertiser: **W. D. Smith**
Hamilton, Marion County News: **Emma McKenzie**
Homewood Shades Valley Sun: **George Watson**
Mobile Press: **Kenny Morgan**
Mobile Register: **Vivian Cannon**
Montgomery, Alabama Journal: **Jerry Carter**
Montgomery Advertiser: **Fields Varner**
Montgomery Examiner: **Charlie Casmus**
Phoenix City, The Herald: **Harald Paar**
Talladega News: **Bruce Harrison**
Troy Messenger: **Clyde Serfustini**

ARIZONA

Nogales, International: **Craig Pottinger**
Nogales Herald: **Alvin Sisk**
Phoenix, Arizona Republic: **Maggie Wilson**
Phoenix Gazette: **Bobbie Johnson**
Tucson, Arizona Daily Star: **John Farr**
Tucson, Arizona Daily Star: **Leo Della Betta**
Tucson, Arizona Daily Star: **Dorothy Kalil**
Tucson Daily Citizen: **Diek Olsen**
Yuma Daily Sun: **Jones Osborne**

ARKANSAS

Ft. Smith Times Record: **Bill Barksdale**
Ft. Smith, Southwest American: **C. C. Brown**
Harrison Daily Times: **J. E. Dunlap, Jr.**
Hot Springs, Sentinel Record: **Edna Howe**
Little Rock, Arkansas Democrat: **Inez Macduff**
Little Rock, Arkansas Gazette: **Paul Mendy**
North Little Rock Times: **John Pruniski, Jr.**
Paragould, Daily Press: **Gene Wirges**
Pine Bluff Commercial: **Gordon Freeman**
Searcy Daily Citizen: **Perren Jones**

CALIFORNIA

Apple Valley News: **Eva Conrad**
Apple Valley, Corralings: **Chuckles Reid**
Bakersfield Californian: **Jim Day**
Bakersfield, The Californian: **Murray Arnold**
Barstow Printer Review: **Martin Weinberger**
Calexico Chronicle: **Bud Phillips**
Chico, Enterprise Record: **Bill Lee**
Coalinga Record: **George Edwards**
Crescent City American: **Howard Griffin**
Crescent City, Del Norte TriPLICATE: **Jim Yarbrough**
Eureka, Humboldt Times: **Leontine Bennett**
Hollywood-Citizen News: **Zuma Palmer**
Long Beach Independent and Press Tel.: **Jane Hoxie**
Los Angeles, Daily News: **Paul Price**
Los Angeles, Herald-Express: **Bob Hull**
Los Angeles Herald-Express: **Owen Callin**
Los Angeles Examiner: **Jaek Lait, Jr.**
Los Angeles Times: **Walter Ames**
Los Angeles, The Mirror: **Hal Humphrey**

Marysville, Appeal Democrat: **Bill Monohan**
Mill Valley Review: **John Ward**
Navato Advance: **James Czuzner**
North Hollywood, Valley Times: **Allen Rich**
Oakland Tribune: **James Abbe**
Palm Springs, Desert Sun: **Ward Riswold**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Bill Monroe**
Pasadena Star News: **Charles Perlee**
Petaluma Argus Courier: **Bill Sobranes**
Riverside Enterprise: **Harry Lawton**
San Bernardino, Sun-Telegram: **Dee Phillips**
San Diego, Evening Tribune: **Dave McIntyre**
San Diego Union: **Don Freeman**
San Diego Union: **Bonnie Rogers**
San Francisco, Examiner: **Dwight Newton**
San Francisco News: **Paul Speagle**
San Francisco Call Bulletin: **Bob Hall**
San Francisco Chronicle: **Terence O'Flaherty**
San Jose Mercury: **Frank Freeman**
San Luis Obispo, Telegram Tribune: **Elliott Curry**
San Rafael Independent Journal: **Jaek Craemer**
Santa Barbara, News-Press: **Ronald Seofield**
Santa Barbara, Star: **Fran Benes**
Vallejo Times-Herald: **Dave Beronio**
Vallejo Times-Herald: **Don Gleason**
Ventura, Star-Free Press: **Fred Cleer**
Victorville, Apple Valley Herald: **Marty Jewett**
Wasco News: **Wally Shafer**
Watsonville, The Pajaronian: **Frank Orr**
Willows Daily Journal: **Harold Westlund**
Yreka, Siskiyou Daily News: **Diek Layman**
Yuba City, Independent Herald: **Earl Brownlee**

COLORADO

Alamosa, Daily Courier: **Charles Barnes**
Boulder, Daily Camera: **Arline Neal**
Denver Post: **Helen Verba**
Denver Times: **John W. Fishback**
Denver, The Monitor: **Bob Erikson**
Denver, The Monitor: **Roy Raney**
Denver, The Monitor: **Carson Harris**
Denver, Rocky Mountain News: **Earl Winnergren**
Greeley Booster: **Loren Walling**
Greeley Journal: **Jule Edgerton**
Greeley Tribune: **Bob Widlune**

CONNECTICUT

Bridgeport Herald: **Martin Lee**
Bridgeport Post: **Fred Russell**
Bridgeport Post-Telegram: **Jean Rose**
Bridgeport, Sunday Herald: **Leo Miller**
Danbury, News-Times: **Steve Collins**
Hartford Courant: **Ethel Bouton**
Hartford Courant: **Jack Fitzgerald**
Hartford Courant: **M. Oakley Stafford**
Hartford Times: **L. A. Young**
Hartford, The Sunday Herald: **Ray Linders**
New London Day: **George Clapp**
Norwich Bulletin: **Eli Cramer**
Putnam Patriot: **John McCormack**
Putnam, Windham County Observer: **Arthur Bove**
Stamford Advocate: **E. R. McCullough**
Waterbury, Waterburian: **Lawrence Witte**
Waterbury American: **E. Christy Erk**
Willimantic Chronicle: **Roy Downer**

DELAWARE

Wilmington, Journal: **Mary Elizabeth Power**
Wilmington, Morning News: **Florence Kasky**

DISTRICT OF COLUMBIA

Washington Daily News: Bernie Harrison
 Washington Evening Star: Harry MacArthur
 Washington Post-Times Herald: Paul Hume
 Washington Post-Times Herald: Larry Laurent

FLORIDA

Breadenton Herald: Mary McMurria
 Clearwater Sun: Jim Beardsey
 Cocoa Tribune: Johnny Pound
 Daytona Beach, The Evening News: Tippen Davidson
 Daytona Beach, Morning Journal: Bob Vance
 Daytona Beach News-Journal: Robert Hunter
 Ft. Lauderdale Daily News: Orville Royelle
 Gainesville, Alachua County Journal: Ash Wing
 Gainesville Daily Sun: Jim Camp
 Jacksonville Journal: George Mason
 Miami, The Florida Sun: Maude Massengale
 Miami Daily News: Louise Leyden
 Miami Herald: Marion Antleson
 Mount Herald: Jack Anderson
 Miami Herald: Larry Coy
 Miami Whip: Sam Salomon
 Ocala Star-Banner: R. N. Dosh
 Orlando, Corner Cupboard: Zelda Jasper Newhart
 Orlando Sentinel Star: Carl Hunsinger
 Orlando Morning Sentinel: Jean Yodiers
 Sarasota, The News: Arnold Burnett
 Sarasota, The News: Furman Arthur
 Sarasota Herald Tribune: Roy Cook
 St. Petersburg Independent: Connie McDougal
 St. Petersburg Times: Dan Hall
 West Palm Beach, Palm Beach Sun: Al Schorket

GEORGIA

Atlanta Constitution: Paul Jones
 Atlanta Daily World: Marion Jackson
 Atlanta Journal: Joe Boyd
 Atlanta Journal-Constitution: Dyanville Warren
 Atlanta, Pittsburgh Courier: William Fowlkes
 Augusta Herald: John L. Barnes
 Cochran Journal: William R. Smith
 Columbus Inquirer: Edge Reed
 Columbus, Ledger-Enquirer: Bob Brown
 The Dalton Citizen: Mark Pace
 Decatur, DeKalb New Era: Joe Baird
 Eastman, Times-Journal: E. T. Methvin
 Franklin News and Banner: Berrien McCutchen
 Gainesville, The Daily Times: Joe Dabney
 Hawkinsville Dispatch: John C. McCune
 Hogansville Herald: Leo Bowen
 LaGrange Daily News: Tom MacRae
 Macon Telegraph & News: Mrs. Donald McDonald
 Marietta Daily Journal: Bill Kinney
 Newman Times Herald: James Thomasson
 Savannah Evening Press: John Sutlive
 Savannah Morning News: Frank Rossiter
 Statesboro, Bulloch Herald: Mrs. Ernest Brannen
 Tooeva Record: R. W. Graves
 Vidalia Advance: R. E. Ledford
 Waycross Journal-Herald: Dorothy Smith
 Waycross Journal-Herald: Roger Williams
 West Point, Valley Daily Times: Joe Railey

IDAHO

Caldwell, News-Tribune: Mike Layton
 Coeur d'Alene Press: Chuck Souder
 Idaho Falls, The Post Register: J. Robb Brady
 Idaho Falls, The Post Register: George Scott
 Kellogg Evening News: William Penny
 Wallace, North Idaho Press: Robert Bull

ILLINOIS

Carmi Times: Roy O'Neal
 Chicago American: Janet Kern
 Chicago Daily News: Ethel McCardo
 Chicago Herald-American: Bill McHugh
 Chicago, Sun-Times: Lucia Carter
 Chicago Tribune: Larry Wolters
 Danville, Commercial News: Phyllis Cundiff
 Decatur, Herald and Review: James Beaumont
 DeKalb Daily Chronicle: C. Edward Raymond
 Evanston Review: Eric Lead
 Harrisburg, The Daily Register: Alta Porter
 Herrin, Southern Illinoisan: Sam Hancock

LaSalle, Daily News-Tribune: Bob Johns
 Marion Daily Republican: Homer Butler
 Moline Daily Dispatch: Elizabeth McCarthy
 Peoria Daily Times: Marie Lewis
 Peoria Journal & Star: R. M. Shepardson
 Normal City News: Rue Starr
 Rockford Morning Star: Betty L. Thru
 The Rock Island Argus: Charles Sanders
 Springfield Illinois State Journal: Robert Harris
 Springfield, Illinois State Register: James Armstrong
 Winnetka Life: Lloyd Hollister

INDIANA

Cornersville, News-Examiner: Emmett Jackson
 Evansville Courier: Frances Bracey
 Evansville Press: Sally Kincaid
 Fort Wayne, Journal-Gazette: Jan Mack
 Fort Wayne, News-Sentinel: F. J. O'Connor
 Indianapolis Star: Richard Hart
 Indianapolis Times: Kathleen Cyengos
 Indianapolis News: Georgia Glimakos
 Jeffersonville Post: Joe Chaffant
 Kokomo Tribune: Dow Richardson
 New Albany, The Tribune: Wally Criswell
 South Bend Tribune: Robert Spangler
 Warsaw Times Union: R. O. McGlynn

IOWA

Cedar Rapids, Gazette: Nadine Subolnik
 Clear Lake Mirror-Reporter: Genevieve Litzl
 Davenport, Daily Times: Ron Lorenzen
 Davenport, Daily Times: Ina Wickham
 Davenport, Democrat: Bill Wundrum
 Davenport, Times Democrat: Ina Wickham
 Des Moines Register: Paul Cotton
 Des Moines Register: Mike Cowles
 Estherville Daily News: D. Lee
 Mason City, Globe Gazette: Thor Jensen
 Muscatine Journal: Walter Russell
 Spirit Lake Beacon: Art Lorch

KANSAS

Abilene Daily Globe: Cotton O'Neil
 Great Bend Daily Tribune: Bob Graham
 Great Bend, Herald Press: Paul Conrad
 Lawrence Outlook: Ed Abels
 Manhattan Mercury: Bill Colvin
 McPherson Daily Republican: Mark Anson
 Topeka, Daily Capital: Allen Young
 Wichita Beacon: Chapin Wallace
 Wichita Eagle: Earl Shaw

KENTUCKY

Ashtland Independent: J. T. Norris
 Ashland, Boyd Co. Observer: John R. Gilpin, Jr.
 Ashland, Daily Independent: John McGill
 Benton, Tribune Democrat: Bill Nelson
 Bowling Green, Park City Daily News: J. R. Guines
 Campbellsville, News-Journal: George Trotter
 Frankfort, State Journal: Bill Fluty
 Lebanon Enterprise: Paul Crowds
 Lebanon, Marion Edition: Paul Owens
 Louisville, Courier-Journal: Bill Ladd
 Louisville, Courier-Journal: Angela Preis
 Louisville Times: Jack Eisen
 Mayfield Messenger: Jessie Anderson
 Owensboro Messenger: Larry Hager
 Paducah, Sun-Democrat: Joe LaGore
 Paducah, Sun-Democrat: Joe Mitchell
 Paducah, Sun-Democrat: Bill Powell

LOUISIANA

Alexandria Town Talk: Jim West
 Baton Rouge, Morning Advocate: Margaret Dixon
 Baton Rouge, Morning Advocate: Jim Faulkner
 Baton Rouge, Morning Advocate: Bill Rivers
 Baton Rouge, State Times: Ernest Guenyard
 The Bonny Courier: John Gordon
 Jennings Daily News: Harvey Laing
 Minden Herald and Webster Review: Major Depingre
 New Orleans, The Item: Ted Lizza
 New Orleans States: Bob Sublette
 New Orleans, Pittsburgh Courier: Ernest Curry
 New Orleans, Times Picayune: Ed Brooks
 Shreveport Journal: Wallace Beene

Shreveport Times: Pericles Alexander
 Shreveport Times: James T. Briggs

MAINE

Augusta, Daily Kennebec Journal: Ruth Henderson
 Bangor, News: Elizabeth Kilmire
 Bangor, Patriot: Tom Weber
 Lewiston, LeMessenger: L. P. Gagne
 Lewiston, Sun-Journal: Rose Nickerson
 Portland Press Herald: Robert B. Beith
 Rumford Times: Everett Martin

MARYLAND

Annapolis, Evening Capitol: Ham Elliott
 Baltimore, Sun: Donald Kirkely
 Baltimore Evening Sun: Hope Pantell
 Baltimore Morning Sun: Robert Snyder
 Baltimore Sunday Sun: James Brown
 Baltimore News-Post and Sunday American:
 Jennie Lea Bird

Hagerstown, Morning Herald: Joe Harp
 Hagerstown, Daily Mail: George Rash
 Salisbury Advertiser: Samuel Sherwell
 Salisbury Times: Oscar L. Morris

MASSACHUSETTS

Boston Globe: Mary Cremmens
 Boston Globe: Elizabeth Sullivan
 Boston Herald: William Buchanan
 Boston, Herald-Traveler: Joe Levine
 Boston Post: Mark Finley
 Boston Post: Howard Fitzpatrick
 Boston Record: Joe Purcell
 Boston, Christian Science Monitor: Mabelle Joyce
 Boston, Christian Science Monitor: Mary Handy
 Boston, Record-American: Anthony LaCamera
 Brockton, Enterprise: Malcolm Dalton
 Brockton, Enterprise: Joseph Messier
 Fall River Transcript: Hal Sayers
 Haverhill Gazette: Vin Driscoll
 Holyoke Transcript: Irene Michelek
 Hyannis, Cape Cod Standard-Times: Newell Avery
 Pittsfield, Berkshire Eagle: Milton Bass
 Pittsfield, Berkshire Eagle: Ed Farrell, Jr.
 Pittsfield, Berkshire Eagle: Ted Giddings
 Springfield Newspapers: Harvey Gray
 Springfield Union: Graydon H. Spragg
 Worcester, Evening Gazette: Jim Gourgouras
 Worcester, Sunday Telegram: Don Williams
 Worcester, Telegram: Fred Rushton

MICHIGAN

Benton Harbor, News Palladium: Russ Isminger
 Cheboygan Tribune: Gordon Turner
 Detroit Free Press: Mark Beltaire
 Detroit Free Press: Dick Osgood
 Detroit Free Press: Betty Lou Peterson
 Detroit News: Herschell Hart
 The Detroit News: Betty Hyde
 Detroit Times: Andy Wilson
 The Flint Journal: Ralph Coulter
 Grand Rapids Press: Florence Kasprzak
 Grand Rapids Press: Mrs. Joseph Mack
 Grand Rapids Herald: Sue Rogers
 Ionia County News: Fred Keister
 Lansing, State Journal: Kenneth West
 Muskegon Chronicle: Luella Schaefer
 Saginaw News: H. Spendlove

MINNESOTA

Albert Lea Tribune: Ken Allen
 Albert Lea, Community Magazine: Mae Lyon
 Alexandria, Lake Region Farmer: Keith Hockett
 Alexandria, Park Region Echo: Gordon Duenow
 Brainerd Daily Dispatch: W. C. McCullough
 Brainerd, Crow Wing County Review: C. Burnson
 Eveleth News Clarion: Joe Orehek
 Grand Rapids, Herald-Review: Keu Hickman
 Hibbing Tribune: George Fisher
 Minneapolis Star Journal: Cedric Aduas
 Minneapolis Tribune: Will Jones
 Moorhead, Daily News: Dick Terry
 St. Cloud, Times Publishing Co.: Harold C. Shol-
 hofp
 St. Paul Dispatch: Bill Diehl
 St. Paul Pioneer Press: John Harvey
 Virginia, Mesabi Daily News: Everett Blomgren

Virginia, Misabi Daily News: Amundo DeYoannes
 Winona Daily News: Joseph Kizzardi

MISSISSIPPI

Aberdeen Examiner: Roy Steinfort
 Amory News-Advertiser: Theron Harden
 Biloxi, Daily Herald: Ike Brandt
 Biloxi, Daily Herald: Cosman Eisendrath
 Canton, Madison County Herald: Phil Mullen
 Clarksdale, Press Register: Bill Skelton
 Columbus, Commercial Dispatch: Drew Shankle
 Corinth, The Daily Corinthian: Frederick Jay
 Fulton, Itawamba County Times: D. C. Hardin
 Jackson, Clarion Ledger: Purser Hewett
 Jackson, Daily News: Max Smythe
 Natchez Democrat: Elliott Trimble
 Pascagoula, Chronicle-Star: Easton King
 Pickens, Four County News: Jim Lacey
 Vicksburg Evening Post: Burrell C. Conway

MISSOURI

Columbia Missourian: Eugene Sharp
 Columbia Tribune: J. P. Hamel
 Independence Daily News: Tuck Stadler
 Joplin Globe and News Herald: Ray Cochran
 Kansas City Star: Bob Hoyland
 Rolla Daily Herald: William Breuer
 Rolla Daily Herald: L. W. Martin
 Springfield Advertiser: Ethel Strainchamps
 Springfield Newspapers, Inc.: Dale Freeman
 Springfield, Weekly News Journal: Jim Billings
 St. Joseph, Times Review: George Sherman
 St. Louis, Globe Democrat: Peter Kahn
 St. Louis, Post Dispatch: Warren Schoyen

NEBRASKA

Beatrice Daily Sun: Robert Marvju
 Grand Island Independent: Harold Hartley
 Lincoln Journal and Star: Burton D. Mann
 Lincoln Star: James Lawrence
 Sidney Telegraph: Jack Lowe

NEVADA

Las Vegas Sun: Bill Willard

NEW HAMPSHIRE

Laconia Evening Citizen: Nancy Pashley

NEW JERSEY

Asbury Park Press: Gail Christensen
 Bridgeton Evening News: Meade Landis
 Camden, Courier-Post: Bud Stretch
 Newark Evening News: Roland Lindbloom
 Newark News: Bob Taylor
 Newton, New Jersey Herald: Marlin S. Morgan
 Trenton, Trentonian: Bill Blitman
 Trenton Times: Bob Stewart

NEW MEXICO

Albuquerque Journal: H. P. Pickrell
 Albuquerque Tribune: Dan Burrows
 Gallup Independent: Larry McSwain
 Gallup Times: William J. Bonville

NEW YORK

Albany, Knickerbocker News: Bill Skirving
 Auburn, Citizen-Advertiser: Don Byrling
 Auburn, Citizen-Advertiser: Frederik Osborne
 Binghamton Press: Tom Cawley
 Brooklyn Eagle: Steven Scheer
 Buffalo Courier-Express: Jean Dingle
 Buffalo Evening News: Ray Binch
 Cortland, Herald-Journal: Margaret Miner
 Cortland, Post-Standard: Arthur Cameron
 Elmira Star Gazette: Jim Morse
 Garden City, Newsday: Joe Coppola
 Garden City, Newsday: Betty McKenna
 Huntington, Long Islander: Clarence MacLachlan
 Jamaica, L. I. Pres: John Lester
 Jamaica, Long Island Daily Press: Morton Pye
 Jamestown Post-Journal: John A. Hall
 Jamestown Sun: Edward J. Byrne
 Port Jervis Union Gazette: Dan Dwyer
 Kenmore Record Advertiser: P. D. Falenstoeck
 Kingston Ulster Press: Oliver Stalter
 Lockport, Union-Sun & Journal: T. E. Brundage

Lockport Union-Sun & Journal: Easton Elliott
 Middletown, Times-Herald: Ed Dougherty
 New York, Age-Defender: Julius J. Adams
 New York, Age-Defender: Walter White
 New York City, Associated Press: Bud Bennett
 New York City, Associated Press: Wayne Oliver
 New York, Herald Tribune: John Crosby
 New York, Herald Tribune: Ruth Gilbert
 New York, Herald Tribune: Josephine Jablons
 New York City, International News Service: John Cooper
 New York, Journal American: Jack O'Brien
 New York, Journal American: Walter Stern
 New York, Daily Mirror: Nick Kenny
 New York, Daily Mirror: Eddie Zeltner
 New York, Daily News: Ben Gross
 New York, Daily News: Kay Gardella
 New York, Daily News: Sid Shalit
 New York, Pittsburgh Courier, New York Edition: George A. Schuyler

New York, Post: Al Cusick
 New York, Post: Jay Enelson Tuck
 New York, Times: Val Adams
 New York, Times: Jack Gould
 New York, Times: J. P. Shanley
 New York City, United Press: Jack Gaver
 New York City, United Press: John P. Madigan
 New York, World Telegram & Sun: Marie Torre
 New York, World Telegram & Sun: Harriet Van Horne

Hornell Evening Tribune: Grace Barber
 Olean Times Herald: Ned Connor
 Olean Times Herald: John Morton
 Olean Times Herald: Gil Stinger
 Poughkeepsie New Yorker: Charles Murray
 Rochester, Democrat and Chronicle: Bob Fisher
 Rochester, Democrat and Chronicle: Harold Nichols
 Rochester, Times Union: Jack Hadley
 Rome Daily Sentinel: Connie Myer
 Saugerties Post: Bertram W. Burns
 Syracuse, Herald Journal: Robert Sokolsky
 Syracuse, Post Standard: Peg Simpson
 Utica Observer-Dispatch: Joe Hahn
 Watertown Daily Times: Dominic Pepe

NORTH CAROLINA

Brevard, The Times: John Anderson
 Charlotte News: Emery Wistler
 Charlotte Observer: Wriston Locklair
 Durham Sun: John Barry
 Fairmont, Times Messenger: Billy Whitted
 Forest City, The Courier: Frank Jeter, Jr.
 Enay Springs, The Independent: Todd Caldwell
 Jacksonville, Daily News: J. B. Robinson
 Kinston Free Press: Jake Strother
 Morganton, The News-Herald: Stanley Moore
 Raleigh, News & Observer: Jane Hall
 Salisbury Post: Tervis Cheney
 Sanford Herald: Ernest Jenness
 Selma, Johnstonian-Sun: Tom Davis
 Spindale, The Sun: Glenn James
 Wallace Enterprise: Tom Boney
 Wallace Enterprise: Faye Rivenbark
 Wilson, Daily Times: Vernon Morton

NORTH DAKOTA

Devils Lake Daily Journal: Russ Dushinski
 Devils Lake World: Gordon Stefanowicz
 Dickinson Press: Ad Nordmarken
 Fargo Forum: Stan Cowan
 Jamestown Sun: Bill Wright
 Minot Daily News: Jack Boney
 Minot Daily News: Blanche Lynche

OHIO

Akron, Beacon Journal: Art Cullison
 Bellefontaine, The Examiner: Hum McPeck
 Cincinnati Inquirer: James Devane
 Cincinnati Enquirer: Marge Adams
 Cincinnati Leader: Ben Simson
 Cincinnati Post: Mary Wood
 Cincinnati Times Star: Charlotte Wallace
 Cleveland News: Maurice Van Metre
 Cleveland Plain Dealer: George Condon
 Cleveland Press: Stan Anderson
 Columbus, The Citizen: Jo Bradley Keed
 Columbus Dispatch: Deo Myers

Columbus Star: Pauline Smith
 Columbus, Ohio State Journal: Glenna Hunter
 Columbus, Ohio State Journal: Poley Smith
 Coshocton Tribune: Kenneth Slaughter
 Dayton Journal-Herald: Brainerd Platt
 Dayton Journal Herald: Dale Stevens
 Findlay, Republican-Courier: Allen Dudley
 Findlay Tribune: Dnn Mayne
 Jackson Herald: Jerry Kirkendall
 Marion Star: Frances Haas
 Martins Ferry, Times Leader: Bob Fordyce
 Middletown Journal: Warren Wolfe
 Niles Daily Times: Agnes Lopata
 The Portsmouth Times: John Green
 Portsmouth Times: Jim Joseph
 Warren Tribune Chronicle: John Forrest
 Youngstown Vindicator: Adrian Slika

OKLAHOMA

Cushing Daily Citizen: Robert B. Allen
 Drumright, Journal: Gordon Rockett
 Enid Morning News: Bob Leahr
 McAlester News Capital: Howard Cowan
 Ponca City News: Ivy Coffee
 Ponca City News: Gareth Muchmore
 Tulsa Tribune: John Booker
 Tulsa World: Russell Gideon

OREGON

Coos Bay Times: Ula E. Bauers
 Coos Bay Times: Gene Briggs
 Coquille Sentinel: Ralph Stuller
 Eugene Register Guard: Jack Craig
 Klamath Falls Herald and News: Florence Jenkins
 Klamath Falls Herald and News: J. Maxwell Wuchop
 McMinnville, Daily News-Register: Bill Powell
 Medford Mail Tribune: E. C. Ferguson
 Oregon City, Enterprise-Courier: Richard Revenaugh
 Portland, The Oregonian: Francis Murphy
 Portland, The Oregon Journal: Bill Moses
 Prineville, Central Oregonian: Ed Donally
 Redmond, The Spokesman: Mary Brown
 Salem, Capital Journal: Margaret Magee
 Salem, Oregon Statesman: Wendell Webb

PENNSYLVANIA

Allentown, Call-Chronicle: Arthur Gerhart
 Allentown, The Morning Call: Phil Storch
 Altoona Mirror: Ed Benny
 Altoona Mirror: Pat Hinton
 Altoona Mirror: Leo Carroll
 Beaver Valley Times: Ralph Young
 Bethlehem Globe Times: Robert Kirkpatrick
 Bethlehem Globe Times: C. Fred Ritter
 Bradford Era: Joe Cleary
 Bradford Era: Fred Taseone
 Brookville, American: Jim Howard
 Butler Eagle: Bill Faust
 Chester Times: Mitch Rosenfeld
 Chester Times: Gil Spencer
 Chester Times: Matt Zabitzka
 Clarion, Democrat: Walt Smith
 Clearfield, The Progress: Betty Hamilton
 Coatsville, Record: George Heintzleman
 Downingtown, The Archival: Jane McVaine
 Erie Daily Times: Eddie Mead
 Erie Dispatch: Mike Lamb
 Gettysburg Times: C. William Harbaugh
 Hanover, Evening Sun: Cap Grenier
 Johnstown, Observer: Jim Malloy
 Johnstown Tribune-Democrat: Ed Klien
 Lancaster Advertiser News: Glen Able
 Meadville, Tribune: Robert Bates
 Montrose Independent: Henry Felton
 Mt. Carmel, Dem: T. Stanton
 New Castle News: Bart Richards
 Philadelphia, Daily News: John Moore
 Philadelphia, Daily News: Mitchell Schwartz
 Philadelphia, Evening Bulletin: Frank Brook-houser
 Philadelphia, Evening Bulletin: Elmer Cull
 Philadelphia, Evening Bulletin: Bob Williams
 Philadelphia Inquirer: Jimmy George
 Philadelphia Inquirer: Jean Koniuk

Philadelphia, Inquirer: **Leo Mishkin**
 Pittsburgh Post-Gazette: **Harold Cohen**
 Pittsburgh, Post-Gazette: **Win Fanning**
 Pittsburgh Press: **Fred Remington**
 Pittsburgh Sun Telegraph: **Jim Pettiean**
 Pittsburgh Sun-Telegraph: **Bill Clark**
 Pittsburgh Sun-Telegraph: **Wilbur Clarke**
 Pittsburgh Sun-Telegraph: **Karl Krug**
 Funxsutawney, Spirit: **F. L. Smith**
 Reading Eagle: **Oan H. Thompson**
 Reading Times: **Louis J. Schlosberg**
 St. Marys. Daily Press: **Jack O'Brien**
 Sayre, Evening Times: **Harold Yingling**
 Scranton Times: **Ed Donahoe**
 Shamokin, News-Dispatch: **Paul McAlwee**
 Stroudsburg, Daily Record: **Horace Heller**
 Sunbury Daily Item: **Malcolm Arter**
 Towanda, Daily Review: **David Turner**
 Uniontown, Evening Standard: **Buz Storey**
 Uniontown, Morning Herald: **Tod Trent**
 West Chester, Daily Local News: **Batch McDevitt**
 Williamsport, Grit: **John B. Davis**
 Williamsport, Sun-Gazette: **Frank Ziegler**
 York, Dispatch: **Danner Chronister**
 York, Gazette and Daily: **Jim Hutchins**

RHODE ISLAND

Providence Journal: **Aubrey Scheuk**
 Providence Journal: **William Keough**

SOUTH CAROLINA

Bennettsville, Marlboro Herald Advocate: **Bill Reasonover**
 Greenville, News-Piedmont: **Hurley Badders**
 Marion Star: **Lem Winsett**
 Mullins Enterprise: **James L. Platt**
 Newberry Sun: **Frank Armfield, Jr.**
 Spartanburg, Herald-Journal: **Charles O. Hearon**
 Sumter Daily Item: **John Mitchell**

SOUTH DAKOTA

Aberdeen American-News: **Ellsworth Karrigan**
 Sioux Falls, Daily Argus-Leader: **Herb Bechtold**

TENNESSEE

Chattanooga Times: **Ruth Robinson**
 Clinton Courier News: **Horace Wells**
 Cookeville, Citizen: **John R. Mott**
 Cookeville, Herald: **T. T. Gentry**
 Cookeville, Oracle: **James Wall**
 Jackson Sun: **Peggy McKinnie**
 Knoxville Journal: **Juanita Glenn**
 Knoxville, News Sentinel: **Hugh Allen**
 Maryville Enterprise: **Gene Thompson**
 Memphis, The Commercial Appeal: **Paul Molloy**
 Memphis, Press Scimitar: **Louise Nolan Ahrens**
 Memphis, Press-Scimitar: **Robert Johnson**
 Nashville Banner: **Eddie Jones**
 Nashville Tennessean: **Helen P. Aberoathy**
 Oak Ridge, The Oak Ridger: **Richard Smyser**
 Oak Ridge, The Oak Ridger: **Herb Stein**
 Pulaski Record: **Clarence Holley**
 Sparta Expositor: **Floyd Bryan**

TEXAS

Alice News: **Hal Kennedy**
 Amarillo Daily News: **Fatsy Dinan**
 Amarillo Daily News: **Tex Kelsey**
 Austin-Statesman: **Charles Green**
 Beaumont Enterprise: **Merita Mills**
 Beaumont Journal: **Gladys Quilliam**
 Big Spring Herald: **Robert Whipkey**
 Crystal City, Zavalla Sentinel: **Bill Berger**
 Dallas Morning News: **Fairfax Nisbett**
 Dallas Morning News: **John Rosenfield**
 Dallas Times Herald: **Walter Kempley**
 Ft. Worth Press: **Jack Gordon**
 Houston Chronicle: **Ann Hodges**
 Houston Chronicle: **Everett Collier**
 Houston Informer: **Carter Wesley**
 Houston Post: **Isabelle Brown**
 Houston Press: **Tommy Mahr**
 Jacksonville, The Journal: **Bill Laurie**
 Lubbock, Avalanche-Journal: **Charles Guy**
 Lubbock, Avalanche-Journal: **R. C. Hankins**

Lufkin Daily News: **Jim Hale**
 Odessa American: **Jim Scott**
 Paris News: **Nancy Proteet**
 Port Arthur News: **Grace Foote**
 San Antonio Express: **Leona Pappas**
 San Antonio Express: **Tom McGowan**
 San Antonio Light: **Paul Trench**
 San Antonio News: **Jack Whitley**
 Temple Daily Telegram: **Larry Ingram**
 Tyler, Courier-Times: **Bill Dozler**
 Tyler, Morning Telegraph: **Phil Dibert**
 Uvalde Leader News: **Harry Hornby, Jr.**
 Victoria Advocate: **Dave Hoster**

UTAH

Logan, Herald-Journal: **Ray Nelson**
 Salt Lake City, Desert News: **Jim Grebe**
 Salt Lake City, The Desert News: **Howard Pearson**

VERMONT

Burlington Daily News: **Bob Cronin**
 Burlington Free Press: **Robert Beaupre**

VIRGINIA

Bedford Democrat: **Glenn Babb**
 Bristol Herald Courier: **Tutt Bradford**
 Buena Vista News: **Lloyd Page**
 Chase City Progress: **Nancy Hipps**
 Danville, Commercial Appeal: **Watt Miles**
 Danville, The Bee: **Johnny Johnston**
 Lexington Gazette: **Houston Harlow**
 Lexington, Rockbridge County News: **Matt Paxton**
 Marion, Smyth County News: **James Tindall**
 Narrows, Valley Leader: **Eton K. Goldwaite**
 Norfolk Ledger-Dispatch: **Sandnsky Curtis**
 Norfolk Virginian-Pilot: **Warner Twyford**
 Richmond News Leader: **Norman Rowe**
 Roanoke Time: **William Atkinson**
 Roanoke World-News: **W. C. Stouffer**

WASHINGTON

Aberdeen Daily World: **Ed Stanley**
 Port Angeles Evening News: **Joe Lewis**
 Bellingham Herald: **Charles Seifrit**
 Lynden Tribune: **Bill Lewis**
 Seattle Post Intelligencer: **Bill Jahn**
 Seattle Times: **Ed Baker**
 Tacoma News Tribune: **Helen Rogers**

WEST VIRGINIA

Charleston Daily Mail: **Arnold Knapp**
 Charleston Gazette: **Nancy Brady**
 Fairmont, The Times: **Bill Evans**
 Fairmont, The Times: **C. E. Smith**
 Fairmont, The West Virginian: **Helen Bickle**
 Fairmont, The West Virginian: **Richard Parrish**
 Huntington, Herald-Advertiser: **Ernie Salvatore**
 Huntington, Herald Advertiser: **Jack York**
 Huntington Advertiser: **Brooks Wells**
 Wheeling Intelligencer: **Dorothy Cohen**
 Wheeling Intelligencer: **Norman Yost**
 Wheeling News-Register: **Harry Hamm**

WISCONSIN

Beaver Dam, Daily Citizen: **Bill Cooners**
 Beloit Daily News: **Bob Edwards**
 Eau Claire, Leader Telegram: **M. B. Atkinson**
 Janesville Gazette: **Ralph Schroeder**
 Madison, Wisconsin State Journal: **William L. Doudna**
 Menomonie, Dunn County News: **Paul Hassett**
 Milwaukee Journal: **Bea Penan**
 Milwaukee Sentinel: **Buck Herzog**
 Racine Journal-Times: **Charles E. Edwards**
 Sturgeon Bay, Door County Advocate: **Chan Harris**
 Wisconsin Rapids, Daily Tribune: **Carl E. Otto**
 Woodville Leader: **Art Best**

WYOMING

Cody Enterprise: **Larry Morrison**
 Cody Rustler: **Bill Rankin**
 Lander, Wyoming State Journal: **Bill Epler**
 Lander, Wyoming State Journal: **William Luzmoor**
 Sheridan Press: **Bob Johnson**



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DU MONT

Television Transmitter Department
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Clifton, N. J.

Television

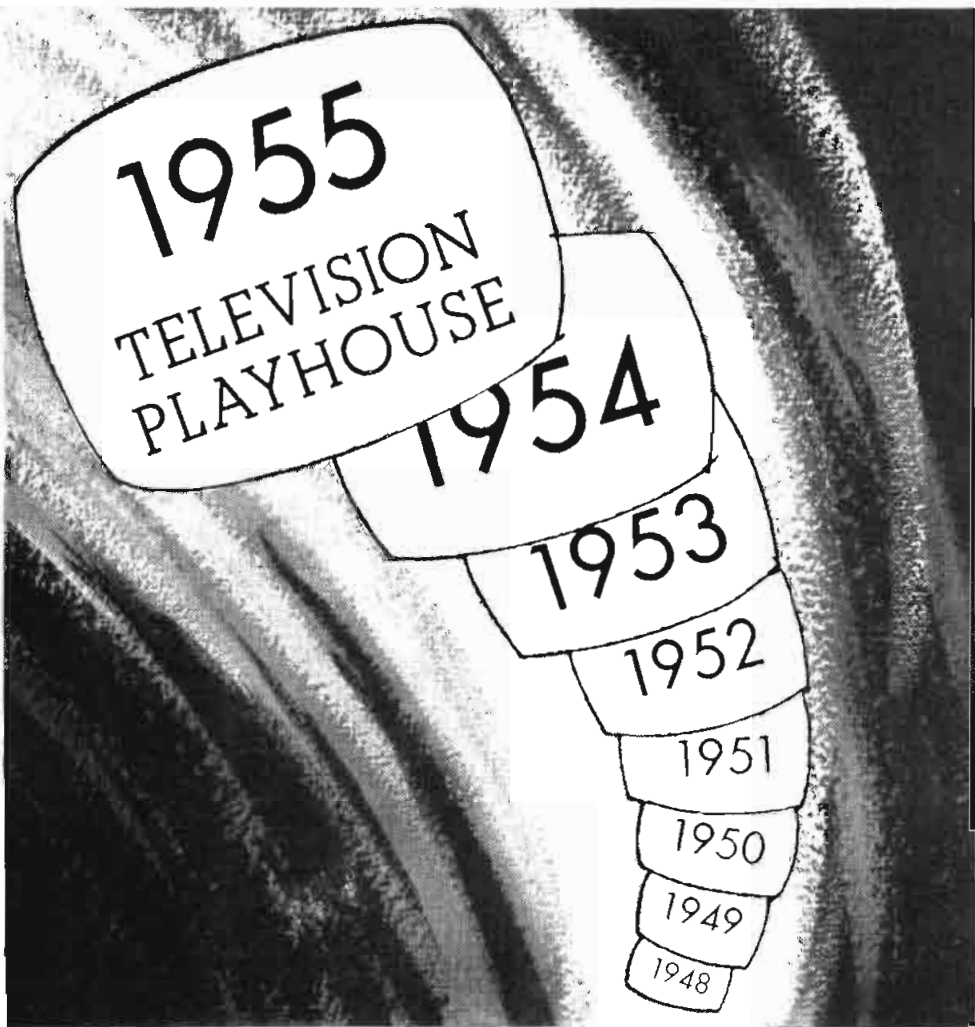
1955

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TELEVISION—the miracle of sight and sound — which has linked the nation with dramatic impact in a few short years — is still on the threshold of a revolutionary period: the coming of color to the millions of viewers coast-to-coast. Like the growth of conventional black and white, and the experimentation in color, the 1955 Television Year Book is a revealing edition of video progress.

THIS YEAR, as in the past years since the coming of television, experts in the field of video have contributed much to the story of television as unfolded in the pages that follow. We again are mindful of the many contributions made to this volume and wish to express our thanks to all those who participated in its compilation.

JACK ALICOATE
Editor-in-Chief



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

TELEVISION PLAYHOUSE

SUNDAYS

9-10 P.M. (E. S. T.)—NBC-TV

THE GOODYEAR TIRE & RUBBER CO., INC. • PHILCO CORPORATION

FAMILY TV OWNERSHIP INCREASES

As a Percentage of All Families in the U. S. and in Each of 28
Geographic and Family-Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1954 revealed these percentage increases:*

	July 1954	October 1954
United States	58%	61%
Regions:		
Northeast	77	78
South	37	42
North Central	61	64
Mountain & Southwest.....	40	42
Pacific	56	61
City Size:		
Farm	28	31
Under 2,500	41	44
2,500 to 50,000.....	39	42
50,000 to 500,000.....	64	67
500,000 & over.....	81	83
Total Family Income:		
Upper Fourth	70	71
Next Fourth	63	68
Next Fourth	59	62
Lowest Fourth	41	44
Education of Family Head:		
Grade School	51	53
High School	65	68
College	61	66
Size of Families:		
1 & 2 Members.....	48	51
3 Members	65	68
4 & 5 Members.....	69	71
6 Members & Over.....	55	57
Age of Housewife:		
Under 35 Years.....	65	68
38 thru 44 Years.....	68	69
45 Years & Over.....	49	52
Presence of Children:		
5 Years & Under.....	65	68
6-12 Years	65	68
13-20 Years	58	61
No Children	50	53

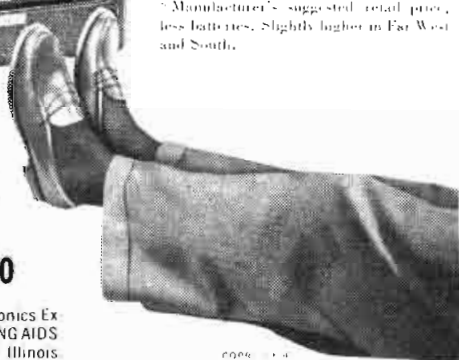
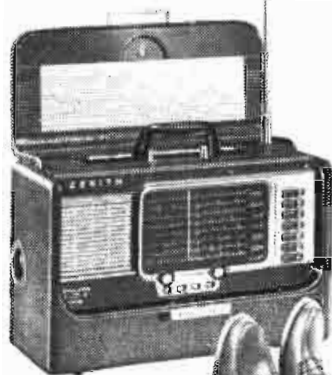
Isn't it a small world?



**It is, when you own a new
Zenith Super Deluxe
TRANS-OCEANIC
Radio, the world's finest
shortwave portable**

This latest version of the world's only 13-year-proved shortwave portable will take you to dozens of different countries with astonishing ease. Works on AC, DC, or long-life batteries. Tropically treated against high humidity. It's a great gift for anyone. In Black Stag, only \$149.95*. In handsome genuine top-grain cowhide, \$159.95*.

* Manufacturer's suggested retail price, less batteries. Slightly higher in Far West and South.



ZENITH
The royalty of television and **RADIO**

Backed by 36 years of Experience in Radionics Exclusively ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

© 1954 Zenith Radio Corp.



Potential Market Only Touched By Syndicated Film Industry



By **M. J. RIFKIN**

Vice-President

In Charge of Sales, Ziv Television Programs, Inc.

THE year 1954 can be marked down as a banner year in the sales of Ziv Television properties, and we are confident 1955 will break all previous records.

During 1954, two Ziv properties in their second year of production, "Favorite Story" and "I Led Three Lives," passed the 200-market point, and two others "Boston Blackie" and "Cisco Kid" exceeded 150 markets.

In addition, the three Ziv properties introduced during 1954, "Mr. District Attorney," starring David Brian, "Meet Corliss Archer," starring Ann Baker and Mary Brian, and "The Eddie Cantor Comedy Theatre" all sold at a record-breaking rate.



Introduced last May, "Mr. District Attorney" neared the 200 market point by the end of 1954, while "Meet Corliss Archer," introduced in July, had passed 175 markets by the end of the year.

"The Eddie Cantor Comedy Theatre" was sold at the most phenomenal rate ever achieved by a syndicated television film. Introduced in November, 1954, the program was sold in more than 180 markets in eight weeks of selling and before the program was put on the air.

This rapid rate of sales was accomplished despite the fact that the program, budgeted at an average cost of \$53,000 per show, carried the highest rate card ever issued for a syndicated television film.



The rapid acceptance of these programs in 1954 by local, regional and national spot advertisers indicates that the syndicated television film industry has barely scratched the surface of its potential market.

Let's take a long look at the needs and desires of the local and regional advertiser in order to determine why syndicated television film as an advertising vehicle has increased so rapidly in popularity.

First, the local and regional advertiser

wants to utilize as his advertising medium a program with the high quality of a network show, but at a cost within the means of his advertising budget.

Only through film are top quality, top star programs available at the local level. And with film programs as produced by Ziv, the advertiser gets top star names, top property values with immediate and widespread audience acceptance.



Secondly, the regional advertiser and many national advertisers are interested in putting their sales story into specially selected markets, the local advertiser into one or more markets in his area. This can only be achieved through film programs, with stations selected on a spot basis to get the best available time slots and adjacencies. The only way these advertisers can purchase the times and markets they want and still get top quality vehicles is through syndicated television film.



Thus, the outlook for the syndicated television film industry is bright. However, this should not be cause for complacency. The key to continuing success in this field is top quality product. Advertisers want quality television programs . . . not just celluloid. Turning out films is one thing. Producing fine quality programs specifically designed for television is completely different, a highly specialized field. "Meet Corliss Archer," "Mr. District Attorney," and "The Eddie Cantor Comedy Theatre" were not successful because they were television films. They were successful because they embodied the talent, writing skills and production techniques that set them apart as television films with an instant audience appeal.

This is the answer to high sales of syndicated television film. Although the market among local and regional advertisers is there, it will be the producer of high quality film products, starring top names in instant audience appeal programs, whose show will be in demand.

to you . . .

whose
intelligent
demand
has
helped

us

to
create

q u a l i t y

. . . our sincere
gratitude and
appreciation

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO. 9-1441
1740 Broadway, New York 19, N. Y. • JU. 6-1700



COLOR TELEVISION

A COMPILATION OF TERMS, SYSTEMS AND EQUIPMENT

To make color, the latest advancement of television, comprehensible, these explanatory notes serve to add a working knowledge to the pleasure of televiewing. All data has been compiled from reliable records and manufacturers' equipment specifications.

Achromatic: Chiaroscuro; black and white.

Brightness: The variation in visually perceptible emission of light.

Camera Spectral Characteristic: Specific sensitivity of individual camera's color channel respective of wavelength.

Chroma: Resultant color characterized by saturation only.

Chromaticity: Shades of chromatic or achromatic color specifically by hue and saturation.

Chrominance: The variation between a color and a similar hue of equal radiance.

Chrominance TV Signals: Voltage received from red, green or blue area of color camera.

Cie: Committee Internationale d'Éclairage.

Color Disruption: Disturbance of color pattern caused by rapid alteration of physical status. Eg., a momentary visual obstruction.

Color Edging: Disturbing factors affecting color clarity at fringe areas.

Color Fringing: Disturbing hues affecting image in alteration of picture object from one field to another.

Color Gamut: Restricted area of demarcation from basic color range.

Color Signal: Any signal, excepting monochrome or luminance, which affects chromaticity values.

Compatibility: Standard monochrome reception of color transmitted by unvarying monochrome receptor.

Convergence: Focal point intersection of electronic beams on shadow-mask of picture tube.

Color Cross: Monochrome interference on chrominance channel.

Compatible Fusion: Dual merging of sidebands of equal bandwidth minus appreciable tangential disturbance.

Hue: Excepting grey, commensurate with the term "color"; a prevailing wavelength which accentuates blues, reds, etc.

Luminance: Normal illumination.

Luminance Consistency: Color, so transmitted, that chromaticity of picture is received without noticeable luminance disruption.

Mixed Highs: Transmission of high frequency components in conjunction with luminance to assimilate achromatic detail in colored image.

Monochrome Signal: TV signal serving as regulator of luminance on standard and color receivers.

Primary Colors: Selective combinations of red, blue and green which form diverse hues. Sole limitation is upon mixture of basics.

Saturation: Chromatic opalescence or variable degrees of colors with white. Darker shades are of fuller saturation.

The standard of quality
wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 250
THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge
the coast-to-coast gap of time
and space . . . to overcome the
confinements of studio walls . . .
or to pre-test your investment
in time and talent, Eastman is
always the first choice both
for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1955



State	City	Station	1954	1955	Affil.	
Alabama	Birmingham	WABT	—		NBC-TV; DuMont	
		WBRC-TV	—		CBS-TV	
	Mobile	WALA-TV	—		NBC-TV	
	Montgomery	WCOV-TV	—		CBS-TV; DuMont	
		WSPA-TV	—		NBC-TV	
Arizona	Phoenix	KPHO-TV	—	Sept.	CBS-TV	
	Phoenix-Mesa	KVAR	—		NBC-TV	
	Tucson	KOFO-TV	—		CBS-TV	
		KVOA-TV	—	July, 1956	NBC-TV	
Arkansas	Little Rock	KARK-TV	—		NBC-TV; DuMont	
	Pine Bluff	KATV	—		CBS-TV	
	Texarkana	KCMC-TV	—		CBS-TV	
California	Bakersfield	KERO-TV	—		NBC-TV; CBS-TV	
	Chico	KIIS-TV	—		NBC-TV; CBS-TV	
	Fresno	KMJ-TV	—		NBC-TV; CBS-TV	
	Los Angeles	KHJ-TV	—		DuMont	
			KNXT	—		CBS-TV
		KRCA	—	Feb.	NBC-TV	
	Sacramento	KCCC-TV	—		NBC-TV; CBS-TV; DuMont	
	Salinas-Monterey		KSBW-TV	—		CBS-TV
			KMBY-TV	—		CBS-TV
	San Diego	KFMB-TV	—	July	CBS-TV	
	San Francisco		KFSD-TV	—		NBC-TV; DuMont
		KPIX	—		CBS-TV; DuMont	
Santa Barbara		KRON-TV	—		NBC-TV	
	Stockton	KEYT	—	Jan., 1956	NBC-TV; CBS-TV	
		KTVU	—		NBC-TV	
Colorado	Colorado Springs	KKTV	—		CBS-TV; DuMont	
		KRDO-TV	—		NBC-TV	
	Denver	KFEL	—		DuMont	
		KLZ-TV	—	Nov.	CBS-TV	
	Pueblo	KOA-TV	—		NBC-TV	
	KCSJ-TV	—	Fall	NBC-TV		
Connecticut	New Britain	WKNB-TV	—		CBS-TV	
	New Haven	WNHC-TV	—	June	NBC-TV; CBS-TV; DuMont	
Delaware	Wilmington	WDEL-TV	—		NBC-TV; DuMont	
Dist. of Columbia	Washington	WRC-TV	—	April	NBC-TV	
		WTOP-TV	—		CBS-TV	
Florida	Jacksonville	WJHF-TV	—		NBC-TV	
		WMBR-TV	—		CBS-TV; DuMont	
	Miami	WGBS-TV	—		NBC-TV	
		WTVJ	—	June	NBC-TV; CBS-TV; DuMont	
	Orlando	WDBO-TV	—		NBC-TV; CBS-TV	
	Palm Beach	WJNO-TV	—		NBC-TV	
St. Petersburg		WSUN-TV	—		CBS-TV	
	Tampa	WFLA-TV	—		NBC-TV	
Georgia	Atlanta	WAGA-TV	—		CBS-TV; DuMont	
		WSB-TV	—	July	NBC-TV	
	Augusta	WJBF	—		NBC-TV; DuMont	
	Columbus		WRDW-TV	—		CBS-TV
			WDAK-TV	—		NBC-TV
	Macon	WRBL-TV	—	Nov., 1957	CBS-TV	
Savannah		WMAZ-TV	—		CBS-TV	
		WNEX-TV	—		NBC-TV	
		WTOC-TV	—		CBS-TV	
Illinois	Belleville	WTVI	—		CBS-TV	
	Champaign	WCIA	—		NBC-TV; CBS-TV; DuMont	
	Chicago	WBBM-TV	—		CBS-TV	

COLOR EQUIPPED STATIONS—U. S. A.

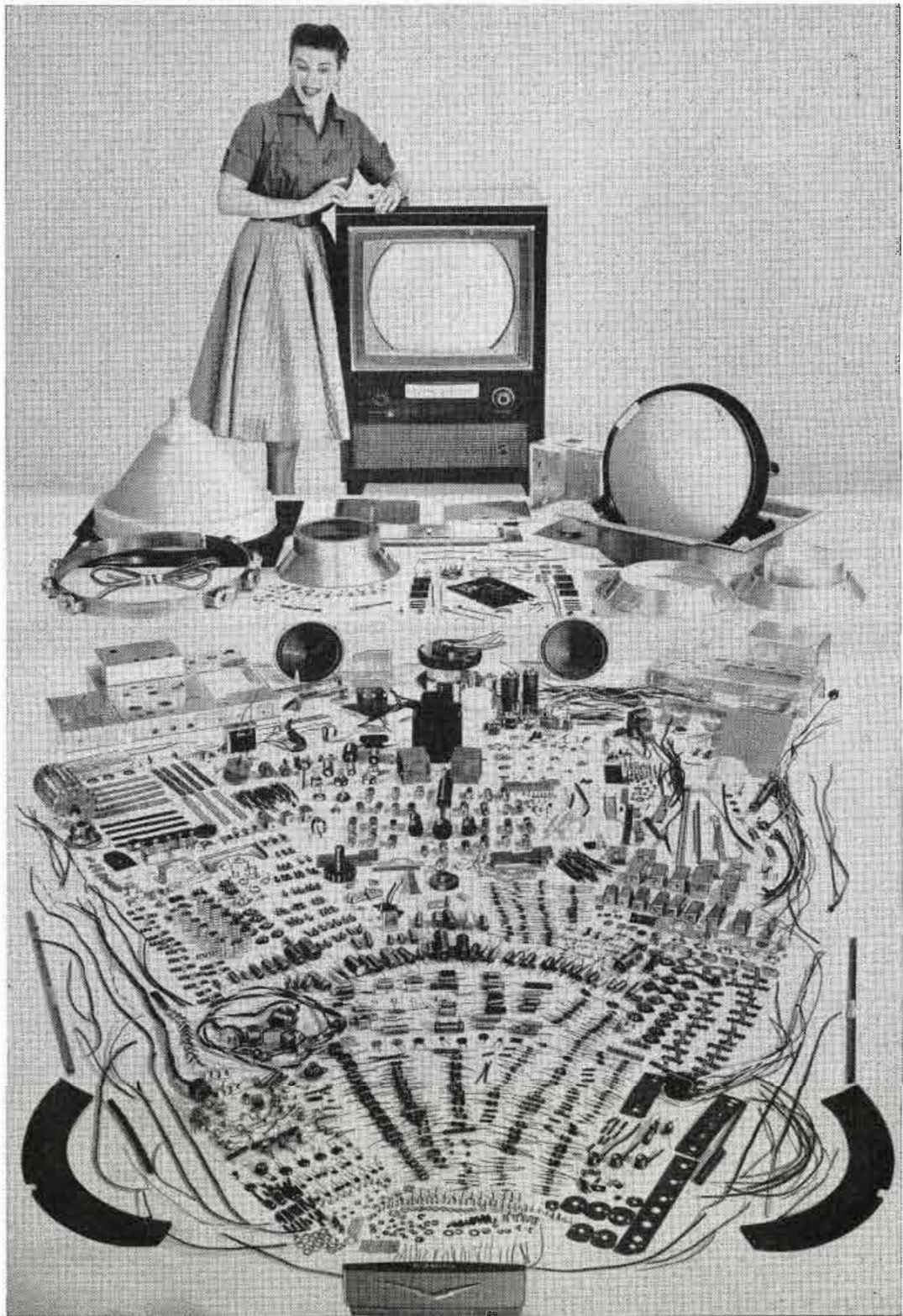
State	City	Station	1954	1955	Affil.
		WGN-TV	—	April	DuMont
		WNBQ	—		NBC-TV
	Peoria	WEEK-TV	—		NBC-TV; CBS-TV
		WTVH-TV	—		DuMont
	Quincy	KHQA-TV	—		CBS-TV; DuMont
		WGEM-TV	—		NBC-TV
	Rockford	WREX-TV	—		CBS-TV
		WTVQ	—		NBC-TV
	Rock Island	WHBF-TV	—		CBS-TV; DuMont
	Springfield	KFTS-TV	—		DuMont
		WICS	—		NBC-TV
Indiana	Bloomington	WTTV	—		NBC-TV; DuMont
	Elkhart	WSJV-TV	—		NBC-TV
	Evansville	WFIE-TV	—		NBC-TV
	Fort Wayne	WINT	—		CBS-TV
		WKJG-TV	—		NBC-TV; DuMont
	Indianapolis	WFBM-TV	—		CBS-TV
		WISH-TV	—		NBC-TV; CBS-TV; DuMont
	Muncie	WLBC-TV	—		NBC-TV; CBS-TV
	South Bend	WSBT	—		CBS-TV; DuMont
	Terre Haute	WTHI-TV	—		CBS-TV
Iowa	Ames-Des Moines	WOL-TV	—		DuMont; CBS-TV
	Cedar Rapids	KCRG-TV	—		DuMont
		WMT-TV	—		CBS-TV
	Davenport	WOC-TV	—		NBC-TV
	Des Moines	WHO-TV	—		NBC-TV
	Fort Dodge	KQTV	—		NBC-TV
	Mason City	KGLO-TV	—		CBS-TV
	Sioux City	KTIV	—		NBC-TV
		KVTV	—		CBS-TV; DuMont
	Waterloo	KWWL-TV	—		NBC-TV
Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV; DuMont
	Pittsburg	KOAM-TV	—		NBC-TV
	Topeka	WIBW-TV	—		CBS-TV; DuMont
	Wichita	KEDD	—		NBC-TV
Kentucky	Henderson	WEHT	—		CBS-TV
	Louisville	WAVE-TV	—		NBC-TV; DuMont
		WLAS-TV	—		CBS-TV
Louisiana	Alexandria	KALB-TV	—		NBC-TV
	Baton Rouge	WAFB-TV	—		NBC-TV; CBS-TV
	Lake Charles	KTAG-TV	—		CBS-TV
		KPLC-TV	—		NBC-TV
	Monroe	KNOE-TV	—	Sept., 1955	NBC-TV; CBS-TV; DuMont
	New Orleans	WDSU-TV	—		NBC-TV; CBS-TV; DuMont
	Shreveport	KSLA	—		NBC-TV; CBS-TV
Maine	Bangor	WABI-TV	—		NBC-TV; CBS-TV
	Portland	WCSH-TV	—		NBC-TV
		WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont
		WBAL-TV	—		NBC-TV
		WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV
		WNAC-TV	—		CBS-TV; DuMont
	Holyoke	WHYN-TV	—		CBS-TV
	Springfield	WWLP	—		NBC-TV
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV
	Detroit	WJBK-TV	—		CBS-TV; DuMont
		WWJ-TV	—		NBC-TV
	Grand Rapids	WOOD-TV	—		NBC-TV; DuMont
	Kalamazoo	WKZO-TV	—		NBC-TV; CBS-TV; DuMont
	Laansing	WJIM-TV	—		NBC-TV; CBS-TV
	Saginaw	WKNX-TV	—		CBS-TV
	Traverse City	WPBN-TV	—		NBC-TV
Minnesota	Duluth	KDAL-TV	—		NBC-TV
	Minneapolis	WCCO-TV	—		CBS-TV
		WMIN	—		DuMont
	Rochester	KROC-TV	—		NBC-TV
	St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont
		WLBT	—		NBC-TV
	Meridian	WTOR-TV	—		NBC-TV; CBS-TV

COLOR EQUIPPED STATIONS—U. S. A.

State	City	Station	1954	1955	Affil.	
Missouri	Cape Girardeau	KFVS-TV	—		CBS-TV	
		KOMU-TV	—		CBS-TV; NBC-TV	
		KCMO-TV	—		DuMont	
	Kansas City	KMBC-TV	—	Feb.		CBS-TV
		WDAF-TV	—			NBC-TV
		KFEQ-TV	—			CBS-TV
	St. Joseph	KSD-TV	—			NBC-TV
		KWK-TV	—			CBS-TV
	St. Louis	WTVI	—			DuMont
		KTTS-TV	—			CBS-TV
	Springfield	KYTV	—			NBC-TV
Nebraska	Kearney	KHOL-TV	—		CBS-TV	
		KOLN-TV	—		CBS-TV	
	Omaha	KMTV	—			CBS-TV
		WOW-TV	—			NBC-TV; DuMont
New Hampshire	Mt. Washington	WMTW	—		CBS-TV	
New Mexico	Albuquerque	KOB-TV	—		NBC-TV	
New York	Albany	WTRI	—		CBS-TV	
		WNBF	—		NBC-TV; CBS-TV; DuMont	
		WBEN-TV	—		CBS-TV; DuMont	
	Buffalo	WGR-TV	—			NBC-TV
		WCNY-TV	—			CBS-TV
	Carthage-Watertown	WKNY-TV	—			NBC-TV; CBS-TV
		WABD	—			DuMont
	Kingston	WGBS-TV	—			CBS-TV
		WRCR-TV	—			NBC-TV
	New York	WHAM-TV	—			NBC-TV
		WHEC-TV	—			CBS-TV
	Rochester	WVET-TV	—			CBS-TV; DuMont
		WRGB	—	Nov.		NBC-TV; CBS-TV; DuMont
	Schenectady	WHEN-TV	—			CBS-TV; DuMont
		WSYR-TV	—	Nov.		NBC-TV
	Syracuse	WKTW	—	Nov.		NBC-TV; CBS-TV; DuMont
North Carolina	Charlotte	WAYS-TV	—		NBC-TV	
		WBT-TV	—		NBC-TV; CBS-TV	
	Durham	WTVD	—			NBC-TV
		WFMY-TV	—			CBS-TV; DuMont
	Greensboro	WNCT	—			NBC-TV; CBS-TV
		WNAO-TV	—			CBS-TV; DuMont
	Raleigh	WSJS-TV	—			NBC-TV
North Dakota	Fargo	WDAY-TV	—		NBC-TV	
		KXJB-TV	—		CBS-TV	
Ohio	Cincinnati	WCPO-TV	—		DuMont	
		WKRC-TV	—	Oct., 1956	CBS-TV	
		WLWT	—		NBC-TV	
	Cleveland	WEWS	—			CBS-TV
		WNBK	—	April		NBC-TV
		WXEL	—			CBS-TV
	Columbus	WBNS-TV	—			CBS-TV
		WLWC	—			NBC-TV
	Dayton	WHIO-TV	—			CBS-TV; DuMont
		WLWD	—			NBC-TV
	Lima	WIMA-TV	—			NBC-TV; CBS-TV
		WSTV-TV	—			CBS-TV
	Steubenville	WSPD-TV	—	March, 1956		NBC-TV; CBS-TV; DuMont
		WFMJ-TV	—			NBC-TV; CBS-TV; DuMont
	Toledo	WHIZ-TV	—			CBS-TV; NBC-TV
Oklahoma	Oklahoma City	KWTW	—		CBS-TV; DuMont	
		WKY-TV	—		NBC-TV	
	Tulsa	KOTV	—			CBS-TV
		KV00-TV	—			NBC-TV
Oregon	Eugene	KVAL-TV	—		NBC-TV	
		KBES-TV	—		NBC-TV; CBS-TV	
	Medford	KOLN-TV	—			CBS-TV
		KPTV	—			NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—		NBC-TV; DuMont	
		WLEV-TV	—		NBC-TV	
		WICU	—			NBC-TV; DuMont
		WSEE	—		CBS-TV	
	Harrisburg	WHP-TV	—			CBS-TV
		WTPA	—			DuMont
	Johnstown	WJAC-TV	—			NBC-TV; CBS-TV; DuMont
		WGAL-TV	—	Jan.		NBC-TV; CBS-TV; DuMont
	Lancaster					

COLOR EQUIPPED STATIONS — P. S. A.

State	City	Station	1954	1955	Affil.
Pennsylvania	Philadelphia	WFLI-TV	—	—	DuMont
		WCAU-TV	—	—	CBS-TV
		WPTZ	—	—	NBC-TV
	Pittsburgh	KDKA-TV	—	—	NBC-TV ; CBS-TV
		WDTV	—	—	DuMont
	Reading	WENS	—	—	NBC-TV
		WEEU-TV	—	—	NBC-TV
		WHUM-TV	—	—	CBS-TV
		WGRI-TV	—	—	CBS-TV
		WBRE-TV	—	1957	NBC-TV
Rhode Island	Providence	WJAR-TV	—	Summer	NBC-TV ; CBS-TV ; DuMont
South Carolina	Anderson	WAAM-TV	—	—	CBS-TV
	Charleston	WCSC-TV	—	—	CBS-TV
	Columbia	WUSX-TV	—	—	NBC-TV
		WIS-TV	—	—	NBC-TV
	Florence	WNOK-TV	—	—	CBS-TV
	Greenville	WBTW	—	1957	CBS-TV
WFGC-TV	—	—	1957	NBC-TV	
South Dakota	Sioux Falls	KELO-TV	—	—	NBC-TV
Tennessee	Chattanooga	WDEF-TV	—	—	NBC-TV ; CBS-TV
	Johnson City	WJHL-TV	—	—	CBS-TV
	Knoxville	WATE	—	—	NBC-TV
		WTSK-TV	—	—	CBS-TV
		WIBQ-TV	—	—	CBS-TV
	Memphis	WUCT	—	Jan., 1956	NBC-TV ; DuMont
	Nashville	WLAC-TV	—	—	CBS-TV
WSM-TV		—	—	NBC-TV ; DuMont	
Texas	Amarillo	KEDA-TV	—	—	CBS-TV
	Austin	KGNC-TV	—	—	NBC-TV
		KTBC-TV	—	April, 1956	NBC-TV ; CBS-TV ; DuMont
	Dallas	KRLD-TV	—	—	CBS-TV
	El Paso	WEAA-TV	—	—	NBC-TV ; DuMont
		KROD-TV	—	—	CBS-TV
	Ft. Worth	KFSM-TV	—	—	NBC-TV
		WRAP-TV	—	—	NBC-TV
	Galveston-Houston	KGUL-TV	—	—	CBS-TV ; DuMont
	Houston	KPRC-TV	—	Jan., 1956	NBC-TV
	Lubbock	KCBD-TV	—	—	NBC-TV
	San Angelo	KDLB-TV	—	July	CBS-TV
		KTXL-TV	—	—	CBS-TV
	San Antonio	KENS-TV	—	—	CBS-TV ; DuMont
Temple	WQAL-TV	—	—	NBC-TV	
	KCFX-TV	—	—	NBC-TV	
	Wichita Falls	KFDX-TV	—	—	NBC-TV
KWPT-TV	—	—	—	CBS-TV	
Utah	Salt Lake	KSL-TV	—	April, 1956	CBS-TV ; DuMont
	KTVT	—	—	—	NBC-TV
Vermont	Burlington-Montpelier	WMVT	—	—	NBC-TV
Virginia	Harrisonburg	WSPA-TV	—	—	NBC-TV
	Lynchburg	WLVA-TV	—	—	CBS-TV
	Norfolk	WTAR-TV	—	Sept., 1956	CBS-TV ; DuMont
		WVEC-TV	—	—	NBC-TV
	Richmond	WTVR	—	Fall	NBC-TV ; DuMont
	Roanoke	WSLS-TV	—	—	NBC-TV
Washington	Seattle	KOMO-TV	—	—	NBC-TV
	Spokane	KIHQ-TV	—	—	NBC-TV
		KXLA-TV	—	—	CBS-TV
	Tacoma-Seattle	KTNT-TV	—	—	CBS-TV ; DuMont
Vakima	KIMA-TV	—	—	NBC-TV ; CBS-TV	
West Virginia	Charleston	WCBS-TV	—	—	CBS-TV ; DuMont
	Huntington	WSAZ-TV	—	Feb.	NBC-TV ; DuMont
	Parkersburg	WTAP	—	—	NBC-TV
	Wheeling	WTRE-TV	—	—	NBC-TV
		—	—	—	—
Wisconsin	Eau Claire	WEAL-TV	—	—	NBC-TV ; DuMont
	Green Bay	WBAY-TV	—	—	CBS-TV ; DuMont
	La Crosse	WKBT	—	—	NBC-TV
		WRBW-TV	—	—	CBS-TV
	Madison	WMTV	—	—	NBC-TV
	Marine-De-Green Bay	WMBY-TV	—	—	NBC-TV
		Milwaukee	WCAN-TV	—	—
	Wausau	WTMJ-TV	—	—	NBC-TV
		WSAU-TV	—	—	NBC-TV
	Wyoming	Cheyenne	KFBC-TV	—	—



Color television sets require 2,076 parts,
according to RCA, manufacturers of 21-inch receivers.
These components are provided by 600 suppliers.

PRESIDENTIAL APPROVAL



Radio and television gained additional White House acceptance on February 2 when President Eisenhower allowed radio-TV coverage of his weekly press conferences

BIGGEST SALE OF '54



Chris J. Wuffing, president of Westinghouse Broadcasting Co., (left, seated) completes his company's purchase of station WDTV, now KDKA-TV, Pittsburgh, from DuMont by presenting a check to Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories.

1954 RADIO-TV SET PRODUCTION

● *Washington—Radio and TV set production for 1954 is shown, by months, in the following table:*

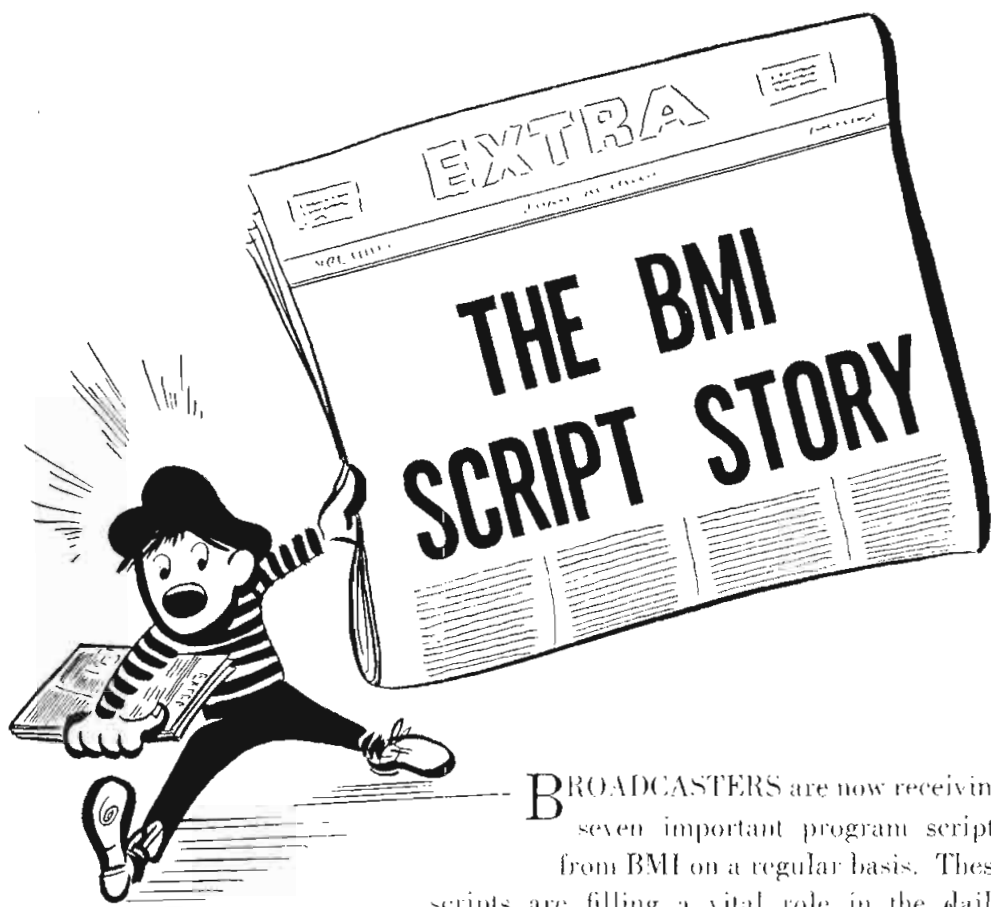
	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks.)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480	174,735	316,519	57,370	722,104
June (5 wks.)	544,142	226,350	141,904	336,733	132,668	837,655
July	306,985	150,002	39,447	191,512	57,100	438,061
August	633,387	280,607	74,713	275,008	155,171	785,499
Sept. (5 wks.)	947,796	352,499	76,271	296,327	207,226	932,323
October	921,476	343,269	97,331	336,683	220,505	997,788
November	858,501	327,973	93,716	404,453	272,583	1,098,725
Dec. (5 wks.)	833,423	300,023	109,001	539,584	312,967	1,261,575
	7,346,715	3,067,644	1,333,518	4,124,460	1,874,908	10,400,530

1954 RADIO SET SHIPMENTS

□ □ □

Washington—The following table shows radio set shipments to dealers by states for the first 11 months of 1954:

State	Total	State	Total
Alabama	55,680	Nebraska	32,153
Arizona	25,453	Nevada	5,667
Arkansas	34,180	New Hampshire	14,112
California	395,982	New Jersey	247,586
Colorado	32,565	New Mexico	15,185
Connecticut	91,085	New York	851,422
Delaware	12,143	North Carolina	94,951
District of Columbia	52,527	North Dakota	14,714
Florida	113,252	Ohio	311,129
Georgia	92,079	Oklahoma	48,303
Idaho	11,090	Oregon	32,765
Illinois	358,677	Pennsylvania	367,751
Indiana	98,124	Rhode Island	29,959
Iowa	61,310	South Carolina	39,880
Kansas	40,599	South Dakota	15,812
Kentucky	60,740	Tennessee	73,976
Louisiana	69,300	Texas	225,075
Maine	24,095	Utah	17,138
Maryland	89,884	Vermont	8,413
Massachusetts	205,604	Virginia	79,705
Michigan	222,429	Washington	72,225
Minnesota	74,104	West Virginia	33,534
Mississippi	34,259	Wisconsin	104,491
Missouri	115,871	Wyoming	6,317
Montana	15,042		
		GRAND TOTAL	5,128,337



BROADCASTERS are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts, ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

Your program manager is receiving all seven of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.

SEVEN COMPLETE BMI PROGRAM PACKAGES

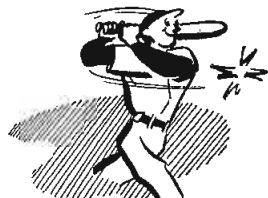
● THE AMERICAN STORY



Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

● STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.



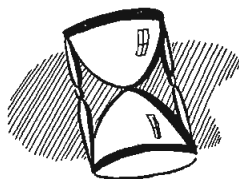
● THE BOOK PARADE



Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

● MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

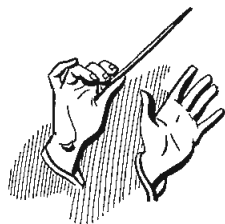


● ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 11th successful year.*

● YOUR CONCERT HALL

The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music popular music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum — music at a maximum.



● MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

BROADCAST MUSIC, INC. 589 FIFTH AVENUE
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

GOOD PROGRAMS SELL GOOD PRODUCTS

- ★★★★ THE NEW KEN MURRAY SHOW
"WHERE WERE YOU?"
- ★★★★ CROWN THEATRE WITH
GLORIA SWANSON
- ★★★★ ROYAL PLAYHOUSE
- ★★★★ COUNTERPOINT
- ★★★★ THE CHIMPS
- ★★★★ GENERAL ELECTRIC THEATRE*

Bing Crosby Enterprises, Inc.



9028 Sunset Blvd., Los Angeles 46, California

* The Crosby G. E. Theatre productions now in MCA-TV package entitled "Curtain Call".

The background of the entire page is a pattern of diagonal stripes, alternating between red and white. The stripes are of uniform width and spacing, creating a strong visual texture.

Television Networks

**EXECUTIVE
PERSONNEL**

ARTICLES

MAPS



Fireworks Just as Dangerous Now as They Were Last July

By SLOCUM CHAPIN

Vice-President in Charge of Sales, ABC-TV

LAST July in an article for Radio Daily I said that if I were an advertiser I would prefer the "steady spotlight" of regular broadcast frequency to the unpredictable "fireworks" of the irregularly scheduled "spectacular." Now that we are in mid-season, I believe there are many long-term lessons that can be learned from a study of this season of the "spectaculars." These once-a-month block-busters were to usher in a new era. But, as Advertising Age commented, "never have so many spent so much to reach so few." As somebody said, the producers of spectaculars labored mightily and brought forth a mouse.



We at ABC-TV also brought forth a mouse—the mighty Mickey and his fabulous cohorts of Walt Disney's Fantasyland, Adventureland, Frontierland and Tomorrowland—in a program that has proved the big hit of the season. The success of Disneyland week after week underlines many important principles of value to the advertiser.

The spectaculars got such an enthusiastic ballyhoo before they started that six advertisers committed themselves to spend \$11,000,000 on them on just one network. The results, however, have been unspectacular. In most cases, the spectaculars drew smaller Trendex ratings than their competition.



By contrast, Disneyland's initial Trendex rating was higher than that of any other previous spectacular. Its first Nielsen rating (Nov. 1) was 11.0 and its second (Nov. 11) was 44.4, both outrating the spectaculars. On an average audience basis, Disneyland had a 36.7 rating, compared with a 28.3 for "Liebman Presents"—highest-rated spectacular in the Nov. 11 report.

In the same Nielsen report Disneyland ranks sixth in average audience rating; the nearest spectacular, The Liebman Show, ranks 30th despite its much higher cost. What can we deduce from the facts?

- The importance of the weekly dialing habit. People tend to tune in from the force of habit, just as in the old days of radio there was a Bing Crosby habit on Wednesday.



- The importance of continuity. Spectaculars try for surprise, being different. They often end up as "freaks," stumbling because they seek novelty for novelty's sake. They lose the values gained by producer, crew, cast and writers working continuously together.

- The value of sponsor identification. Although I have seen no sponsor identification ratings on the spectaculars, I have a strong hunch that relatively few people know the sponsors of the specs.

- The plusses of merchandising and promotion. The ability of the advertiser to capitalize on the personality of the performer and program, to utilize them in their print ads or on packages, to use them in many subsidiary ways, is of growing importance. We broadcasters have to do more in this field.



- The importance of sincerity and intimacy. The specs have tried to overawe the public with expensive productions. But the public wants sincerity and warmth, values the intimacy of TV.

- The criterion of costs. Money is no substitute for ideas, skill and art. The viewer doesn't see the budget. We in TV have to keep costs in line. The fact is that for the average evening show cost-per-thousand homes dropped from \$13.85 in November 1951 to \$9.34 in March-April 1954, according to Nielsen.

Disneyland, of course, is only one example—although a "spectacular" one of a good program realizing its full potential on ABC-TV. Disneyland proves that when it comes to choosing a network winner, it's not the track but the horse that counts. In 1955 The New ABC will continue to invest millions of dollars in new programming requisites and will continue to program weekly shows, in the interest of the public and advertisers alike.

A. B. C. TELEVISION NETWORK

JOHN H. MITCHELL

Vice President in Charge of the ABC Television Network

Heading the ABC-TV Network is JOHN H. MITCHELL who was promoted to the position of Vice President in Charge of the ABC Television Network on Nov. 1, 1953. His dynamic leadership and organizational ability have gained for his recognition as an outstanding executive. John's achievements in the theatre business with the Balaban & Katz Corporation led to his entry into TV in 1948 as General Manager of the firm's Channel 4 in Chicago. He was the prime mover in developing the station into one of the most successful in the nation. John left his posi-



MITCHELL

tion of General Manager of Channel 4 to join the American Broadcasting Company as Vice President and General Manager of WBKB in Chicago. Again he demonstrated his great executive and competitive abilities and established a successful record. On July 1, 1953, Mitchell was moved to New York as Vice President and General Manager of WABC-TV. His outstanding record with WABC-TV led to his most recent appointment as Vice President in Charge of the ABC Television Network.

ROBERT M. WEITMAN

Vice President in Charge of Programming and Talent

One of the most valuable executives in the telecasting industry is ROBERT M. WEITMAN, ABC-TV's Vice President in Charge of Programming and Talent. Bob Weitman joined ABC as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of



WEITMAN

the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He brings all of his outstanding abilities to the greatly strengthened operations of the American Broadcasting Company's Television Network and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

JOHN DALY

Vice President in Charge of News, Special Events, Sports & Public Affairs

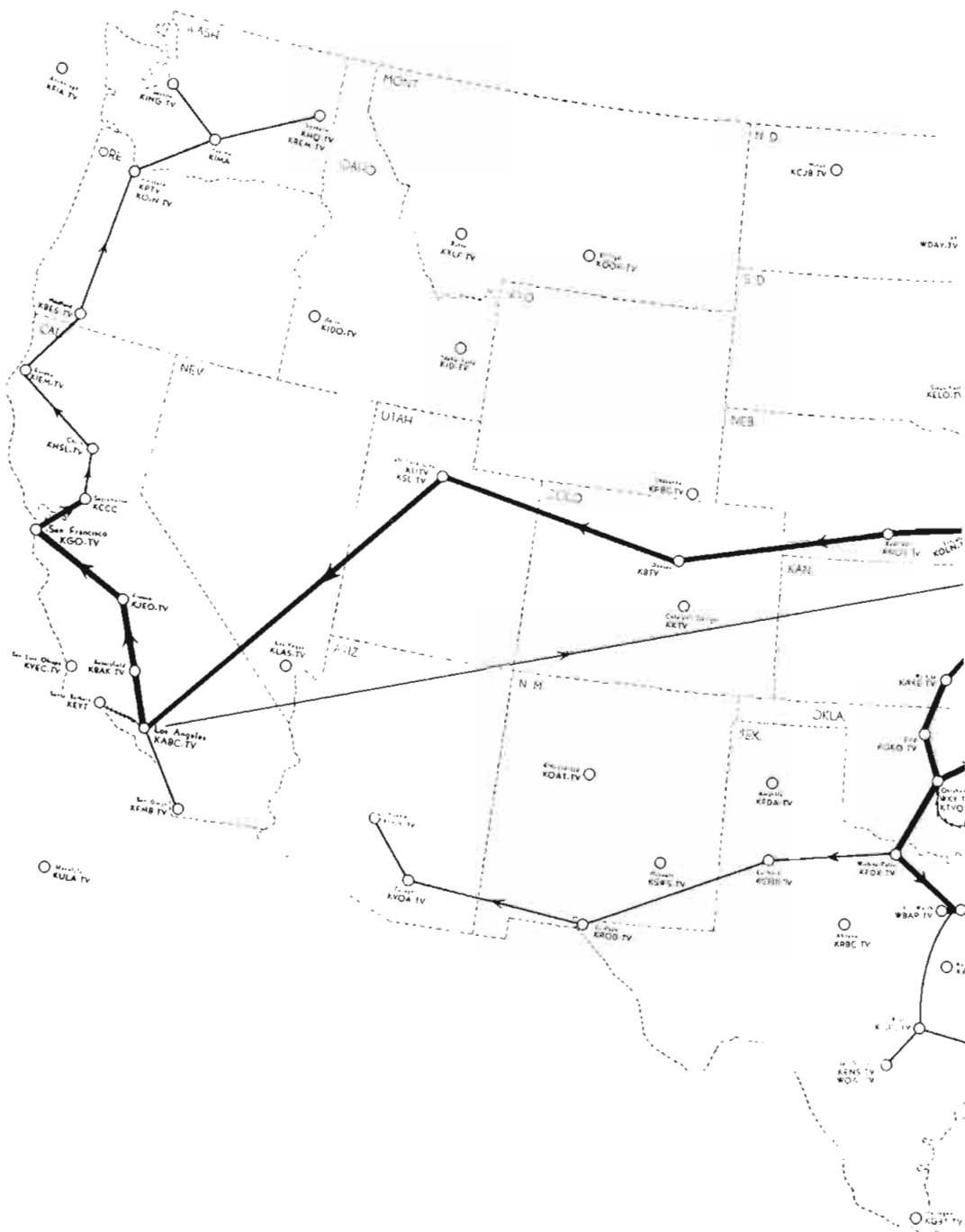
One of the best known executives in the television industry is JOHN DALY, ABC's Vice President in Charge of News, Special Events, Sports & Public Affairs. John Daly, long a byword with radio and television audiences throughout the nation, joined ABC on August 1, 1953. He is especially well known to audiences for his news sense as well as his ability to reach behind the story and detail the significant background. John's "quarterbacking" of the ABC Radio and Television Networks' coverage of the national



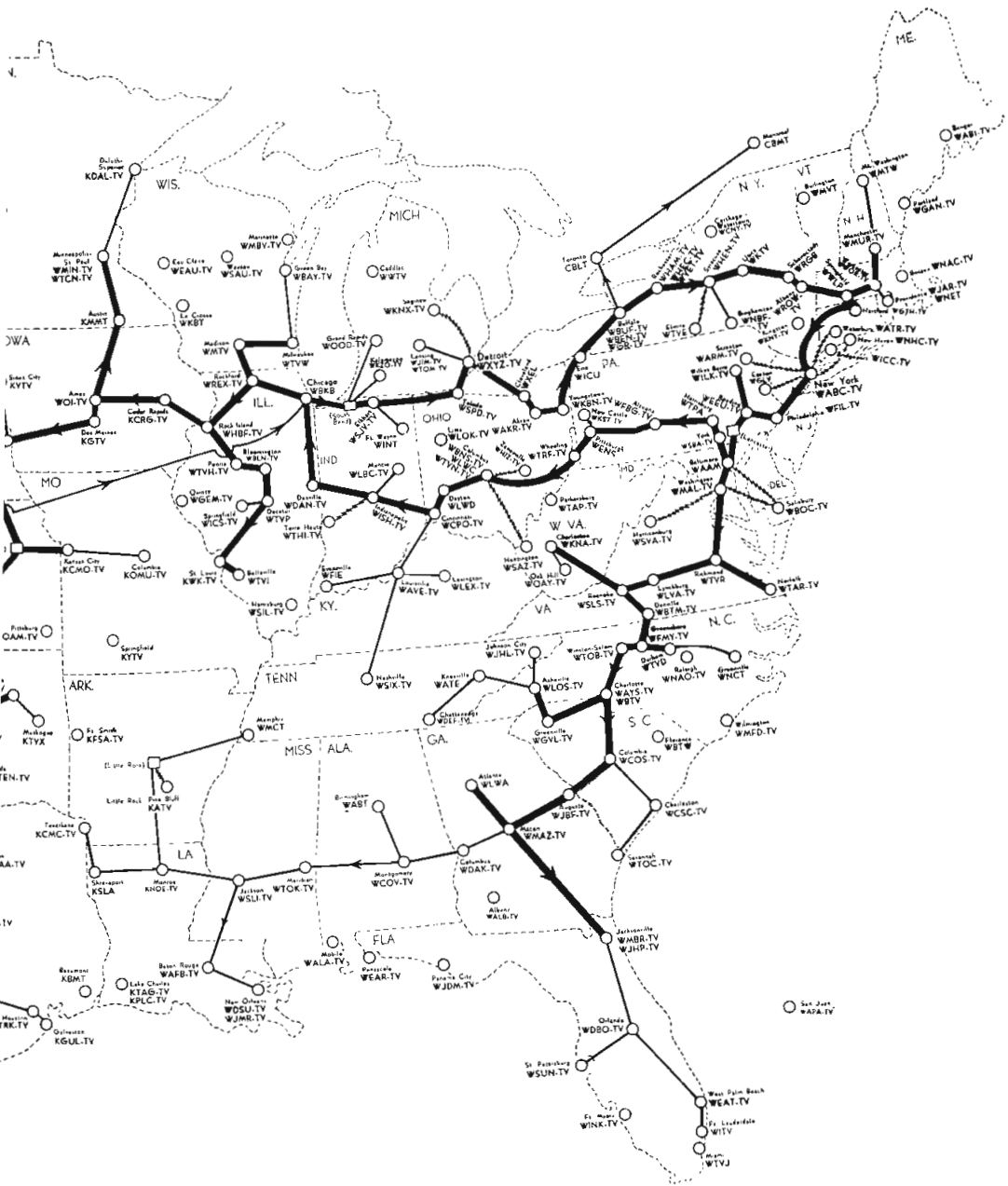
DALY

political conventions in 1952 and the Election Night coverage in 1952 and 1954 won for him new laurels in the news field. A former White House correspondent and a veteran of several national political conventions and elections, John has covered every kind of story ranging from the Nuremberg Trials in Germany to the ill-starred Texas City explosions. He remains in the small, select group of executives whose names are synonymous with the best in video and radio news journalism.

AMERICAN BROAD



CASTING COMPANY



A M E R I C A N

BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

*R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000*

OFFICERS

Robert E. Kintner	President
Earl E. Anderson	Vice-President
Charles T. Ayres	Vice-President
Slocum Chapin	Vice-President
James H. Connolly	Vice-President
John Daly	Vice-President
Robert H. Hinckley	Vice-President
Earl Hudson	Vice-President
Ernest Lee Jahncke, Jr.	Vice-President
Frank Marx	Vice-President
John H. Mitchell	Vice-President
Harold L. Morgan, Jr.	Vice-President & Controller
Theodore I. Oberfelder	Vice-President
Sterling C. Quinlan	Vice-President in charge of WBKB
Thomas Velotta	Vice-President
Robert M. Weitman	Vice-President
Paul Whiteman	Vice-President
Geraldine B. Zorbaugh	Secretary & General Counsel
Omar Elder	Ass't. Secretary & Ass't. General Counsel

TELEVISION

John H. Mitchell . . . Vice-President in Charge of Television Network

Engineering & General Services

Frank Marx	Vice-President in Charge
Clure Owen	Administrative Assistant
John Preston	Director of Engineering Facilities & General Services
Thomas F. Foy	Purchasing Agent
Joseph J. Spagnola	Director of Office & Studio Services
William Trevarthen	Director of Engineering Operations
Richard Hamilton	Supervisor of Communications
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager
Merle Worster	Eastern Engineering Operations Manager

Finance, Personnel

Harold L. Morgan, Jr.	Vice-President & Controller
Marie McWilliams	Director of Personnel
Jason Rabinovitz	Assistant Controller
J. Russell Gavin	Chief Accountant

Labor Relations

Mortimer Weinbach . . . Director of Labor Relations

Legal & Business Affairs

Geraldine B. Zorbaugh	Secretary & General Counsel
Omar Elder	Assistant Secretary & Assistant General Counsel
James Stabile	Director of Business Affairs Department

Program

Robert M. Weitman	Vice-President in Charge of Programming & Talent Television
Robert Lewine	Director of Television Program Department
Richard Depew	Manager of TV Program Operations
Freelon Fowler	Film Program Manager
Charles Mortimer	Ass't To TV Program Director—In Charge of Program Production
J. English Smith	Manager of TV Program Service

Services

Robert L. Stone	Director of Television Services Department
Ruth K. Blainey	Operations Manager
James McNaughton	Executive Art Director
Harold Sobolov	Studio Supervisor

Music

Paul Whiteman . . . Vice-President in Charge of Music

News, Special Events, Sports & Public Affairs

John Daly	Vice-President in Charge of News, Special Events, Sports & Public Affairs
Thomas Velotta	Vice-President & Administrative Officer of News, Special Events, Sports & Public Affairs
Francis N. Littlejohn	Director of News and Public Affairs
Donald C. Coe	Director of Special Events and Operations
William A. Whitehouse	Director of Radio & TV Sports
Wiley Hance	Manager of Public Affairs

Advertising, Publicity, Promotion & Continuity Acceptance

Gene Accas . . . Director of Advertising, Promotion and Publicity

Ruth Crawford.....Librarian
 Ellen Heagerty.....Supervisor of Audience
 Information
 Grace Johnsen.....Director of Continuity Acceptance
 Willis B. Parsons.....Manager of Advertising
 Ernest E. Stern.....Manager of Publicity
 A. L. Seton.....Trade News Editor

Sales

Slocum Chapin.....Vice-President in Charge
 of Television Network Sales
 Charles R. Abry.....TV National Sales Manager
 Henry T. Hede.....Director of Sales Service
 TV Network
 Mary Alice Connell.....Manager of Station
 Clearance—TV

Station Relations

Ernest Lee Jahnce, Jr.....Vice-President in
 Charge of Station Relations
 Alfred R. Beckman.....Director of Station
 Relations for TV Network
 Frank Atkinson.....Manager of Co-Operative
 Program Department

Research and Sales Development

Don Durgin.....Director of Research and Sales
 Development
 Donald Coyle.....Director of Research
 Dean Shaffner.....Director of Sales Development

ABC Film Syndication, Inc.

George T. Shupert.....President
 Richard P. Morgan.....Executive Assistant to
 President
 Donald L. Kearney.....Vice-President in Charge
 of Sales
 Howard Anderson.....Dallas Office Manager
 John B. Burns.....Midwest Manager
 William L. Clark.....Western Manager
 Joseph Porter.....Atlanta Office Manager
 Lee Francis.....Promotion Manager
 Joseph F. Greene.....Traffic Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan.....Vice-President in Charge
 of WBKB
 James W. Beach.....Sales Manager of WBKB
 Elliott W. Henry, Jr.....Director of Publicity &
 Promotion
 William P. Kusack.....Manager of Engineering
 Department
 Daniel Schuffman.....Program Manager WBKB
 Matthew Vieracker.....Treasurer—Central
 Division
 Gerald Vernon.....Director of Network Television
 Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
 Robert Baldrice.....Advertising & Promotion
 Manager
 Joseph C. Cassel.....Controller
 Ralph Dawson.....Television Sales Manager
 Charles Kocher.....Chief Engineer
 John Lee.....Television Program Manager

John Pival.....Vice-President for Television
 James Riddell.....President & General Manager

**HOLLYWOOD
 ABC Television Center
 Hollywood 27, Calif.**

J. Clifford Anderson.....Director of Labor Relations
 John M. Asher.....Promotion Manager
 Amos Baron.....Manager of KABC-TV
 Dorothy L. Brown.....Continuity Acceptance
 Editor, Western Division
 Edwin C. Conklin.....News Editor, Western
 Division
 Kenneth B. Craig.....National & Regional TV
 Network Program Coordinator, Western Division
 Ralph G. Denechaud.....Supervisor of Engineering
 Operations
 Stanton Kramer.....Director of Promotion-Publicity,
 Western Division
 Elton Rule.....Sales Manager, KABC-TV
 Florence T. Schiro.....Personnel Director
 Selig Seligman.....Assistant to Vice-President &
 Business Coordinator
 John C. Wagner.....Controller, Western Division

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker.....Program Manager
 Jon Barkhurst.....Manager of Promotion and
 Publicity
 James H. Connolly.....Vice-President in Charge
 of San Francisco Office
 Lorraine Duchene.....Continuity Acceptance
 Editor
 Vincent Francis.....Local Sales Manager
 Harry Jacobs.....Chief Engineer & Building
 Maintenance Manager
 Edith Kirby.....Traffic Manager
 Robert Mitchell.....Film Editor
 Victor Reed.....Manager of News & Special Events
 Jeanne Riemann.....Sales Service Manager
 David Sacks.....National Sales Manager
 Henry Saroyan.....Controller & Purchasing Agent
 Edward Smith.....Production Manager

WASHINGTON

**1735 DeSales St., N.W.
 Washington, D. C.**

Robert H. Hinckley.....Vice-President in Charge
 of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Theodore I. Oberfelder.....Vice-President &
 General Manager of WABC-TV
 Gordon Kunz.....Production Manager of WABC-TV
 Thomas J. Martinez.....Treasurer of WABC-TV
 Ardien B. Rodner.....Program Manager of
 WABC-TV

ABC-TV Stations Advisory Committee

Roger Clipp.....WFIL-TV—Philadelphia, Pa.
 Otto Brandt.....KING-TV—Seattle, Wash.
 E. K. Hartenbower.....KCMO-TV—Kansas City, Mo.
 Harold Hough.....WBAP-TV—Fort Worth, Texas
 William P. Robinson.....WLW-A—Atlanta, Ga.
 Franklin Snyder.....WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

Disney



© Walt Disney Productions —
World Rights Reserved

ABC

and Friends

hit the top 10

... as expected

Excuse our bounce, but we can't help feeling good about the nifty Nielsen and the top-10 position that DISNEYLAND has chalked up in just a few breath-taking weeks.

Few, if any, TV programs have risen so far so fast ... in rating and in the esteem of the public.

Of course, this comes as no great surprise. Whatever Disney touches turns to great entertainment; we knew we had a hit on our hands before the ink on the storyboards was dry.

And wait — there's much more on the way.

We also feel chipper because this is just the latest ... and most dramatic ... step in our steady TV progress. DISNEYLAND is an example of what's new and different, and worthwhile these days on ABC. An outstanding example, but hardly the only one.

TELEVISION NETWORK



Network Success Underscores Value of Program Continuity

By J. L. VAN VOLKENBURG
President
CBS Television

CBS TELEVISION moves into the new year strengthened by the knowledge that 1954 has been the most successful year in its history on all levels of activity. In terms of advertising revenue CBS Television today is the biggest single advertising medium in the world. The most recent P.I.B. report covering network billings for the first 10 months of 1954 shows that CBS Television gross billings exceeded \$117,000,000, a 51 per cent increase over the comparable period of 1953. In achieving this gross figure CBS Television led its nearest competitor by 16 per cent.



CBS Television's leadership also extended to the programming area. For the first 11 months of 1954 Trendex reported that the network averaged 6 out of the top 10 nighttime programs. In average ratings, both nighttime and daytime, the network led its nearest competitor—by 11 per cent in the former category, and by 85 per cent in the latter. For the most part the leaders were programs which had been broadcast on a regular weekly basis for at least 3 years. They represented a striking record of continuity-plus-popularity, and in so doing reaffirmed the validity of CBS Television's basic policy as well as the quality of its execution.



In 1954 CBS took a major step forward in color programming. On August 22, CBS Television opened its new color Studio 72 in New York, the most comprehensive studio of its kind in the country, and simultaneously converted the 10,000 square feet of Studio 43 in Television City, Hollywood, for network color originations from the West Coast. In the Fall of 1954 two regular once-a-month series of one-hour color programs were inaugurated: The Best of Broadway and Shower of Stars, sponsored respectively by Westinghouse Electric Corporation and Chrysler Corporation. In the Fall a schedule was initiated calling for every major television pro-

gram on the network to be broadcast in color. As this schedule moves into 1955, a total of 69 of the network's affiliated stations are equipped to carry these programs in color. More and more of these stations will acquire color equipment and find increasing audiences for color programs as CBS Television expands its color schedule during the coming year.



During 1954 the physical size of the CBS Television Network grew from 157 stations as of January 1, 1954 to 202 stations as of December 20, 1954, an increase of 45 stations. The average number of stations cleared per commercial nighttime program totaled 88 in the Fall of 1954 as compared with 61 during Fall 1953; during the daytime the average number of stations cleared per commercial program totaled 69 as opposed to 49 during 1953—in both instances a significant increase.



During the forthcoming year television, according to all signs, bids fair to become a billion dollar industry. In contemplating this outlook I cannot help reflecting on my prognostications in this same space at the end of 1951—the year that CBS Television became a separate operating entity of its own. At that time it was estimated that the number of U. S. television homes at the end of 1952 would be in the neighborhood of 19,000,000. I doubt whether even the most optimistic of us at that time would have predicted that this figure would become more than 37,000,000 by the end of 1955. While I am sure such cautiousness may be commendable, it illustrates how little one fully appreciates the inherent dynamism of the medium. In fact, television's growth has been so prodigious during the past 8 years that I believe it can be properly regarded as one of the most powerful forces behind the expansion of the entire economy. In my view it is destined to continue to fulfill this role with ever increasing effectiveness in the years ahead.

C. B. S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.

Vice President in Charge of Network Programs

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined



ROBINSON JR.

the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising

HARRY S. ACKERMAN

Vice President in Charge of Network Programs — Hollywood

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.



ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

WILLIAM H. HYLAN

Vice President in Charge of Network Sales

WILLIAM H. HYLAN, associated with CBS for seventeen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account execu-



HYLAN

live. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

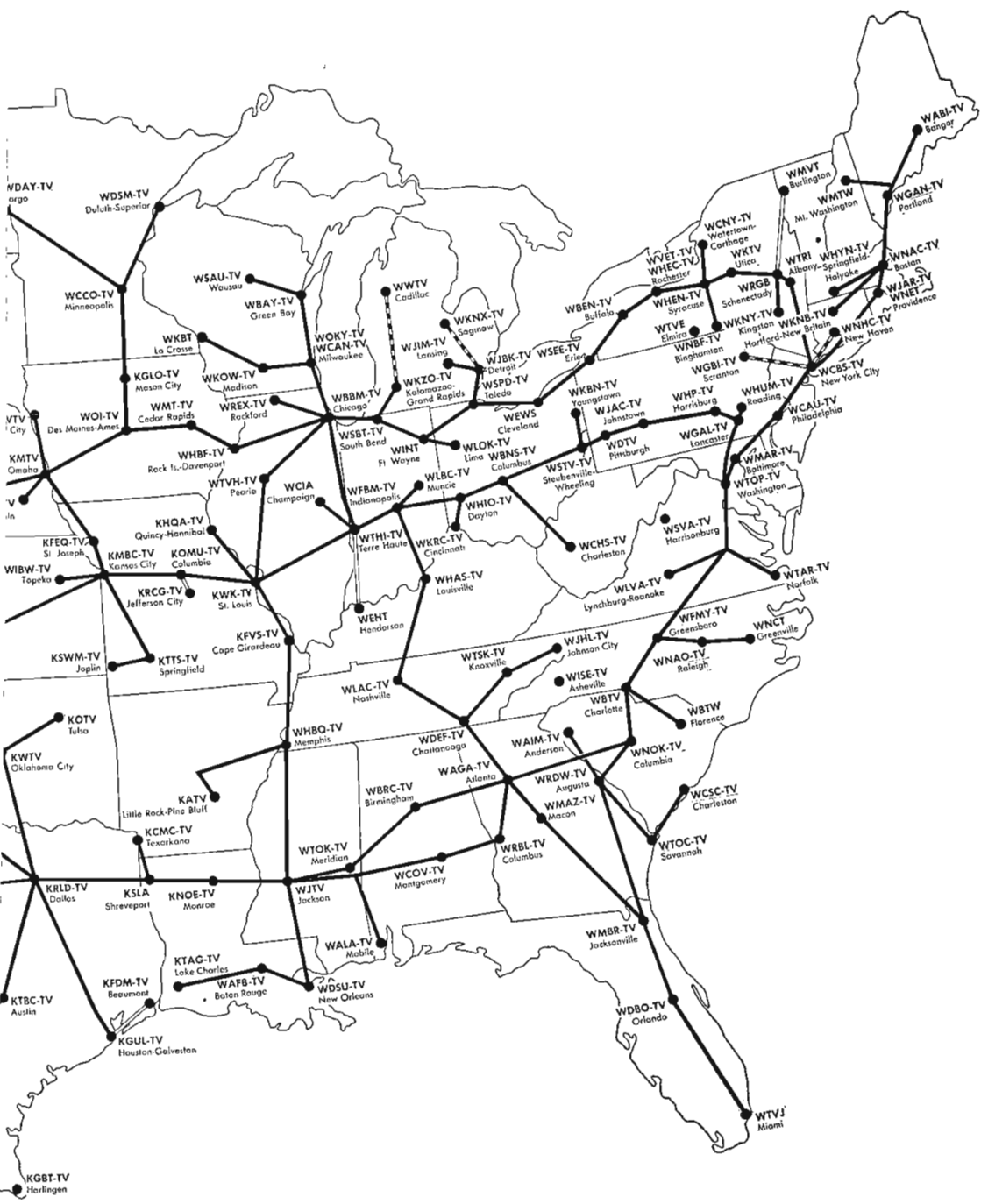
Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

CBS TELEVIS



- CBS-TV AFFILIATES
- CABLE OR MICROWAVE
- - - PRIVATE RELAY
- ⋯ PROJECTED FACILITIES

ION NETWORK



CBS TELEVISION

A DIVISION OF CBS, INC.



485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS, Inc. Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg President
Edward L. Saxe Vice-President & Assistant
to President
William H. Hylan 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 Atlas 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 Television Stations and
General Services
W. Spencer Harrison Vice-President in Charge
of Legal & Business Affairs
Herbert V. Akerberg Vice-President in Charge
of Station Relations
William B. Lodge Vice-President in Charge
of Engineering
Leslie Harris Vice-President & General
Manager, CBS Television Film Sales, Inc.
Charles L. Glett Vice-President in Charge
of Network Services, Hollywood
William J. Flynn Comptroller

Network Sales

William H. Hylan Vice-President in Charge
of Network Sales
Thomas H. Dawson General Manager of
Network Sales
George E. Klayer Chicago Sales Manager
Frank Samuels Pacific Coast Sales Manager
Charles R. Storritt Detroit Sales Manager
James C. Shattuck Sales Manager, Color
William J. Fagan Business Manager
T. D. Connolly Program Sales Manager
Edward F. Lethen, Jr. Manager of Network
Sales Development

Robert F. Jamieson Sales Service Manager
Terrence McGuirk Sales Manager, EMP
George A. Kolpin Contract Manager

Network Programs

Hubbell Robinson, Jr. Vice-President in Charge
of Network Programs
Harry S. Ackerman Vice-President in Charge
of Network Programs, Hollywood
Harry G. Ommerle Program Director
William Dozier Program Director, Hollywood
Louis Stone Manager of Program Budget
Marlo Lewis Executive Producer, Music &
Variety Programs
Milo Frank Talent & Casting Director
Richard Lewine Executive Producer, Color
E. Carlton Winckler Production Manager
Charles Holden Production Manager, Hollywood
John Hundley Manager, Program Service

Operations

Frank B. Falknor Vice-President in Charge
of Operations
Henry Grossman Director of Operations
R. G. Thompson Director of Technical
Operations
H. C. Meier Manager of Network Operations
Walter R. Pierson Manager of Production
Gilbert DeStefano Manager of Lighting
Albert J. Raymond Manager of Stage Operations
Anthony Boschetti Manager of Procurement
Paul Wittlig Manager of New Effects
Development
Orville Sather Manager of Technical Operations
C. H. Rylander Manager of Special Effects
H. Grant Theis Manager of Film Service
Operations
Herbert O. Phillips Manager of Scenic Art
Division
George Lehmann Manager of Scenery
Construction

Station Relations

Herbert V. Akerberg Vice-President in Charge
of Station Relations
Edward P. Shurick National Director
Robert Wood Assistant Director
Bert Lown Western Manager (Los Angeles)
Ed Scovill Midwest Manager
David R. Williams Eastern Manager

Advertising & Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy.....Director of Program Promotion
Gordon Hellmann.....Director of Presentations
Thomas Means.....Director of CBS Owned
Television Stations Promotion Service
Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director
Michael J. Foster.....Publicity Manager
Jack Goldstein.....Director of Exploitation
James J. Kane.....Trade News Editor
Dorothy Leffler.....Director of Magazine Division
Arthur Perles.....Assistant to the Director,
Press Information
Hank Warner.....Manager of Operations
Ted Wick.....Director of Publicity & Exploitation,
Hollywood

Research

Oscar Katz.....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist.....Manager of Program Analysis
Leonard DeNooyer.....Manager of General Surveys
Jay Eliasberg.....Research Projects Supervisor

Engineering

William B. Lodge.....Vice-President in Charge
of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison.....Vice-President in Charge
of Legal & Business Affairs
Merritt H. Coleman.....Director of Business Affairs
Philip Feldman.....Director of Business Affairs,
Hollywood

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley.....Director, Accounting
Operations

Network Services, Hollywood

Charles L. Glett.....Vice-President in Charge
of Network Services, Hollywood
Lester H. Bowman.....Director of Technical
Operations, Hollywood
James Melick.....Director of Budgeting, Business
Operations, Hollywood

News & Public Affairs

Sig Mickelson.....Vice-President in Charge
of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Howard Kany.....Manager of Newsfilm
Jack Bush.....Manager of Film Production
George Crothers.....Associate Director of Public
Affairs for Television
Stuart Novins.....Associate Director of Public
Affairs for Radio
James Burke.....Assignment Editor for Radio
and Television News
David Zellmer.....Executive Producer of TV News
Robert Skedgell.....Exec. Producer of Radio News
John Derr.....Director of Sports
Helen Sioussat.....Director of Talks

Theodore F. Koop.....Director of News and
Public Affairs, Washington

CBS Television Spot Sales

Clark B. George.....General Sales Manager
Ben Margolis.....Business Manager
Al DiGiovanni.....Research Manager
Edward A. Larkin.....Eastern Sales Manager
Jack L. Mohler.....Director Sales Development
John Donald Foley.....Director Sales Promotion

Branch Offices

John A. Schneider.....Midwestern Sales Manager
410 N. Michigan Ave., Chicago
H. H. Holtshouser.....Atlanta Manager
800 Peachtree St., N.E., Atlanta, Ga.
Tony Moe.....Detroit Manager
902 Fisher Bldg., Detroit 2, Mich.
MacLean Chandler.....San Francisco Manager
Palace Hotel, San Francisco
J. Richardson Loughrin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris.....Vice-President & General Manager
Wilbur S. Edwards.....General Sales Manager
Fred Mahlstedt.....Director of Operations
Eugene Moss.....Director of Research
Walter Scanlon.....Dir. of Merchandising & Prom.

CBS-OWNED

TELEVISION STATIONS

Craig Lawrence.....Director of Station
Administration

WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

Sam Cook Digges.....General Manager
Frank Shakespeare Jr.....General Sales Manager
Clarence Worden.....Assistant to General Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
Robert Fuller.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

H. Leslie Atlas.....Vice-President,
Central Division
George J. Arkedis.....Sales Manager
Eugene McClurg.....Sales Traffic Manager
C. W. Doebler.....Sales Promotion Manager
William Ryan.....Program Manager
Les Weinrott.....Executive Producer
Andy Murphy.....Publicity Director

KNXT, 1313 North Vine St.

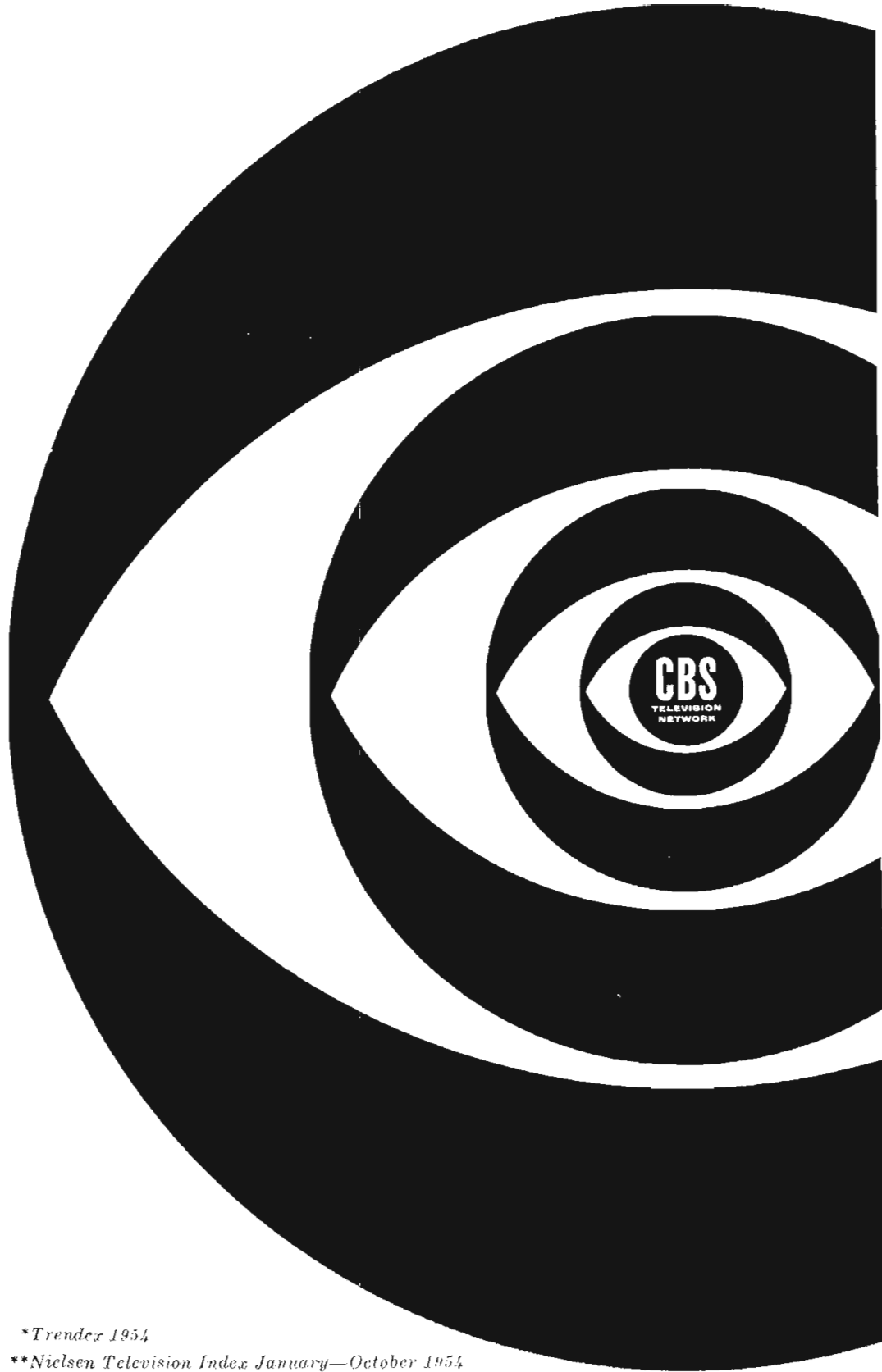
Los Angeles 28, Calif.

James T. Aubrey, Jr.....General Manager
Robert D. Wood.....Sales Manager
Donald M. Hine.....Program Manager
Dean Linger.....Promotion Manager
Larry Lazarus.....Business Manager
Sam Zellman.....News Director
Don Rosenquest.....Operations Manager

WXIX, 5445 North 27th St.

Milwaukee, Wis.

Edmund C. Bunker.....General Manager
Leon Drew.....Program Director
Theodore F. Shaker.....General Sales Manager
John Lathrop Viemeister.....Business Manager
Arthur F. Schoenfuss.....Director of Operations
By Colvig.....Promotion-Publicity Director



**Trendex 1954*

***Nielsen Television Index January—October 1954*



Network identification

In 1954 Television again demonstrated that it was the most effective sales force in America by reaching larger audiences than any other medium of mass communications.

In 1954 the number of U. S. television homes increased from 28,000,000 to 32,500,000.

In 1954 the network identified by this symbol

- won the highest average ratings* of any broadcasting network—11% higher at night, 85% higher during the day
- broadcast the most popular* programs in television—an average of 6 of the top 10 at night, all of the top 10 during the day
- grew from 157 to 202 stations, while the number of stations carrying the average nighttime commercial program increased by 44%
- reached its audiences at the lowest cost per thousand** in network television
- earned the largest investment by far ever committed to a single advertising medium.



Selling Drive Would Bring TV Larger Slice of Ad Expenditures

By TED BERGMANN
Managing Director
Du Mont Television Network

YOU Pays Your Money and You Takes Your Choice. That's an old and pungent saying about the way America does business in free competition. We in the television industry haven't thought about it much in our short history, but it's time we began to.

Short sighted? That depends on the way you look at our growth. In Television's first year as an accepted national activity we billed \$57,800,000. Today advertisers are spending \$900,000,000 in the medium—dollars credited with moving 18 billion dollars worth of goods at the retail level. That's quite a growth curve, especially in a medium that still covers only 195 markets. Quite a record, considering that only 14 of the top 148 markets have 4 or more stations—and only 52 have only one station or none at all! And think of the business we lost because there weren't enough outlets to handle it all!

But then look at the picture this way. In spite of that gigantic billing figure, Television still accounts for *only 10 per cent* of all advertising expenditure today. Ninety per cent of all advertising dollars are going into other media. For Television, the most powerful advertising means in the world, a 10 per cent cut isn't enough. Not by a long shot.

What can we do to get that 10 per cent slice of the pie up much higher? Here at Du Mont we have some strong opinions on the subject.

First, the subject of outlets. We encourage advertisers to tailor-make their own networks. An advertiser on Du Mont can buy 2 stations—or he can buy 187, the all-time record number that we recently cleared for the Pro-Football Championship game. Small advertisers or big, Du Mont fits the lineup to the advertiser's need. There's no "must buy," no "basic network" on Du Mont. That means every

dollar in time costs works hard, without waste.

Second, Du Mont also shapes the *type* of buy to the client's needs, varying from full sponsorship to shared buys. As a matter of fact, Du Mont pioneered a number of cost-splitting techniques. Take the magazine concept, for instance, under which networks produce and control programs and advertisers simply place messages on them. Think that's new? Actually, Du Mont introduced the *first* such concept in 1949. We then worked out a multiple sponsorship arrangement for "Cavalcade of Stars," "Cavalcade of Bands" and "Cosmopolitan Theater." Du Mont was also first in developing the alternate week technique, now demonstrated by the Emerson Drug Company and Lenthéric on "Chance of a Lifetime."

Third, Du Mont keeps program costs down so that advertisers who want exclusive program identification can have shows of their own for less than a king's ransom. We know that a million dollar show and gold plated talent are *not essential* for effective Television usage. Results have proved that low-cost, ingenious packages can do an excellent job for sponsors. In today's climate of stratospheric costs, Television must search for new low-cost programs.

These are some of the reasons why some sponsors use Du Mont for all their Television work, while many others use it in combination with other buys to get important added impact.

Techniques like them, or new ones just as realistic and businesslike, will open immense new opportunities for Television. I believe we'll meet the challenge. I foresee a day when Television will attract two billion dollars a year in billings and be responsible for moving 41 billion dollars worth of goods at the retail level.

If we get down to business—hard-headed business — that day will come soon.

DuMONT TV NETWORK

JOHN H. BACHEM *General Manager*

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an adver-



BACHEM

tising salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quarterlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern Sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

JAMES L. CADDIGAN *Director of Programming and Talent*

JAMES L. CADDIGAN has been director of programming and production for the Du Mont Television Network since 1947. One of TV's veterans, he was largely responsible for the success of two major developments—drytime programming and low-cost production—and introduced many "firsts" in formats, especially in the children's bloc, which included Magic Cottage and Captain Video. Before joining Du Mont, he did executive, production and newsreel work over a fifteen-year period for the motion picture industry. He has also written and produced legitimate musical comedies, revues and radio shows. Among the innovations he



CADDIGAN

created for Du Mont were the first on-location production (Dark Of Night), the fifteen-minute dramatic series (Not For Publication), the first soap opera (Woman To Remember), the first daily religious program (Morning Chapel), the first disc jockey show (Take The Break), and the first daytime shopping show. Civic activities have marked his career. Among other posts, he served as vice president in charge of public relations for the Boston Junior Chamber of Commerce. During World War II, he served as Colonel, Adj. G-2, handling disaster intelligence and control.

GERRY MARTIN *National Sales Director for the Du Mont TV Network*

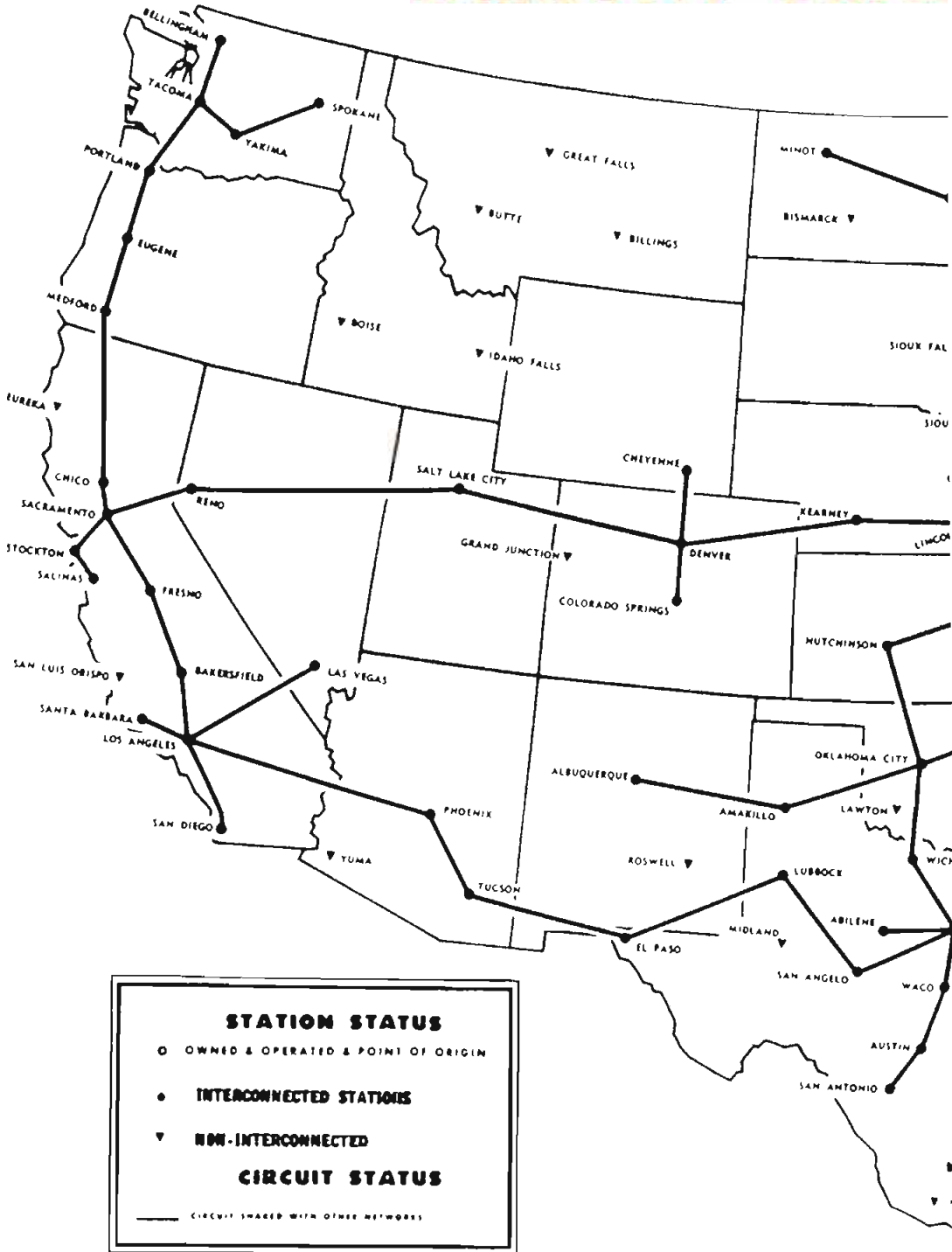
GERRY MARTIN, with a background of fifteen years as an advertising agency executive and radio network salesman, became director of sales for the Du Mont Television Network in July, 1953. Making his start in broadcasting in 1935 in promotion and publicity for the National Broadcasting Company, he soon headed the network's guest relations department and then moved successively into local sales, spot sales and network sales. He left in 1947 to be-



MARTIN

come business manager of the radio department and producer of programs for William Esty, opening its television department as assistant director. In 1950, he became vice-president in charge of radio and television at Duane Jones Company, moving in 1951 to Geyer, Newell and Ganger and then to Lennen and Newell, where he was vice-president and executive contact for the year prior to his joining Du Mont. He is a native of Montclair, New Jersey.

DuMONT TELE



VISION NETWORK



Program Department

James L. Caddigan..... Director of Programming and Production
Werner Michel..... Executive Producer
David Lowe..... Manager of News and Public Affairs; Director and Supervising Producer
Louis E. Arnold..... Business Manager
Frank Bunetta..... Manager, Development of New Production Techniques
Henry Humphrey..... Manager, Film Department
Elizabeth Mears..... Manager, Casting
Don Trevor..... Supervising Film Editor
Dominick Celentano..... Supervisor of Music Clearance and Library
Joan Thompson..... Supervisor, Religious Programs
Frank Savage..... News Editor
Roger Gerry..... Supervising Producer
Frank Telford..... Producer-Director
Frank Bunetta, Pat Fay, Wesley Kenney, Arnee Nocks, Dick Sandwick, Barry Shear, Frank Telford, Scudder Boyd (Washington Beatty Show)..... Directors
Merle Bredwell, Stanley Epstein, Al Kassel, Stephen Otis, Lee Polk, and Jim Saunders..... Associate Directors
Frank Cronican and Harry Hicks..... Program Assistants
Don Russell..... Chief Announcer
Ed Condit, Fred Scott and Jay Sims..... Announcers

Operations Department

A. L. Hollander..... Director of Operations
James G. Graham..... Business Affairs Manager
John Seidler..... Production Operations Manager
William C. Seaman..... Assistant Production Operations Manager
Edwin L. Lieberthal..... Broadcast Operations Manager

Station Relations

Elmore B. Lyford..... Director of Station Relations
Robert L. Coe..... Manager, Station Relations Department
Edwin G. Koehler..... Area Supervisor
Roy H. Sharp..... Manager, Traffic Department
Robert S. Woolf..... Manager, Teletypewriting Department
Carmine Patti..... Assistant Manager, Traffic Department

Engineering Department

Rodney D. Chipp..... Director of Engineering
Harry C. Milholland..... Manager of Technical Operations
Robert I. Brown..... Acting Manager, General Engineering

Eric Herud..... Technical Operations Engineer, WABD
Arthur W. Deneke..... Building Facilities Engineer
John Auld..... Project Engineer
Robert Crossman..... Staff Engineer
Kenneth Reichenbach..... Staff Engineer
Michael Stefanik..... Staff Engineer
Malcolm M. Bursleson..... Chief Engineer, WTTG

Sports

James M. Dolan..... Director of Sports

Accounting

Joseph Hess..... Controller, Broadcasting Division
Willoughby Walsh..... Purchasing Agent

Public Relations and Publicity

Gerald Lyons..... Director of Public Relations and Publicity

Advertising and Promotion

Shirley S. Godley..... Manager, Advertising, Sales and Promotion

Research

Edward R. Eadeh..... Manager of Sales Research

Personnel

Leil Tanenholz..... Manager, Network Personnel Department

Station WABD—NEW YORK

George L. Barenbregge..... General Manager
James L. Caddigan..... Program Director
William Crawford..... Sales Manager
F. A. Wurster..... Sales Service Manager
William Walters, Lawrence Buck, Robert F. Adams, Perry Frank, Maxine Cooper, Charles Bernard..... Sales Account Executives
Edward R. Eadeh..... Research Director
Rodney D. Chipp..... Engineering Director

Station WTTG—Washington, D. C.

Leslie G. Arries, Jr..... General Manager
George Griesbauer..... Sales Manager
F. V. Guidice..... Program Manager
M. M. Bursleson..... Chief Engineer
Richard Stakes..... Office Manager
John Rule..... Film Supervisor
Matthew Warren..... Director of News
Weston J. Harris..... Director of Special Events
Madeline Kulp..... Traffic Manager

**DU MONT
MEANS BUSINESS
GOOD BUSINESS
TODAY
and in the
FUTURE**

**It Pays
to Decide
on the**

DU MONT®
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MUrray Hill 8-2600
435 N. Michigan Avenue, Chicago 11, Ill., MO 4-6262

A Division of the Allen B. Du Mont Laboratories, Inc.

Owned and Operated Stations
WABD, Channel **5** New York • **WTTG**, Channel **5** Washington

BUILD UP YOUR TV SELLING STRENGTH

with
DU MONT

...network television's
greatest "buy"

Your television budget goes farther, buys more choice time availabilities when you include the Du Mont Network in your schedules. Now is the time to specify Du Mont.

STATION-MARKET FLEXIBILITY

Choose only the markets that match your sales distribution.

LOWEST PRODUCTION COSTS

Du Mont's integrated production facilities and technical know-how combine to create maximum efficiency at lowest cost.

LOWEST TIME COSTS

With Du Mont's low time costs you can buy more markets, cover up to 42% more television homes, than the same budget will buy on other networks.*

NO "MUST-BUY" PROGRAMS

On Du Mont you can buy or build a program that meets your own specific selling needs.



* Based on equally competitive network markets, SRDS Class A rates, May 1954



“Enlightenment Through Exposure” Elevates Audience Standards

By THOMAS A. McAVITY
Vice President in Charge of TV Network
National Broadcasting Company

ANYONE who has compared television shows has been struck by the almost startling improvement from one year to the next. At first you might suppose that this improvement is the natural result of time and experience. But a moment's thought and a glance at, say, the history of the films will convince you that improvement is by no means inevitable.



What then, is behind the upgrading of TV? I might mention a good many factors, including the growing awareness of viewers, the increasing sense of responsibility on the part of the broadcasters and so on. But these, you might reply, are generalities, difficult of definition and analysis. For a specific factor, it is necessary to go back a little into the history of television.

In the early years of TV, the National Broadcasting Company fulfilled its responsibility to the public by carrying a rounded schedule of newscasts, background features, documentaries, forums, drama, symphonic music, opera and all manner of other informational and cultural programs. This schedule was received with enthusiasm by a rather large audience, but it was an audience restricted essentially to those already trained to enjoy these things.



We soon realized that we needed something more than these so-called “responsibility” programs. By drawing a line, however broad, between information and culture on one side and entertainment on the other, we were running the danger of stratifying our audience. What we wanted instead was an all-set audience with broad interests and highly developed tastes, an audience which would appreciate and expect the finest programs.

To this end a plan of programming was developed by Sylvester L. Weaver, Jr., then Vice President in charge of Programming and now President of NBC.

This plan, which was described within the network as “enlightenment through exposure,” was put into effect three years ago. It called for every NBC producer to introduce informational and cultural elements into his program, whether daytime or evening, whether variety, drama, quiz show or what have you. In this way, we believed, more and more people would be exposed to thoughtful discussion and to the finest theatre arts and, once exposed, would cultivate a taste for them.



Now, three years later, what are the results? Today it is commonplace to tune into an NBC spectacular or the Colgate Comedy Hour and find a ballet sequence, an operatic passage, an outstanding play, or an occasion, one of America's foremost poets reading his lines. No eyebrows are raised when, on TODAY, HOME, or TONIGHT we introduce a discussion of architecture, painting, books, sculpture or any number of other subjects which once would have been rare on a commercial show. Nowadays our audience not only expects these elements but wants them.

Yet, with all this, we have only begun to draw on the full potentials of television. The future will record much greater improvements, which will come not as a matter of course but only from a continuing effort by broadcasters and viewers alike.



The greatest promise of the medium lies in the coming era of color television. Sylvester L. Weaver, Jr., president of NBC, recently described the prospect in these terms: “We plan color television to induce all segments of the population to view our programming enough so that its general impact will be felt, and for public good. Our viewers will know more about more things, will have been everywhere, seen everything, learned of and about the arts, the drama, music and opera, as well as of man's history, his environment, and his soul.”

N. B. C. TELEVISION NETWORK



DAVID SARNOFF *Chairman of the Boards of RCA and NBC*

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America in 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-



SARNOFF

ager. During the following eleven years, he advanced from Commercial Manager to General Manager then Vice President, Executive Vice President and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SYLVESTER L. WEAVER, JR. *President of NBC*

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice



WEAVER, JR.

Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

ROBERT W. SARNOFF *Executive Vice President of NBC*

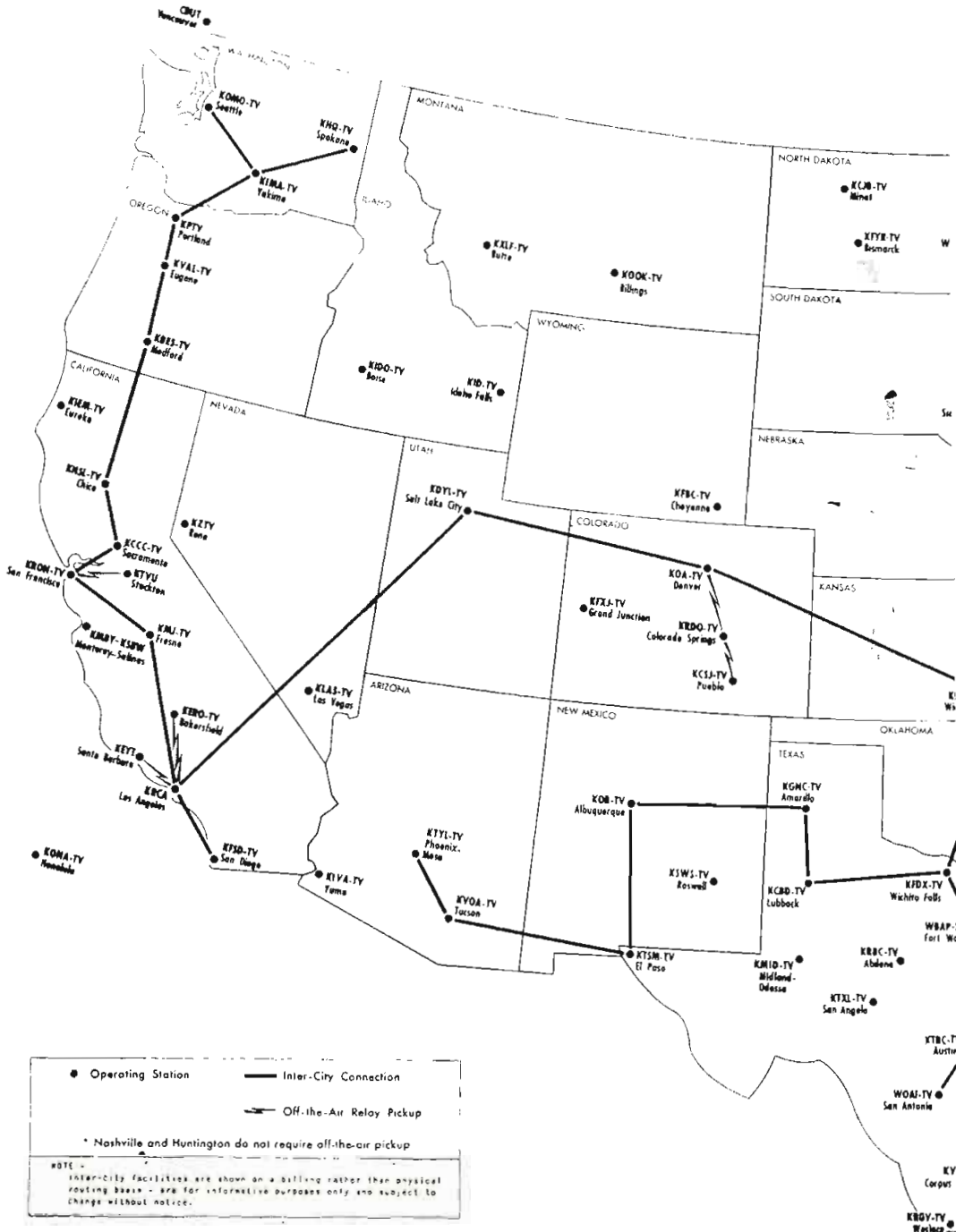
Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of



SARNOFF

the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

NATIONAL BROADCAST



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. President
Robert W. Sarnoff Executive Vice-President
Thomas A. McAvity Vice-President
In Charge of NBC-TV Network

ADMINISTRATIVE DIVISION

John M. Clifford Administrative Vice President

FINANCE AND SERVICES

Joseph V. Heffernan Financial Vice-President
Samuel Chotzinoff General Musical Director

Engineering Department

Robert E. Shelby Vice-President & Chief Eng.
William A. Clarke Administrative Ass't.
Edward R. Cullen Liaison Engineer
Joseph D'Agostino Liaison Engineer
Raymond F. Guy Dir. of Radio Frequency Eng.
George M. Nixon Manager of Engineering
Development
Chester A. Rackey Mgr. of Audio-Video Eng.
James Wood, Jr. Manager of Technical Services

Integrated Services Department

William S. Hedges Vice-President in Charge
of Integrated Services
Mildred Joy Chief Librarian
Edward M. Lowell Building & General
Services Manager
William Burke Miller Night Executive Officer
Peter M. Tintle Guest Relations Manager

TELEVISION NETWORK SALES DIVISION

George H. Frey Vice-President in Charge
of Television Network Sales
Matthew J. Culligan National Sales Manager
of Television Network Sales Division

Sales Administration Department

Walter D. Scott Administrative Sales Manager
Stephen Flynn Manager of Television Sales
Traffic Operations
David Hedley Television Network Sales
Presentation Manager
Robert McFadyen Director of Sales Development
Hamilton Robinson Manager of Office Services

Treasurer

Joseph A. McDonald Treasurer
William A. Williams Assistant Treasurer

Public Relations Division

Kenneth W. Bilby Vice-President for
Public Relations

National Advertising and Promotion Department

John H. Porter Manager of National
Advertising & Promotion
Clyde L. Clem, Jr. National Audience
Promotion Manager
John Graham Art Director
Edwin Vane National Sales Promotion Manager

Press and Publicity Department

Sydney H. Eiges Vice-President in Charge
of Press & Publicity
Mike Horton Director of Information
Ellis Moore Director of Press Department
Cornelius K. Sullivan Public Relations
Representative
Donald Bishop Manager of Program Publicity
Kathryn Cole Manager of Information
William Anderson Manager of Business &
Trade Publicity

Research and Planning Department

Hugh M. Beville Director of Research
& Planning
Dr. Thomas E. Coffin Manager of Research
Allen R. Cooper Manager of Markets & Media
James Cornell Manager of Audience
Measurement
Barry Rumpel Manager of Plans

Station Relations Division

Harry Bannister Vice-President for
Station Relations
Thomas Knode Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Samuel Fuller.....National Program Director
Thomas O. Loeb.....Mgr. of TV Network
Programs Div.
LeRoy Passman.....Manager of Program
Administration

Public Affairs Department

Davidson Taylor.....Vice-President in Charge
of Public Affairs
Thomas S. Gallery.....Manager of Sports
Eugene E. Juster...Manager of NBC News Film
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service
Programs
Leslie C. Vaughn.....Business Manager of
Public Affairs
Barry Wood.....Director of Special Events

Talent Department

Gustav B. Margraf....Vice-President for Talent
Martin J. Begley.....Casting Director

Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge
of Production & Business Affairs
Anthony M. Hennig.....Director of Production
Frederick Shawn.....Director of Production
Operations
Ernest W. Theiss.....Manager of Production
Operations
William V. Sargent...Divisional Business Mgr.
John J. Heywood...Manager of Divisional Budgets
Edward J. Stegeman...Manager of Prog. Budgets

FILM DIVISION

Carl M. Stanton.....Vice-President in Charge
of Film Division
Edgar C. Sisson, Jr....Director of Film Division
Robert A. Anderson.....Business Manager
Charles Henderson.....Director of Publicity
Frederick A. Jacobi.....Manager of Press

WRCA-TV—New York

Hamilton Shea.....Vice-President in Charge
of WRCA, WRCA-FM and WRCA-TV
Ernest de la Ossa.....Station Manager of
WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News &
Special Events
Robert F. Blake.....Director of Publicity
Max Buck.....Director of Advertising,
Promotion & Merchandising

Stephen Krantz.....Program Manager for
WRCA-TV
Arthur Hamilton.....Manager of Production
& Business Affairs
Jay Heiten.....Sales Manager of WRCA-TV

WNBQ—Chicago

Jules Herbeuveaux.....General Manager of
WMAQ, WMAQ-FM, WNBQ

WNBK—Cleveland

Lloyd E. Yoder.....General Manager of
WTAM, WTAM-FM, WNBK

KRCA—Hollywood

Thomas C. McCray...General Manager of KRCA

WRC-TV—Washington

Carleton D. Smith...Vice-President & General
Manager of WRC, WRC-FM, WRC-TV

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge
of NBC-owned stations & NBC Spot Sales
Charles C. Bevis, Jr....General Executive
Charles H. Colledge....Director of Technical
Operations
Thomas S. O'Brien...Divisional Business Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell...Vice-President, Washington

Pacific Division

John K. West.....Vice-President for the
Pacific Division
Frederic W. Wile, Jr...Vice-President in Charge
of Television & Radio Network
Programs Div.
Frank Cleaver.....Television Network
Program Manager
Lewis S. Frost.....Coordinator of Regional
Network Activities
Harold Kemp.....General Program Executive
for the Radio & Television Network
Programs Division
Karel Pearson.....Program Manager
Thomas W. Sarnoff....Director of Production
Oscar C. Turner.....Personnel & Labor
Relations Manager
Sheldon B. Hickox, Jr...Director of Station
Relations, Pacific Division
Ralph F. Shawhan...Director of Press & Publicity

*NOTE: A full listing of the personnel
of NBC's O & O stations, as well as
the organization of the Washington
and Hollywood offices, will be found
on Page 280.*

you put them



together... *T-H-T makes the sales!*



TODAY, HOME and TONIGHT have long since made their mark—each is a great NBC-TV program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs.

TODAY sells the whole family—housewives, children, working men and women with early morning news, special features and DAVE GARROWAY.

HOME Charming ARLENE FRANCIS in less than a year has become the friend and guide of women who are vitally interested in improving their own homes.

TONIGHT Easy, breezy STEVE ALLEN and his guests have won the biggest adult male audience at Class “C” rates and you make the last impression that *lasts*.

T-H-T’s flexibility has already won it such smart sponsors as Dow Chemicals, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., Broil-Quik, Inc., Starkist-Tuna Foods, Inc., and the California Packing Co.

Combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Ask your NBC-TV representative about the profitable arrangements *you* can make.

NBC TELEVISION
a service of 

NEW TV STATIONS SET FOR OPENING IN 1955

On the following pages, we list geographically the television stations planning to begin operation in 1955, together with channel numbers. In 1954 there were 23 stations that had gone off the air but have retained their construction permits. For lists consult index. Asterisk (*) denotes non-commercial educational stations.



City	Call Letters	Channel	Licensee
ALABAMA			
Birmingham	WJLX-TV	18	Johnson Bestg. Co.
Montgomery	WSEF-TV	12	Montgomery Bestg. Co.
Selma	WSLA	8	Deep South Bestg. Co.
Dothan	WTVV	9	Vla.-Flu.-Ga. Tele. Inc.
Birmingham	WERD	10	Alabama Educational TV Commission
ARKANSAS			
Ft. Smith	KNAC-TV	5	American Tele. Co., Inc.
Little Rock	KETA	23	Great Plains Tele. Prop.
El Dorado	KRBB	10	S. Ark. Tele. Co., Inc.
Little Rock	KTHH	11	Arkansas Television Co.
CALIFORNIA			
Corona	KCOA	52	KOWL Bestg. Co.
Los Angeles	KBIC-TV	22	John Poole Bestg. Co.
Sacramento	KBIE-TV	16	John Poole Bestg. Co.
San Diego	KUSD	21	E. L. Cushman
Modesto	KTRB-TV	11	KTRB Bestg. Co., Inc.
San Francisco	KBAY-TV	20	Lawrence A. Harvey
San Jose	KQXI	11	Standard Radio & Tele. Co.
Sacramento	KBET-TV	10	Sacramento Telecasters, Inc.
Visalia	KAKI	13	Sequoia Telecasting Co.
COLORADO			
Denver	KRMA-TV	6	School Dist. No. 1
CONNECTICUT			
Norwich	WCTN	63	Conn. State Bd. of Ed.
Hartford	WEDH	21	Conn. State Bd. of Ed.
New Haven	WELI-TV	59	Conn. Radio Foundation, Inc.
New London	WNLG-TV	26	Thames Bestg. Corp.
Stamford	WSTF	25	Stamford-Norwalk Tele. Corp.
Bridgeport	WCTB	21	Conn. State Bd. of Ed.
DISTRICT OF COLUMBIA			
Washington	WOOK-TV	50	United Bestg. Co.
Wash.	Pending	20	Wash. Metro. Tele. Corp.
FLORIDA			
Clearwater	WPGT	32	Pioneer Gulf Tele. Bstg.
Daytona Beach	WMEJ-TV	2	Telrad, Inc.
Jacksonville	WQBS-TV	30	Southern Radio & Equip. Co.
Miami	WJFL	33	Miami Biscayne Tele. Corp.
Tampa	WTVT	12	Tampa Tele. Co.
Miami	WTHS-TV	2	Lindsay Hopkins Voc. School
GEORGIA			
Thomasville	WCTV	6	E. D. Rivers, Sr.
IDAHO			
Pocatello	KISJ	6	Tribune-Journal Co., Inc.
Twain Falls	KLIX-TV	11	Southern Idaho Bestg. & Tele. Co.
ILLINOIS			
Chicago	WHFC-TV	26	WHFC, Inc.
Chicago	WIND-TV	20	WIND, Inc.
Chicago	WOPF	11	WOPV-TV, Inc.
Evans-ton	WTLE	32	Northwestern Tele. Bestg. Co.
Joliet	WJOL-TV	18	Joliet Tele., Inc.
*Champaign-Urbana	WTLC	12	Univ. of Illinois
*Chicago	WTTW	11	Chicago Educ. TV. Foundation

NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licenses
INDIANA			
Ft. Wayne	WANE-TV	69	Radio Fort Wayne, Inc.
Notre Dame	WNDU-TV	46	Michiana Telecasting Corp.
IOWA			
Sioux City	KCTV	36	Great Plains Tele. Prop.
KANSAS			
*Manhattan	KSAC-TV	8	Kansas State College
KENTUCKY			
Ashland	WPTV	59	Polan Industries
Lexington	WLEX-TV	18	WLEX-TV, Inc.
Lexington	WLAP-TV	27	American Bestg. Corp.
Louisville	WQXL-TV	41	Robert Rounsaville
Newport	WNOP-TV	74	Tri-City Bestg. Co.
LOUISIANA			
Baton Rouge	WBRZ	2	La. Tele. Bestg. Corp.
Lafayette	KLFY-TV	10	Camelia Bestg. Co., Inc.
Lafayette	KVOL-TV	10	Evangelino Bestg. Co., Inc.
New Orleans	WCKG	26	CKG Television Co.
New Orleans	WCNO-TV	32	Community Tele. Corp.
MARYLAND			
Baltimore	WITH-TV	60	WITH-TV, Inc.
Baltimore	WTLF	18	United Bestg. Co. of E. Md., Inc.
Cmberland	WTBO-TV	17	Tenn. Valley Bestg.
MASSACHUSETTS			
Boston	WJDW	44	J. D. Wrather, Jr.
Brockton	WHEU-TV	62	Trans-American Enterprises, Inc.
Worcester	WAAB-TV	20	WAAB, Inc.
MICHIGAN			
Battle Creek	WBCK-TV	58	Michigan Bestg. Co.
Detroit	WCIO	62	Woodward Bestg.
Flint	WJET	12	WJR, The Goodwill Station
Grand Rapids	WMCN	23	Peninsular Bestg. Co.
Marquette	WAGE-TV	6	Peninsula Tele., Inc.
Muskegon	WTVM	35	Versluis Radio & TV, Inc.
*Ann Arbor	WUOM-TV	26	Regents of the U. of Mich.
*Detroit	WTVS	56	Detroit Ed. TV Foundation
MINNESOTA			
Hibbing	KHTV	10	North Star Tele. Co.
MISSISSIPPI			
Columbus	WCBI-TV	4	Birney Imes, Jr.
Tupelo	WTWY	9	Tupelo Citizens Tele. Co.
MISSOURI			
Clayton	KFUO-TV	30	Lutheran Church-Miss. Syuod
Kirksville	KTVQ	3	KRITZ, Inc.
St. Louis	WIL-TV	12	Missouri Bestg. Corp.
Jefferson City	KRCG	13	Jefferson Tele. Co.
NEBRASKA			
Scottsbluff	KSTF	10	Frontier Bestg. Co.
NEVADA			
Henderson	KLRJ-TV	2	Southwestern Publ. Co.
NEW HAMPSHIRE			
Keene	WKNE-TV	45	WKNE Corp.
NEW JERSEY			
Atlantic City	WOCN	52	David E. Mackay
Camden	WKDN-TV	17	So. Jersey Bestg. Co.
New Brunswick	WTLV	19	Dept. of Ed. State of N. J.
NEW YORK			
*Binghamton	WQTV	46	Univ. of the State of N. Y.
*Buffalo	WTVF	23	Univ. of the State of N. Y.
*Ithaca	WIET	11	Univ. of the State of N. Y.
*New York	WGVT	25	Univ. of the State of N. Y.
*Rochester	WROH	21	Univ. of the State of N. Y.
*Syracuse	WHTV	13	Univ. of the State of N. Y.
*Albany	WTVZ	17	Univ. of the State of N. Y.
Albany	WPTR-TV	23	Patroon Bestg. Co., Inc.
Binghamton	WINR-TV	40	Southern Tier Radio Scr. Inc.
New York City	WNYC-TV	31	N. Y. Municipal Bestg. System
Ithaca	WHCU-TV	20	Cornell University
Rochester	WCBF-TV	15	Star Bestg. Co., Inc.
Rochester	WRNY-TV	27	Genesee Valley TV Corp.
NORTH CAROLINA			
Gastonia	WTVX	48	Alr-Pix Corp.
Wilmington	WTHT	3	Wilmington Tele. Corp.

NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licensee
Fayetteville	WFLE-TV	18	Fayetteville Bests., Inc.
Washington	WRRF-TV	7	N. C. Tele., Inc.
NORTH DAKOTA			
Grand Forks	KNOX-TV	10	Community Radio Corp.
OHIO			
Cincinnati	WQXX-TV	54	Robert W. Rounsaville Tele. Co.
Cleveland	WERE-TV	65	Cleveland Bestg., Inc.
Cleveland	WHRK-TV	19	United Bestg. Co.
Lima	WIMA-TV	35	Northwestern Ohio Bestg. Corp.
Mansfield	WTVG	36	Ferguson Theatres, Inc.
Massillon	WMAQ-TV	23	Midwest TV Co.
Elyria	WEOH-TV	34	Elyria-Lorain Bestg. Co.
Toledo	WTOH-TV	29	Woodward Bestg. Co.
Columbus	WOSU-TV	31	Ohio State U.
OKLAHOMA			
Ardmore	KASO-TV	12	John F. Easley
Miami	KMTA	58	Miami Tele. Co.
Tulsa	KSPG	17	Arthur B. Olson
*Oklahoma City	KETA	13	Okla. Educ. TV Authority
*Tulsa	KOED-TV	11	Okla. Educ. TV Authority
OREGON			
Portland	KLOE	12	Ore. Tele., Inc.
Klamath Falls	KFJL-TV	2	KFJL Bests.
Salem	KSLM-TV	3	Oregon Radio, Inc.
PENNSYLVANIA			
Allentown	WQCY	39	Queen City Tele. Co., Inc.
Erie	WLEU	46	Commodore Perry Bestg. Serv., Inc.
Lancaster	WWLA	24	Harold C. Burke
Philadelphia	WIBG-TV	33	Daily News Television Co.
Pittsburgh	WTVQ	17	Golden Triangle TV Corp.
Williamsport	WRAY-TV	36	WRAY, Inc.
Sharon	WSHA	39	Leonard J. Shultz
Hazleton	WAZL-TV	63	Hazleton TV Corp.
SOUTH CAROLINA			
Camden	WACA-TV	14	Camden Bestg. Corp.
Spartanburg	WSPA-TV	7	Spartan Broadcasting Co.
SOUTH DAKOTA			
Rapid City	KOTA-TV	3	Black Hills Bestg. Co. of Rapid City
Rapid City	KTLY	7	Hills Bestg. Co.
TENNESSEE			
Jackson	WDXL-TV	9	Dixie Bestg. Co.
TEXAS			
Corpus Christi	KTLG	13	Trinity Bestg. Corp.
Dallas	KDTX	23	UTB Television Co.
Dallas	KLIF-TV	29	Trinity Bestg. Corp.
El Paso	KOKE	13	Trinity Bestg. Corp.
El Worth	KFJZ-TV	11	Texas State Network, Inc.
Big Spring	KBST-TV	4	Big Spring Bestg. Co.
Houston	KTVP	23	UTB Television Co.
Houston	KXYZ-TV	29	Shamrock Bestg. Co.
Lufkin	KTRE-TV	9	Forest Capital Bestg. Co.
San Antonio	KCOR-TV	11	KCOR, Inc.
Sweetwater	KPAR-TV	12	Texas Telecasting, Inc.
Waco	KWTX-TV	10	KWTX Bestg. Co.
San Antonio	KALA	35	Alamo TV Co.
UTAH			
Provo	KOVO-TV	11	KOVO Bestg. Co.
VIRGINIA			
Richmond	WOTV	29	Winston-Salem Bestg. Co., Inc.
Petersburg	WPRG	8	Petersburg Tele. Corp.
WASHINGTON			
Seattle	KCTL	20	Seattle Construction Co., Inc.
Vancouver	KVAN-TV	21	KVAN, Inc.
WEST VIRGINIA			
Wheeling	WJTV	51	Polan Industries
Clarksburg	WBLK-TV	12	Ohio Valley Bestg. Corp.
Huntington	WHITN-TV	13	Greater Huntington Radio Corp.
Bluefield	WHHS-TV	6	Daily Telegraph Printing Co.
WISCONSIN			
Green Bay	WFRV-TV	5	Valley Telecasting Co.
LaCrosse	WTLB	38	LaCrosse Television Corp.
T E R R I T O R I E S			
ALASKA			
Fairbanks	KFFB	2	Midnight Sun Bestg. Co.
Fairbanks	KTVE	11	Northern TV, Inc.

OFFICIAL FCC TV ALLOCATIONS



ALABAMA	
	Channel No.
Andalusia	20
Anniston	70
Auburn	56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	40
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16

ARIZONA	
Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	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

	Channel No.
Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
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	37
El Centro	16, 56
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, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Port Chicago	70
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 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	18
Santa Rosa	50
Stockton	13, 30, *42, 64
Tulare	27
Ukiah	18

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Visalia	43, 49
Watsonville	22
Yreka City	33
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, 28
Durango	6, 15
Fort Collins	44
Fort Morgan	16
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	19
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	26
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26, 50
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FLORIDA

Edie Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14

Channel No.

Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	16
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 38
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, *16, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 38
Augusta	6, 12
Bainbridge	36
Brunswick	28, 34
Cairo	46
Carrollton	33
Carterville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	16
Elberton	24
Fitzgerald	53
Fort Valley (see Toccoa)	
Gainesville	62
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	15
Ellettsville	9
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
Princeton	41
Rexburg	27

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
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
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	89
Peoria	8, 10, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, 66
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
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
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Ten City	31

	Channel No.
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	69

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, 22
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	40
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	64
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	26
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	48
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	13, 8, 13
Morgan City	36
Natchitoches	17
Now Thera	15
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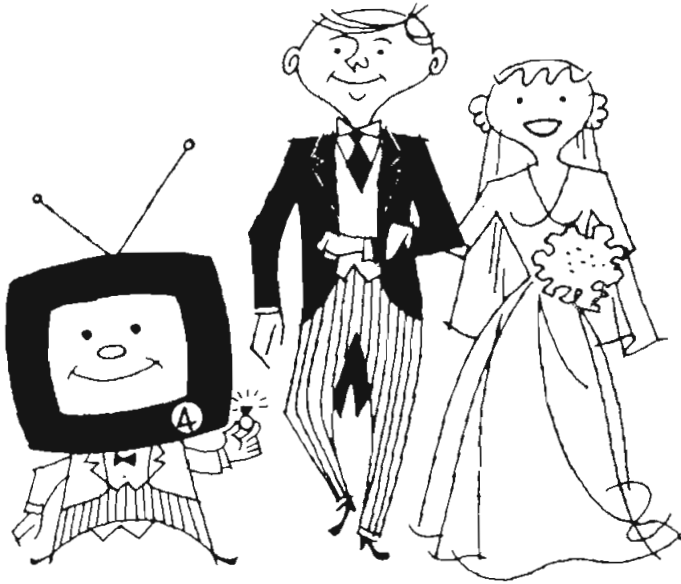
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CKLW-TV	— Detroit-Windsor, Mich.	907	KFYR-TV	— Bismarck, N. D.	932
KABC-TV	— Los Angeles, Calif.	877	KGBT-TV	— Harlingen, Tex.	955
KAKE-TV	— Wichita, Kan.	899	KGEO-TV	— Enid, Okla.	938
KALB-TV	— Alexandria, La.	900	KGGM-TV	— Albuquerque, N. M.	924
KANG-TV	— Waco, Tex.	958	KGLO-TV	— Mason City, Ia.	898
KARK-TV	— Little Rock, Ark.	874	KGMB-TV	— Honolulu, Hawaii	966
KATV	— Pine Bluff, Ark.	874	KGNC-TV	— Amarillo, Tex.	952
KBAK-TV	— Bakersfield, Calif.	876	KGO-TV	— San Francisco, Calif.	879
KBES-TV	— Medford, Ore.	940	KGTV	— Des Moines, Ia.	898
KBET-TV	— Sacramento, Calif.	879	KGUV-TV	— Galveston-Houston, Tex.	955
KBMT	— Beaumont, Tex.	952	KGVO-TV	— Missoula, Mont.	920
KBOI	— Boise, Idaho	891	KHJ-TV	— Los Angeles, Calif.	877
KBTV	— Denver, Colo.	883	KHOL-TV	— Kearney, Neb.	921
KCBD-TV	— Lubbock, Tex.	957	KHQ-TV	— Spokane, Wash.	962
KCCC-TV	— Sacramento, Calif.	879	KHQA-TV	— Hannibal, Mo.	913
KCEN-TV	— Temple, Tex.	958	KHSL-TV	— Chico, Calif.	876
KCJB-TV	— Minot, N. D.	932	KID-TV	— Idaho Falls, Idaho	891
KCKT-TV	— Great Bend, Kans.	899	KIDO-TV	— Boise, Idaho	891
KCMC-TV	— Texarkana, Tex.	958	KIEM-TV	— Eureka, Calif.	876
KCMO-TV	— Kansas City, Mo.	913	KIMA-TV	— Yakima, Wash.	962
KCOP-TV	— Hollywood, Calif.	877	KING-TV	— Seattle, Wash.	961
KCRG-TV	— Cedar Rapids, Ia.	897	KIVA	— Yuma, Ariz.	874
KCSJ-TV	— Pueblo, Colo.	884	KJEO-TV	— Fresno, Calif.	876
KDAL-TV	— Duluth-Superior, Minn.	910	KKTU	— Colorado Springs, Colo.	881
KDKA-TV	— Pittsburgh, Pa.	945	KLAS-TV	— Las Vegas, Nev.	921
KDRO-TV	— Sedalia, Mo.	919	KLOR	— Portland, Ore.	940
KDUB-TV	— Lubbock, Tex.	957	KLRJ-TV	— Henderson, Neb.	920
KEDD	— Wichita, Kans.	900	KLTV	— Tyler-Longview, Tex.	958
KELO-TV	— Sioux Falls, S. D.	949	KLZ-TV	— Denver, Colo.	883
KENS-TV	— San Antonio, Tex.	958	KMBC-TV	— Kansas City, Mo.	915
KERO-TV	— Bakersfield, Calif.	876	KMID-TV	— Midland, Tex.	957
KEYD-TV	— Minneapolis-St. Paul, Minn.	911	KMJ-TV	— Fresno, Calif.	876
KEY-T	— Santa Barbara, Calif.	881	KMMT	— Austin, Minn.	910
KFBB-TV	— Great Falls, Mont.	920	KMPT	— Oklahoma City, Okla.	939
KFBC-TV	— Cheyenne, Wyo.	965	KMTV	— Omaha, Neb.	921
KFDA-TV	— Amarillo, Tex.	952	KNOE-TV	— Monroe, La.	901
KFDX-TV	— Wichita Falls, Tex.	959	KNXT	— Hollywood, Calif.	877
KFEL-TV	— Denver, Colo.	833	KOA-TV	— Denver, Colo.	884
KFEQ-TV	— St. Joseph, Mo.	915	KOAM-TV	— Pittsburgh, Kans.	899
KFIA	— Anchorage, Alaska	966	KOAT-TV	— Albuquerque, N. M.	924
KFMB-TV	— San Diego, Calif.	879	KOB-TV	— Albuquerque, N. M.	924
KFSA-TV	— Fort Smith, Ark.	874	KOIN-TV	— Portland, Ore.	940
KFSD-TV	— San Diego, Calif.	879	KOLN-TV	— Lincoln, Neb.	921
KFVS-TV	— Cape Girardeau, Mo.	913	KOMO-TV	— Seattle, Wash.	961
KFXJ-TV	— Grand Junction, Colo.	884	KOMU-TV	— Columbia, Mo.	913

Station	City—State	Page	Station	City—State	Page
KONA	Honolulu, Hawaii	966	KVAR	Mesa, Ariz.	873
KOOK-TV	Billings, Mont.	919	KVDO-TV	Corpus Christi, Tex.	952
KOOL-TV	Phoenix, Ariz.	873	KVEC-TV	San Luis Obispo, Calif.	880
KOPO-TV	Tucson, Ariz.	873	KVOA-TV	Tucson, Ariz.	873
KOTV	Tulsa, Okla.	939	KVOO-TV	Tulsa, Okla.	939
KOVR	Stockton, Calif.	881	KVOS-TV	Bellingham, Wash.	961
KPHO-TV	Phoenix, Ariz.	873	KVTV	Sioux City, Ia.	898
KPIX	San Francisco, Calif.	879	KVVG	Tulare, Calif.	881
KPLC-TV	Lake Charles, La.	901	KWFT-TV	Wichita Falls, Tex.	959
KPRC-TV	Houston, Tex.	955	KWK-TV	St. Louis, Mo.	917
KPTV	Portland, Ore.	940	KWTV	Oklahoma City, Okla.	939
KQTV	Fort Dodge, Ia.	898	KWWL-TV	Waterloo, Ia.	899
KRBC-TV	Abilene, Tex.	951	KXJB	Valley City, N. D.	932
KRCA	Hollywood, Calif.	877	KXLF-TV	Butte, Mont.	919
KRCG	Jefferson City, Mo.	919	KXLY-TV	Spokane, Wash.	962
KRDO-TV	Colorado Springs, Colo.	881	KYTV	Springfield, Mo.	919
KREM-TV	Spokane, Wash.	962	KZTV	Reno, Nev.	921
KRGV-TV	Weslaco, Tex.	959	WAAM-TV	Baltimore, Md.	903
KRLD-TV	Dallas, Tex.	952	WABC-TV	New York, N. Y.	925
KROC-TV	Rochester, Minn.	911	WABD	New York, N. Y.	927
KROD-TV	El Paso, Tex.	955	WABI-TV	Bangor, Me.	902
KRON-TV	San Francisco, Calif.	880	WABT	Birmingham, Ala.	871
KSAN-TV	San Francisco, Calif.	880	WACH-TV	Newport News-Norfolk, Va.	960
KSBW-TV	Salinas-Montgomery, Calif.	879	WAFB-TV	Baton Rouge, La.	901
KSD-TV	St. Louis, Mo.	917	WAGA-TV	Atlanta, Ga.	889
KSL-TV	Salt Lake City, Utah.	959	WAIM-TV	Anderson, S. C.	948
KSLA	Shreveport, La.	901	WAKR-TV	Akron, Ohio	933
KSTP-TV	St. Paul-Minneapolis, Minn.	911	WALA-TV	Mobile, Ala.	871
KSWM-TV	Joplin, Mo.	913	WALB-TV	Albany, Ga.	889
KSWO-TV	Lawton, Okla.	938	WAPA-TV	San Juan, P. R.	966
KSWS-TV	Roswell, N. M.	924	WARD-TV	Johnston, Pa.	943
KTAG-TV	Lake Charles, La.	901	WARM-TV	Scranton, Pa.	945
KTBC-TV	Austin, Tex.	952	WATE-TV	Knoxville, Tenn.	950
KTEN	Ada, Okla.	938	WATR-TV	Waterbury, Conn.	885
KTIV	Sioux City, Ia.	898	WATV	Newark, N. J.	923
KTLA	Los Angeles, Calif.	879	WAVE-TV	Louisville, Ky.	900
KTNT-TV	Tacoma, Wash.	962	WBAL-TV	Baltimore, Md.	903
KTRK-TV	Houston, Tex.	957	WBAP-TV	Fort Worth, Tex.	955
KTSM-TV	El Paso, Tex.	955	WBAY-TV	Green Bay, Wis.	964
KTTS-TV	Springfield, Mo.	919	WBBM-TV	Chicago, Ill.	893
KTTV	Los Angeles, Calif.	877	WBEN-TV	Buffalo, N. Y.	925
KTVA	Anchorage, Alaska.	966	WBKB	Chicago, Ill.	893
KTVE	Longview, Tex.	957	WBLN	Bloomington, Ill.	893
KT VH	Hutchinson, Kan.	899	WBNS-TV	Columbus, Ohio.	935
KTVQ	Oklahoma City, Okla.	939	WBOC-TV	Salisbury, Md.	905
KTVT	Salt Lake City, Utah.	959	WBRC-TV	Birmingham, Ala.	871
KTVU	Stockton, Calif.	881	WBRE-TV	Wilkes-Barre, Pa.	946
KTVW	Tacoma, Wash.	962	WBTV	Charlotte, N. C.	931
KTVX	Muskogee, Okla.	939	WBTW	Florence, S. C.	949
KTXL-TV	San Angelo, Tex.	958	WBUF-TV	Buffalo, N. Y.	925
KULA-TV	Honolulu, Hawaii.	966	WBZ-TV	Boston, Mass.	905
KUTV	Salt Lake City, Utah.	959	WCAN-TV	Milwaukee, Wis.	964
KVAL-TV	Eugene, Oreg.	940	WCAU-TV	Philadelphia, Pa.	943

Station	City—State	Page	Station	City—State	Page
WCBS-TV	New York, N. Y.	927	WHEC-TV	Rochester, N. Y.	929
WCCO-TV	Minneapolis, Minn.	910	WHEN-TV	Syracuse, N. Y.	929
WCBS-TV	Charleston, W. Va.	963	WHIO-TV	Dayton, Ohio	937
WCIA	Champaign, Ill.	893	WHIZ-TV	Zanesville, Ohio	938
WCMB-TV	Harrisburg, Pa.	943	WHO-TV	Des Moines, Ia.	898
WCNY-TV	Carthage, N. Y.	925	WHP-TV	Harrisburg, Pa.	943
WCOS-TV	Columbia, S. C.	948	WHUM-TV	Reading, Pa.	945
WCOV-TV	Montgomery, Ala.	871	WHYN-TV	Springfield-Holyoke Mass.	905
WCPO-TV	Cincinnati, Ohio	933	WIBW-TV	Topeka, Kan.	899
WCSC-TV	Charleston, S. C.	948	WICA-TV	Ashtabula, Ohio	933
WCSS-TV	Portland, Me.	902	WICC-TV	Bridgeport, Conn.	885
WDAF-TV	Kansas City, Mo.	915	WICS	Springfield, Ill.	895
WDAK-TV	Columbus, Ga.	890	WICU	Erie, Pa.	942
WDAN-TV	Danville, Ill.	894	WILK-TV	Wilkes-Barre, Pa.	946
WDAY-TV	Fargo, N. D.	932	WINK-TV	Fort Meyers, Fla.	887
WDBO-TV	Orlando, Fla.	888	WINT	Waterloo, Ind.	897
WDEF-TV	Chattanooga, Tenn.	949	WIRI	Plattsburg, N. Y.	927
WDEL-TV	Wilmington, Del.	885	WIRK-TV	West Palm Beach, Fla.	889
WDSM-TV	Duluth-Superior, Minn.	910	WIS-TV	Columbia, S. C.	948
WDSU-TV	New Orleans, La.	901	WISE-TV	Asheville, N. C.	930
WEAR-TV	Pensacola, Fla.	888	WISH-TV	Indianapolis, Ind.	896
WEAT-TV	West Palm Beach, Fla.	889	WITV	Fl. Lauderdale, Fla.	887
WEAU-TV	Eau Claire, Wis.	964	WJAC-TV	Johnstown, Pa.	943
WEEK-TV	Peoria, Ill.	894	WJAR-TV	Providence, R. I.	947
WEEU-TV	Reading, Pa.	945	WJBF-TV	Augusta, Ga.	890
WEHT	Henderson, Ky.	900	WJBK-TV	Detroit, Mich.	909
WENS	Pittsburgh, Pa.	945	WJDM	Panama City, Fla.	888
WEWS	Cleveland, Ohio	935	WJHL-TV	Johnson City, Tenn.	950
WFAA-TV	Dallas, Tex.	952	WJHP-TV	Jacksonville, Fla.	887
WFAM-TV	Lafayette, Ind.	896	WJIM-TV	Lansing, Mich.	909
WFBC-TV	Greenville, S. C.	949	WJMR-TV	New Orleans, La.	901
WFBG-TV	Altoona, Pa.	942	WJNO-TV	Palm Beach, Fla.	888
WFBM-TV	Indianapolis, Ind.	896	WJPB-TV	Fairmont, W. Va.	963
WFIE	Evansville, Ind.	895	WJTV	Jackson, Miss.	911
WFIL-TV	Philadelphia, Pa.	945	WKAQ-TV	San Juan, P. R.	966
WFLA-TV	Tampa, Fla.	889	WKBN-TV	Youngstown, Ohio	938
WFMJ-TV	Youngstown, Ohio	937	WKBT	LaCrosse, Wis.	964
WFMY-TV	Greensboro, N. C.	931	WKJG-TV	Fort Wayne, Ind.	896
WFMZ-TV	Allentown, Pa.	942	WKNB-TV	New Britain, Conn.	885
WGAL-TV	Lancaster, Pa.	943	WKNX-TV	Saginaw, Mich.	909
WGAN-TV	Portland, Me.	902	WKNY	Kingston, N. Y.	925
WGBI-TV	Scranton, Pa.	946	WKOW-TV	Madison, Wis.	964
WGBS-TV	Fl. Lauderdale, Fla.	887	WKRC-TV	Cincinnati, Ohio	933
WGEM-TV	Quincy, Ill.	894	WKTV	Utica, N. Y.	929
WGLV	Easton, Pa.	942	WKY-TV	Oklahoma City, Okla.	939
WGN-TV	Chicago, Ill.	893	WKZO-TV	Kalamazoo, Mich.	909
WGR-TV	Buffalo, N. Y.	925	WLAC-TV	Nashville, Tenn.	950
WGTH-TV	Hartford, Conn.	885	WLAM-TV	Lewiston, Me.	902
WGVL	Greenville, S. C.	949	WLBC-TV	Muncie, Ind.	896
WHAM-TV	Rochester, N. Y.	929	WLBT	Jackson, Miss.	911
WHAS-TV	Louisville, Ky.	900	WLEV-TV	Bethlehem, Pa.	942
WHBF-TV	Rock Island, Ill.	895	WLOK-TV	Lima, Ohio	937
WHBQ-TV	Memphis, Tenn.	950	WLOS-TV	Asheville, N. C.	930

Station	City—State	Page	Station	City—State	Page
WLVA-TV	— Lynchburg, Va.	960	WSAZ-TV	— Huntington, W. Va.	963
WLW-A	— Atlanta, Ga.	890	WSB-TV	— Atlanta, Ga.	890
WLW-C	— Columbus, Ohio.	935	WSBA-TV	— York, Pa.	946
WLW-D	— Dayton, Ohio.	937	WSBT-TV	— South Bend, Ind.	896
WLW-T	— Cincinnati, Ohio.	933	WSEE	— Erie, Pa.	942
WMAL-TV	— Washington, D. C.	886	WSFA-TV	— Montgomery, Ala.	873
WMAR-TV	— Baltimore, Md.	905	WSIL-TV	— Harrisburg, Ill.	894
WMAZ-TV	— Macon, Ga.	890	WSIX-TV	— Nashville, Tenn.	951
WMBR-TV	— Jacksonville, Fla.	887	WSJS-TV	— Winston-Salem, N. C.	932
WMBV-TV	— Marinette, Wis.	964	WSJV	— Elkhart, Ind.	895
WMCT	— Memphis, Tenn.	950	WSLI-TV	— Jackson, Miss.	911
WMFD-TV	— Wilmington, N. C.	931	WSLS-TV	— Roanoke, Va.	961
WMGT-TV	— Adams, Mass.	905	WSM-TV	— Nashville, Tenn.	951
WMIN-TV	— St. Paul, Minn.	911	WSPD-TV	— Toledo, Ohio.	937
WMSL-TV	— Decatur, Ala.	871	WSTV-TV	— Steubenville, Ohio.	937
WMT-TV	— Cedar Rapids, Ia.	897	WSUN-TV	— St. Petersburg, Fla.	888
WMTV	— Madison, Wis.	964	WSVA-TV	— Harrisonburg, Va.	960
WMTW	— Poland Spring, Me.	902	WSYR-TV	— Syracuse, N. Y.	929
WMUR-TV	— Manchester, N. H.	923	WTAO-TV	— Boston, Mass.	905
WMVT	— Burlington, Vt.	960	WTAP	— Parkersburg, W. Va.	963
WNAC-TV	— Boston, Mass.	905	WTAR-TV	— Norfolk, Va.	961
WNBK-TV	— Binghamton, N. Y.	924	WTCN-TV	— Minneapolis, Minn.	910
WNBK	— Cleveland, Ohio.	935	WTHI-TV	— Terre Haute, Ind.	897
WNBQ	— Chicago, Ill.	893	WTMJ-TV	— Milwaukee, Wis.	965
WNCT	— Greenville, N. C.	931	WTOB-TV	— Winston-Salem, N. C.	932
WNEM-TV	— Bay City-Saginaw, Mich.	906	WTOC-TV	— Savannah, Ga.	891
WNET	— Providence, R. I.	947	WTOK-TV	— Meridan, Miss.	913
WNEK-TV	— Macon, Ga.	891	WTOM-TV	— Lansing, Mich.	909
WNHC-TV	— New Haven, Conn.	885	WTOP-TV	— Washington, D. C.	886
WNOA-TV	— Raleigh, N. C.	931	WTPA	— Harrisburg, Pa.	943
WNOK-TV	— Columbia, S. C.	948	WTRF-TV	— Wheeling, W. Va.	963
WNOW-TV	— York, Pa.	946	WTSK-TV	— Knoxville, Tenn.	950
WOAI-TV	— San Antonio, Tex.	958	WTTG	— Washington, D. C.	887
WOAY-TV	— Oak Hill, W. Va.	963	WTTV	— Bloomington, Ind.	895
WOC-TV	— Davenport, Ia.	897	WTVD	— Durham, N. C.	931
WOI-TV	— Ames, Ia.	897	WTVH-TV	— Peoria, Ill.	894
WOOD-TV	— Grand Rapids, Mich.	909	WTVI	— St. Louis, Mo.	919
WOR-TV	— New York, N. Y.	927	WTVJ	— Miami, Fla.	888
WOW-TV	— Omaha, Neb.	921	WTVN-TV	— Columbus, Ohio.	937
WPAG-TV	— Ann Arbor, Mich.	906	WTVO	— Rockford, Ill.	895
WPBN-TV	— Traverse City, Mich.	910	WTVP	— Decatur, Ill.	894
WPFA-TV	— Pensacola, Fla.	888	WTVR	— Richmond, Va.	961
WPIX	— New York, N. Y.	927	WTVU	— Scranton, Pa.	946
WPTZ	— Philadelphia, Pa.	945	WTVW	— Milwaukee, Wis.	965
WQMC	— Charlotte, N. C.	930	W-TWO	— Bangor, Me.	902
WQXI-TV	— Atlanta, Ga.	890	WUSN-TV	— Charleston, S. C.	948
WRBL-TV	— Columbus, Ga.	890	WVEC-TV	— Hampton-Norfolk, Va.	960
WRC-TV	— Washington, D. C.	886	WVET-TV	— Rochester, N. Y.	929
WRCA-TV	— New York, N. Y.	927	WWJ-TV	— Detroit, Mich.	907
WRDW-TV	— Columbus, Ga.	890	WWLP	— Springfield, Mass.	906
WREX-TV	— Rockford, Ill.	894	WWOR-TV	— Worcester, Mass.	906
WRGB	— Schenectady, N. Y.	929	WWTV	— Cadillac, Mich.	906
WROM-TV	— Rome, Ga.	891	WXEL	— Cleveland, Ohio.	935
WROW-TV	— Albany, N. Y.	924	WXIX	— Milwaukee, Wis.	965
WRTV	— Asbury Park, N. J.	923	WXYZ-TV	— Detroit, Mich.	907
WSAU-TV	— Wausau, Wis.	965			



ANOTHER HAPPY COUPLE!

During 1954, Mr. 4 was best man at 355 weddings of Products and Sales. After each ceremony, KRCA (local member of the famous NBC family), presented the happy couples with a large gift of Merchandising and Promotion.

Planning a wedding in 1955? Consult . . .

KRCA-4 LOS ANGELES
represented by NBC SPOT SALES

ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — TV Homes 360,000

Stations in State 6

W A B T BIRMINGHAM—1949— ABC-CBS-DuM

Channel: 13 VHF... AP: 178 Kw... VP: 316 Kw.
Owned-Oper. By... Television Corp.
Business Address... P. O. Box 2553
Phone Number... 4-3506
Air Time... 18 hours daily
Newspaper Affiliation... Birmingham News
News Service... AP
Representative... Blair-TV
Membership... NARTB; TvB
Pres., Mgr. Dir... Henry P. Johnston
Commercial Mgr... Charles F. Grisham
VP in charge of Prgmng... Ray A. Furr
Pub., Prom. Dir... James Chenoweth
Dir. of News & Sp. Events... Maury Farrell
Production... Johnny Johnson
Film Manager... Nod Nelson
Chief Engineer... J. V. Sanderson
Consulting Engineer... Gautney & Jones

W B R C - T V BIRMINGHAM—1949—CBS

Channel: 6 VHF... AP: 17 Kw... VP: 35 Kw.
Owned-Oper. By... Birmingham Bcstg. Co.
Bus. Studio Address... P. O. 5957
Phone Number... 4-4701
Air Time... 12 hours daily
News Service... AP
Representative... Katz
Membership... NARTB, TvB
President... George B. Storer
V.P. & Mgr. Dir... J. Robert Kerns
General Sales Mgr... Oliver Naylor
Program Director... M. D. Smith, III
Promotion, Pub. Dir... Sterling Madding
Dir. of News; Sp. Events... Davenport Smith
Film Manager... M. D. Smith, III
Chief Eng... Robert L. Dupriest

W M S L - T V DECATUR—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 23 UHF... AP: 8.52 Kw... VP: 15.8
Owned-Oper. By... Tenn. Valley Radio & TV Co.
Address... 701 Bank Street
Phone Number... 802
Air Time... 5 hours daily
News Service... AP
Representative... J. Wythe Walker
Pres., Gen. Mgr... Frank Whiesenant
Prog. Dir., Film Mgr... John Utley
Dir. of News & Sp. Events... Bob Gleason
Chief Engineer... John Short
Consulting Engineer... John Mullamey

W A L A - T V MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF... AP: 235 Kw... VP: 316 Kw.

Owned-Oper. By... Pape Bcstg. Co., Inc.
Address... 210 Government St.
Phone... 3-3756
Air Time... 10 hours daily
News Service... AP
Representative... Headley Reed
Membership... NARTB, TvB
President... W. O. Pape
Exec. Vice-Pres... H. K. Martin
Gen. Manager... W. B. Pape
Program Director... Al Holman
Chief Engineer... A. R. Bell
Consulting Engineer... L. J. N. duTreil

W C O V - T V MONTGOMERY—1953 ABC-CBS-DuM

Channel: 20... AP: 8.9 Kw... VP: 17.9 Kw.
Owned-Oper. By... Capitol Bcstg. Co.
Business Address... Adrian Lane
Phone Number... 5-3561
Air Time... 10 hours daily
News Service... UP
Representative... Paul H. Raymer
President... O. P. Covington
General Manager... Hugh Smith

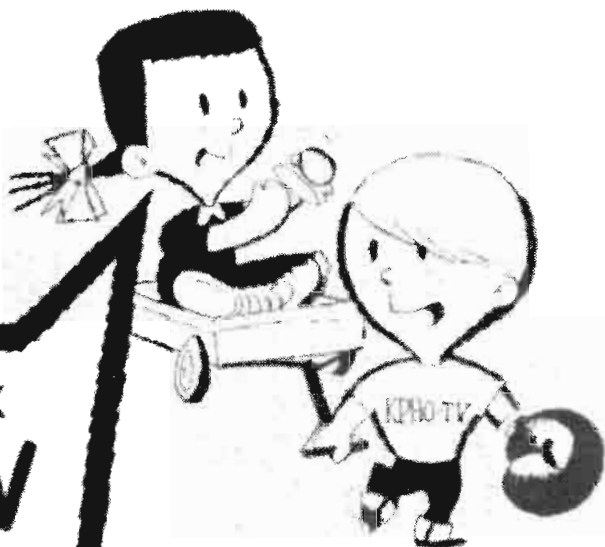
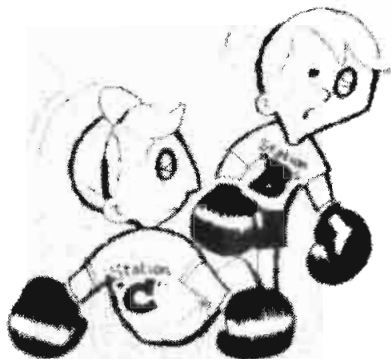
**DOMINATING
ALABAMA**

WBRC-TV

CHANNEL—6
BIRMINGHAM

CBS
MAXIMUM POWER
A STORER STATION

NAT. REPS. — THE KATZ AGENCY



IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV captured 35 out of 100 TV weekly shows, an 88% multi-weekly share. KPHO-TV captured 100 quarter hours — 75% of all quarter hours. (Source: Nielsen, 1974)



KPHO-TV captured 33 out of 100 TV weekly shows, an 83% multi-weekly share. KPHO-TV captured 100 quarter hours — 75% of all quarter hours. (Source: Nielsen, 1974)



KPHO-TV captured 32 out of 100 TV weekly shows, an 81% multi-weekly share. KPHO-TV captured 100 quarter hours — 75% of all quarter hours. (Source: Nielsen, 1974)



KPHO-TV's weekday 10:00 a.m. and 11:00 a.m. Star News shows are among top 10 multi-weekly shows in all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!

IT'S KPHO-TV IN PHOENIX

. . . first in Arizona

**YOUR
MEREDITH
STATIONS!**

CHANNEL 5 CBS BASIC

KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BETTER HOMES and GARDENS

REPRESENTED NATIONALLY by KATZ



Operations Mgr. Eugene Munger
 Commercial Manager Morris South
 Prog. Dir. Ben Hargill
 Dir. of News Bob Underwood
 Production Manager Phil Taylor
 Chief Engineer W. D. Weatherly
 Film Manager Bob House
 Consulting Eng. W. J. Holey

Channel: 12 AP: 158 Kw VP: 316 Kw.
 Owned-Oper. By Montgomery Bcstg. Co.
 Business Address Box 1013
 Phone Number 5-1251
 Air Time 14 hours daily
 Representative Headley Reed
 President David E. Dunn
 General Manager Hoyt Andres
 Technical Director Sebie B. Smith

WSFA-TV

MONTGOMERY—1954—NBC

Station Operating with Special Temporary Authorization

ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — TV Homes 124,000

Stations in State 6

KVAR

MESA—1953—NBC

Channel: 12 VHF AP: 16.5 Kw VP: 33 Kw.
 Owned-Oper. By KTAR Broadcasting Co.
 Address 1101 No. Central Ave.
 Phone Alpine 4-4161
 Air Time Full Time
 News Service AP
 Representative Raymer
 Membership NARTB
 Pres., Gen. Mgr. Richard O. Lewis
 Station Mgr. Dwight Harkins
 Commercial Mgr. E. W. Harvey
 Program Director Wm. Robb
 Prom., Pub. Director Ted Edwards
 Dir. of News & Sp. Events Bob Vache
 Production Manager Charles Wallace
 Chief Engineer A. C. Anderson

Membership NARTB, TvB
 Air Time Full Time
 General Manager Richard B. Rawls
 Commercial Manager C. A. Larson
 Program Director Robert Martin
 Promotion Pub. Dir. Dan Schwartz
 Dir. of News & Sp. Events,
 Prod. Mgr. Jack Murphy
 Film Manager Fred Frederick
 Chief Engineer George McClanathan
 Consulting Engineer T. A. M. Craven

KOOL-TV

PHOENIX—1953

Channel: 10 VHF AP: 12.5 Kw VP: 29.45 Kw.
 Owned-Oper. By Maricopa Bcstrs. Inc.
 Business Address 511 West Adams St.
 Phone Number ALpine 3-3121
 Air Time Full Time
 News Service UP
 Representative Hollingbery
 Membership NARTB
 President Gene Autry
 General Manager Charles H. Garland
 Asst. Gen. Mgr. Kenneth Morton
 Dir. of News & Sp. Events Don Cordray
 Commercial Manager William Connelly
 Program Director Miles Reed
 Publicity Director Dick Goebel
 Chief Engineer Cliff Miller

KOPO-TV
TUCSON—1952—CBS-DuM
 Channel: 13 VHF AP: 16.5 Kw VP: 33 Kw.
 Owned-Oper. By Old Pueblo Bcstg. Co.
 Business Address 115 W. Drachman St.
 Air Time 12 hours daily
 Representative Hollingbery
 President H. C. Tovrea
 General Manager E. S. Mittendorf
 Commercial Manager Paul Plunkett
 Program Director Cliff Stillingor
 Promotion Director Jack Martin
 Dir. News & Sp. Events Chris Cole
 Publicity Director Virginia Harper
 Film Manager Reed Haythorne
 Chief Engineer Paul Benewitz

KVOA-TV

TUCSON—1953—ABC-NBC

Channel: 4 VHF AP: 5.5 Kw VP: 11 Kw.
 Owned-Oper. By Arizona Bcstg. Co.
 Business Address 209 West Elm St.
 Representative Paul H. Raymer
 Pres.-Gen. Mgr. R. B. Williams
 Business Manager Harper M. Phillips
 Sales Manager John C. Underwood
 Program Director Ben L. Slack Jr.
 TV Prog. Supervisor Charles T. Webb
 News Editor Frank Barrecca
 Prod. Manager L. D. Cable
 Film Manager N. S. Luppino
 Chief Engineer Raymond H. Holsclaw
 Consulting Engineer George C. Davis

KPHO-TV

PHOENIX—1949—CBS-DuM

Channel: 5 VHF AP: 8.7 Kw VP: 17.5 Kw.
 Owned-Oper. By Meredith Engineering Co.
 Business Address 631 N. First Ave.
 Phone Number ALpine 8-4511
 Representative Katz

KIVA

YUMA—1953—NBC-DuM

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.
 Owned-Oper. By... Valley Telecasting Co.
 Business Address... Box 1708
 Phone Number... 6-8311
 Air Time... Full Time
 News Service... AP

Membership... NARTB, TvB
 Representative... Grant
 President... Donald Ellsworth
 General Manager... Arthur L. Fszol
 Station Manager... Robert Harker
 Program Director... Robert Davies
 Production Manager... Robin Adair
 Film Manager... Sarah Gregory
 Chief Eng... Roland Yount

ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,918,000 — TV Homes 117,000
 Stations in State 3

KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.
 Owned-Oper. By Southwestern Radio & TV Co.
 Business Address... 920 Rogers Ave.
 Phone Number... 2-9126
 Air Time... Full Time
 News Service... AP
 Newspaper Affil... Southwest American
 Representative... Pearson
 President... D. W. Reynolds
 Gen., Station Manager... H. Weldon Stamps
 Commercial Manager... Roland Hundley
 Prog., Prom. Dir... Pat Porta
 Dir. of News & Sp. Events... Harry Freeman
 Film Manager... Charles Putman
 Chief Engineer... Robert W. Platt, Jr.
 Consulting Engineer... T. A. M. Craven

KATV

PINE BLUFF—1953—CBS-ABC

Channel: 7 VHF... AP: 89.1 Kw... VP: 170 Kw.
 Owned-Oper. By... Central South Sales Co.
 Business Address... 100 Williams Road
 Phone Number... 3880
 Air Time... Full Time
 News Service... AP, UP
 Membership... NARTB
 Representative... Avery-Knode Inc.
 President... John T. Griffin
 General, Station Mgr... John H. Fugate
 National Comm. Mgr... Bruce B. Compton
 Local Comm. Mgr... Oscar Alagood
 Prog., Prom., Pub. Dir... Don B. Curran
 Dir. of News & Sp. Events... W. H. Hadley
 Production Manager... Sid Lasher
 Film Manager... Jack Parks
 Chief Engineer... A. R. Garrett
 Consulting Engineer... Paul Godley Co.

KARK-TV

LITTLE ROCK—1954—NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 4 VHF... AP: 29 Kw... VP: 58 Kw.
 Owned & Oper... Kansas Radio & Equip't Co.
 Address... 1001 Spring Street
 Phone... FRanklin 6-2481
 Air Time... 15 hours daily
 News Service... AP, UP
 Representative... Petry
 Membership... NARTB, TvB
 President... T. H. Barton
 VP & General Manager... T. K. Barton
 Station Manager... Douglas J. Romine
 Commercial Manager... Lee Bryant
 Program Director... Dale Hart
 Promotion, Pub. Director... Shirley Kennedy
 Dir. News & Sp. Events... Bob Kemp
 Prod. Manager... Fred S. Buschmeyer, Jr.
 Film Manager... Ray North
 Chief Engineer... L. C. "Champ" Smith
 Consulting Engineer... Craven, Lohnes & Culver

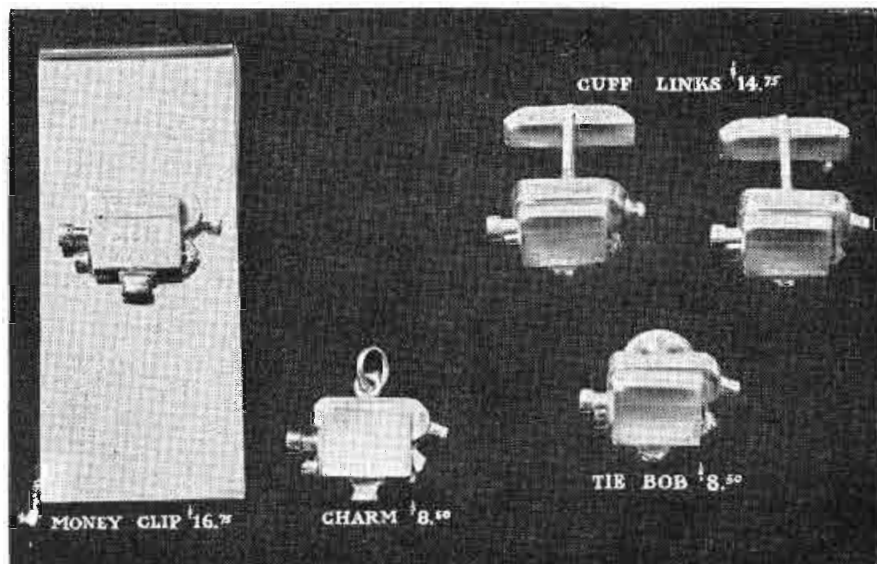
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Hollywood BROWN DERBY

1624 North Vine St., Hollywood 28, Calif.

CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12, 804,000 — TV Homes 3,273,000
Stations in State 27

KBAK-TV

BAKERSFIELD—1953—DuM—ABC

Channel: 29 UHF... AP: 10.5 Kw... VP: 19 Kw.
Owned-Oper. By... Bakersfield Bcstg. Co.
Business Address... 29 Woody Road
Phone Number... 4-6421
Air Time... Full Time
News Service... UP
Newspaper Affil... Chronicle
Representative... Forjoe
Membership... TvB
President... Harold P. See
General Manager... A. H. Constant
Prog. Director... Vern Mack
Sales Manager... Frank Beazley
Promotion Director... Marlin E. Smythe
Chief Engineer... Don Anderson

KERO-TV

BAKERSFIELD—1953—CBS-NBC

Channel: 10 VHF... AP: 15 Kw... VP: 30 Kw.
Owned-Oper. By... Kern County Bcstrs. Inc.
Business Address... 1420 Truxton Ave.
Phone Number... 7-1441
Air Time... Full Time
News Service... UP
Representative... Avery-Knodel
Membership... NARTB, TvB
Pres., Gen. Mgr... Gene DeYoung
V.P. & Gen. Sales Mgr... Edward Urner
Operations Director... Kenneth Croes
Sales Manager... John Barrett
Production Manager... David Horowitz
Prom. & Publicity Director... Deloris Brigham
Chief Engineer... Edwin Andress
Consulting Engineer... Robert Hammett

KHSL-TV

CHICO—1953—CBS-NBC-ABC-DuM

Channel: 12 VHF... AP: 38 Kw... VP: 63.1 Kw.
Owned-Oper. By... Box 303
Phone Number... Ffreside 2-5614
Air Time... Full Time
News Service... UP
Representative... Avery-Knodel
Membership... NARTB
Pres., Gen. Mgr... Mrs. Hugh McClung
Station Manager... M. F. Woodling
Comm. Manager... Jerry Pero
News, Prog. Dir... Martin Jacobsen
Prom., Publicity Director... Ed Parker
Film Manager... Gene Tapie
Chief Engineer... Russell B. Pope
Consulting Engr... Kear & Kennedy

KIEM-TV

EUREKA—1953—CBS-NBC-DuM-ABC

Channel: 3 VHF... AP: 7.3 Kw... VP: 14.6 Kw.
Owned-Oper. By... Redwood Bcstg. Co.
Business Address... P. O. Box 1021
Phone Number... Hillside 2-5754
Air Time... Full Time
News Service... UP
Representative... Blair
Membership... NARTB
President... William B. Smullin
Manager... Donald H. Telford
Program Director... Jerry Poulos
Promotion Director... G. Fuller
Tech. Director... J. G. Bauriedel
Chief Engineer... Donald King
Consulting Engineers... Lohnes & Culver

KJEO-TV

FRESNO—1953—ABC-CBS-DuM

Channel: 47 UHF... AP: 240 Kw... VP: 440 Kw.
Owned-Oper. By... O'Neill Bcstg. Co.
Business Address... Box 1708
Phone Number... 7-8405
Air Time... Full Time
News Service... UP
Representative... Branham
Membership... NARTB
President... J. E. O'Neill, Sr.
Vice Pres... Joe Drilling, Charles Theodore
Comm. Manager... W. O. Edholm
Dir. of News Sp. Events... W. Anthony
Program Director, Prod. Mgr... Jack Shepard
Prom., Publicity Director... Francis Quinn
Film Manager... John Parkhurst
Chief Engineer... Jack McElwain

KMJ-TV

FRESNO—1953—NBC-CBS

Channel: 24 UHF... AP: 16.5 Kw... VP: 33 Kw.
Owned-Operated By... McClatchy Bcstg. Co.
Address... Van Ness & Calaveras Sts.
Representative... Raymer
News Service... AP, UP
Membership... NARTB, TvB
President... Eleanor McClatchy
Sta. Mgr., Film Buyer... Perry Nelson
Commercial Manager... Wilson Lefler
Program Manager... Joe Tomes
News & Special Events... Tom Flynn, Dean Mell
Film Editor... William Curtis
Chief Engineer... James B. Hancock

KCOP-TV

HOLLYWOOD—1953

Channel: 13 VHF... AP: 15.5 Kw... VP: 31.0 Kw.
 Owned-Oper. By... The Copley Press, Inc.
 Bus.-Studio Address... 1000 N. Cahuenga Blvd.
 Phone Number... HUDSON 2-7311
 Air Time... Full Time
 News Service... AP, UP
 Representative... Katz Agency Inc.
 Membership... NARTB
 Vice President, Gen. Mgr... Jack Heintz
 Commercial Manager... Dave Lundy
 Asst. Gen. Mgr., Prog. Dir... Al Flanagan
 Promotion, Publicity Director... Warren Earl
 Film Mgr... Mattie Tippit
 Prod. Manager... Dan Lindquist
 Chief Engineer... Marvin Wentworth
 Consulting Engr... Craven, Lohnes & Jorgensen

KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF... AP: 23.4 Kw... VP: 46.8 Kw.
 Owned-Oper. By... CBS Inc.
 Business-Studio Address... 1313 N. Vine St.
 Phone Number... HOLLYWOOD 9-1212
 Air Time... 18½ hours daily
 Representative... CBS TV Spot Sales
 News Service... AP, UP
 Membership... NARTB, TvB
 President... J. L. Van Volkenburg
 General Manager... James T. Aubrey, Jr.
 Program Director... Donald M. Hine
 Prom., Publicity Director... Dean D. Linger
 Director News & Sp. Events... Sam Zelman
 Production Manager... Leon Drew
 Film Manager... Bob Hurlbut
 Chief Engineer... Lester H. Bowman

KRCA

HOLLYWOOD—1949—NBC

Channel: 4 VHF... AP: 21.4 Kw... VP: 42.7 Kw.
 Owned-Oper. By... National Broadcasting Co.
 Bus.-Studio Address... Sunset & Vine St.
 Phone Number... HOLLYWOOD 9-6161
 Air Time... Full Time
 News Service... AP, INS, UP
 Membership... NARTB
 Representative... NBC Spot Sales
 President... Sylvester Weaver
 Gen. Station Manager... Thomas McCray
 Commercial Manager... James Parks
 Executive Producer... Dean Craig
 Promotion Director... Jack Kenaston
 Director of News... Roy Neal
 Operations Manager... James Damon
 Publicity Director... Bob Pelgram
 Film Manager... George Burke
 Chief Engineer... John Knight
 Consulting Engineer... Raymond Guy

KABC-TV

LOS ANGELES—1949—ABC

Channel: 7 VHF... AP: 59... VP: 118 Kw.
 Owned-Oper. By... American Bcstg. Co.
 Business Address... ABC TV Center
 Phone Number... NO 3-3311
 Air Time... Full Time
 News Service... AP
 Membership... NARTB
 Representative... Petry
 Vice President... Earl J. Hudson
 General Manager... Amos T. Baron
 General Sales Manager... Elton H. Rule
 Program Director... Hunt Stromberg, Jr.
 Promotion Director... Jack Brembeck
 Dir. of News & Special Events... Ed Conklin
 Production Manager... James Mandulay
 Publicity Director... Stan Kramer
 Film Manager... Russell Landers
 Chief Engineer... Phillip G. Caldwell

KHJ-TV

LOS ANGELES—1948—DuM

Channel: 9... AP: 81.3Kw... VP: 162 Kw.
 Owned-Oper. By... General Teleradio, Inc.
 Business-Studio Address... 1313 N. Vine St.
 Phone Number... HOLLYWOOD 2-2133
 Membership... TvB
 Air Time... 11¼ hours daily
 Representative... H-R
 News Service... AP, UP
 President, General Teleradio... Thomas F. O'Neil
 Pres., (Don Lee, Div.)... Willet H. Brown
 Gen. Mgr. (Don Lee Div.)... Ward D. Ingram
 Station Mgr... John Reynolds
 Program Director... James Higson
 Chief Engineer... Robert Arne

KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF... AP: 83 Kw... VP: 166 Kw.
 Owned-Oper. By... KTTV, Inc.
 Business Address... 5746 Sunset Blvd.
 Phone Number... HOLLYWOOD 2-7111
 Air Time... 16 hours daily
 News Service... AP
 Representative... Blair-TV, Inc.
 Membership... NARTB
 President... Norman Chandler
 V.P., Gen. Mgr... Richard A. Moore
 Sales Mgr... John Vrba
 Program Dir... Robert Breckner
 Promotion Dir... Jack O'Mara
 Dir. of News, Spec. Events... Bill Welsh
 Production Mgr... Val Conte
 Publicity Dir... Reavis Winckler
 Film Manager... Richard Woollen
 Chief Engineer... Edward Benham

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DAILY VARIETY DAILY

Radio-Television

KTLA COMES OFF WITH FLYING COLORS IN FIRST TRY AT TELEVISION IN TINT

Klaus Landsberg gave an invited audience its first look at KTLA color television Friday night and the critical consensus was both favorable and enthusiastic. It was generally agreed that the colorcast of "Western Varieties" was comparable in quality to some of the network Specs from the east and certainly a milestone in the history of the local station, first of the unaffiliated indies to "show its colors."

Landsberg's chromatic display of the cowboy revue with two RCA color cameras shown on 10-inch Motorola receivers was sharply brilliant in the closeups. . . . On the monitors, Landsberg said the picture was clear and sharp and that he was highly elated at the first exposure of his color program, with others to follow at weekly intervals. It is estimated that there are now 1,500 color sets in the L.A. signal area.

The gay and vivid colorings of the cowboy regalia brought out the bright qualities of the color lenses and splashed the western set with fast moving rainbowish hues. Performing in colorful garb under the emceeing of Doye O'Dell were such familiars to the hoedown set as Roscoe Ates, Spade Cooley, Eddie Dean, Eddie Cletro, Twin Tones, Y-Knot Twirlers, Gail Moser, Ricky Lane & Willie and Cheetah, the ape, who wasn't given the chance to steal the show.

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GIVES YOU

MORE VALUE

MORE COVERAGE

MORE SALES POWER

YOUR BEST BUY IN LOS ANGELES

KTLA

CHANNEL 5

LOS ANGELES

Nationally Represented by

Paul H. Raymer Company, Inc.

K T L A

LOS ANGELES—1947
PARAMOUNT

Channel: 5... AP: 15 Kw... VP: 30 Kw.
Owned-Oper... Paramount TV Productions, Inc.
Business Studio Address... 5451 Marathon St.
Phone Number... HOLlywood 9-3181
Air Time... 11 hours daily
News Service... UP
Representative... Paul H. Raymer
Membership... NARTB
Pres. Para. T-V Prods... Paul Raibourn
Gen. Mgr. & V-P, Paramount
T-V Prods... Klaus Landsberg
Sales Manager... Robert Mohr
Production Coordinator... J. Gordon Wright
News Editor... Gilbert Martyn
Film Director... Leland G. Muller
Remote Engr. Op. Spvsr... John D. Silva
Studio Engr. Op. Spvsr... Roy White
Trans. Op. Spvsr... William S. Barnard

K B E T - T V

SACRAMENTO—1955

Station Operating with Special Temporary Authorization
Channel: 10... AP: 158 Kw... VP: 316 Kw.
Owned By... Sacramento Telecasters, Inc.
Address... 716 California State Life Bldg.
Vice-Pres., Gen. Mgr... John H. Schacht

K C C C - T V

SACRAMENTO—1953—
CBS-NBC-ABC-DuM

Channel: 40 UHF... AP: 114 Kw... VP: 200 Kw.
Owned-Oper. By... Capital City TV Corp.
Business Address... Senator Hotel
Representative... Weed
President... Harry McCart
Gen., Station Manager... Ashley L. Robinson
National Comm. Manager... Al Richards
Local Comm. Manager... Jack Kehoe
Prog. Dir., Prod. Mgr... John Edwards
Prom., Publicity Director... Clarence Talbot
Dir. News & Special Events... Harvey Chester
Film Manager... Cal Cape
Chief Engineer... Paul Leake
Consulting Engineer... Vandivere, Cohen,
& Wearn

K S B W - T V

SALINAS-MONTGOMERY—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF... AP: 5.9 Kw... VP: 11.5 Kw.
Owned-Oper. By... Salinas Bcstg. Corp.
Address... P. O. Box 1651
Representative... Hollingsbery Co.
Pres., Gen., Sta. Mgr... John Coham
Comm. Manager... W. M. Oates
Prog., News, Sp. Ev. Dir... N. Edmonson
Promotion Director... J. S. Randall
Prod. Mgr., Pub. Dir... O. C. Sullivan
Film Manager... Peg Miner
Chief Engineer... George Freeman
Consulting Engineer... Robert Hammett

K F M B - T V

SAN DIEGO—1949—ABC-CBS

Channels: 8 VHF... AP: 27 Kw... VP: 54 Kw.
Owned... Wrather-Alvarez Broadcasting, Inc.
Business Address... Fifth & Ash Sts.
Phone Number... Belmont 2-2114
Air Time... Full Time
Representative... Petry
News Service... AP, UP
Membership... NARTB, TvB
President... Jack D. Wrather
Vice President... Maria Helen Alvarez
General Manager... George Whitney
National Comm. Manager... Ralph McKinnie
Local Comm. Manager... Charles Jackson
Dir. of News & Spec. Events... Paul W. White
Production Mgr... Hal Coddon
Prom., Pub. Rel... Bill Ryan
Prog., Film Manager... Bill Fox
Chief Engineer... Charles Abel

K F S D - T V

SAN DIEGO—1953—NBC

Channel: 10 VHF... AP: 35.4 Kw... VP: 63 Kw.
Owned-Oper. By... KFSD, Inc.
Business Address... 3642 Enterprise St.
Phone Number... Woodcrest 8-7151
Representative... Katz
Manager... John Merino
Program Manager... John Clement
Chief Engineer... Leroy Bellwood

K G O - T V

SAN FRANCISCO—1949—ABC

Channel: 7 VHF... AP: 12.6Kw... VP: 25.4 Kw.
Owned-Oper. By... American Bcstg. Co.
Address... 277 Golden Gate Ave.
Phone Number... UN 3-0077
Air Time... Full Time
Representative... Petry
News Service... AP, INS
Membership... NARTB
President (ABC)... Robert E. Kintner
Vice President... James H. Connolly
Station Mgr... Vincent Francis
Comm. Mgr... David Sacks
Prom., Pub. Director... Jon W. Barkhurst
Dir. of News and Spe. Events... Vic Reed
Production Manager... Edward Smith
Publicity Director... Gordon Grannis
Film Manager... Robert Mitchell
Chief Engineer... Harry Jacobs
Asst. Chief Engineer... Dick Parks
Construction Engineer... Kear & Kennedy

K P I X

SAN FRANCISCO—1948—CBS
DUMONT

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Westinghouse Bcstg., Inc.
Address... 2655 Van Ness Ave.
Phone Number... PRospect 6-5100
Air Time... 17½ hours daily

News ServiceINS
 RepresentativeKatz
 MembershipNARTB
 General Station Manager.....Philip G. Lasky
 Asst. Gen. Manager.....George Mathiesen
 Commercial Manager.....Lou Simon
 Program Director.....William C. Dempsey
 Prom., Publicity Director.....Herb Bachman
 Chief Engineer.....Al Towne

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address929 Mission St.
 Phone Number.....GARfield 1-1100
 News Service.....AP
 Air Time.....Full Time
 Newspaper AffiliationChronicle
 Representative.....Free and Peters
 MembershipNARTV, TvB
 President.....G. T. Cameron
 General Manager.....Charles Thierlot
 Station Manager.....Harold P. See
 Comm. Film Mgr.....Norman Louvau
 Program Dir.....Douglas Elleson
 Prom., Publicity Director.....R. Irving
 Chief Engineer.....L. Berryhill
 Consulting Engineer.....Robert Hammett

KSAN-TV

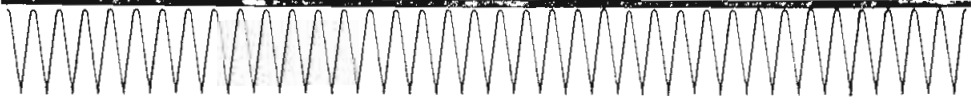
SAN FRANCISCO—1954

Station Operating with Special Temporary Authorization
 Channel: 32 UHF...AP: 10 Kw...VP: 20 Kw.
 Owned & Oper. By.....S. H. Patterson
 Address.....1355 Market Street
 PhoneMarket 1-8171
 Air Time.....8 hours daily
 News ServiceUP
 RepresentativeMcGillvra
 Gen. Station Mgr.....Norwood J. Patterson
 Comm. Mgr., Prom., Pub. Dir.....Allen Storm
 Program Director.....Dawn Patterson
 Dir. News & Special Events.....Frank Arthur
 Production Mgr.....Herm Falk
 Film Manager.....Rickie Dines
 Chief Engineer.....Roger Skelton
 Consulting Eng.....N. J. Patterson, Radio
 Engineering Co.

KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF..AP: 12.97 Kw..VP: 19.8 Kw.
 Owned-Oper. By.....The Valley Electric Co.
 Business Address.....787 Higuera St.
 Phone Number.....San Luis Obispo 1100
 Air Time.....Full Time
 News Service.....AP



COVERAGE!

BASIC COVERAGE:

125,117 TV SETS in Southern California between Monterey on the North and Los Angeles County on the South.

BONUS COVERAGE:

93,880 TV SETS in San Diego, Bakersfield and Los Angeles.*

* ARB Survey, January 1955.

CONTACT YOUR HOLLINBERY MAN FOR DETAILS

KEY-T

Channel

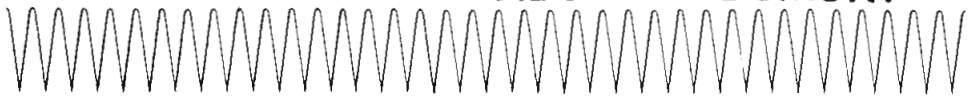


CBS

NBC

ABC

DUMONT



Representative.....W. S. Grant Co.
 President.....Christina Jacobson
 Gen. Sta. Mgr.....Les Hacker
 Commercial Manager.....Si Darrah
 Program Director.....Robert S. Wilton
 Prom., Prod. Dir.....Ted Warner
 News Director.....Gary Merker
 Publicity Director.....James Stookey
 Film Manager.....Earl Muff
 Chief Engineer.....James Cochrane

Membership.....NARTB
 President.....A. E. Joscelyn
 Gen., Station Mgr.....Terry Hamilton Lee
 Commercial Manager.....William Rambo
 Program Dir., Prod. Mgr.....William Hollenbeck
 Pub., Publicity Director.....Gordon Grannis
 Director News & Sp. Events.....Mel Riddle
 Film Director.....Lloyd Hansen
 Chief Engineer.....Stanton D. Bennett

KEY-T

SANTA BARBARA—1953—
 ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.
 Owned-Oper. By...Santa Barbara Bcstg-TV Co.
 Business Address.....730 Miramonte Drive
 Phone Number.....5-8533
 Air Time.....Full Time
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, TvB
 President, Gen. Mgr.....Colin M. Selph
 Operations Director.....Russell L. Furse
 Dir. of News & Sp. Events...Raymond Dietrich
 Program Supervisor.....Mary Ann Casey
 Promotion Director.....Joe Costantino
 Chief Engineer.....Lloyd M. Jones

KOVR

STOCKTON—1954—DuM

Station Operating with Special Temporary Authorization
 Channel: 13 VHF...AP: 72.2 Kw...VP: 144 Kw.
 Owned & Oper. By...Television Diablo, Inc.
 Phone.....Howard 6-6981
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....Blair-TV

KTVU

STOCKTON—1953—NBC

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.
 Owned-Oper. By...San Joaquin Telecasters
 Business Address.....2293 East Main
 Air Time.....Full Time
 Phone.....HOWard 5-7271
 Newspaper Affiliation...Richmond Independent
 Representative.....George P. Hollingbery
 Membership.....NARTB
 President.....Warren Brown, Jr.
 Gen., Station Manager.....D. M. Greene
 Program Director.....David Hume
 Chief Engineer.....Bruce Joyner

KVVG

TULARE—1953—DuM

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.
 Owned-Oper. By...Sheldon Anderson Estate
 Business Address.....1385 East Tulare St.
 Phone Number.....TULare 6-3481
 Air Time.....9 hours daily
 Representative.....Forjee
 Manager.....Wally Sherwin
 Program Director.....Bob Merrifield
 Publicity Director.....Marcia Drake
 Chief Engineer.....Don Ferguson

COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — TV Homes 217,000
 Stations in State 8

KKTV

COLORADO SPRINGS—1952—
 ABC-CBS-DuM

Channel: 11 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....510 South Tejon St.
 Phone.....MElrose 4-2844
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB
 Representative.....Hollingbery
 President, Gen., Station Mgr...James D. Russell
 Vice-Pres, National Sales.....Robert D. Ellis
 Local Sales.....W. B. Rogers
 Prog. Dir., Prod. Mgr.....Cecil Seavy
 Prom., Pub. Dir.....E. F. Shadburne
 Dir. of News & Sp. Events...Howard Arnborg

Film Manager.....Carl Pehlman
 Chief Engineer.....Willis Shanks
 Transmitter Engineer.....Cozey Strang
 Consulting Engineer.....Page, Creutz,
 Garrison, & Waldschmitt

KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF...AP: 5.65 Kw...VP: 11.31 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Phone Number.....MElrose 2-1515
 Air Time.....Full Time
 Membership.....NARTB
 News Service.....AP, UP
 Representative.....McGillvra
 President, Gen., Sta. Mgr.....Harry Roth
 Pub., Prom. Dir.....Patricia Colt



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FRED & FAE
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 "LIVE SHOW"...Songs, Chatter,
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 EVERY AFTERNOON

6 DAYS A WEEK
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CHANNEL 2
KFEL-TV

DENVER

MANAGED BY GENE O'FALLON

MAXIMUM POWER - 100,000 WATTS

Dir. of News & Sp. Events.....William Gear
 Production Manager.....Robert Fitzmorris
 Film Manager.....Glenn E. Lilly
 Chief Engineer.....Herb Schubarth

KBTV

DENVER—1952—ABC

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
 Owned-Operated By.....Colo. TV Corp.
 Address.....1089 Bannock St.
 Phone.....TABor 5-6386
 Air Time.....Full Time
 News Service.....INS, UP
 Membership.....NARTB
 Representative.....Free & Peters
 President.....W. D. Pyle
 Station Manager.....Joseph Herold
 National Sls. Mgr.....James F. Brown
 Local Sls. Mgr.....Robert Brown
 Program Director.....Sam Worsham
 Dir. of News & Sp. Events... Bill Michelsen
 Prod. Mgr.....Everett Wren
 Film Manager.....W. L. Murray
 Chief Engineer.....Russ Elias
 Transmitter Supervisor.....Carl Bliesner
 Consulting Engineer.....A. Earl Cullum, Jr.

KFEL-TV

DENVER—1952—DuM

Channel: 2 VHF..AP: 50.1 Kw...VP: 100 Kw.
 Owned-Operated By..Eugene P. O'Fallon, Inc.

Address.....550 Lincoln St.
 Phone.....4-8281
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB, TvB
 Representative.....Blair-TV
 President, General Mgr.....Gene O'Fallon
 Director, Comm. Mgr.....Frank Bishop
 Prog. Dir., Film Buyer.....Dale Morgan
 Pub., Prom. Dir.....Gene O'Fallon, Jr.
 Oper. Manager.....B. Robinson
 Art Director.....C. Goodfellow
 Chief Engineer.....Rheam Cunningham
 Cons. Eng...Commercial Radio Equipment Co.

KLZ-TV

DENVER—1953—CBS

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By.....Alladin Radio & TV Inc.
 Business Address.....131 Speer Blvd.
 Phone Number.....Main 3-4271
 Air Time.....12 hours daily
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....Hugh B. Terry
 Station Manager.....Phil Hoffman
 Commercial Manager.....Jack Tipton
 Program Director.....Clayton Brace
 Promotion Director.....Harold Storm
 Production Manager.....Jerre Wyatt

there's a Gold Mine on Channel 9!

**KBTV
DENVER
CHANNEL 9**

Strike pay dirt...
 every time... on NINE!
 Not just gold... NINE
 delivers the audience!
 Buy the channel
 the family watches!

Contact your nearest Free
 and Peters Representative

JOE HEROLD, Manager
1089 BANNOCK STREET, DENVER, COLORADO

Publicity Director Bill Day
 Dir. of News & Sp. Events . . . Sheldon Peterson
 Film Manager William Witt
 Chief Engineer Eugene Jenkins

KOA-TV

DENVER—1953—NBC

Channel: 4 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
 Owned-Oper. By Metropolitan TV Co.
 Business Address 1625 California
 Phone Number Main 3-6211
 Representative Petrv
 Membership NARTB, TvB
 President William Grant
 General Manager Don Searle
 TV Operation Manager Jud Woods
 Com. Manager William F. MacCrystall
 Program Director C. Van Haften
 Dir. of News & Sp. Events . . . Ralph Radetsky
 Consulting Eng. Kear & Kennedy
 Promotion Manager Dick Harris
 Film Director Harlan Mendenhall
 Chief Engineer J. A. Slusser

KFXJ-TV

GRAND JUNCTION—1954—ABC-
 NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 5 VHF . . . AP: 776 Kw . . . VP: 1.29 Kw.
 Owned-Oper. By Western Slope
 Broadcasting Co., Inc.

KOA-Radio



In its 31st year of
 consistent leadership, in audience,
 power, coverage, results and
 prestige!

The "single-station network" that
 delivers 302 counties of 12 states!

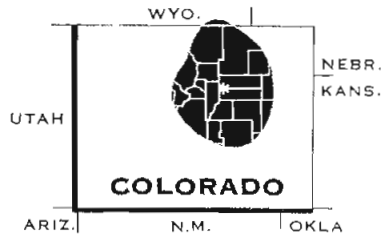
Address P. O. Box 30
 Phone Number 1300
 Air Time Full Time
 News Service UP
 Representative Hal Holman
 Membership NARTB, TvB
 President, Gen. Manager Rex Howell
 Station, Comm. Manager E. Anson Thomas
 Program, Pub. Director Ruth Howell
 Promotion Director Roy Adamson
 Dir. of News & Sp. Events . . . Gregg Chancellor
 Prod., Film Manager Rick Krepela
 Chief Engineer Cecil Whitechurch
 Consulting Engineer Everett Dillard

KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF . . . AP: 10.6 Kw . . . VP: 17.5 Kw.
 Owned-Oper. By Star Bcstg. Co.
 Business Address 226 Television Lane
 Phone Number 4-5782
 News Service UP
 Air Time Full Time
 Representative Avery-Knode
 Membership NARTB
 Pres., Gen. Station Mgr. Douglas D. Kahle
 Commercial Mgr. John Henry
 Program Director Russ Truesdell
 Prom., Publicity Director Ruth Sample
 Production Manager George Harris
 Chief Engineer Marion Cunningham
 Cons. Eng. Comm. Radio Equip Co.
 Film Manager Jackson Cravens

KOA-TV



Setting new records
 in its second year, duplicating
 KOA-Radio's record of
 achievement.

Leading all Denver TV Stations
 in overall "Share-of-Audience"!

Let the leaders do your selling job
KOA-Radio and KOA-TV
 Covers The West... *Best!*



CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — TV Homes 557,000
Stations in State 5

WICC-TV

BRIDGEPORT—1953—ABC-DuM

Channel: 43 UHF..AP: 91 Kw..VP: 182 Kw.
Owned.....Southern Conn. & L. I. Bcstg. Co.
Business Address.....Box 9140
Air Time.....Full Time
Phone Number.....8-1601
News Service.....AP
Representative.....Adam Young
Pres., Gen. Mgr.....Philip Merryman
Prog. Dir., Prod. Mgr.....Wallie Dunlap
Comm. Mgr.....Manning Slater
Promotion Manager.....Joan Fisher
Publicity Director.....Leo Miller
Dir. of News & Spec. Events.....Bill Whalen
Film Ed.....Irving Magilnick
Chief Engineer.....Alvin Andrus
Consulting Engineer.....McIntosh

WGTH-TV

HARTFORD—1954—ABC-DuM

Station Operation with Special Temporary Authorization
Channel: 18 UHF..AP: 98.4 Kw..VP: 187 Kw.
Owned.....GeneralTimes Television
Address.....54 Pratt Street
Phone Number.....JACKSON 7-9131
Air Time.....8 hours daily
Newspaper Affiliation.....Hartford Times
Representative.....H.R.
President.....Thomas F. O'Neil
V.P. & Gen. Mgr.....Fred W. Wagenvoord
Commercial Mgr.....Gordon R. Kerr
Program Director.....John O. Downey
Dir. News & Sp. Events.....Charles Norwood
Film Manager.....Daniel German
Chief Engineer.....Rogers B. Holt

WKNB-TV

NEW BRITAIN—1952—CBS

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcstg. Co.
NBC Sale Pending FCC Approval
Address.....1422 New Britain
Air Time.....Full Time
Representative.....Bolling
President.....Julian Gross
Ex. V.P. & Gen. Mgr.....Peter B. Kenney

National Sales Mgr.....David Scott
Local Sales Mgr.....E. Needles
Publicity, Promotion Dir.....Helen M. Loy
Film Manager.....Elliott Weisman
Program Director.....Barry Barents
Production Manager.....Phillip Hale
Chief Engineer.....John Shipley
Consulting Engineer.....George C. Davis

WNHC-TV

NEW HAVEN—1953—CBS,
NBC-DuM-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Elm City Bcstg. Co.
Business Address.....1110 Chapel St.
Air Time.....Full Time
News Service.....AP, INS
Representative.....Katz
President.....Patrick J. Goode
Gen. Mgr.-Sec.-Treas.....Aldo DeDominicis
Exec. V.P.....Edward D. Taddei
Sta. Mgr., Prog. Director.....Edward C. Obrist
Commercial Mgr.....J. Vincent Callaman
Prom., Pub. Director.....James W. Evans
Dir. of News & Sp. Events.....Rockwell Clark
Production Mgr.....Kenneth Wynne, Jr.
Film Manager.....W. G. Mulvey
Chief Engineer.....Vincent DeLaurentis
Consulting Engineer.....Garro Ray

WATR-TV

WATERBURY—1953—ABC

Channel: 53...AP: 125 Kw...VP: 245 Kw.
Owned-Op. By.....Harold Thomas
Business Address.....440 Meadow St.
Air Time.....11 hours daily
Representative.....Burke Stuart
Membership.....NARTB
President.....Harold Thomas
Gen., Sta., Commercial Mgr.....Samuel Elman
Program Director.....Edmund Waller
Promotion Director.....Wally King
Production Manager.....Charles Bengston
Publicity Director.....Wallace F. Gordon
Film Manager.....Astrid Curtis
Chief Engineer.....Andrew Toross
Consulting Engineer.....Garro Ray

DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — TV Homes 87,000
Stations in State 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....Steinman Stations, Inc.
Business-Studio Address.....10th & West Sts.
Phone Number.....6-2567
Air Time.....18 hours daily

News Service.....UP
Membership.....NARTB, TvB
Representative.....Meeker
Station Manager.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick
Comm. Manager.....Barton K. Feroe
Program Dir. & Film Mgr.....Richard W. Getz
Technical Director.....J. E. Mathiot
Consulting Engineer.....James C. McNary

DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — TV Homes 231,000
Stations in State 4

W M A L - T V

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF... AP: 12 Kw... VP: 22 Kw.
Owned-Oper. By **The Evening Star Bcstg. Co.**
Address: 4461 Connecticut Ave., N.W.
Phone Number: Kellogg 7-1100
Air Time: Full Time
Newspaper Affiliation: **The Evening Star**
Membership: NARTB
Representative: Katz
News Service: AP
President: John W. Thompson, Jr.
General Manager: F. S. Houwink
Commercial Manager: Neal J. Edwards
Program Director: Charles Bishop
Prom. & Pub. Director: E. Haywood Meeks
Dir. of News & Sp. Events: Bryson Rash
Production Manager: Philip Milillo
Chief Engineer: Allan Powley
Consulting Engineer: Jansky & Bailey

W R C - T V

WASHINGTON—1947—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By: **National Bcstg. Co., Inc.**
Business-Studio Address: **Wardman Park Hotel**
Phone Number: AD 4-5400
Air Time: Full Time

News Service: AP, INS, UP
Representative: NBC Television Spot Sales
Membership: NARTB
VP & General Mgr.: Carleton D. Smith
Director of Sales: Joseph Goodfellow
Local Sales Mgr.: Charles de Lozier
Director of Programs: James E. Kovach
Program Director: James E. Kovach
Superv. Adv. & Prom.: Robert M. Adams
Director of Publicity: Jay Royen
Dir. of News & Sp. Events: Cassius Kelle
Dir. of Operations: Lefferts A. McClelland
Business Manager: John A. Lavan
Film Editor: John Johnson
Chief Engineer: John Rogers

W T O P - T V

WASHINGTON—1949—CBS

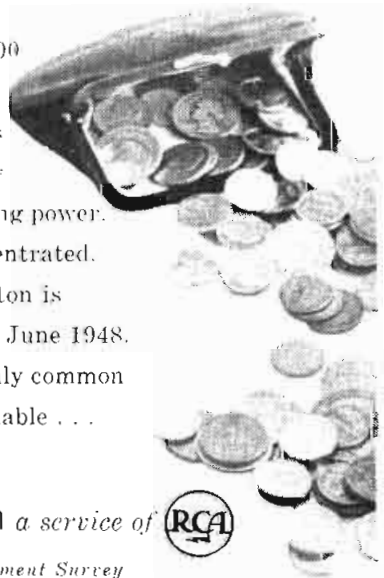
Channel: 9 VHF... AP: 175 Kw... VP: 316 Kw.
Owned-Oper. By: WTOP, Inc.
Business Address: Broadcast House
Phone Number: Emerson 2-9303
Air Time: Full Time
Newspaper Affiliation: Washington Post
News Service: AP, UP
Representative: CBS TV Spot Sales
Pres., Gen. Mgr.: John Hayes
V.P., TV: George Hartford
Comm. Mgr.: Robert A. J. Bordley

There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. The most-viewed television station in Washington is WRC-TV... and it has been every month since June 1948.

To tap this tremendous buying power, it is only common sense to use the most potent selling power available...



WRC-TV



in Washington a service of



Sources: Sales Management Survey
of Buying Power; ARB

Represented by NBC Spot Sales

Dir. of News & Spec. Events... Theodore F. Koop
 Pub. & Prom. Director... Cody Pianstiehl
 Film Mgr., Prog. Dir... Thomas B. Jones
 V.P., Chief Eng... Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF... AP: 10.5 Kw... VP: 17.5 Kw.
 Owned-Oper. By... Allen B. DuMont Labs., Inc.
 Business-Studio Address... Hotel Raleigh
 Phone Number... STerling 3-5300

Air Time... Full Time
 News Service... UP
 Representative... Blair-TV
 Membership... NARTB
 President... Dr. Allen B. DuMont
 General Manager... Leslie G. Arries, Jr.
 Sales Manager... George Griesbauer
 Dir. Sports & Spec. Events... Weston J. Harris
 Prom., Pub. Dir... George Flax
 Program Director... Frances V. Guidice
 Film Director... John Rule
 Chief Engineer... Malcolm M. Burleson

FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — TV Homes 490,000

Stations in State 15

WGBS-TV

FT. LAUDERDALE—1953—NBC

Channel: 23 UHF... AP: 92 Kw... VP: 185.5 Kw.
 Owned-Oper. By... Storer Bcstg. Co.
 Business Address... 2425 Biscayne Blvd.
 Phone Number... 82-1942
 Air Time... 16 hours daily
 News Service... UP
 Representative... Katz
 Membership... TvB, NARTB
 President... George B. Storer
 Gen. Sta. Mgr... Noran E. Kersta
 Program Director... John J. Crosby
 Promotion Dir... Robert Nashick
 Chief Engineer... William Needs
 Consulting Eng... A. E. Cullum, Jr.

WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF... AP: 215 Kw... VP: 430 Kw.
 Owned-Oper. By... Gerico Investment Co.
 Bus. Address... 5500 Hollandale Blvd.
 Phone Number... 2-3108
 Air Time... Full Time
 News Service... UP
 Representative... Bolling
 Membership... NARTB
 President... Russell E. Lowell
 General Station Manager... Arthur L. Gray
 Comm. Mgr... William W. Van der Busch
 Prog. Prom. Dir... William Wyler
 Dir. of News & Sp. Events... William Bayer
 Production Manager... Steve Zinn
 Publicity Director... Terry Stein
 Film Manager... Eleanor Zinn
 Chief Engineer... Bill Latham

WINK-TV

FORT MEYERS—1954—ABC-CBS

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.
 Owned-Oper. By... Fort Meyers Bcstg. Co.
 Business Address... 54 Palm Beach Blvd.
 Phone Number... 4-1341
 Membership... TvB

Representative... Weed
 General Mgr... A. J. Bauer
 Technical Dir... Bob Bachman
 Program Dir... Frank Nodine

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF... AP: 138 Kw... VP: 276 Kw.
 Owned-Oper. By... Jacksonville Journal Co.
 Business Address... 4038 Phillips Hwy.
 Phone Number... EX 8-9751
 Air Time... Full Time
 News Service... UP
 Newspaper Affil... Jacksonville Journal
 Representative... Perry
 Membership... NARTB
 President... John H. Perry
 Gen. Mgr... T. S. Gilchrist, Jr.
 Oper., Prod. & Film Mgr... Jack Newson
 Commercial Manager... Bill Fraker
 Program Director... George Booker
 Prom., Pub. Director... Martha Thomas
 Dir. of News & Sp. Events... Bob Dow
 Chief Engineer... Beecher Hayford
 Consulting Engineer... Frank McIntosh

WMBR-TV

JACKSONVILLE—1949
 ABC-CBS-DuM

Channel: 4 VHF... AP: 100 Kw... VP: 60 Kw.
 Owned-Oper. By... Washington Post
 Business Address... 605 S. Main
 Phone Number... EX 8-0501
 News Service... UP
 Representative... CBS TV Spot Sales
 President... Philip L. Graham
 Vice President... John S. Hays
 Pres. WMBR Div... Glenn Marshall, Jr.
 V.P., Comm. Mgr... Charles Stone
 Prom., Pub. Dir... Roger Langston
 Program Dir... Harry Kalkines
 Dir. of News & Spec. Events... Bill Grove
 Prod. Manager... W. Bissell
 Film Manager... W. Kopec
 Chief Engineer... Ernest Vondermark



WJNO-TV

PALM BEACH—1954—ABC-CBS-
NBC-DuM

Channel: 5 VHF. AP: 60.3 Kw. VP: 100 Kw.
Owned-Oper. By WJNO-TV
Business Address 5 Coconut Row
Phone Number 3-2471
Air Time 9 hours daily
News Service AP
Representative Meeker, TV
Membership NARTB, TvB
President George H. Buck, Sr.
Gen., Comm. Manager Walter L. Dennis
Prog. Dir., Prod. Mgr. Daniel Durniak
Prom., Pub. Dir. Charles Curtain
Dir. of News & Sp. Events Harrison Eagles
Film Manager Frank Struzziere
Chief Engineer Walter R. Brown
Consulting Engineer George Davis

WTVJ

MIAMI—1949—ABC-CBS-DuM

Channel: 4 VHF. AP: 70 Kw. VP: 100 Kw.
Owned-Oper. By WTVJ, Inc.
Address 316 N. Miami Ave.
Phone Number Miami 2-6262
Air Time Full Time
News Service INS, UP
Representative Free & Peters
Membership NARTB
President Mitchell Wolfson
Exec. V.P., Gen. Mgr. Lee Ruwitch
V.P., Gen. Sales Manager John S. Allen
Vice-Pres., Operations Mgr. John A. Shay
Legal Director R. Wolfson
Program Director Lee Waller
Pub. & Prom. Director Burt Toppan
Production Mgr. Ashe Dawes
Business Film Mgr. Louis Wolfson
Nat. Sls. Mgr. Stan Gordoni
Local Sls. Mgr. Mary Ford
Dir. of News & Special Events Ralph Renick
Chief Engineer Earl W. Lewis
Cons. Eng. Jansky & Bailey

WDBO-TV

ORLANDO—1954—ABC-CBS-NBC-
DuM

Station Operating with Special Temporary Authorization
Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By Orlando Bctg. Co., Inc.
Business Address 30 S. Ivanhoe Blvd.
Phone Number 5-0541
Air Time 9 hours daily
News Service AP
Representative Blair-TV
Membership NARTB
President, Gen. Mgr. Harold P. Danforth
Sales Director John Thorwald
Program Director Walter Sickles
Production Manager Mark V. Barker
Publicity Director Audley Kinghorn
Film Manager Harold P. Danforth, Jr.
Chief Engineer J. E. Yarbrough
Consulting Engineer George C. Davis

WJDM

PANAMA CITY—1953—ABC-NBC
DuM

Channel: 7 VHF. AP: 5.36 Kw. VP: 10.7 Kw.
Owned-Oper. By J. D. Manly
Business Address Box 428
Phone Number ADams 4-2251
Representative Hollingbery
General Manager Mel Wheeler
Program Director Jerry Williams
Chief Engineer Jim Smith

WEAR-TV

PENSACOLA—1953—ABC—DuM

Channel: 3 VHF. AP: 33 Kw. VP: 55 Kw.
Owned-Oper. By Gulfport Bc'g. Corp.
Business Address Highway 90
Phone Number 3-8311
Air Time Full Time
News Service AP, UP
Representative Hollingbery
President, Gen. Mgr. Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager Milt de Reyna, Jr.
Comm. Mgr. Irv Welch
Prog. Dir., Film Manager Jerry Williams
Dir. of News & Sp. Events Dave Fulton
Prod. Manager Ray Carow
Publicity Director Jean Marie Stark
Chief Engineer Jim Smith
Consulting Eng. Comm. Radio Equip. Co.

WPFA-TV

PENSACOLA—1953—CBS

Channel: 15 UHF. AP: 11 Kw. VP: 20.4 Kw.
Owned-Oper. By WPFA-TV, Inc.
Business Address North "O" & Loletta Sts.
Phone Number 3-1141
News Service AP
Representative Adam Young
Membership NARTB
President Charles W. LaMar, Jr.
V.P. & Gen. Mgr. F. E. Busby
Production Manager Elizabeth D. Hayter
Film Manager M. C. Saviak
Chief Engineer N. V. Pieler
Consulting Eng. Gautney & Jones

WSUN-TV

ST. PETERSBURG—1953—
ABC-CBS-NBC-DuM

Channel: 38 UHF. AP: 5 Kw. VP: 20 Kw.
Owned-Oper. By City of Petersburg
Business Address Box 240
Phone Number 5-4121
Representative Weed
Air Time Full Time
News Service UP
Membership NARTB
General Manager Charles L. Kelly
Commercial Manager Vera New
Program, Film Director Robert E. Gilbert
Promotion Director William H. Bowes
Chief Engineer Louis J. Link
Consulting Engineer William Coddling

WFLA-TV

TAMPA—1955—NBC

Station Operating with Special Temporary Authorization
 Channel: 8 VHF.. AP: 220 Kw.. VP: 316 Kw.
 Owned-Oper. By.....Tribune Company
 Address312 Morgan St.
 Phone Number.....2-4747
 Newspaper Affiliation.....Tampa Tribune
 News ServiceUP
 RepresentativeBlair-TV
 MembershipNARTB
 President.....J. C. Council
 General Manager.....George W. Harvey
 Commercial Mgr.....William B. Faber
 Program Director.....Paul M. Jones
 Promotion Director.....Tom Matthews
 Production Mgr.....Carl P. Bergquist
 Chief Engineer.....J. H. Mitchell
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

WEAT-TV

WEST PALM BEACH—1955—ABC

Station Operating with Special Temporary Authorization
 Channel: 12 VHF.. AP: 60 Kw.. VP: 112 Kw.
 Owned-Oper. By.....WEAT-TV Inc.
 Business Address.....P. O. Box 70

Phone Number.....2-1505
 News ServiceAP
 RepresentativeWalker
 MembershipNARTB
 President, Gen. Mgr.....J. R. Meachem
 Program Dir.....R. W. Kirkpatrick
 Promotion Pub. Dir.....Warren MacAllen
 Chief Engineer.....J. Ross McPherson
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

WIRK-TV

WEST PALM BEACH—1953—ABC
 DuM

Channel: 21 UHF.. AP: 10 Kw.. VP: 18.6 Kw.
 Owned-Oper. By.....WIRK-TV, Inc.
 Business Address.....711 S. Flagler Drive
 Phone Number2-1744
 Air Time.....Full Time
 News ServiceAP
 MembershipNARTB
 RepresentativeWeed
 Pres., Gen. Mgr.....Joseph S. Field, Jr.
 Program Director.....Sherlee Barish
 Promotion Director.....W. S. Stokes
 Production Manager.....Stu Wayne
 Chief Engineer.....William P. Heitzman

GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,000 — TV Homes 450,000
 Stations in State 13

WALB-TV

ALBANY—1954—NBC-ABC-DuM

Channel: 10 VHF.. AP: 56.2 Kw.. VP: 112 Kw.
 Owned-Oper. By.....Herald Publishing Co.
 Business Address.....138 Pine Ave.
 Phone Number.....HEmlock 5-8386
 Air Time.....10 hours daily
 Representative.....Burn Smith; Ayers
 General Manager.....T. R. Stillwagon
 Program Director.....Jack Mayer
 News Director.....Don Ferrandou
 Chief Engineer.....John L. Rivard
 Consulting Engineer.....Kear & Kennedy

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Operated By.....Storer Bcstg. Co., Inc.
 Bus. Studio Address. 1018 W. Peachtree, N.W.
 Phone Number.....Vernon 3553
 Air Time.....16 hours daily
 News ServiceAP
 RepresentativeKatz
 MembershipNARTB, TvB
 President.....George B. Storer, Sr.
 Managing Dir.....Glenn C. Jackson
 Sta., Comm. Manager.....John W. Collins, Jr.
 Program Dir., Film Mgr.....Don Naylor
 News Director.....Dale Clark
 Prom., Pub. Director.....Charles E. Trainor
 Production Manager.....Terry Mason
 Chief Engineer.....Hugo Bondy
 Consulting Engineer.....Earl Collum



waga • tv

ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by
 The Katz Agency, Inc.



WLW - A

ATLANTA—1951—ABC-DuM

Channel: 11 VHF AP: 12.5 Kw. VP: 23.8 Kw.
 Owned-Oper. By Crosley Bcstg. of Atlanta Inc.
 Business Address . . . 1611 West Peachtree St.
 Phone Number CYPres 6676
 Air Time 17 hours daily
 News Service AP, UP
 Representative Crosley National Sales
 Membership TvB
 President W. P. Robinson
 Program Director John Sever
 Prom., Pub. Dir. W. B. Colvin
 Dir. of News Bob Hendrickson
 Film Manager George Brimer
 Chief Engineer Harvey J. Aderhold

WQXI - TV

ATLANTA—1954

Channel: 36 UHF AP: 117 Kw. VP: 219 Kw.
 Owned-Oper. By . . . Robert W. Rounsaville
 Business Address . . . 3165 Mathieson Dr., NE
 Phone Number EX 5717
 Air Time 5 hours daily
 News Service UP
 Representative Hollingbery
 Membership NARTB
 Owner, Sta., Film Mgr. . . Robert W. Rounsaville
 Program Dir. Robert Corley
 Prom., Pub. Director Patrick J. Kelly
 Chief Engineer Paul Cram
 Consulting Engineer John Mullaney

WSB - TV

ATLANTA—1948—NBC

Channel: 2 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By . . . The Atlanta Newspapers
 Address 10 Forsyth St., N. W.
 Phone Number EL 6711
 Air Time 17 hours daily
 Newspaper Affiliations . . Atlanta Newsp., Inc.
 News Service AP, INS, UP
 Representative Petry
 Membership NARTB
 Executive Director J. Leonard Reinsch
 General Manager John M. Outler, Jr.
 Comm. Manager Marcus Bartlett
 Promotion Director Walter Paschall
 Dir. of News & Spec. Events . . . Don Elliott
 Production Manager Mark Toulson
 Publicity Director Wayne Anderson
 Film Director Jean Hendrix
 Chief Engineer R. A. Holbrook

WJBF - TV

AUGUSTA—1953—NBC-ABC-DuM

Channel: 6 . . . AP: 11.9 Kw. VP: 23.8 Kw.
 Owned-Oper. By . . . Georgia-Carolina Bcstg. Co.
 Business Address Box 129
 Phone Number 7-7787
 Representative Hollingbery
 Membership TvB
 V.P.-Gen. Mgr. J. H. Manning
 V.P.-Sales Mgr. Donald M. Kelly, Jr.
 Program Director Thomas J. Hennessy
 Chief Engineer John Jopling

WDAK - TV

COLUMBUS—1953—
ABC-NBC-DuM

Channel: 28 UHF AP: 125 Kw. VP: 250 Kw.
 Owned-Oper. By . . . Television Columbus
 Business Address 1307 1st Avenue
 Phone Number 2-8828
 Air Time 12 hours daily
 News Service AP
 Representative Headley Reed
 Membership NARTB
 General Manager Allen Woodall
 Station Manager E. F. McLeod
 Commercial Mgr. Ed Hennessy
 Program Director Jack Rathburn
 Dir. of News & Sp. Events Bill Henry
 Production Manager John Hughes
 Film Manager Ronnie Otwell
 Chief Engineer Reeve Owen
 Cons. Eng. Craven, Lohnes & Culver

WRBL - TV

COLUMBUS—1953—CBS

Channel: 14 VHF AP: 14.4 Kw. VP: 27.5 Kw.
 Owned-Oper. By . . . Columbus Bcstg. Co.
 Business Address 1350 13th St.
 Phone Number 2-0602
 Air Time 11 1/2 hours daily
 News Service UP
 Newspaper Affil. Columbus Ledger
 Representative Hollingbery
 Membership NARTB
 Dir. of Oper., Film Buyer Ridley Bell
 Commercial Manager Walter Graham
 Program Director George A. Gingell
 Promotion Director George "Red" Jenkins
 Dir. of News & Sp. Events Boyd Hinton, Jr.
 Production Manager Ronnie Evans
 Chief Engineer Joe A. Gamble
 Consulting Engineer George C. Davis

WRDW - TV

COLUMBUS—1954—CBS

Station Operating with Special Temporary Authorization
 Channel: 12 VHF AP: 6 Kw. VP: 10 Kw.
 Owned-Operated By . . . Radio Augusta, Inc.
 Business Address P. O. Box 932
 Phone Number 7-5432
 News Service AP
 Representative Headley-Reed
 Air Time 13 hours daily
 President Grover C. Maxwell, Sr.
 General Manager W. Ray Ringson
 Sta., Comm. Mgr. J. W. Hicks
 Prog., Prom. Director William H. Mackenzie
 Dir. of News & Sp. Events Warren Hites
 Production Manager John Atkinson
 Film Manager Frank Allen
 Chief Engineer Joseph P. Gill, Jr.
 Consulting Engineer George Davis

WMAZ - TV

MACON—1953—CBS-DuM

Channel: 13 VHF AP: 30 Kw. VP: 60 Kw.
 Owned-Oper. By . . . Southeastern Bcstg. Co.

Business Address... Bankers Insurance Bldg.
 Phone Number... 2-7373
 Air Time... 12 hours daily
 News Service... UP
 Representative... Katz
 President... George Rankin, Jr.
 General Manager... Wilton E. Cobb
 Station Manager... Herman Hatton
 Promotion Dir... Ed Pendleton
 Dir. of News... Ben Chatfield
 Production Mgr... Norman Gray
 Publicity Dir... Nelle Smith

WNEX-TV

MACON—1953—NBC

Channel: 47 UHF... AP: 9 Kw... VP: 16.8 Kw.
 Owned-Oper. By... Macon Television Co.
 Business Address... Box 2245
 Phone Number... 3-9355
 Air Time... 8 hours daily
 News Service... AP
 News Affil... Macon Telegraph & News
 Representative... Bramham
 President... William A. Fickling
 Gen. Sta. Manager... Archie S. Grinalds, Jr.
 Program Director... Mary E. Britt
 Dir. of News & Sp. Events... Richard Weithan
 Production Mgr... Joseph M. Petty
 Film Manager... Robert F. Jones
 Chief Engineer... Charlie Walker
 Consulting Eng... Craven, Lohnes, Culver

WROM-TV

ROME—1953

Channel: 9 VHF... AP: 15.5 Kw... VP: 30.9 Kw.
 Owned-Oper. By... WROM-TV, Inc.
 Business Address... 121 Broad St.
 Phone Number... 2-0833
 Representative... Weed
 President... Dean Covington
 General Manager... Ed McKay
 Commercial Manager... Charles Doss
 Chief Engineer... T. H. Robertson

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM
 ABC

Channel: 11 VHF... AP: 30 Kw... VP: 60 Kw.
 Owned-Oper. By... Savannah Bcstg. Co.
 Business Address... 516 Abercorn St.
 Phone Number... 2-0127
 Station Representative... Avery-Knodel
 Membership... NARTB
 President & Gen. Mgr... William T. Knight, Jr.
 Vice Pres., TV... F. Schley Knight
 Commercial Mgr... Ben B. Williams
 Program Director... Dwight J. Bruce
 Promotion Dir... Joan Purcell
 Chief Engineer... Kyle Goodman

IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — TV Homes 40,000
 Stations in State 3

KBOI

BOISE—1953—CBS-DuM

Channel: 2 VHF... AP: 7 Kw... VP: 14 Kw.
 Owned-Oper. By... Boise Valley Bcstrs. Inc.
 Business Address... 311 North 10th
 Phone Number... 2-2222
 Air Time... 9 hours daily
 News Service... UP
 Representative... Free & Peters
 Pres., Gen. Mgr... Westernman Whillock
 Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.
 Dir. of News & Sp. Events... Dave Johnson
 Production Manager... Bill Gritton
 Film Manager... Robert Howell
 Chief Eng... J. A. Jontz, Jr.

KIDO-TV

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF... AP: 26.5 Kw... VP: 53 Kw.
 Owned-Oper. By... KIDO, Inc.
 Business Address... Chamber of Commerce Bldg.
 Phone Number... 2-4611
 Air Time... 8½ hours daily
 News Service... UP
 Representative... Blair

Membership... NARTB, BAB, TvB
 President... George M. Davidson
 General Manager... Walter E. Wagstaff
 Commercial Mgr... Barry Tucker
 Prog. Prom. Dir... Jack Link
 Dir. of News... Vern Moore
 Chief Engineer... Harold Toedtemeier

KID-TV

IDAHO FALLS—1953—CBS-NBC
 DuM-ABC

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By... Idaho Radio Corp.
 Business Address... Box 761
 Phone Number... 4
 Air Time... 6 hours daily
 News Service... UP
 Representative... Gill-Perna
 Membership... NARTB
 Gen. Mgr... C. N. Layne
 Sales Manager... Claude Cain
 Film Manager... Quincy Jensen
 Commercial Mgr... Claude Cain
 Prog. Prod. Mgr... Roy Southwick
 Chief Engineer... Carroll Secriat
 Cons. Eng... Vandivere, Cohen & Wearn

TOPS IN CHICAGO!

WGN-TV delivers top audiences for locally sponsored programs on Chicago television.

When you buy a program on WGN-TV, you're in the best of company —

Badge 714, Racket Squad, Meet Corliss Archer, Life of Riley, I Led 3 Lives, Liberace, Boston Blackie, Inner Sanctum, Florian Zabach, Sherlock Holmes, Exclusive Cubs and Sox Baseball — to mention a few.

For the best availabilities, proof of results for locally sponsored programs — check WGN-TV first in Chicago.

WGN-TV · Channel 9 · Chicago

ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — TV Homes 2,212,000
Stations in State 16

W T V I

BELLEVILLE—ST. LOUIS—1953

ABC-CBS-DuM

(See St. Louis, Mo. Listing)

W B L N

BLOOMINGTON—1953

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646
Phone Number.....4-3031
Representative.....McGillivra
President.....Cecil W. Roberts
General Manager.....Jerrell Henry
Commercial Mgr.....John F. Spahr

W C I A

CHAMPAIGN—1953—CBS-NBC

DuM

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Phone Number.....6-8333
Air Time.....17 hours daily
Representative.....Hollingbery
Membership.....NARTB, TvB
President.....August C. Meyer
Sales Manager.....Guy Main
Traffic Coordinator.....John Ketterer
Promotion Director.....Leonard Davis
Dir. of News & Sp. Events.....Fred Sorenson
Production Manager.....James Fielding
Publicity Director.....William Moore
Film Director.....Bob Schaub
Chief Engineer.....Bob Myers

W B B M - T V

CHICAGO—1953—CBS

Channel: 2 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Address....410 N. Michigan Ave.
Phone Number.....Whitehall 4-6000
News Service.....UP, INS, AP
Air Time.....18½ hours daily
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
President.....J. L. Van Volkenburg
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Commercial Mgr.....George Arkedis
Program Director.....William Ryan
Production Manager.....Don Dillon
Publicity Director.....Charley Wiley
Prom. Director.....C. W. Doebler
Dir. of News & Sp. Events.....William Garry

Film Manager.....Vann Cominos
Chief Engineer.....Joseph Novy

W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 100 Kw...VP: 200 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....17 hours daily
Representative.....Blair-TV
V.P., Gen. Manager.....S. C. Quinlan
Sales Manager.....J. Beach
Dir. of News & Spec. Events..Cornellus O'Dea
Publicity Director.....Elliott Henry
Film Director.....Ralph Andrews
Chief Engineer.....W. Kusack

W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF..AP: 60 Kw...VP: 120 Kw.
Owned-Operated By.....WGN, Inc.
Business Address....441 N. Michigan Ave
Phone Number.....SUperior 7-0100
Air Time.....15½ hours daily
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
Membership.....TvB
President.....Col. Robert R. McCormick
Manager-Treas.....Frank P. Schreiber
Asst. Manager.....Robert Hibbard
Program Director.....J. E. Faraghan
Sales Director.....Ted Weber
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
Director of Remotes.....Donald Cook

W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address...Merchandise Mart
Phone Number.....SUperior 7,8300
Air Time.....17:40 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Sylvester Weaver
General Manager.....Jules Herbiveaux
Asst. Gen. Mgr.....Henry T. Sjogren



Dir. of Sales.....Charles Dresser
 Comm. Manager.....Floyede Beaston
 Program Director.....George Heinemann
 Promotion Director.....John Keye
 Dir. of News & Sp. Events.....William Ray
 Production Mgr.....Richard Johnson
 Publicity Director.....Chet Campbell
 Film Manager.....Isabelle Cooney
 Chief Engineer.....Howard C. Lutgene
 Consulting Engineer.....Raymond F. Guy

WDAN-TV

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw..VP: 9.5 Kw.
 Owned-Oper. By..Northwestern Publishing Co.
 Business Address...1500 N. Washington Ave.
 Phone Number.....1700
 Air Time.....5 hours daily
 Newspaper Affiliation..The Commercial News
 News Service.....AP
 Representative.....Everett-McKinney, Inc.
 Membership.....NARTB
 General Manager.....Robert J. Burow
 Commercial Manager.....John Eckert
 Program Director.....Honore Ronan
 Sta. Mgr., Dir. of News.....Max Shaffer
 Production Manager.....William Dorn
 Chief Engineer.....Orville Neely
 Consulting Eng.....Walter Kean

WTVP

DECATUR—1953—ABC-DuM

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
 Owned-Oper. By.....Prairie Television Co.
 Business Address.....Box 108
 Phone Number.....8-4304
 Air Time.....9 hours daily
 Representative.....Bolling
 President.....W. L. Shellabarger
 Program Director.....Robert G. Wright
 Director of News.....Robert Shade
 Chief Engineer.....Hubert F. Abfalter

WSIL-TV

HARRISBURG—1953—ABC

Channel: 22 UHF..AP: 14.12 Kw..VP: 11.1 Kw.
 Owned-Oper. By.....Turner-Farrar Assn.
 Business Address.....21½ W. Poplar St.
 Phone Number.....373
 Air Time.....5 hours daily
 Representative.....Walker
 Pres., Gen. Mgr.....Oscar L. Turner
 Program Director.....Jim Bolen
 Chief Engineer.....Charles Gilliam

WEEK-TV

PEORIA—1953—NBC

Channel: 43 UHF..AP: 85 Kw..VP: 175 Kw.
 Owned-Operated By..West Central Bcstg. Co.
 Address.....Comm. Nat'l Bank Bldg.
 Phone Number.....3-3688

Air Time.....17 hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Headley-Reed
 President.....Robert S. Kerr
 General Manager.....Fred C. Mueller
 Comm. Manager.....William J. Flynn
 Prog. Dir., Prod. Mgr.....Robert Johnson
 Prom., Pub. Dir.....F. R. Oakley
 Dir. of News & Sp. Events.....Bob Arthur
 Film Manager.....Robert Kroepel
 Chief Engineer.....Wayne Lovely
 Consulting Engineer.....Frank H. McIntosh

WTVH-TV

PEORIA—1953—ABC-CBS-DuM

Channel: 19 UHF..AP: 5.76 Kw..VP: 12.5 Kw.
 Owned-Oper. By.....Peoria Journal Star
 Business Address.....Peoria, Ill.
 Phone Number.....6-5561
 Representative.....Petry
 President.....Harry P. Slane
 General Mgr.....Edward G. Smith
 National Sales Mgr.....John Leslie
 Promotion Director.....Morton Cantor
 Program Director.....Robert G. Holben
 Chief Engineer.....Wallace Wurz

WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF..AP: 25.1 Kw..VP: 50.2 Kw.
 Owned-Oper. By.....Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Phone Number.....2-6840
 Air Time.....12 hours daily
 Newspaper Affiliation...Quincy Herald Whig
 News Service.....UP
 Representative.....Avery-Knodel
 President.....T. C. Oakley
 General Manager.....J. S. Bonamsinga
 Commercial Mgr.....James E. Muse
 Program Director.....T. W. Austin
 Promotion Director.....Mike Olds
 Chief Engineer.....Frank E. Laughlin

WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw..VP: 47 Kw.
 Owned-Oper. By.....Greater Rockford TV, Inc.
 Business Address...Auburn & Winnebago Rds.
 Phone Number.....8-1813
 News Service.....UP
 Air Time.....14 hours daily
 Representative.....H.R. Representatives
 Membership.....NARTB
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Local Sales Manager.....Jack Gennaro
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Dir. of News & Sp. Events.....Robert Clyde
 Merchandising Mgr.....Rollie Spongberg
 Film Manager.....Donna Mazzie

Chief Engineer.....Howard Elliott
 Consulting Engineer.....Weldon & Carr

WTVO

ROCKFORD—1953—DuM-NBC

Channel: 39 UHF...AP: 9.8 Kw...VP: 19.6 Kw.
 Owned-Oper. By...Winnebago Television Corp.
 Business Address.....Meridian Rd.
 Phone Number.....3-5413
 Representative.....Weed
 Manager.....Harold Froelich
 Production Mgr.....John W. Kelin
 Chief Engineer.....Herbert Eckstein
 Film Director.....Carl P. Stemler

WHBF-TV

**ROCK ISLAND—1950—ABC-CBS
 DuM**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Bus.-Trans. Address.....Telco Bldg.
 Phone Number.....R. I. 6-5441
 Air Time.....16½ hours daily
 Newspaper Affil....."The Argus"
 News Service.....UP
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB, TvB
 President.....Ben. H. Potter

General Manager.....Leslie C. Johnson
 Asst. Manager.....Maurice Corken
 Sales Manager.....Ted Arnold
 Program Director.....Forest W. Cooke
 Asst. Prog. Director.....Phil Nesbitt
 Dir. of News & Sp. Events.....William Ellison
 Publicity Director.....Fem Hawks
 Film Manager.....Joseph Grear
 Chief Engineer.....Robert J. Sinnott
 Consulting Engineer.....E. C. Page

WICS

**SPRINGFIELD—1953—ABC-NBC
 DuM**

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.
 Owned-Oper. By.....Plains Television Corp.
 Business Address.....523 E. Capitol Ave.
 Phone Number.....8-0465
 Air Time.....11½ hours daily
 News Service.....AP, INS
 Representative.....Adam Young
 Gen., Sta. Manager.....Milton D. Friedland
 Comm. Manager.....Warren King
 Program Director.....H. J. Hoskins
 Prom., Pub. Director.....Jim Henneberry
 Dir. of News & Sp. Events.....B. Waterman
 Production Manager.....Robert Steffan
 Film Manager.....William Shaw
 Chief Engineer.....Bazil O' Hagan

INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — TV Homes 954,000
 Stations in State 9

WTTV

**BLOOMINGTON—1949
 ABC-CBS-NBC-DuM**

Channel: 10 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Address.....539 S. Walnut St.
 Phone Number.....2-140*
 Air Time.....17 hours daily
 News Service.....AP, UP
 Representative.....Robert Meeker Assoc.
 Membership.....NARTB, TvB
 President.....Sarkes Tarzian
 General Manager.....Robert Lemon
 Asst., Comm. Manager.....Norman Cissna
 Program Manager.....Robert Petranoff
 Prom., Pub. Dir.....Keith Wilson
 Dir. of News & Sp. Events.....David Lewis
 Production Mgr.....Jerry Danziger
 Film Manager.....Warren Perney
 Chief Engineer.....Carl Onken
 Consulting Eng.....Kear & Kennedy

Owned-Oper. By.....Truth Publishing Co.
 Business Address.....Box 403
 Phone Number.....2-1518
 Air Time.....15½ hours daily
 Newspaper Affiliation.....Elkhart Truth
 News Service.....AP, UP
 Representatives.....H-R
 Membership.....NARTB, TvB
 President.....John F. Dille Jr.
 Commercial Mgr.....John J. Keenan
 Program Director.....Edwin J. Lasko
 Promotion Director.....R. J. Gillespie
 Dir. News & Sp. Events.....Robert Wright
 Production Manager.....John Alves
 Film Manager.....Arthur Whitaker
 Chief Engineer.....Lester E. Zellner
 Consulting Eng.....Craven, Lohnes, Culver

WFIE

**EVANSVILLE—1953—NBC-ABC
 DuM**

Channel: 62 UHF...AP: 12 Kw...VP: 23.5
 Owned-Oper. By.....Premier Television, Inc.
 Business Address.....1115 Mount Auburn Rd.
 Phone Number.....5-6201
 Air Time.....12 hours daily
 News Service.....UP

WSJV

ELKHART—1954—NBC-ABC-DuM

Channel: 52 UHF...AP: 115 Kw...VP: 266 Kw.

Representative..Venard, Rintoul & McConnell
 Membership NARTB
 President.....Jesse D. Fine
 Gen., Station Mgr.....Ted Nelson
 Comm. Manager.....Shaun Murphy
 Program Director.....Charlie Carey
 Prom., Pub. Dir.....Hugh Duntar
 Dir. of News & Sp. Events.....Fred Rollison
 Production Manager.....Jack Reinhart
 Film Manager.....William C. Francis
 Chief Engineer.....Harvey H. Shellito
 Consulting Engineer.....George Adair

WKJG-TV

FORT WAYNE—1953—ABC
NBC-DuM

Channel: 33 UHF AP: 145 Kw. VP: 277 Kw.
 Owned.....Northeastern Indiana Bcstg. Co.
 Business Address.....220 E. Jefferson St.
 Phone Number.....Anthony 2295
 Air Time.....15 hours daily
 News Service.....AP
 Representative.....Paul H. Raymer
 Membership.....NARTB, TvB
 President.....Clarence L. Schust
 General Manager.....Edward G. Thoms
 Commercial Mgr.....Carleton B. Evans
 Program Director.....Calo Mahlock
 Chief Engineer.....Eugene A. Chase
 Asst. Manager.....Hilliard Gates
 Consulting Engineer.....George Gautney

WFBM-TV

INDIANAPOLIS—1948—CBS

Channel: 6 AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By.....WFBM, Inc.
 Bus. Studio Address.....1330 N. Meridian St.
 Phone Number.....MElrose 4-8521
 Air Time.....18 hours daily
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NARTB, RAB
 Pres., Gen., Sta. Mgr.....Harry M. Bitner, Jr.
 Comm. Manager.....William F. Kiley
 Prog. Dir.....William Fall
 Sales Service, Film Dir.....Hugh Kibbey
 Prom., Pub. Director.....Bernard Carney
 Dir. of News & Sp. Events.....Gilbert Forbes
 Production Mgr.....Carl Belles
 Chief Engineer.....Harold S. Holland
 Consulting Engineer.....Kear & Kennedy

WISH-TV

INDIANAPOLIS—1954—ABC-CBS
NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 8 VHF AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By.....Universal Bcstg. Co., Inc.
 Business Address.....1440 North Meridian
 Phone Number.....MElrose 4-6411
 Air Time.....12 hours daily
 News Service.....AP, UP
 Representative.....Bolling
 Membership.....NARTB

President.....C. Bruce McConnell
 General Manager.....Robert B. McConnell
 Commercial Mgr.....Robert F. Ohleyer
 Program Director.....Steve Briggs
 Prom., Pub. Director.....Jim Buck
 Dir. of News & Sp. Events.....Vince Leonard
 Film Manager.....Richard Miles
 Chief Engineer.....Stokes Gresham, Jr.
 Consulting Engineer.....Robert Brockway

WFAM-TV

LAFAYETTE—1953—ABC-CBS-NBC
DuM

Channel: 59 UHF AP: 10.5 Kw. VP: 20 Kw.
 Owned-Oper. By.....WFAM, Inc.
 Business Address.....McCarthy Lane
 Phone Number.....2-4300
 Air Time.....7½ hours daily
 News Service.....UP
 Representative.....Rambeau
 President.....O. E. Richardson
 Station Manager.....Herbert Nelson
 Production Manager.....James Potter
 Chief Engineer.....Richard Cochran
 Consulting Engineer.....Frank McIntosh

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC
DuM

Channel: 49 UHF AP: 6 Kw. VP: 112 Kw.
 Owned-Oper. By.....Tri-City Radio Corp.
 Business Address.....Box 271
 Phone Number.....4-403
 Air Time.....11 hours daily
 News Service.....UP
 Representative.....Holman, Walker
 Membership.....NARTB, Tv3
 Pres., Gen., Sta. Mgr.....Don Burton
 Com., Prom. Dir.....Bill Craig
 Program Director.....Lee Allerton
 Dir. of News & Sp. Events.....Fred Hinshaw
 Production Mgr.....George Marks
 Chief Engineer.....Maury Crain
 Consulting Eng.....George Davis

WSBT-TV

SOUTH BEND—1952—CBS-DuM

Channel: 34 UHF AP: 122 Kw. VP: 304 Kw.
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Collax Ave
 Phone Number.....3-6161
 Air Time.....17 hours daily
 Membership.....NARTB
 Representative.....Raymer
 President.....F. A. Miller
 Gen. Mgr.....Neal B. Welch
 National Sales Mgr.....Robert H. Elrod
 Program Director.....Robert J. Drain
 Promotion Director.....Bruce Petsche
 Dir. of News & Sp. Events.....G. R. Houser
 Production Manager.....Justin Meacham
 Film Manager.....Walter A. Sweitzer, Jr.
 Chief Engineer.....Arthur R. O'Neil
 Consulting Engineer.....Millard M. Garrison

WTHI

TERRE HAUTE—1954—ABC-CBS

DuM

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By...Wabash Valley Bcstg. Co.
 Business Address.....918 Ohio Street
 Phone Number.....Crawford 9481
 Air Time.....8½ hours daily
 Representative.....Bolling
 Membership.....NARTB
 President.....Anton Hulman, Jr.
 General Manager.....J. M. Higgins
 Dir. TV Oper.....Ben Falber, Jr.
 Comm. Manager.....Lou Froeb
 Technical Director.....Pat Murphy
 Dir. of News & Sp. Events..Richard M. Forbes
 Film Supervisor.....Nancy Langan
 Chief Engineer.....Don Petit
 Consulting Engineer.....George Davis

WINT

WATERLOO—1954—ABC-CBS

Station Operating with Special Temporary Authorization
 Channel: 15 UHF..AP: 126 Kw..VP: 237 Kw.
 Owned-Oper. By.....Tri-State Television Inc.
 Business Address.....2000 Lincoln Tower
 Phone Number.....Anthony 8475
 Air Time.....13 hours daily
 News Service.....UP
 Representative.....H-R Television
 Membership.....NARTB
 President.....R. Morris Pierce
 Vice Pres., Gen. Mgr.....Ben B. Baylor
 Prog. Dir.....Robert C. Currie, Jr.
 Prom., Pub. Director.....Ben K. West
 Dir. of News & Sp. Events....Richard Hickox
 Production Manager.....Robert Grossman
 Film Manager.....Charles Bloomquist
 Chief Engineer.....Charles E. Wallace

IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — TV Homes 515,000

Stations in State 11

W O I - T V

AMES—1950—ABC-CBS-DuM

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.
 Owned-Operated By.....Iowa State A & M
 Address.....Ames, Ia.
 Phone Number.....2500 Extension 831
 Air Time.....17 hours daily
 News Service.....AP, UP, INS
 Representative.....Weed
 Membership.....NARTB, TvB
 President.....Dr. James Hilton
 General Manager.....Richard B. Hull
 Gen. Mgr. Asst.....M. C. Ludwig
 Comm. Manager.....Robert Mulhall
 Prog. Dir., Prod. Mgr.....Chris Donaldson
 Prog. Devel. Supervisor...Edward Wegener
 Prom., Pub. Dir.....Marguerite Theobald
 Dir. of News & Spec. Events...George Halsey
 Film Manager.....Donna DeCamp
 Chief Engineer.....Keith Ketcham
 Consulting Engineer.....Jansky & Bailey

W M T - T V

CEDAR RAPIDS—1953—CBS

Channel: 2 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By.....WMT-TV, Inc.
 Business Address.....600 Old Marion Road
 Phone Number.....Cedar Rapids 4-0177
 Air Time.....15 hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....William B. Dolph
 General Manager.....William B. Quarton
 Sta. Oper. Manager.....Douglas Grant
 Sales Manager.....Lew Van Nostrand
 Promotion Manager.....Don Badger
 Dir. of News.....Dick Cheverton
 Production Manager.....Wayne Loui
 Creative Supervisor.....Hersh Weakley
 Film Manager.....Mrs. Jackie Grant
 Chief Engineer.....George Hixenbaugh
 Business Manager.....Leo F. Cole

K C R G - T V

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF..AP: 16.5 Kw..VP: 33 Kw.
 Owned-Oper. By...Cedar Rapids Television Co.
 Business Address.....1st Ave & 1st St. S.W.
 Phone Number.....4-4194
 Air Time.....7½ hours daily
 Representative..Venard, Rintoul & McConnell
 General Manager.....Wade S. Patterson
 Program Director.....Ralph D. Willey
 Promotion Director.....Edna Herbst
 Chief Engineer.....Carl Rollert
 Consulting Engineers.....Kear & Kennedy

W O C - T V

DAVENPORT—1949—NBC

Channel: 6 VHF..AP: 60.3 Kw..VP: 100 Kw.
 Owned-Oper. By.....Central Bcstg. Co.
 Business Address.....805 Brady St.
 Phone Number.....3-3661
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Freo & Peters, Inc.
 Membership.....NARTB, TvB
 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
 News Editor.....Bob Frank
 Publicity Editor.....Paul Ives
 Film Editor.....Ken Wagner
 Program Director.....Raymond Guth
 Asst. Mgr. & Prom. Mgr.....Fred Reed
 Chief Engineer.....Paul Arvidson
 Consulting Engineer.....A. D. Ring Co.

KGT V

DES MOINES—1953—ABC

Channel: 17 UHF..AP: 10 Kw..VP: 18.5 Kw.
 Owned-Oper. By.....Rib Mt. TV Inc.
 Business Address.....2d Ave. & Hobson Dr.
 Phone Number.....8-6751
 Air Time.....9 hours daily
 News Service.....INS
 Rep.....Hollingbery, Bulmer & Johnson
 Membership.....NARTB
 President.....W. C. Bridges
 General Manager.....Leo Howard
 Program & Prom. Dir.....T. J. Kelly
 Dir. of News & Sp. Events.....Walter Burks
 Film Manager.....Jim Moon
 Chief Engineer.....Walter Hariv

WHO - TV

DES MOINES—1954—NBC

Station Operating with Special Temporary Authorization
 Channel: 13 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....Central Broadcasting Co.
 Business Address.....1100 Walnut Ave.
 Phone Number.....8-6511
 Air Time.....17 hours daily
 News Service.....AP, INS, UP
 Representative.....Free & Peters
 Membership.....NARTB, TvB
 President.....Col. B. J. Palmer
 V.P., Treasurer.....D. D. Palmer
 Exec. V.P.....Ralph Evans
 V.P., Resident Manager.....Paul A. Loyet
 Sec. & Controller.....William D. Wagner
 Asst. Manager.....W. W. Woods
 Sales Manager.....Harold W. Fulton
 Program Director.....Jack Kerrigan
 Production Manager.....Kenneth Gteller
 News Bureau Mgr.....Jack Shelley
 Film Buyer.....Jack Kerrigan
 Chief Engineer.....Reed E. Snyder
 Consulting Eng.....A. D. Ring & Associated

KQTV

FORT DODGE—1953—NBC-DuM

Channel: 21 UHF..AP: 145 Kw..VP: 215 Kw.
 Owned-Oper. By.....Northwest Television Co.
 Business Address.....Warden Bldg.
 Phone Number.....WAnut 3761
 Air Time.....6 hours daily
 News Service.....INS
 Representative.....Pearson
 Membership.....NARTB
 Pres., Gen., Station Mgr.....Edward Breen
 Comm. Mgr.....Max E. Landes
 Program Director.....Drexel Peterson

Dir. of News & Sp. Events.....Bob Betts
 Production Manager.....Vern Gielow
 Film Manager.....Leonard Greene
 Chief Engineering.....David Sinclair
 Consulting Engineer.....Everett Dillard

KGLO - TV

MASON CITY—1954—CBS-DuM

Station Operating with Special Temporary Authorization
 Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Lee Radio, Inc.
 Business Address.....Second & Pennsylvania
 Phone Number.....2800
 Air Time.....9 hours daily
 News Service.....AP, UP
 Representative.....Weed
 Membership.....NARTB
 President.....Lee P. Loomis
 General Manager.....Herbert R. Chrt
 Comm. Manager.....Lloyd Loers
 Program Director.....Bud Suter
 Promotion, Pub. Dir.....Don Harer
 Dir. of News & Special Events.....Ken Kew
 Production Manager.....Doug Sherwin
 Chief Engineer.....Roger Sawyer
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

KTIV

SIoux CITY—1954—NBC

Station Operating with Special Temporary Authorization
 Channel: 4 VHF..AP: 26 Kw..VP: 52 Kw.
 Owned-Oper. By.....KTIV Television Corp.
 Address.....Tenth & Grandview
 Phone Number.....8-0545
 Air Time.....11 hours daily
 Newspaper Affil.....Journal-Tribune
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Pres., Gen. Mgr.....Dietrich Dirks
 Comm. Manager.....L. L. McCurnin
 Program Dir., Film Mgr.....William Lucas
 Dir. of News & Sp. Events.....Ken Wayman
 Production Manager.....Max Schindler
 Chief Engineer.....Alvin Smith
 Consulting Engineer.....George Davis

KVTV

SIoux CITY—1953—CBS-ABC-DuM

Channel: 9VHF..AP: 57.5 Kw..VP: 107 Kw.
 Owned-Oper. By.....Cowles Bcstg. Co.
 Business Address.....614 Pierce Street
 Phone Number.....2-2711
 Air Time.....20 hours daily
 Newspaper Affiliation.....Register & Tribune
 News Service.....AP, UP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....Garner Cowles Jr.
 General Manager.....Robert R. Tincher
 Station Mgr., Dir. of News &
 Sp. Events.....Arthur J. Smith
 Comm. Manager.....Donald D. Sullivan
 Prog., Pub. Director.....Norman Bacon
 Promotion Director.....Don Beedle

Production Manager.....George Hutchins
 Film Manager.....Ben Roen
 Chief Engs.....Jack Iverson, Charles Prohaska
 Con. Eng.....Craven, Lohnes and Culver

KWWL-TV

WATERLOO—1953—NBC-DuM

Channel: 7 VHF...AP: 50 Kw...VP: 250 Kw.
 Owned-Oper. By.....Black Hawk Bcstg. Co.
 Business Address.....Hotel Russell Lamson
 Phone Number.....3-8475

News Service.....UP
 Air Time.....14 hours daily
 Membership.....NARTB
 Representative.....Headley-Reed
 Pres., Gen., Comm. Mgr.....Ralph J. McElroy
 Commercial Mgr.....Don E. Inman
 Director of News.....Ed Falk
 Dir. of Oper.....Dale Wood
 Dir. of Programming.....Warren Mead
 Film Manager.....Gene Bennett
 Chief Engineer.....T. W. Kirksey
 Consulting Engineer.....Frank McIntosh

KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — TV Homes 246,000

Stations in State 6

KCKT-TV

GREAT BEND—1954

Station Operating with Special Temporary Authorization
 Channel: 2 VHF...AP: 52 Kw...VP: 100 Kw.
 Owned-Oper. By.....Central Kansas TV Co., Inc.
 Business Address.....Box 182
 Phone Number.....7868
 Air Time.....6 hours daily
 News Service.....UP
 Representative.....Bolling
 Membership.....NARTB, TvB
 President.....E. C. Wedell
 Vice Pres., Gen. Mgr.....Les Ware
 Comm. Mgr., Pub. Dir.....Otis Cowan
 Prog. Dir., Prod. Mgr.....Ben Butler
 Chief Eng.....Kenneth H. Cook

KTVH

HUTCHINSON—1953—CBS-ABC

DuM

Channel: 12 VHF...AP: 120 Kw...VP: 240 Kw.
 Owned-Oper. By.....Hutchinson TV, Inc.
 Business Address.....1800 North Plum
 Phone Number.....5-5503
 Representative.....H-R
 Air Time.....18½ hours daily
 News Service.....AP
 President.....W. D. P. Carey
 Gen., Station Mgr.....Howard O. Peterson
 Sales Manager.....E. W. Dallier
 Prog. Dir., Dir. News, Sp. Events...Ray Huffer
 Prom., Pub. Director.....William S. Ritchie
 Film Manager.....Dick Cornish
 Chief Engineer.....Robert B. Marye
 Consulting Engineer.....A. Earl Cullum

KOAM-TV

PITTSBURGH—1953—NBC-ABC-DuM

Channel: 7 VHF...AP: 49 Kw...VP: 98 Kw.
 Owned-Oper. Mid-Continental Telecasting, Inc.
 Business Address.....P. O. Box 609
 Phone Number.....2508
 Air Time.....10 hours daily
 News Service.....UP

Membership.....NARTB
 Representative.....Katz
 President.....Cowgill Blair
 Gen., Sta., Comm. Mgr.....R. E. Wade
 Prog., Prom. Director.....Louis R. Martin
 Chief Engineer.....Jack Lawrence
 Technical Director.....Leo S. Stafford
 Consulting Engineer.....T. A. M. Craven

WIBW-TV

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF...AP: 52.5 Kw...VP: 87.1 Kw.
 Owned-Oper. By.....Capper Publications, Inc.
 Business Address.....1035 Topeka Blvd.
 Phone Number.....3-2377
 Representative.....Capper Publications, Inc.
 President.....Henry Blake
 General Manager.....Ben Ludy
 Television Manager.....Art Holbrook
 Commercial Mgr.....H. Iilton Hodges
 Publicity Director.....Allan Young
 Chief Engineer.....Lewis Dickensheets

KAKE-TV

WICHITA—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 10 VHF...AP: 219 Kw...VP: 316 Kw.
 Owned-Oper. By.....KAKE-TV, Inc.
 Business Address.....1500 North West St.
 Phone Number.....Whitehall 3-4221
 Air Time.....10 hours daily
 News Service.....AP
 Representative.....Hollingbery
 Membership.....NARTB
 President.....Mark H. Adams
 General Manager.....Martin Umansky
 Regional Sales Mgr.....Donivan Waldron
 Local Sales Manager.....Bryce Benedict
 Sales Service Dir.....Norman W. Larson
 Promotion Director.....Robert C. Payne
 Dir. News & Sp. Events.....Guy Runnion
 Operations Mgr.....John Quigley
 Film Editor.....Garry Hultgren
 Film Production.....Paul Threlfall
 Chief Engineer.....Harold Newby
 Con. Eng.....Craven, Lohnes & Culver

K E D D

WICHITA—1953—NBC

Station Operating with Special Temporary Authorization
 Channel: 16 UHF. AP: 132 Kw. VP: 245 Kw.
 Owned-Oper. By.....KEDD, Inc.
 Business AddressBox 1740
 Phone Number.....TEmpLe 8-3321
 Air Time.....16 hours daily
 Newspaper Affiliation.....Wichita Beacon
 News Service.....UP. INS

RepresentativePetry
 MembershipNARTB, TvB
 President.....Stanley H. Durwood
 Gen. Sta. Mgr.....John E. North
 Regional Sales Mgr.....Bob Paxon
 Program Director.....Mary Jo Taylor
 Prom., Pub. Director.....Nevin McCord
 Dir. of News & Sp. Events.....Jerry Dunphy
 Production Manager.....Don Markley
 Film Manager.....Murray Tucker
 Chief Engineer.....George Smith
 Consulting Engineer.....George Adair

KENTUCKY

Pop. Feb. 1, 1955 (Est.) 3,055,000 — TV Homes 413,000
 Stations in State 3

W E H T

HENDERSON—1953—CBS

Channel: 50 UHF. AP: 8.77 Kw. VP: 16:25 Kw.
 Owned-Oper. By.. Ohio Valley Television Co.
 Business Address.....Box 395
 Phone Number.....HEnderson 5-2634
 Air Time12 hours daily
 Representative.....Meeker, Adam Young
 President.....Herbert R. Levy
 General Manager.....Cecil M. Sansbury
 Asst. Mgr. Ops.....Roger Garrett
 News Director.....Brod Seymour
 Chief Engineer.....Robert Cleveland

Prog., Film Dir.....George Patterson
 Production Manager.....Pat O'Hara
 Prom., Pub. Dir.....Charles Hill
 Dir. of News & Sp. Events.....Rodney Ford
 Chief Engineer.....Wilbur Hudson
 Consulting Engineer.....R. C. Ring

W H A S - T V

LOUISVILLE—1950—CBS

Channel: 11. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 PhoneWabash 2211
 Representative.....Harrington, Righter, Parsons
 News ServiceAP
 Newspaper Affiliation.....Courier-Journal,
 Louisville Times
 Air Time.....15 hours daily
 MembershipNARTB, TvB
 President.....Barry Bingham
 V.P. & Director.....Victor A. Sholis
 Station Manager.....Neil D. Cline
 Comm. Manager.....Albert J. Gillen
 Program Director.....Ralph M. Hansen
 Prom., Pub. Director.....William F. Loader
 Dir. of News & Sp. Events.....Richard Oberlin
 Production Mgr.....Robert Pilkington
 Film Manager.....Charles McDaniel
 Chief Engineer.....O. W. Towner

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Phone Number.....Wabash 2201
 Air Time17 hours daily
 News ServiceAP
 MembershipNARTB, TvB
 Representative.....NBC Spot Sales
 President.....George W. Norton, Jr.
 Gen., Sta. Manager.....Nathan Lord
 Commercial Manager.....Ralph Jackson

LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — TV Homes 323,000
 Stations in State 8

K A L B - T V

ALEXANDRIA—1954—NBC

Station Operating with Special Temporary Authorization
 Channel: 5 VHF. AP: 14.4 Kw. VP: 28.4 Kw.
 Owned & Oper. By.....Alexandria Bcstg. Co.
 Business Address.....601 Washington St.

Phone Number3-2543
 Air Time.....7 hours daily
 News Service.....AP, UP
 President.....W. H. Allen
 General Station Mgr.....Willard L. Cobb
 Program Director.....Tom Palmer
 Chief Engineer.....Jesse Sexton

WAFB-TV

**BATON ROUGE—1953—ABC-CBS
NBC-DuM**

Channel: 28 UHF...AP: 108 Kw...VP: 216 Kw.
Owned.. Modern Bcstg. Co. of Baton Rouge Inc.
Business Address..... 929 Government St.
Phone Number 4-8571
Air Time..... 14 hours daily
News Service..... UP
Membership..... NARTB, TvB
Representative..... Adam Young
President..... C. C. Barnard
V.P., Gen., Sta. Mgr..... Tom E. Gibbens
Comm. Manager..... Mervyn Rhys
Sales Manager..... Ron Litteral
Prog. Dir., Film Mgr..... Don Hallman
Prom., Pub. Dir..... Una Daigre
Director of News..... John Coburn
Dir. Special Events..... Bob Peters
Prod. Mgr., Chief Engineer..... Don Allan
Consulting Engineer..... George A. Gautney

KPLC-TV

LAKE CHARLES—1954—NBC-ABC

Station Operating with Special Temporary Authorization
Channel: 7 VHF...AP: 35.5 Kw...VP: 52.5 Kw.
Owned-Oper. By..... Calcasieu Bcstg. Co.
Business Address..... Majestic Hotel
Phone Number..... HEMlock 6-3631
Air Time..... 8½ hours daily
News Service..... AP, UP
President..... T. B. Lanford
General Manager..... David Wilson
Comm. Mgr..... Pelham Mills
Prog. Director..... Bob Thompson
Production Director..... Bob Weimar
Chief Engineer..... A. B. Craft

KTAG-TV

**LAKE CHARLES—1953—CBS-ABC
DuM**

Channel: 25 UHF...AP: 11 Kw...VP: 21 Kw.
Owned-Oper. By..... KTAG-TV, Inc.
Business Address..... Box 173
Phone Number 9-9413
News Service..... INS
Membership..... NARTB
Pres., Gen. Mgr..... Warren Berwick
Sales Promotion Mgr..... William Hession
Chief Eng., Program Dir..... Maurice Wynne

KNOE-TV

**MONROE—1953—CBS-NBC-ABC
DuM**

Channel: 8 VHF...AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By..... James A. Noe
Business Address..... Box 1713
Phone Number 8155
Air Time..... 17 hours daily
News Service..... AP
Membership..... NARTB
Representative..... H.R.
President..... James A. Noe

Vice-Pres., Gen. Mgr..... Paul H. Goldman
Sales & Prom. Mgr..... Jack Ansell, Jr.
Program Director..... Harry Arthur
Dir. News & Sp. Events..... Mac Ward
Operations Mgr..... Pete McCausland
Film Manager..... Lee Hunt
Dir. Engineering..... Ray Boyd
Consulting Eng..... Frank H. McIntosh

WDSU-TV

**NEW ORLEANS—1948
ABC—CBS—NBC—DuM**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..... WDSU Bcstg. Corp.
Business-Studio Address..... 520 Royal St.
Phone Number..... TULane 4371
Air Time..... 119 hours weekly
News Service..... AP, UP
Representative..... Blair
Membership..... NARTB, BAB, TvB
President..... Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr..... Robert D. Swezey
V.P., Comm. Manager..... A. Louis Read
Program Director..... Hubie Weiss
V.P., Chg. Programming..... Tom Hicks
Prom., Pub. Dir..... Marion Annenberg
Prog. Operations Mgr..... Stanley Holiday
Chief Engineer..... Lindsey Riddle
Consulting Engineer..... E. C. Page

WJMR-TV

**NEW ORLEANS—1953—ABC-DuM
CBS**

Channel: 61 UHF...AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By..... Supreme Bcstg. Co. Inc.
Business Address..... 1500 Canal St.
Phone Number..... Canal 0356
Representative..... Bolling
Vice-Pres., Gen. Mgr..... George A. Mayoral
Commercial Mgr..... Patrick J. Shannon
Program Director..... Aubrey Moore
Chief Engineer..... Jack Petrik

KSLA

**SHREVEPORT—1953—NBC-CBS
ABC-DuM**

Channel: 12 VHF...AP: 6.5 Kw...VP: 13 Kw.
Owned-Oper. By..... Interim Television Corp.
Business Address..... Box 1661
Phone Number 2-0697
Air Time..... 11 hours daily
News Service..... UP
Membership..... NARTB
Representative..... Paul H. Raymer
President..... Don George
Gen., Sta., Comm. Mgr..... Deane R. Flett
Program Director..... Henry J. Davis
Prom., Pub. Dir..... Carol Vinson
Dir. of News & Sp. Events..... Michael Hinn
Production Mgr..... John Renshaw
Film Manager..... Hugh Pickett
Chief Engineer..... Morris C. Barton
Con. Eng..... Vandivere, Cohen & Wearn

MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — TV Homes 122,000

Stations in State 6

WABI-TV

BANGOR—1953
ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper...Community Telecasting Serv.
Address...57 State St.
Phone Number...8255
Air Time...14 hours daily
News Service...AP
Reps...Hollingbery, Kettel-Carter
Membership...NARTB
President...Horace Hildreth
Gen., Station Mgr...Leon P. Gorman, Jr
Comm. Mgr...Milton C. Chapman
Program Director...Leon H. Nelson
Promotion Director...Richard B. Bronson
Dir. News & Sp. Events...Robert H. Patten
Film Manager...Ralph Libby
Chief Engineer...Walter L. Dickson
Consulting Engineer...George Davis

W-TWO

BANGOR—1954

Station Operating with Special Temporary Authorization
Channel: 2 VHF...AP: 8.52 Kw...VP: 14.15 Kw.
Owned-Oper...Murray Carpenter & Assoc.
Business Address...46 Hammond St.
Phone Number...2-4822
Air Time...9 hours daily
News Service...UP
Representative...Venard, Rintoul & McConnell
President, Gen., Sta. Mgr...Murray Carpenter
Comm. Manager...Rudolph Marcoux
Prog., Pub. Dir., Prod. Mgr...Clifton Reynolds
Promotion Director...Robert Walton
Film Manager...Robert Rinehart
Chief Engineer...William Clark
Consulting Engineer...Pace, Creutz,
Garrison, & Waldschmitt

WLAM-TV

LEWISTON—1953—DuM

Channel: 17 UHF...AP: 8.54 Kw...VP: 15.7 Kw.
Owned-Oper. By...Lewiston-Auburn Bcstg.
Business Address...129 Lisbon Street
Phone Number...4-5401
Air Time...7 hours daily
News Service...AP
Rep...Everett-McKinney-Kettell-Carter
President...Elden H. Shute, Jr.
General Manager...Frank S. Hoy
Comm., Prom. Dir...Gerald T. Higgins
Program Director...Donald Jordan
Director of News...F. Parker Hoy
Chief Engineer...Henry G. Root

WMTW

POLAND SPRING—1954—CBS-ABC
DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF...AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By...Mt. Washington TV Inc.
Business Address...Riccari Inn
Phone Number...51
Membership...TVB
President...John W. Guider
Vice Pres. & Gen. Mgr...John H. Norton Jr.
Program Director...John T. Madigan
Production Director...Lester J. Richards
Chief Engineer...Parker H. Vincent

WCSH-TV

PORTLAND—1953—NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Congress Square Hotel Co.
Business Office...157 High Street
Phone Number...2-0181
Air Time...14 hours daily
News Service...UP
Representative...Weed
Membership...NARTB, TvB
President...Adeline B. Rines
Gen. Manager...William H. Rines
Station Manager...Jack S. Atwook
Comm. Manager...Bruce McGorrell
Program Director...Bornell Poole, Jr.
Promotion Director...Linwood T. Pitman
Dir. of News & Sp. Events...Philip N. Johnson
Film Manager...William Karkos
TV Operations Dir...Daniel H. Smith

WGAN-TV

PORTLAND—1954—ABC-CBS

Channel: 13 VHF...AP: 127...VP: 240 Kw.
Owned-Oper. By...Guy Gannett Bcstg. Services
Business Address...390 Congress St.
Newspaper Affil...Gannett Publ. Co.
News Service...AP
Air Time...12 hours daily
Membership...NARTB
Phone Number...2-7423
Representative...Avery-Knodel
President...Jean Gannett Williams
V.P., Gen. Sta. Mgr...Creighton E. Gatchell
Comm. Manager...Richard E. Bates
Prog., Pub. Director...Samuel G. Henderson
Dir. News & Sp. Events...Nunzi Casavola
Production Mgr...Lloyd Knight
Film Manager...Earl Fenderson
Chief Engineer...Roger W. Hodgkins
Cons. Eng...Cravens, Lohens, & Culver

MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — TV Homes 620,000
Stations in State 4

WAAM-TV

BALTIMORE—1948—ABC-DuM

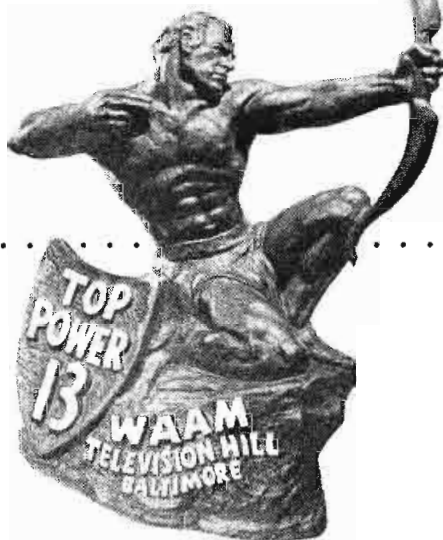
Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 4-7600
Air Time.....15 hours daily
News Service.....AP
Representative.....Harrington, Righter and
Parsons, Inc.
Membership.....NARTB, TvB
President.....Ben Cohen
General Manager.....Ken Carter
Comm. Manager.....Armand Grant
Program Manager.....Herbert E. Cahan
Dir. of News & Sp. Events.....Ted Jaffee
Chief Engineer.....Glenn Lahman
Consulting Eng.....Kear & Kennedy
Director of Eng.....Ben Wolfe

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 7-3000
News Service.....INS, UP, AP
Representative.....Edward Petry
Vice Pres. & Exec. Dir....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education...Arnold Wilkes
Program Director.....Sydney King
Business Mgr.....Freeman W. Cardall
Sales Manager.....Willis K. Freiert
News & Publicity Mgr....Thomas J. White, Jr.
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

SYMBOL OF



TELEVISION

**SERVICE IN
BALTIMORE**

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

WMAR-TV

Speaking of FIRSTS . . .



FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurred to 575,174 sets in the latest (November 1, 1954) official count

FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951. Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter July 22, 1953.

FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB Oct. 7-13 incl	HOOPER Nov. 3-9 incl
WMAR-TV	234	229
Stations A & B Combined	219	214

*When two or more stations were on the air in Baltimore



WMAR-TV

SUNPAPERS TELEVISION
BALTIMORE, MARYLAND

Telephone MULberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Address.....Sun Square
 Phone Number.....MULberry 5670
 Air Time.....17½ hours daily
 News Service.....AP
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....William F. Schmick
 V.P., Dir. of TV.....Ewell K. Jett
 Commercial Manager.....Ernest A. Lang
 Program Director.....Robert B. Cochran
 Chief Engineer.....Carlton G. Nopper

WBOC-TV

SALISBURY—1954—ABC-DuM

Station Operating with Special Temporary Authorization
 Channel: 16 UHF..AP: 8.6 Kw..VP: 15.6 Kw.
 Owned & Oper....Peninsula Broadcasting Co.
 Address.....Radio Park
 Phone.....6131
 Air Time.....7 hours daily
 News Service.....AP
 President.....John W. Downing
 Gen., Sta., Comm. Mgr.. John W. Downing, Jr.
 Dir of News & Sp. Events.....Phil Adams
 Film Manager.....B. J. Langrall
 Chief Engineer.....Jack W. Ward
 Consulting Eng.....A. D. Ring & Associates

MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — TV Homes 1,370,000

Stations in State 7

WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw..VP: 300 Kw.
 Owned-Oper. By.....Greylock Bcstg. Co.
 Business Address.....8 Bank Row
 Phone Number.....Pittsfield 2-1553
 Air Time.....8 hours daily
 Representative.....Walker
 News Service.....UP
 Membership.....NARTB
 President.....Leon Podolsky
 Station Manager.....John T. Parsons
 Commercial Manager.....Wm. P. Geary
 Program Director.....Edward Pearson
 Prom., Pub., News Dir.....Larry Vaber
 Production Director.....Donald Selby
 Film Manager.....Dick Bolender
 Chief Engineer.....Leonard Lavendol
 Consulting Engineer.....James C. McNary

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address...21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Air Time.....15 hours daily
 News Service.....INS, UP
 Representative.....H-R Reps. Inc.
 Membership.....TvB
 President.....Tom O'Neil
 Exec. V.P. & Gen. Mgr.....Norman Knight
 Comm. Mgr.....Tom Bateson
 Vice Pres.....George Steffy
 Promotion Dir.....George Hallberg
 Dir. of News & Spec. Events..Leland Bickford
 Production Mgr.....Tony Lang
 Publicity Dir.....Phyllis Doherty
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

WBZ-TV

BOSTON—1948—NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.
 Owned-Oper. By..Westinghouse Brdcasting Co.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service.....INS, AP, UP
 Air Time.....18 hours daily
 Representative.....Free & Peters
 President.....Chris J. Witting
 General Manager.....W. C. Swartley
 Comm. Manager.....C. Herbert Masse
 Program Director.....W. Gordon Swan
 Promotion Dir.....E. J. Muriaty
 Dir. of News & Sp. Events.....F. Whitmarsh
 Production Manager.....Iran Berlow
 Publicity Director.....J. Cullinane
 Film Manager.....R. Duffield
 Chief Engineer.....W. Hauser
 Consulting Eng.....R. N. Harmon

WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 11.5 Kw..VP: 20.5 Kw.
 Owned-Oper. By.....Middlesex Bcstg. Corp.
 Business Office.....439 Concord Ave.
 Phone Number.....EL 4-0500
 Representative.....Everett-McKinney
 President.....Frank J. Lyman, Jr.
 General Manager.....Theodore B. Pitman Jr.
 Program Supervisor.....R. C. Holbrook
 Program Director.....Walter Harrington
 Chief Engineer.....Carmen Ferraro

WHYN-TV

SPRINGFIELD-HOLYOKE—1953
 CBS-DuM

Channel: 55 UHF..AP: 91 Kw..VP: 182 Kw.
 Owned-Oper. By..Hampden-Hampshire Corp.

Business Address.....1300 Liberty St.
 Phone Number.....Springfield 4-1126
 Air Time.....16 hours
 News Service.....UP
 Representative.....Branham, Weed
 Membership.....NARTB
 Gen. Sta. Manager.....Charles N. DeRose
 Comm. Manager.....Patrick J. Montague
 Program Director.....Kendall Smith
 Production Manager.....Paul Wiley
 Publicity.....Michael Horn
 Film Manager.....Robert Thomas
 Chief Engineer.....Harold Schumacker
 Consulting Engineer.....Kear & Kennedy

Station Manager.....Alan C. Tindal
 Program Director.....Milton R. Slater
 Promotion Director.....Howard S. Keefe
 Dir. of News & Sp. Events.....Wallace Sawyer
 Production Manager.....Wayne Henry Latham
 Publicity Director.....Lionel Labrie
 Film Manager.....David Walker
 Chief Engineer.....George R. Townsend
 Consulting Engineer.....Frank MacIntosh

WWLP

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF..AP: 73 Kw..VP: 146 Kw.
 Owned-Oper. By.....Springfield Television
 Bcstg. Corp.
 Business Office.....61 Chestnut St.
 Phone Number.....Springfield 2-4181
 Air Time.....15 hours daily
 News Service.....AP, INS
 Membership.....NARTB, TvB
 Representative.....Hollingbery
 President.....Roger L. Putnam
 General, Comm. Manager.....William L. Putnam

WWOR-TV

WORCESTER—1953—ABC-DuM

Channel: 14 UHF..AP: 16.2 Kw..VP: 8.71 Kw.
 Business Office.....P. O. Box 609
 Phone Number.....7-8374
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....John Z. Buckley
 V.P. & Gen. Mgr.....Ansel E. Gridley
 Commercial Mgr.....Leonard V. Corwin
 Program Director.....Thomas C. Sawyer
 Prom. & Pub. Director.....John McSheehy
 Director of News.....Frank Knight
 Production Mgr.....Norman "Cy" Locke
 Film Manager.....Harold Eckman
 Chief Engineer.....Donald P. Wise
 Cons. Eng.....Craven, Lohnes & Culver

MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — TV Homes 1,680,000
 Stations in State 13

WPAG-TV

ANN ARBOR—1953—DuM

Channel: 20 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Washtenaw Bcstg. Co.
 Business Address.....Hutzel Bldg.
 Phone Number.....2-5517
 Air Time.....5½ hours daily
 News Service.....AP
 Representative.....Everett-McKinney
 President.....Arthur E. Greene
 Vice-Pres., Gen. Mgr.....Edward F. Baughn
 Commercial Mgr.....Kenneth MacDonald
 Program Director.....David Pringle
 Chief Engineer.....Donald N. Bowdish

Membership.....NARTB, TvB
 Representative.....Headley-Reed
 President.....James Gerily, Jr.
 General Manager.....Harry Travis
 Prom., Pub. Director.....Claude Mendell
 Dir. of News & Sp. Events.....Frank Benesh
 Prod. Mgr., Chief Eng.....Hugh Woolsey
 Asst. Chief Engineer.....Marty Gannon
 Studio Operations Supervisor.....Lou Furlin

WWTW

CADILLAC—1954—ABC-CBS-DuM

Channel: 13 VHF..AP: 54 Kw..VP: 104 Kw.
 Owned-Oper. By.....Sparton Bcstg. Co.
 Business Address.....214 N. Mitchell St.
 Phone Number.....Prospect 5-3478
 Representative.....Weed
 Membership.....TvB
 Air Time.....12 hours daily
 News Service.....AP
 President.....John J. Smith
 General Manager.....L. T. Matthews
 Oper. Manager.....Daryl Sebastian
 Comm. Manager.....John Cundiff
 Prog. Dir., Film Mgr.....Donald Cunningham
 Prom., Pub. Director.....Fred Lamb

WNEM-TV

BAY CITY-SAGINAW—1954—NBC DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....North Eastern Michigan
 Corp.
 Business Address.....814 Adams St., Bay City
 Phone Number.....3-6505
 Air Time.....15 hours daily
 News Service.....AP

Dir. of News & Sp. Events... Guy VanderJagt
 Production Manager... Dwight Wheeler
 Chief Engineer... A. W. Daubendick

CKLW-TV

DETROIT—WINDSOR—1954—DuM
 Channel: 9 VHF.. AP: 180 Kw.. VP: 325 Kw.
 Owned-Oper... Western Ontario Brdcsng. Co.
 Business Address... 825 Sandwich St.
 Phone Number... WO 1-7200
 News Service... INS, UP
 Rep... All-Canada TV Ltd., Adam J. Young
 Pres., Gen. Manager... J. E. Campeau
 Dir. of Operations... S. C. Ritchie
 Comm. Manager... E. W. Wardell
 Promotion Director... Woodruff Crouse
 Dir. of News & Sp. Events... Austin Grant
 Publicity Director... Art Gloster
 Film Manager... Arthur MacColl
 Dir. of Engineering... W. J. Carter

WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF.. AP: 50 Kw.. VP: 97.7 Kw.
 Owned-Operated By... Evening News Assoc.
 Business-Studio Address... 622 W. Lafayette
 Phone Number... Woodward 2-2000
 Newspaper Affiliation... The Detroit News

Air Time... 18 hours daily
 News Service... UP, AP
 Representative... Hollingsbery
 Membership... NARTB, TvB
 President... Warren S. Booth
 General Manager... Edwin K. Wheeler
 Asst. General Manager... Don DeGroot
 Business Manager... Henry C. Rogers
 Prog. & Prod. Manager... James Schiavone
 Sales Prom. Manager... Glenn Kyker
 News Editor... James F. Clark
 Public Affairs Manager... James Eberle
 National Sales Mgr... Wendell Parmelee
 Film Manager... Frank Picard
 Gen. Eng. Manager... E. J. Love
 Consulting Engineers... Page, Creutz,
 Garrison & Waldschmitt

WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF.. AP: 100 Kw.. VP: 200 Kw.
 Owned-Oper. By... American Broadcasting Co.
 Business Address... 1700 Mutual Bldg.
 Phone Number... Woodward 3-8321
 Air Time... 16 hours daily
 News Service... AP, INS
 Representative... Blair-TV
 Membership... NARTB
 President, Gen. Mgr... James G. Riddell

*Detroit's idea
 and production
 station . . .*

wxyz · tv CHANNEL 7

more

- top rated local shows
- top rated local stars
- top rated feature films

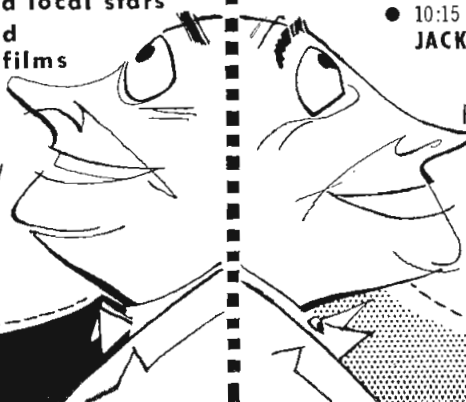
Represented
 Nationally by
BLAIR-TV

*Detroit's Big "4"
 disc jockeys
 are on*

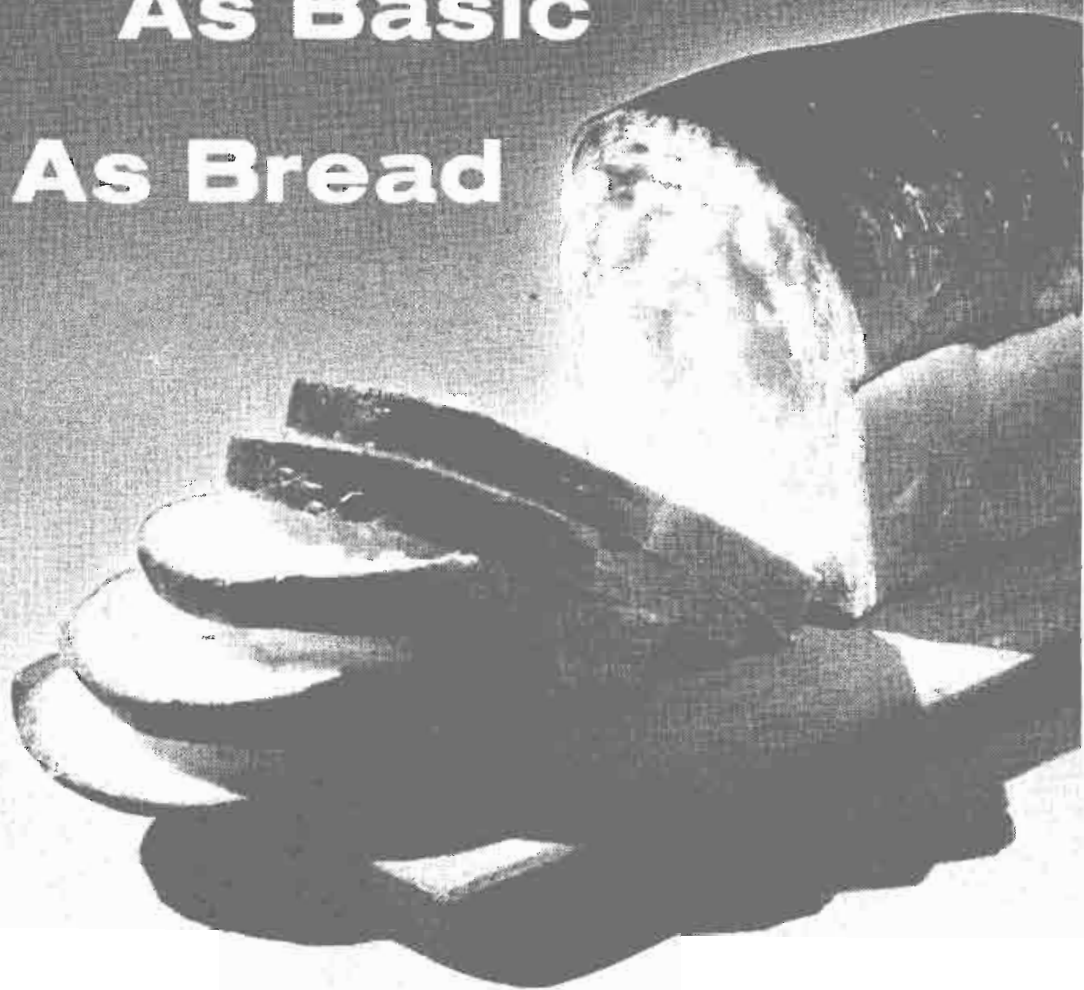
wxyz · radio

- 6:00 to 9:00 AM **FRED WOLF**
- 1:00 to 2:30 PM **PAUL WINTER**
- 3:00 to 6:15 PM **ED McKENZIE**
- 10:15 to 1:00 AM **JACK SURELL**

Represented
 Nationally by
**JOHN BLAIR
 & CO.**



As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

WJBK-TV

DETROIT



Represented Nationally
by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7490

Station, Film Mgr. John F. Pival
 Comm. Manager Ralph Lawson
 Program Director John Lee
 Promotion Director Robert Baldrice
 Dir. of News & Sp. Events Dick Fimmel
 Production Manager Peter Strand
 Publicity Director Joe Avesian
 Chief Engineer Charles Kocher
 Consulting Engineer Kear & Kennedy

News Service AP
 Representative Avery-Knodel, Inc.
 Membership NARTB, TvB
 President John E. Fetzer
 Managing Director Carl E. Lee
 Comm. Manager Donald DeSmit
 Program Director Charles Lynch
 Promotion Director Robert Dye
 Chief Engineer Arthur Covell

WJBK-TV

DETROIT—1948—CBS

Channel: 2 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
 Owned-Oper. By Storer Bcstg. Co.
 Business-Studio Address 500 Temple
 Phone Number Temple 3-7900
 Air Time 17½ hours daily
 News Service INS, UP
 Membership NARTB, TvB
 Representative Katz
 President George B. Storer Sr.
 Station Mgr. Gayle V. Grubb
 Production Mgr. Glenn Boudry, Jr.
 Commercial Mgr. Maurice McMurray
 Program Dir. Richard Fischer
 Promotion Dir. Kenneth H. Boehmer
 Managing Director Bill Michaels
 Publicity Director Elaine von Grimmenstein
 Film Manager Bob Buchanan
 Chief Engineer Paul Francke
 Consulting Engineer Earl Cullum

WJIM-TV

LANSING—1954—ABC-CBS-NBC

Channel: 6 VHF . . . AP: 50 Kw . . . VP: 100 Kw.
 Owned & Oper. By WJIM-TV, Inc.
 Address Saginaw & Howard Streets
 Phone Number 2-1333
 Air Time 17 hours daily
 News Service UP
 Representative Pety
 Membership NARTB
 President Harold Gross
 Vice-President Howard K. Finch
 Oper., Prod. Manager Richard E. Nason
 Comm. Manager William Brazzill
 Promotion Director Jane Stockwell
 Dir. of News & Sp. Events Howard Finch
 Publicity Director Elmer Davis
 Film Manager Phil Sherck
 Chief Engineer Charles Brady
 Consulting Engineer Kear & Kennedy

WOOD-TV

GRAND RAPIDS—1951
 ABC-NBC-DuM

Channel: 8 VHF . . . AP: 158 Kw . . . VP: 316 Kw.
 Owned-Oper. By Grandwood Bcstg. Co.
 Address 120 College S E
 Phone Number 9-4125
 Air Time 18 hours daily
 News Service AP, INS
 Membership NARTB, TvB
 Representative Katz
 President Harry M. Bitner
 Vice-President Harry M. Bitner, Jr.
 Controller Leonard Bridge
 Gen., Sta. Manager William Schroeder
 Gen. Sales Manager Arthur M. Swift
 Program Director Frank G. Sisson
 Promotion Director John Dragomier
 Dir. of News & Sp. Events Bob Runyon
 Continuity Director David Hoyle
 Publicity Dir. Sharon Schneider
 Film Manager Clark Grant
 Chief Engineer Louis Bergenroth
 Consulting Engineer Kear & Kennedy

WTOM-TV

LANSING—1953—ABC-DuM

Channel: 54 UHF . . . AP: 10 Kw . . . VP: 20 Kw.
 Owned-Oper. By Inland Bcstg. Co.
 Business Address 407 N. Washington Ave.
 Phone Number 2-1655
 Air Time 6 hours daily
 News Service UP
 Membership NARTB, TvB
 Pres., Gen., Sta. Mgr. Thomas B. Shull
 Comm. Manager Roger Underhill
 Prog. Dir., Dir. News & Sp. Ev. Edward Carson
 Production Manager Kenneth Herman
 Publicity Director Mary Preston
 Film Manager Francis Wilson
 Chief Engineer William Cruse

WKZO-TV

KALAMAZOO—1950
 ABC-CBS-NBC-DuM

Channel: 3 VHF . . . AP: 80 Kw . . . VP: 100 Kw.
 Owned-Operated By Fetzer Bcstg. Co.
 Address 124 W. Michigan Ave.
 Phone Number 5-2101
 Air Time 17 hours daily

WKNX-TV

SAGINAW—1953—ABC-CBS

Channel: 57 UHF . . . AP: 103.5 Kw . . . VP: 207 Kw.
 Owned-Operated By Lake Huron Bcstg. Co.
 Address 221 S. Wash. Ave.
 Phone Number 3-4471
 Air Time 16 hours daily
 News Service UP
 Representative Gill-Perna
 Membership NARTB, TvB
 President, Gen. Mgr. William J. Edwards
 Station Manager Howard H. Wolfe
 Commercial Manager Robert M. Chandler
 Program Director Thomas A. Taylor
 Promotion Director Robert E. Douglas
 Dir. of News & Sp. Events Britt Temby
 Production Manager Ernest Whitmire

Film Manager.....William Sullivan
 Chief Engineer.....Max W. Thomas
 Consulting Engineers.....Page, Creutz,
 Garrison & Waldschmidt

WPBN-TV

TRAVERSE CITY—1954—NBC

Station Operating with Special Temporary Authorization
 Channel: 7 VHF..AP: 30.9 Kw..VP: 51.3 Kw.

Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Paul Bunyan Bldg.
 Phone Number.....2700
 News Service.....AP
 Membership.....TvB
 President, Gen. Mgr.....Les Biederman
 Station Mgr.....John Anerson
 Commercial Mgr.....R. E. Detwiler
 Chief Engineer.....William H. Kiker

MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — TV Homes 505,000

Stations in State 9

KMMT

AUSTIN—1953—ABC

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.
 Business Office.....Minnesota-Iowa TV Co.
 Business Address.....405 North Main St.
 Phone Number.....8836
 Air Time.....6 hours daily
 News Service.....AP
 Representative.....Pearson
 President.....Martin Bustad
 Gen., Sta., Comm. Mgr.....Tom Steensland
 Promotion Director.....Ken Bryant
 Dir. of News & Sp. Events.....Ken Cessna
 Production Manager.....Stan Stydnicki
 Film Manager.....Dick Lane
 Chief Engineer.....John Ecklin

KDAL-TV

DULUTH-SUPERIOR—1954—NBC

ABC

Station Operating with Special Temporary Authorization
 Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Red River Bcstg. Co., Inc.
 Business Address.....Bradley Building
 Phone Number.....Randolph 2-4466
 News Service.....AP
 Representative.....Avery-Knodel
 President, Gen. Mgr.....Dalton LeMasurier
 V.P., Comm. Mgr.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Program Director.....Earl Henton
 V.P., Chief Engineer.....Robert Deltman

WDSM-TV

DULUTH-SUPERIOR—1954—CBS

DuM

Station Operating with Special Temporary Authorization
 Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WDSM Television Co.
 Business Address.....230 East Superior St.
 Phone Number.....7-6875
 Representative.....Free & Peters
 Vice-Pres., Gen. Mgr.....Rodney A. Quick
 Commercial Mgr.....Martin Olson
 Production Mgr.....Edwin M. Conrad

Program Director.....Lew Martin
 News Director.....Bob Ball
 Promotion Director.....Paul Andresen
 Chief Engineer.....Jerry Baumann

WCCO-TV

MINNEAPOLIS—1949—CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Midwest Radio-TV Inc.
 Bus.-Studio Address.....Radio City—50 S. 9th St.
 Phone Number.....Lincoln 0552
 Air Time.....17 hours daily
 News Service.....AP, UP
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Robert B. Ridder
 Gen. Mgr.....F. Van Konyenburg
 Asst. TV Mgr.....Sherman Headley
 Comm. Mgr.....Robert N. Ekstrum
 Dir. of News & Sp. Events.....Charles McCuen
 Production Manager.....Charles D. Miller
 Film Manager.....Harry C. Jones
 Prom., Publ. Director.....Gene Coot
 Program Dir.....Gwen Harvey
 Chief Engineer.....John M. Sherman

WTCN-TV

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw..VP: 70 Kw.
 Owned-Oper. By.....Minnesota Television Public
 Service Corp.
 Business Address.....2925 Dean Blvd.
 Phone Number.....Walnut 7-8881
 Air Time.....8½ hours daily
 News Service.....AP, UP
 Representative.....Blair
 Membership.....NARTB
 President.....Robert Butler
 General Manager.....Joseph L. Merkle
 Station Mgr., Prog. Dir.....Donald Kraatz
 Comm. Manager.....David Cole
 Prom., Pub. Director.....G. E. La Rocque
 Dir. of News & Sp. Events.....Paul Severeid
 Production Manager.....Joseph Carney
 Film Manager.....Eugene Wecker
 Chief Engineer.....Mike Fleming
 Consulting Engineer.....George P. Adair

KEYD-TV

MINNEAPOLIS-ST. PAUL—1954
DuM

Station Operating with Special Temporary Authorization
Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Family Bcstg. Corp.
Business Address.....Foshay Tower
Phone Number.....Lincoln 8451
Representative.....H.R. Television, Inc.
General Mgr.....Lee L. Whiting
Asst. General Mgr.....Raymond Tenpenny
Operations, Prog. Dir.....Robert C. Fransen
Promotion Mgr.....Jim McGovern
News Director.....Harry Reasoner
Chief Engineer.....Harvey Headen

KROC-TV

ROCHESTER—1953—NBC

Channel: 10 VHF..AP: 53 Kw..VP: 100 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Phone Number.....3924
Air Time.....10 hours daily
Representative.....Meeker
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Station Manager.....Willard Lampman
Comm. Manager.....Warren Miller
Program Director.....Don Perry
Chief Engineer.....Robert W. Cross

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.

Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number.....Prior 2724
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Edward Petry
Membership.....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Mgr.....Karl A. Plain
Regional Sales Mgr.....William R. Brazzil
Program Director.....Del Franklin
Sales Prom. & Pub. Dir.....William Davey
News Director.....Julian Hoshal
Asst. National Sales Mgr.....James E. Blake
Film Director.....Ben Leighton
Chief Engineer.....Wm. S. Sadler

WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....WMIN Bcstg. Co.
Business Address.....538 Hamm Building
Phone Number.....Capitol 4-4831
Air Time.....7 hours daily
News Service.....AP
Representative.....Blair TV
Membership.....NARTB
President, Station Mgr.....N. L. Bentson
V.P., Gen. Sales Mgr.....Frank M. Devaney
Dir. of News & Sp. Events.
Prog.....Stuart A. Lindman
Prom., Publicity Dir.....Dick J. Quas
Production Manager.....Fred H. Kaufman
Film Manager.....Oscar Backlund
Chief Eng.....Warren Fritze
Consulting Engineer.....Jansky & Bailey

MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — TV Homes 137,000

Stations in State 4

WJTV

JACKSON—1953
ABC-CBS-DuM-NBC

Channel: 25 UHF..AP: 98 Kw..VP: 180 Kw.
Owned-Oper.....Mississippi Publishers Corp.
Address.....Mississippi P. O. Box 427
Representative.....Katz
General Manager.....John Rossiter
Consulting Engineer...Raymond M. Wilmotte

WLBT

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Office.....Box 2171
Phone Number.....2-2691
Air Time.....15 hours daily

News Service.....UP
Representative.....Hollingbery
President.....Wiley P. Harris
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Promotion Director.....Walter Henson
Dir. of News & Sp. Events.....Dick Sanders
Production Mgr.....George Land
Publicity Director.....Gene Grant
Film Manager.....Cliff Bingham
Chief Engineer.....Bob Smathers
Consulting Eng.....A. Earl Cullum, Jr.

WSLI-TV

JACKSON—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 107 Kw..VP: 214 Kw.
Owned-Oper. By.....Standard Life Bcstg. Co.



How does your ^{sales} Garden grow [↑] in Kansas City?

With the right merchandising cultivation, sales can bloom in this rich Mid-America market.

Here's the kind of merchandising major food advertisers are getting free right now in the Kansas City market, via KCMO's famous Feature Foods Merchandising plan:

1. 200 store calls each 13 weeks to place point-of-sale material.
2. 75 special one-week displays in top volume stores each 13 weeks.
3. 50 days of in-the-store Bargain Bar promotion, demonstration, sampling, literature distribution.
4. Full reports twice each cycle on each activity in every store.

AND ALL AT NO EXTRA COST! A reasonable radio or TV schedule puts the KCMO Feature Foods Merchandising staff to work for you in Kansas City's top chain and independent supers!

Contact KCMO Radio or KCMO-TV, Kansas City, Missouri.

KCMO

TV-Channel 5

Radio—810 kc
50,000 watts

125 E. 31st Street • Kansas City, Mo. • Represented by The Katz Agency

Affiliated with the publishers of Better Homes and Gardens and Successful Farming Magazines

Business Address.....Box 8187
 Phone Number.....2-6625
 Air Time.....9 hours daily
 News Service.....AP
 Representative.....Weed TV
 Membership.....NARTB
 President.....W. R. Newman
 General Manager.....L. M. Sepaugh
 Station Mgr.....Owens F. Alexander
 Comm. Manager.....Evan Hughes
 Traffic Director.....Iona Edgett
 Sports Director.....Lyman Hellums
 Director of News.....Bill Robertson
 Publicity Director.....Brad Crandall
 Film Manager.....Fitz Hooton
 Chief Engineer.....C. A. Perkins
 Consulting Eng.....Comm. Radio Equip. Co.

WTOK-TV

MERIDAN—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw..VP: 31.2 Kw.
 Owned-Oper. By...Southern Television Corp.
 Business Address.....Box 1771
 Phone Number.....3-1441
 Air Time.....10 hours daily
 News Service.....AP
 Representative.....Headly-Reed
 President.....Robert F. Wright
 Commercial Manager.....W. B. Crooks
 Traffic Manager.....Cecil Germany
 Program Director.....George Shannon
 Chief Engineer.....Joe Saxon

MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — TV Homes 783,000
Stations in State 15

KFVS-TV

CAPE GIRARDEAU—1954—CBS
DuM

Station Operating with Special Temporary Authorization
 Channel: 12 VHF..AP: 47.5 Kw..VP: 95 Kw.
 Owned-Oper. By.....Hirsch Broadcasting Co.
 Business Address.....324 Broadway
 Phone Number.....5-5511
 Air Time.....5½ hours daily
 News Service.....UP
 Pres., Gen. Mgr.....Oscar C. Hirsch
 Station Manager.....Robert O. Hirsch
 Comm. Manager.....John K. Ramey
 Program Director.....Donald T. McNeely

Owned-Oper. By.....Lee Broadcasting, Inc.
 Business Address.....W. C. U. Bldg.
 Phone Number.....2-6200
 Air Time.....9 hours daily
 Representative.....Weed
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Program Director.....Merritt Milligan
 Promotion Director.....Dick Moore
 Director of News.....Don Nicholson
 Film Manager.....Charles Lotz
 Chief Engineer.....J. E. Gray

KSWM-TV

JOPLIN—1954—CBS

Station Operating with Special Temporary Authorization
 Channel: 12 VHF..AP: 37.4 Kw..VP: 58.9 Kw.
 Owned-Oper. By.....Air Time, Inc.
 Business Address.....1928 W. 13th St.
 Phone Number.....MA 3-7260
 Air Time.....10 hours daily
 News Service.....UP
 Rep.....Venard, Rintoul, & McConnell
 Pres., Gen. Mgr.....Austin A. Harrison
 Sta., Film Manager.....Ronald Robson
 Comm. Manager.....D. T. Knight
 Promotional Dir.....William Harned
 Chief Engineer.....Jack Langford

KOMU-TV

COLUMBIA—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw..VP: 48.7 Kw.
 Owned-Oper. By.....Curators of Univ. of Mo.
 Business Address.....Box 83
 Phone Number.....2-1122
 Air Time.....10 hours daily
 News Service.....UP
 Representative.....H-R
 Membership.....NARTB
 Director of TV.....Edward C. Lambert
 Station Mgr.....Claude F. Ratliff, Jr.
 Sales Mgr.....John O. Conwell
 Program Director.....Charles D. Sigsbee
 Promotion Director.....Frank Tuttle
 Dir. of News & Sp. Events.....Phi E. Berk
 Production Mgr.....Lee Ellis
 Chief Engineer.....Duane M. Weise

KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF..AP: 42.8 Kw..VP: 71.1 Kw.
 Owned-Oper. By...Meredith Engineering Co.
 Business Address.....125 East 31st St.
 Phone Number.....Jefferson 6789
 Air Time.....16¼ hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....E. T. Meredith, Jr.

KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF..AP: 18.3 Kw..VP: 36.8 Kw.



the SWING is to...

KMBC-TV

Kansas City's Most Powerful TV Station

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. Channel 9 booms its signal into areas never before covered by Kansas City television. Out-state reception reports from all points of the compass show KMBC-TV delivers markets lying far beyond 100 miles from Kansas City.

If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is the best place to invest your television dollars. Your Free & Peters Colonel can give you complete program and availability information on the Midwest's most-up-and-coming TV station.

...and in Radio, it's the KMBC-KFRM radio TEAM



in the Heart of America

You go first class when you go into the great Heart of America with KMBC-KFRM, the Midwest's leading radio combination. KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four Counties (Jackson and Clay in Missouri and Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales. KFRM for the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.



For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television *plus* KMBC-KFRM Radio!

KMBC-TV



Primary Basic
CBS-TV Affiliate



KMBC-KFRM
radio **TEAM**

Director Radio, TV.....Payson Hall
 General Manager.....E. K. Hartenbower
 Asst. General Manager.....C. E. Breazeal
 Comm. Manager.....S. B. Tremble
 Program Dir.....Kenneth W. Heady
 Prom., Pub. Director.....F. C. Strawn
 Dir. of News & Sp. Events.....James Monroe
 Film Manager.....T. R. Thompson
 Chief Engineer.....Karl Troeglen
 Consulting Engineer.....A. D. Ring

K M B C - T V

KANSAS CITY—1953—CBS

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....KMBC Bcstg. Co.
 Business Address.....222 W. 11th St.
 Phone Number.....Harrison 2650
 Air Time.....17 hours daily
 Membership.....NARTB, TvB
 News Service.....AP, UP, INS
 Representative.....Free & Peters, Inc.
 Ist V.P. & Comm. Mgr...Donald Dwight Davis
 V.P. & Gen. Mgr.....John T. Schilling
 V.P. & Sales Man.....George J. Higgins
 TV Sta. Director.....Mori Greiner
 Promotion Director.....Ed Schulz
 Director News.....Claude Dorsey
 Dir. Special Events.....Jim Burke
 Program Director.....Ken Greenwood
 Film Manager.....Margaret M. Maley
 Chief Engineer.....Henry Goldenberg
 Consulting Eng.....A. Earl Cullum, Jr.

W D A F - T V

KANSAS CITY—1949—NBC

Channel: 4...AP:50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Kansas City Star Co.
 Business Number.....1729 Grand Ave.
 Phone Number.....Harrison 1200
 News Service.....AP
 Representative..Harrington, Righter, & Parsons
 Air Time.....17 hours daily
 Membership.....NARTB, TvB
 General Manager.....H. Dean Fitzner
 Station Mgr.....William A. Bates
 Comm. Manager.....E. Manne Russo
 Program Director.....Jay Barrington
 Dir. News & Sp. Events.....Randall Jessee
 Film Manager.....John Krivas
 Chief Engineer.....Joseph Flaherty
 Consulting Engineer.....George E. Gautney,
 Gautney, Ray & Price

K F E Q - T V

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF...AP: 26 Kw...VP: 52 Kw.
 Owned-Oper. By.....KFEQ, Inc.
 Business Address.....KFEQ Bldg.
 Phone Number.....3-2528
 Air Time.....9 hours daily
 News Service.....AP
 Representative.....Headley-Reed
 Pres., Gen. Sta. Mgr.....Barton Pitts
 Comm. Mgr., Prom. Dir....Glenn G. Griswold
 Program Director.....E. Carleton Schirmer
 Director of News.....Ralph Combes
 Film, Production Mgr.....Wally Johnson

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

In more and more client-agency huddles, decision-makers are

SOLD ON SPOT

... and all the advantages of SPOT TELEVISION advertising which influence their decisions are prominently present on KSD-TV ... the NBC television network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are

SOLD ON KSD-TV

The St. Louis Post-Dispatch Television Station

100,000 Watts on VHF Channel 5



National Advertising Representative

SPOT SALES

Chief Engineer.....J. Wesley Koch
 Cons. Eng.....George C. Davis

KSD-TV

ST. LOUIS—1947
 ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By...The Pulitzer Publishing Co.
 Address.....1111 Olive St.
 Phone Number.....MAin 1-1111
 Air Time.....18 hours daily
 Newspaper Affiliation..St. Louis Post-Dispatch
 News Service.....AP, INS
 Representative.....NBC Spot Sales
 Membership.....NARTB, TvB
 President.....Joseph Pulitzer
 Gen. Manager.....George M. Burbach
 Program Director.....Harold Grams
 Sales Manager.....Guy E. Yeldell
 Promotion Director.....David Pasternak
 Chief Engineer.....J. E. Risk

KWK-TV

ST. LOUIS—1954—ABC-CBS

Station Operating with Special Temporary Authorization
 Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KWK, Inc.
 Business Address.....1215 Cole Street
 Phone Number.....MAin 1-9100
 Air Time.....18 hours daily
 Newspaper Affil.....St. Louis Globe
 Democrat
 News Service.....AP, UP
 Representative.....Katz
 Pres., Gen. Manager.....Robert T. Convey
 Vice-Pres., Station Dir.....Ray E. Dady
 Vice-Pres., Comm. Dir.....V. C. Carmichael
 Sales Manager.....James E. Goldsmith
 Prog. Dir., Film Mgr.....John W. Tinnea
 Promotion, Publicity. Dir.....Fred J. Mueller
 News Editor.....Jack Griffin
 Production Manager.....Ted Liss
 Chief Engineer.....N. J. Zehr
 Consulting Eng.....E. Earl Cullum, Jr.

For Important
 Telephone Numbers
 in
 New York
 Chicago
 Washington
 Los Angeles
 See
 Page 100

NEWS

from

ABC, CBS & DuMONT Features

WTVI • Channel 54

ST. LOUIS 2, MISSOURI

ST. LOUIS POST-DISPATCH, Tues., Jan. 25, 1959

Television News and Gossip

WHEN Perry Como appears on Max Liebman's "spectacular" CBS-TV Sunday night, he'll net \$25,000 for a 15-minute stint.

Actor Jack Webb, the Sgt. Joe Friday of television and radio, will be master of ceremonies for the announcement of nominations for the Academy Awards Feb. 12. The event will be telecast nationally by NBC-TV.

NBC is reported to have offered Ken Murray a job or producer and star of its Sunday night Comedy Hour series.

Ed Furgol of St. Louis, the National Open golf champion, will be a guest on the 7:30 program on CBS-TV tomorrow morning. Omar Bradley will be a guest Friday.

Television Playhouse on CBS-TV Sunday night will star Peter Lind Hayes and his wife Mary Healy, who have an exclusive CBS-TV contract. CBS gave them permission to do the show.

A survey by Radio-Television Daily on re-runs of television film programs shows that the re-runs tend to have a higher rating than the original runs.

Singer Peggy Lee is writing some special lyrics for Duane Shore.

Frances Octavia Smith will be one of the guests on the Bob Hope Show a week from tonight.

Frances Octavia Smith is the original name of Debra Evans, wife of Roy Rogers, who also will be a guest.

Movie actors, circus performers used to be reluctant to appear on television for fear it would lessen their attraction for personal appearances. But now most of them have decided that it's help.

Victor Mature is making money in television, without being in it. He has a television store in Hollywood.

*Jim -
St. Louis
State
Station
delivers*

*It's our
best buy
in St. Louis*

Yes!!

New York proved it. . .
San Diego proved it. . .
Los Angeles proved it.
now WTVI has pioneered
and PROVED this idea in
the greater St. Louis area.
A half hour show on WTVI
with "multiple-exposure"
handling delivers more
viewers for that program
than a single showing on
any other St. Louis TV
station.

WTVI always delivers
*more audience
for less money!*
for detailed proof of
actual case histories
in St. Louis call your
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delivers MORE AUDIENCE for LESS MONEY

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JOHN D. SCHEIDT, Jr., Ex. V-Pres. & Gen. Mgr., EX 7-0054 • JAMES R. BONFILS, Local Sales Mgr., GE 6-5454

WTVI

ST. LOUIS—1953—ABC-CBS-DuM

Channel: 54 UHF... AP: 7 Kw... VP: 12 Kw.
 Owned-Oper. By... Signal Hill Telecasting Corp.
 Bus. Studio Address... 10200 West Main St.
 Phone Number... 7-0054
 Air Time... 8 hours daily
 Representatives... Radio-TV Representatives Inc.
 President... Paul E. Peltason
 Gen. Mgr. & Ex. V.P... John D. Scheuer Jr.
 Comm. Manager... James R. Bonfils
 Program Director... Ted Wescott
 Prom., Pub. Dir... James F. Jae Jr.
 Dir. of News & Sp. Events... Bruce Hayward
 Production Mgr... Jack Murdock
 Film Manager... Wm. Cook
 Chief Engineer... Dick Trompeter

KRCG

JEFFERSON CITY—1955—CBS

Station Operating with Special Temporary Authorization
 Channel: 13... AP: 63.1 Kw... VP: 105 Kw.
 Address... Callaway Hills Farm
 Phone Number... 6-6188, 5-3122
 Owned By... Mrs. Betty Goshorn Handy
 Representative... Hoag-Blair
 Eng. Rep... Commercial Radio Equipment Co.

KDRO-TV

SEDALIA—1954

Channel: 6 VHF... AP: 8.71 Kw... VP: 16.2 Kw.
 Owned-Oper. By... Milton J. Hinlein
 Business Address... 2100 W. Broadway
 Phone Number... 4004
 Representative... Pearson
 General Manager... Herb Brandes

Commercial Mgr... James Glenn
 Chief Engineer... Bob Smith

KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF... AP: 6.38 Kw... VP: 12.76 Kw.
 Owned-Oper. By... Independent Bcstg. Co.
 Business Address... P. O. Box 1716
 Phone Number... 2-7474
 Air Time... 14 hours daily
 News Service... AP, UP
 Representative... Weed
 Membership... NARTB
 President... J. H. G. Cooper
 Gen., Sta. Manager... G. Pearson Ward
 Program Director... Kevin McAndrews
 Dir. of News & Sp. Events... Bill Bowers
 Film Manager... Ted Tucker
 Chief Engineer... William F. Curry
 Consulting Engineer... J. C. McNary

KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF... AP: 30.5 Kw... VP: 61 Kw.
 Owned-Oper. By... Springfield Television Inc.
 Business Address... 999 W. Sunshine
 Phone Number... 6-2766
 Air Time... 11 hours daily
 News Service... AP
 Membership... NARTB, TvB
 President... Lester L. Cox
 Co-Mgr., Comm. Mgr... Ralph L. Stufflebam
 Co-Mgr., Prog. Dir... Carl Fox
 Promotion Director... J. Robert Mule
 Dir. of News & Sp. Events... Richard L. Hainline
 Production Mgr... Gene Hudson
 Film Manager... Fred L. Rains
 Chief Engineer... E. Dennis White

MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — TV Homes 52,000
 Stations in State 4

KOOK-TV

BILLINGS—1953—CBS-DuM-ABC
NBC

Channel: 2 VHF... AP: 8.8 Kw... VP: 17.5 Kw.
 Owned-Oper. By... Montana Network
 Business Address... P. O. Box 1498
 Phone Number... 9-2382
 Membership... NARTB
 Representative... Headley-Reed
 President... C. L. Crist
 Gen., Station Manager... V. V. Clark
 Comm. Manager... John Conner
 Program Director... Ed Peiss
 Dir. of News & Sp. Events... Lee Peer
 Chief Engineer... Grant French
 Cons. Engineer... Comm. Radio & Equip. Co.

KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF... AP: 1 Kw... VP: 2 Kw.
 Owned-Oper... Pacific Northwest Broadcasters
 Business Address... 1681 George St.
 Phone Number... 2-2696
 Air Time... 8 hours daily
 Membership... TvB
 Reprs. East... Walker,
 West... Pacific Northwest
 President... E. B. Craney
 Station Manager... Jim Manning
 Commercial Mgr... J. Wythe Walker
 Chief Engineer... Jack Provis
 Consulting Engineer... George Adair

K F B B - T V

GREAT FALLS—1954—ABC-CBS
DuM

Channel: 5 VHF...AP: 12.6 Kw. VP: 25.1 Kw.
Owned-Oper. By...Wilkins Broadcast Inc.
Business Address...Box 1139
Phone Number...4-4377
Air Time...4½ hours daily
News Service...UP
Representative...Headley-Reed
Pres., Gen. Mgr...J. P. Wilkins
Station Manager...LeRoy Stahl
Comm. Manager...W. C. Blanchette
Program Director...Robert Froemming
Film Manager...Ted Funyak
Chief Engineer...Anthony I. LoPuch
Con. Engineer...Weldon & Carr

K G V O - T V

MISSOULA—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 13 VHF...AP: 29.4 Kw...VP: 58.8 Kw.
Owned-Oper. By...Mosby's Inc.
Business Address...127 East Main St.
Phone Number...9-7668
News Service...UP
Representative...Gill-Perna
Membership...NARTB, TvB
Pres., Gen., Sta. Manager...A. J. Mosby
Comm. Manager...Hugh Bader
Prog. Director...Jack Harrington
Dir. of News & Sp. Events...Don Weston
Prod. Mgr...Charles Cromwell
Publicity Director...Shirley Pohrman
Film Manager...Robert Mohaires
Chief Engineer...Amos Hargrove
Con. Engineer...Archer Taylor

NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,600 — TV Homes 208,000

Stations in State 5

K L R J - T V

HENDERSON—1955—NBC

Station Operating with Special Temporary Authorization
Channel: 2 VHF...AP: 12.2 Kw...VP: 6.3 Kw.
Owned-Oper...Southwestern Publishing Co.

Business Address...737 North Main, Las Vegas
Representative...Pearson
General Manager...Bob Gardner
Production Manager...Rick Williams
Chief Engineer...Stanley Sulek

8 of the TOP TEN Multi-Weekly Shows in the
OMAHA AREA are on



- DINAH SHORE
- HOWDY DOODY
- *NEWS, SPORTS (10:15 P.M.)
- EDDIE FISHER
- *WEATHER, NEWS (10 P.M.)
- CAMEL NEWS CARAVAN
- *EARLY EVENING NEWS (6:20 P.M.)
- *STAND BY FOR ACTION

*Local live shows

Facts from NOV. 1954 Pulse

Low-cost participations in starred programs have produced results for others and can for you. Write Fred Ebener, Sales Manager, WOW-TV, Omaha, Nebraska for availabilities

W O W TV OMAHA
Channel 6 • Blair TV Rep. • CBS-TV • NBC-TV Aff.

Affiliated with "Better Homes and Gardens" and "Successful Farming" magazines.

KHOL-TV

KEARNEY—1953—ABC-CBS-DuM

Channel: 13 VHF. AP: 100 Kw. VP: 200 Kw.
 Owned-Oper. By.....Bi-States Co.
 Business Address.....414 East Ave.
 Phone Number.....SH 3-4541
 Representative.....Meeker
 Membership.....NARTB
 President.....Wayne Brewster
 Station Manager.....Duane L. Watts
 Asst. Station Manager.....Jack Gilbert
 Sales Manager.....Jack Gilbert
 Program Director.....Bob Schnuelle
 Prom., Pub. Director.....J. R. Hackney
 Dir. of News, Prod. Mgr.....Bob Schnuelle
 Film Director.....K. Cooper
 Chief Engineer.....Jack Lewis
 Con. Eng.....Comm. Radio Equip. Co.

KOLN-TV

LINCOLN—1953—ABC-CBS-DuM

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Operated By
 Cornhusker Radio & TV Corp.
 Address.....40th and W Sts.
 Representative.....Avery-Knodel
 Membership.....NARTB, TvB
 President.....John E. Fetzer
 Gen., Sta. Mgr.....A. James Ebel
 Comm. Manager.....Thomas L. Young
 Program Director.....Paul Jensen
 Prom., Pub. Director.....Graham Jeambey
 Dir. of News & Sp. Events.....By Krasne
 Production Mgr.....Bill Hemke
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor
 Con. Engineer.....Craven, Lohnes & Culver

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.

Owned-Oper. By.....May Bcstg. Co.
 Bus. Trans. Address.....2615 Farnam St.
 Phone Number.....HA 3333
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Edward Petry & Co.
 Membership.....NARTB
 President.....Edward W. May
 Ex., V.P., Gen. Mgr.....Owen Saddler
 Commercial Manager.....Arden Swisher
 Program Director.....Glenn Harls
 Promotion Dir.....Joe Baker
 Pub. Director.....Amos Eastridge
 Film Manager.....Joe Binko
 Dir of News and Spec. Events.....Floyd Kalber
 Production Director.....Lew Jeffrey
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Robert M. Silliman

WOW-TV

OMAHA—1949—NBC

Channels: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....Meredith WOW, Inc.
 Business Address.....Insurance Bldg.
 Phone Number.....WEBster 3400
 Air Time.....17¾ hours daily
 News Service.....UP, INS
 Representative.....Blair TV
 Membership.....NARTB, TvB
 Chairman of Board.....Fred Bohlen
 President.....E. T. Meredith, Jr.
 V.P. & Treas.....Payson Hall
 General Manager.....Frank P. Fogarty
 Asst. Gen. Manager.....Lyle DeMoss
 Sales Mgr.....Fred Ebener
 Program Director.....Bill McBride
 Promotion Dir.....Bob Seitzer
 Dir. of News & Spec. Events.....Ray Clark
 Production Mgr.....Verne Reynolds
 Film Manager.....Bill McBride
 Dir. of Engineering.....Wm. J. Kotera
 Chief Engineer.....Glenn Flynn

NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — TV Homes 26,000

Stations in State 2

KLAS-TV

**LAS VEGAS—1953
 ABC-CBS-NBC-DuM**

Channel: 8 VHF. AP: 14.5 Kw. VP: 29 Kw.
 Owned-Oper. By.....Las Vegas Television Inc.
 Business Address.....Box 711
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 President.....R. G. Jolley
 Gen., Station Mgr.....Jean Paul King
 Comm. Manager.....Marian Y. Komar
 Program Director.....James A. Lilly

Prom., Pub. Director.....Henry Thompson
 Director of News & Sp. Events.....Ross Durfee
 Production Manager.....Donald C. Graves
 Film Manager.....Robert Keate
 Chief Engineer.....Ralph E. Smith
 Con. Engineer.....Grant Wrathall

KZTV

**RENO—1953
 ABC-CBS-NBC-DuM**

Channel: 8 VHF. AP: 1.4 Kw. VP: 2.7 Kw.
 Owned-Oper.....Nevada Radio-Television Inc.
 Business Address.....770 East 5th St.

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super power
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EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

from the

EMPIRE STATE BUILDING

st with

published audience
GUARANTEE

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channel **13**

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covering 82% of the state plus
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according to pulse

st. with advertisers

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st. with business

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for the last 5 years
and is now better than ever

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970 on the dial
NEWARK 1, NEW JERSEY

Phone Number 3-0721
 Newspaper Affil. Review Journal
 News Service AP

Representative Pearson
 President Donald W. Reynolds
 General Manager Harry Huey

NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — TV Homes 1,456,000
 Stations in State 2

WRTV

ASBURY PARK—1953

Channel: 58 UHF..AP: 9.12 Kw..VP: 17.10 Kw.
 Owned-Oper. By Atlantic Video Corp.
 Business Address Eatontown Circle
 Phone Number EAtontown 3-1520
 President Walter Reade, Jr.
 Vice-Pres., Mgr. Harold C. Burke
 Commercial Mgr. Allen Preville
 Production Mgr. Bernard Probert

Business Address 1020 Broad Street
 Phone No. BARclay 7-3260, Plaza 5-1331
 Air Time 13 hours daily
 News Service AP
 Representative Edward Petry
 President & Gen. Mgr. Irving R. Rosenhaus
 Vice-President. Edmund S. Lennon
 Vice-Pres. in Chg. Sales... Bertram Lebhar, Jr.
 Program Director George Green
 Prom., Publicity Director Lou Frankel
 Dir. of News & Sp. Events.
 Prod. Mgr. Herb Green
 Film Manager Robert Paskow
 Vice-Pres. Engineering Frank V. Bremer

WATV

NEWARK—1948

Channel: 13 VHF..AP: 185 Kw..VP: 316 Kw.
 Owned-Oper. By Bremer Broadcasting Co.

NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — TV Homes 105,000
 Stations in State 1

WMUR-TV

MANCHESTER—1954—ABC-DuM

Channel: 9 VHF..AP: 67.6 Kw..VP: 112 Kw.
 Owned-Oper. By Radio Voice of N. H. Inc.
 Business Address 1819 Elm St.
 Phone Number 5-5788
 Air Time 10 hours daily
 News Service UP
 Representative Weed

Membership TvB
 President Francis P. Murphy
 Vice Pres., Gen. Mgr. Norman Gittleson
 Asst. Mgr. Louis Allen
 National Sales Director Dana Baird
 Program Director William Gildersleeve
 Promotion Director Lucien Dumont
 Dir. of News & Sp. Events Thomas Power
 Film Manager Robert Boak
 Chief Engineer Charles Halle
 Con. Engineer Jansky & Bailey

Hear the New Voices of

WMUR

and WMUR-TV

Complete New Program Schedule

NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — TV Homes 98,000

Stations in State 1

K G G M - T V

ALBUQUERQUE—1953—CBS

Channel: 13 VHF . AP: 6 Kw. . VP: 12 Kw.
Owned-Oper. By New Mexico Bcstg. Co.
Bus. Address 1414 West Coal Ave. S. W.
Phone Number 3-4543
News Service AP, UP
Representative Weed
President, Station Mgr. A. R. Hebenstreit
Comm. Manager George B. Morgan
Prog., Prom., Pub. Dir. Bob Van Driel
Production Mgr. Ed Sanchez
Film Manager Jim Morley
Chief Engineer Leonard F. Dodds
Con. Engineer A. Earl Cullum, Jr.

K O A T - T V

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF . AP: 12.9 Kw. . VP: 28.8 Kw.
Owned-Oper. By Alvarado Television Co.
Business Address 122 S.E. Tulane Dr.
Phone Number 5-8716
Membership NARTB, TvB
Representative Hollingbery
President A. M. Cadwell
Comm. Manager Mel Drake
Station Manager Ted Snider
Program Director Richard True
Prom. Mgr. W. Bozarth
Chief Engineer William Carman

K O B - T V

ALBUQUERQUE—1948
NBC-DuM

Channel: 4 VHF . AP: 5.6 Kw. . VP: 11.3 Kw.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address 1430 Coal Ave., S. W.
Phone Number 3-4411
News Service UP
Representative Branham
Membership NARTB, TvB
Pres., Gen. Mgr. Wayne Coy
Comm. Manager Rolf S. Nielsen
Program Director Dorothy B. Smith
Prom., Pub. Director Dallas Wyant
Dir. of News & Sp. Events George Morrison
Prod. Manager Al Jarrett
Film Manager Milford Williams
Chief Engineer George S. Johnson

K S W S - T V

ROSWELL—1953—ABC-DuM
NBC-CBS

Channel: 8 VHF . AP: 57.5 Kw. . VP: 115 Kw.
Owned-Oper. By John A. Barnett
Business Address 1723 W. Second St.
Phone Number 3737
News Service AP
Representative Meeker, Melville
Membership NARTB
Owner & Gen. Mgr. John A. Barnett
Asst. Gen. Manager W. L. Shackelford
Director of Sales Paul B. McEvoy
Program Director Jack Shafer
Chief Engineer Ray Summersgill
Consulting Engineer George Gautney

NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — TV Homes 1,310,000

Stations in State 22

W R O W - T V

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF . AP: 138 Kw. . VP: 269 Kw.
Owned-Oper. By Hudson Valley Bcstg. Co.
Business Address Box 4100
Phone Number 3-2225
Air Time 9 hours daily
Representative Bolling
General Manager Thomas S. Murphy
Station Manager Harry L. Goldman
Commercial Mgr. Harry Littler
Program Director Charles Pogan
Promotion Dir. Hilda Nauman
Chief Engineer Charles Heisler

W N B F - T V

BINGHAMTON—1949
ABC-CBS-NBC-DuM

(Sale to Triangle Publications Pending FCC Approval)
Channel: 12 VHF . AP: 83 Kw. . VP: 166 Kw.
Owned-Oper. By Clark Associates, Inc.
Business Address Wall & Henry Sts.
Phone Number 3-7311
News Service AP
Representative Bolling
Membership NARTB
General Manager George R. Durham
Sales Manager Stanley N. Heslop
Program Dir., Film Mgr. Edward M. Scala
Prom., Publicity Director John L. Turner
Production Manager Clark Pollock
Chief Engineer L. H. Stantz
Con. Engineer Jansky & Bailey

WBEN-TV

BUFFALO—1948—NBC

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.
 Owned-Oper. By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location.....Hotel Statler
 Air Time.....17½ hours daily
 Newspaper Affil.....Buffalo Evening News
 News Service.....AP, INS, UP
 Representative.....Harrington, Righter & Parsons, Inc.

Membership.....NARTB
 President.....Edward H. Butler
 Vice-President.....Alfred H. Kirchhofer
 General Manager.....C. Robert Thompson
 Sales Manager.....Nicholas J. Malter
 Station Mgr.....George R. Torge
 Prom., Pub. Dir.....Joseph A. Haeffner
 Film Director.....Quintin P. Renner
 Program Dir.....Frederick A. Keller
 Prod. Manager.....John L. Hutchinson, Jr.
 Chief Engineer.....Ralph J. Kingsley
 Consulting Eng.....A. E. Cullum, Jr.
 Asst. Tech. TV Dir.....R. G. Beerbower

WBUF-TV

**BUFFALO—1953—ABC-CBS-DuM
 NBC**

Channel: 17 UHF..AP: 114.5 Kw..VP: 229 Kw.
 Owned-Oper. By.....WBUF, Inc. "Sale to NBC pending FCC approval."

Business Address.....184 Barton St.
 Phone Number.....Summer 1717
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....H-R
 Membership.....NARTB
 Persident & Station Mgr.....Sherwin Grossman
 Vice-Pres. & Co-Mgr.....Gary L. Cohen
 Comm. Mgr.....Robert L. Brenner
 Prog. Coordinator.....Carol S. Moe
 Dir. of News & Sp. Events.....Frank Fredrics
 Sports Director.....Don Cunningham
 Publicity Director.....Victoria Patrick
 Film Director.....William Maier
 Director of Oper.....Ernest E. Rety
 Consulting Eng.....Kear & Kennedy

WGR-TV

BUFFALO—1954—NBC-DuM-ABC

Station Operating with Special Temporary Authorization
 Channel: 2 VHF..AP: 66 Kw..VP: 100 Kw.
 Owned-Oper. By.....WGR Corporation
 Business Address.....184 Barton St.
 Phone Number.....Summer 7115
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....George F. Goodyear
 General, Station Mgr.....J. J. Bernard
 Comm. Manager.....Ollie Howard
 Prog. Director.....VanBeuren De Vries
 Prom., Pub. Director.....Phillip Curtis
 Production Mgr.....Warren Rossell

Dir. News & Sp. Events.....VanBeuren & Charles Warren
 Film Manager.....M. Eisler
 Chief Engineer.....Karl B. Hoffman
 Consulting Eng.....Walter L. Davis

WCNY-TV

CARTHAGE—1954—ABC-CBS-DuM

Station Operating with Special Temporary Authorization
 Channel: 7 VHF..AP: 91.2 Kw..VP: 174 Kw.
 Owned-Oper. By.....The Brockway Company
 Business Address.....P. O. Box 211
 Phone Number.....410
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....Weed
 Membership.....NARTB
 President.....John B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....James W. Higgins
 Commercial Mgr.....Alford M. Tauroney
 Program & Prom. Director.....David M. Graves
 Film Manager.....John A. LaLibertie
 Chief Engineer.....Maynard B. Davis
 Consulting Engineer.....George C. Davis

WKNY-TV

**KINGSTON—1954—CBS-NBC-DuM
 ABC**

Channel: 66 UHF..AP: 11.5 Kw..VP: 24.4 Kw.
 Owned-Oper. By.....WKNY-TV Corp.
 Business Address.....601 Broadway
 Phone Number.....Kingston 4500
 Air Time.....6 hours daily
 News Service.....AP
 Representative.....Meeker
 President.....Joseph K. Close
 General Manager.....Robert M. Peebles
 Station Manager.....Robert L. Sabin
 Prog. Prod., Pub. Director.....Irv Rose
 Film Manager.....Bern Levy
 Chief Engineer.....Bill Reeves
 Consulting Engineer.....George Lohnes

WABC-TV

NEW YORK—1948—ABC

Channel: 7 VHF..AP: 40 Kw..VP: 80 Kw.
 Owned-Oper. By
 American Bcstg.-Paramount Theaters, Inc.
 Business Address.....7 W. 66th St.
 Phone Number.....SUSquehanna 7-5000
 Air Time.....16 hours daily
 News Service.....INS
 Membership.....NARTB
 Representative.....Weed
 President.....Robert E. Kintner
 V.P., Gen. Mgr.....Ted Oberfelder
 Sales Manager.....Trevor Adams
 Sales Secy.....Marie Adams
 Program Director.....Ardien Rodner
 Nat. Spot Sales & Traffic Mgr.....Dan Norton
 Dir. News & Sp. Events.....John Daly
 Production Mgr.....Gordon Kunz
 Publicity Director.....DeWard Jones
 Film Manager.....George Rice
 Chief Engineer.....Frank Marx
 Consulting Eng.....Kear & Kennedy

MORE

DELIVERED AUDIENCE IN 1954

BEST

BALANCED PROGRAMMING IN 1954

MORE TOP

ADVERTISERS AND AGENCIES IN 1954

IN 1955

GET SET ON

WPix

NEW YORK



New York's
Leading
Independent
Television
Station

REPRESENTATIVE:

Free & Peters, Inc.

WABD

NEW YORK—1944—DuM

Channel: 5 VHF..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.....13 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
President.....Allen B. DuMont
Managing Director.....Ted Bergmann
Station Manager.....George L. Barenbregge
Sales Manager.....W. Crawford
Prog., Prod. Director.....James L. Caddigan
Promotion Director.....Norman S. Ginsburg
Director of News & Sp. Events...David Lowe
Publicity Director.....Gerald Lyons
Film Manager.....Henry Humphrey
Chief Engineer.....Rodney D. Chipp

WATV

NEWARK, N. J.

(See New Jersey listing)

WCBS-TV

NEW YORK—1941—CBS

Channel: 2 VHF..AP: 22 Kw..VP: 43 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
Phone Number.....Plaza 1-2345
Air Time.....19 hours daily
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
President (CBS Inc.).....Frank Stanton
President (CBS TV Div.)...J. L. Van Volkenburg
General Manager.....Sam Cook Digges
General Manager Asst....Clarence Worden
General Sales Mgr.....Frank Shakespeare
Program Dir.....Hal Hough
Dir. Adv. & Sales Promotion...Robert G. Patt
Asst. Prog. Dir. & Prod. Mgr...Dan Gallagher
Publicity Director.....Robert Fuller
Film Manager.....William C. Lacey
Chief Engineer.....Robert G. Thompson

WOR-TV

NEW YORK—1949

Channel: 9 VHF...AP: 44Kw...VP: 88 Kw.
Owned-Oper. By....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....Longacre 4-8000
Air Time.....11½ hours daily
News Service.....AP, UP
Station Representative.....H.R. Reps.
Membership.....NARTB, TvB
President.....Thomas F. O'Neil
V.P. in Charge.....Gordon Gray

Executive Asst.....Seymour Handy
Comm. Mgr.....Charles H. Phillips
Promotion Director.....Robert Sullivan
Dir. of News & Sp. Events.....George Brown
Production Mgr.....Ivan Reiner
Publicity Director.....Richard Jackson
Film Manager.....Milford Fenster
Chief Engineer.....Charles Singer

WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw..VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
Phone Number.....MU 2-6500
Air Time.....12 hours daily
News Service.....UP
Newspaper Affiliation...N. Y. Daily News
Station Representative.....Free & Peters
President.....F. M. Flynn
V.P., Gen., Mgr.....F. M. Thrower
Asst. Gen. Manager.....L. Pope
Program Manager.....W. R. Rich
News & Sp. Events Mgr.....Walter Engels
Sales Mgr.....J. A. Patterson
Promotion Director.....M. Kraemer
Chief Engineer.....O. Freeman
Film Mgr.....Carol Levine
Consulting Engineer.....A. D. Ring

WRCA-TV

NEW YORK—1941—NBC

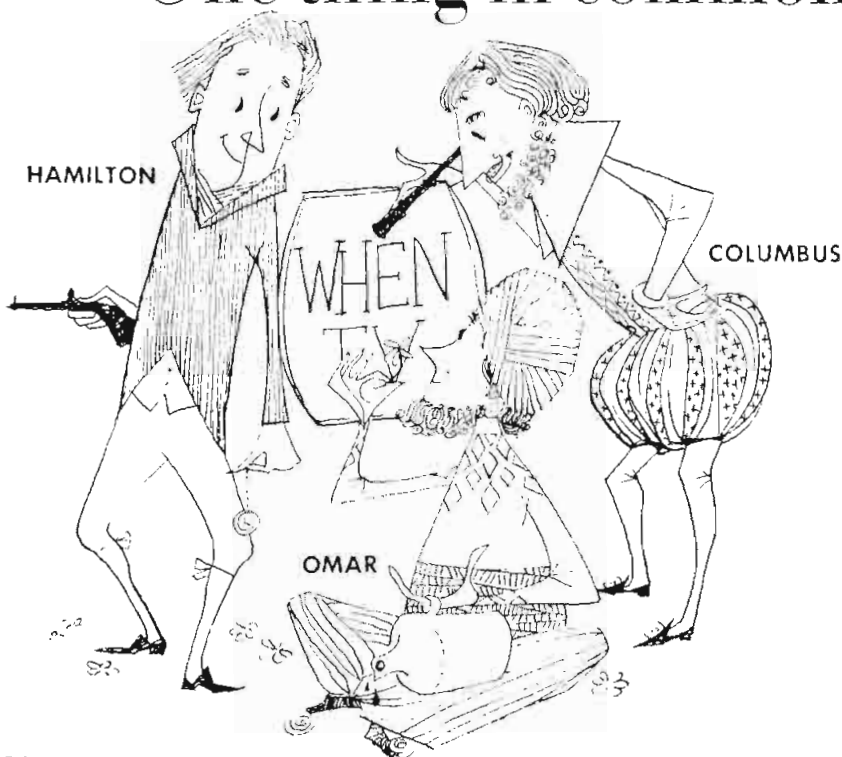
Channel: 4 VHF..AP: 7.25 Kw..VP: 14.5 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....Circle 7-8300
Air Time.....18 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership.....NARTB
General Manager.....Hamilton Shea
Station Manager.....Ernest de la Ossa
Comm. Manager.....Jay Heiten
Program Director.....Steve Krantz
Prom., Adv., & Merh. Dir.....Max E. Buck
Dir. of News & Sp. Events.....Bill Berns
Production Manager.....Peter Afte
Publicity Director.....William Anderson
Chief Engineer.....Al Jackson

WIRI

PLATTSBURG—1954—DuM

Station Operating with Special Temporary Authorization
Channel: 5 VHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper...Great Northern Television Inc.
Business Address.....357 Cornelia St.
Phone Number.....3070
News Service.....AP
President, Gen., Sales Mgr....Joel H. Scheier
Program Director.....Hal Wilson
Production Director.....Carl Stohn Jr.
Chief Engineer.....John H. Nazak

One thing in common



Hamilton, Columbus, and Omar — an unlikely trio, but united by a common love. And these three upstate New York communities, widely separated though they may be in terms of miles-as-the-crow-flies, are closer than the fingers on a glove. The magic of TV brought them together, and in upstate New York the velvet hand in the TV glove is Channel 8!

CBS-ABC-DUMONT
A MEREDITH STATION

W·H·E·N
CHANNEL 8
SYRACUSE, N.Y.

W H A M - T V

ROCHESTER—1949—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....100 Carlson Road
 Phone Number.....Culver 7240
 Representative.....Hollingsbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager.....John W. Kennedy, Jr.
 Program Director.....Charles W. Siverson
 Promotion Director.....Ralph Wallace
 Publicity Director.....Terry David
 Director of News.....David E. Kessler
 Production Mgr.....James Trayhern
 Film Director.....David Manning
 Chief Engineer.....Kenneth Gardner

W H E C - T V

ROCHESTER—1953—CBS

Channel: 10 VHF..AP: 66 Kw..VP: 124 Kw.
 Owned-Oper. By.....Gannett Co., Inc.
 Business Address.....55 Exchange St.
 Phone Number.....Baker 6740
 Representative.....Everett-McKinney
 Membership.....NARTB, TvB
 President.....Frank E. Gannett
 Vice-Pres., Gen. Mgr.....C. Glover DeLaney
 Asst. Gen. Manager.....Lowell H. MacMillan
 Comm. Manager.....LeMoine C. Wheeler
 Program Director.....William J. Adams
 Promotion Director.....Betty Borden
 Production Manager.....Douglas Tillett
 Film Manager.....James Reidenbach
 Chief Engineer.....Bernard C. O'Brien
 Technical Director.....Richard K. Blackburn

W V E T - T V

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw..VP: 125 Kw.
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.
 Business Office.....17 Clinton Ave. S.
 Phone Number.....Hamilton 4820
 Representative.....Bolling
 Pres., Gen., Station Mgr.....Ervin F. Lyke
 Comm. Manager.....Arthur Murrellwright
 Program, Pub. Director.....Paul C. Loucher
 Promotion Director.....Donald Kallock
 Dir. of News & Sp. Events.....David Roberts
 Production Manager.....F. Chase Taylor
 Film Manager.....Arthur V. Cook
 Chief Engineer.....Raymond Jones
 Consulting Eng.....John Creutz

W R G B

**SCHENECTADY—1939
 ABC-CBS-NBC-DuM**

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.....1 River Road
 Phone Number.....Schenectady 7-2261
 Air Time.....17½ hours daily
 News Service.....UP, AP
 Representative.....NBC Spot Sales
 Membership.....NARTB, TvB

President.....Chester H. Lang
 General Mgr.....Raymond W. Welpott
 Manager of GE Broadcasting
 Stations Dept.....Robert B. Hanna, Jr.
 Comm. Manager.....Robert F. Reid
 Prog. Director, Film Mgr.....Albert G. Zink
 Prom., Pub. Director.....James Q. Cobb
 Dir. of News & Sp. Events.....Lansing Christman
 Chief Engineer.....Willard J. Purcell

W H E N - T V

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.
 Owned-Oper. By.....Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....74-5711
 Air Time.....17½ hours daily
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....E. T. Meredith, Jr.
 Vice-Pres. & Gen. Mgr.....Paul Adanti
 Comm. Manager.....W. H. Bell
 Prog. Dir., Film, Prod. Mgr.....Gordon Aldeman
 Prom., Publicity Director.....Robert G. Peel
 Chief Engineer.....Frank Spain

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Central N. Y. Bcstg. Corp.
 Business Address.....224 Harrison St.
 Phone Number.....3-7111
 Air Time.....18 hours daily
 News. Affil. Post & Standard. Herald-Journal
 News Service.....UP INS
 Representative.....Harrington-Righter-Parsons
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....E. R. Vadeboncoeur
 Comm. Manager.....William R. Alford, Jr.
 V.P. in Charge of Prog.....William V. Rothrum
 Prom., Pub. Director.....Thomas F. McCollum
 Dir. of News & Sp. Events.....Fred Hillegas
 Program Director.....James McDonald
 Film Manager.....Rodney Swift
 Chief Engineer.....Albert Eicholzer
 Consulting Eng.....Craven, Lohnes & Culver

W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 100 Kw..VP: 187 Kw.
 Owned-Oper. By.....Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 Gen., Sta., Comm. Mgr.....Michael C. Fusco
 Program Dir.....Jack Fredericks
 Pro., Pub. Director.....Frank Gruenewald
 Dir of News & Sp. Events.....Lyle Bosley
 Prod. Manager.....Edward Whittaker
 Film Manager.....Joseph Casaletta
 Chief Engineer.....De Forest T. Layton, Jr.
 Consulting Eng.....George Adair

NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 1,308,000 — TV Homes 556,000

Stations in State 11

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62... AP: 16 Kw... VP: 29 Kw.
 Owned-Operated By... WISE, Inc.
 Address... 100 College St.
 Phone Number... 3-5381
 Air Time... 5 hours daily
 News Service... AP
 Representative... Bolling
 President, Gen. Mgr... Harold H. Thomas
 Commercial Mgr... Joseph J. Master
 Program Director... Coletta M. Mouw
 Dir. of News & Sp. Events... Rex Moore
 Film Manager... Paul Bridges
 Chief Engineer... John Randolph

WLOS-TV

ASHEVILLE—1954—ABC—DuM

Station Operating with Special Temporary Authorization
 Channel: 13... AP: 85 Kw... VP: 170 Kw.
 Owned-Oper. By... Skyway Broadcasting Co.
 Business Address... 288 Macon Avenue
 Phone Number... 2-2431
 Air Time... 11 hours daily
 News Service... UP
 Rep... Venard, Rintoul & McConnell; Ayers

President... Charles M. Britt
 Gen. Mgr. & Exec. V.P... Charles B. Britt
 Comm. Manager... Bradley H. Roberts
 Prog. Dir., Prod. Mgr... Charles E. Newcomb
 Dir of News & Sp. Events, James E. Edmonds
 Production Manager... Charles E. Newcomb
 Film Manager... Bob Hensley
 Chief Engineer... M. D. Hunnicut
 C. Eng... Page, Creutz, Garrison & Waldschmitt

WQMC

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF... AP: 12 Kw... VP: 24 Kw.
 Owned-Oper. By... WAYS-TV
 Business Address... 3229 South Blvd.
 Phone Number... ED 4-5374
 Air Time... 7 hours daily
 News Service... UP
 Representative... Bolling
 President... Harold H. Thoms
 General Manager... James P. Poston
 Station Manager... James F. Polston
 Comm. Manager... George Carter
 Program Dir., Prod. Mgr... Richard Frosch
 Promotion Director... Don Matney
 Dir of News & Sp. Events... Bill Rollins
 Chief Engineer... B. C. Stewart
 Consulting Eng... Craven, Lohnes & Culver

WQMC

CHANNEL 36

CHARLOTTE, NORTH CAROLINA

Representative: The Bolling Company.

W B T V

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...Jefferson Standard Bcstg. Co.
Business Address...1901 W. Morehead
Phone Number...3-8833
Air Time...16 hours daily
News Service...UP, AP
Representative...CBS TV Spot Sales
Membership...NARTB, TvB
President...Joseph M. Bryan
Exec. V.P., Gen. Mgr...Charles H. Crutchfield
V.P., Sales & Prom...J. Robert Covington
V.P. Prog. & Pub. Rel...Kenneth I. Treadwell
Controller...C. K. Spicer
Gen. Sales Mgr...Wallace J. Jorgenson
Sales Manager...Paul B. Marion
Dir. of Engineering...Thomas Howard
Promotion Supervisor...John Dillon
Prod. Supervisor...Lacy Sellars
Publicity Director...Ned Burgess
Film Supervisor...Charlie Seward

W T V D

DURHAM—1954—ABC-NBC

Station Operating with Special Temporary Authorization
Channel: 11 VHF...AP: 29.3 Kw...VP: 47.8 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address...P. O. Box 2009
Phone Number...22111
Air Time...9½ hours daily
News Service...AP
Representative...Headley-Reed
Membership...TvB
Pres., Gen. Mgr...Harmon L. Duncan
Comm. Manager...Mike Thompson
Prog. Dir., News Dir...Ernie Greup
Promotion Director...Norman Hackney
Production Manager...Harry Middleton
Publicity Director...Carolyn Weiss
Film Buyer...Dale Baum
Chief Engineer...Henry Cronin

W F M Y - T V

GREENSBORO—1948

Channel: 2 VHF...AP: 8.4 Kw...VP: 16.72 Kw.
Owned-Operated By...Greensboro News Co.
Address...212 N. Davie St.
Phone Number...4-0114
Air Time...17 hours daily
News Service...UP
News. Affil...News, Record
Representative...Harrington, Righter & Parsons
Membership...NARTB, TvB
Gen., Sta. Manager...Gaines Kelley
Commercial Mgr...Wm. S. Baskerville
Program Director...Gomer R. Lesch
Prom. Mgr...Richard Zaron
Film Manager...Jack Wiggins
Chief Engineer...William E. Neill
Consulting Engineer...Craven, Lohnes, & Culver

W N C T

GREENVILLE—1953
ABC-CBS-NBC-DuM

Channel: 9 VHF...AP: 56 Kw...VP: 100 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address...Evans Street
Phone Number...6181
Air Time...16.45 hours daily
News Service...UP
Representative...Pearson
Membership...TvB
President...Earl Westbrook
Gen., Sta. Manager...A. Hartwell Campbell
Comm. Manager...John G. Clark, Jr.
Program Director...Eck Wall
Promotion Mgr...Dave Mosier
Production Mgr...Joe Reaves
Film Manager...Malcolm Nicholson
Chief Engineer...Hank Tribley
Consulting Eng...Everett Dillard

W N O A - T V

RALEIGH—1953
ABC-CBS-DuM

Channel: 28 UHF...AP: 102 Kw...VP: 182 Kw.
Owned-Oper. Bq...Sir Walter Television Co.
Business Address...219 S. McDowell St.
Phone Number...2-0321
Air Time...15 hours daily
News Service...AP
Representative...Avery-Knodel, Inc.
Membership...NARTB, TvB
President...John W. English
Gen., Sta. Mgr...Charles G. Baskerville
Commercial Mgr...Earl Welde
Chief Engineer...Pete Miller
Consulting Engineer...Craven, Lohnes

W M F D - T V

WILMINGTON—1954—ABC-NBC

Station Operating with Special Temporary Authorization
Channel: 6 VHF...AP: 31 Kw...VP: 62 Kw.
Owned-Oper. By...WMFD-TV, Inc.
Business Address...225 Princess Street
Phone Number...3-4666
Air Time...8 hours daily
News Service...UP
Representative...Weed
Membership...NARTB
President, Gen. Mgr...R. A. Dunlea
Station Manager...R. A. Dunlea, Jr.
Comm. Manager...C. O. Shields
Program Director...Clint Long
Promotion Director...Bob Caudle
Dir. of News & Sp. Events...Paul Jennewein
Production Manager...Bob West
Publicity Director...Gene Warren
Film Manager...John McNeil
Chief Engineer...E. I. Herring
Consulting Engineer...A. D. Ring

WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF. AP: 21.9 Kw. VP: 40 Kw.
 Owned-Oper. By Triangle Bcstg. Corp.
 Business Address 419-21 N. Spruce St.
 Phone Number 5-2311
 Air Time 18 hours daily
 Newspaper Affiliate Winston-Salem Journal
 & Twin City Sentinel
 News Service UP
 Representative Headley-Reed
 Membership NARTB, TvB
 Exec. V.P. & Gen. Mgr. Harold Essex
 Sales Manager Harry B. Shaw
 Program Manager John A. Comas
 Promotion & Publicity Dir. Jack Abernathy
 Director News F. O. Carver

Production Manager Robert C. Estes
 Film Manager Carl Wiegold
 Operations Manager Phil Hedrick
 Consulting Eng. Craven, Lohnes & Culver

WTOB-TV

WINSTON-SALEM—1953
 ABC-DuM

Channel: 26 UHF. AP: 9 Kw. VP: 17.2 Kw.
 Owned-Oper. By Winston-Salem Bcstg. Co.
 Business Address Box 5176
 Phone Number 3-4353
 Air Time 8 hours daily
 Representative H-R Television
 President James W. Coan
 General Manager John G. Johnson
 Production Mgr., Film Dir. Tracy Lounsbury
 Chief Engineer Jim Hoke

NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 618,000 — TV Homes 32,000

Stations in State 1

KFYR-TV

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF. VP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Meyer Bcstg. Co.
 Business Address 202 1/2 Fourth St.
 Phone Number CA 3-0900
 Air Time 10 hours daily
 News Service UP
 Membership NARTB, TvB
 Representative Hoag-Blair
 President Mrs. P. J. Meyer
 General Manager F. E. Fitzsimonds
 Comm. Mgr. A. L. Anderson
 Program Director Cal Culver
 Prom., News & Sp. Events Dir. Jack Swenson
 Production Manager Wayne Turner
 Film Manager C. F. Dirlam
 Chief Engineer Ivar Nelson
 Consulting Engineer E. C. Page

KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF. AP: 15 Kw. VP: 30 Kw.
 Owned-Oper. By North Dakota Bcstg. Co.
 Business Address 15 West Central Ave.
 Phone Number 51-161
 Air Time 12 hours daily
 News Service AP, UP
 Representative Weed
 Membership NARTB
 Pres., General Manager John W. Boler
 Sta., Comm. Manager Herman Burkart
 Prog., Pub., Prod., Film Dir. Don Kingsley
 Dir. News & Sp. Events William Johnson
 Chief Engineer Joe Main
 Consulting Engineer Lloyd R. Amoo

KXJB

VALLEY CITY—1954—CBS-DuM

Channel: 4 VHF. AP: 57 Kw. VP: 100 Kw.
 Owned-Oper. By North Dakota Bcstg. Co., Inc.
 Business Address 4000 West Front Street
 Phone Number 4461
 Air Time 11 hours daily
 News Service AP, UP
 Representative Weed
 Pres., Gen. Mgr. John W. Boler
 Station, Comm. Manager William L. Hurley
 Program Director Hal Kennedy
 Promotion Director Stanley Spangler
 Dir. of News & Sp. Events Joe McCarthy
 Operations Manager Judy Lawton
 Film Manager Lois Stewart
 Chief Engineer Robert Ridgeway
 Consulting Engineer Lloyd Amoo

WDAY-TV

FARGO—1953—NBC-CBS-DuM-ABC

Channel: 6 VHF AP: 33 Kw. VP: 66 Kw.
 Owned-Oper. By WDAY, Inc.
 Business Address 118 Broadway
 Phone Number 5357
 Representative Free & Peters
 President E. C. Reineke
 Manager Tom Barnes
 Asst. Manager Jack Dunn
 Program Manager Ken Kennedy
 Promotion Mgr. Roy Pedersen
 Production Director Jack Gauvite

OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — TV Homes 2,319, 000
Stations in State 19

WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw..VP: 18.2 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Phone Number.....PORTAGE 2-8811
Air Time.....9 hours daily
Newspaper Affiliation...Akron Beacon Journal
News Service.....AP, UP
Representative.....Weed
Membership.....NARTB
President.....S. Bernard Berk
General Manager.....Roger G. Berk
V.P. in charge of Sales...Kenneth M. Keegan
Program Director.....Bloyce M. Wright
Prom., Pub., Director.....A. R. Cooper
Dir. of News & Sp. Events...Ed McDonald
Director.....Milton Komito
Film Manager.....William A. Mavrides
Chief Engineer.....Irwin L. Knopp
Consulting Engineer.....Kear & Kennedy

WICA-TV

ASHTABULA—1953

Channels: 15 UHF...AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....WICA, Inc.
Business Address.....Jefferson Road
Phone Number.....32-126
Air Time.....3 hours daily
News Service.....UP
President.....D. C. Rowley
General Manager.....John Colin
Station Manager.....Donald Fassett
Comm. Manager.....Vernon Webster
Prog. Dir., Film Mgr.....John Strasen
Prom. & Pub. Director.....Lawrence Gerrity
Dir. of News & Sp. Events...Andrew Holecko
Production Manager.....Robert Cox
Chief Engineer.....Frank Bernato
Consulting Engineer.....Guatney & Jones

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw..VP: 250 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CapiTAl 0777
Air Time.....17½ hours daily
News Service.....UP
Newspaper Affiliation.....Scripps-Howard

Representative.....The Branham Co.
Membership.....NARTB
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Glenn C. Miller
National Sales Dir.....Patrick H. Crafton
Asst. Gen. Mgr.....Ed Weston
Prom., Pub. Director...Maurice Wattenburg
Dir. of News & Sp. Events...Robert Otto
Sales Mgr.....Clarence (Chick) Doty
Production Manager.....Len Goorian
Film Manager.....Sidney Berger
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....18 hours daily
News Service.....AP
Newspaper Affiliation.....Times-Star
Representative.....Katz
Membership.....NARTB
President.....Hubert Taft, Jr.
General Manager.....U. A. Latham
Gen. Sales Mgr.....Robert T. Schlinkert
Program Director.....Paul E. Shumate
Coord. Director of Merch., Prom.
& Publicity.....John J. Walsh
Dir. of News & Sp. Events...George Palmer
Comm. Prod. Manger.....George Rogers
Publicity Director.....Fred Thomas
Promotion Director.....Lila Lambert
Film Manager.....Emil Bergdolt
Director of Eng.....George Wilson
Consulting Engineer.....George Davis
See Page 936

WLW-TV

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By...Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Rep.....WLW Sales, NBC Spot Sales
Membership.....NARTB, TvB
Chairman of the Board...James D. Shouse
Pres. & Gen. Mgr.....Robert E. Dunville

WXEL is now

Basic CBS Television

in Cleveland (starting March 2)

Maximum power—316,000 watts ERP — with greater Grade-A coverage than any other Cleveland station.

a Storer Station— which means the finest in programming and service.



It's a triple combination you can't beat for selling results in the 1 billion dollar Greater Cleveland market!

now Basic CBS Television Network

WXEL

Channel 8
Cleveland

Represented nationally by the Katz Agency

V.P. & Asst. Gen. Mgr. Ward Quaal
 V.P. & Dir. TV Oper. John T. Murphy
 V.P. & Treasurer. K. T. Murphy
 V.P., Public Relations. Gil Kingsbury
 Station Mgr. Robert Boulware
 Asst. Manager. Harry LeBrun
 Program Director. James Bruce
 Dir. Client Service Dept. Richard K. Jones
 Prom., Pub. Director. James E. Allen
 Dir. of News & Sp. Events. Terry Flynn
 Exec. Producer. Pete Katz
 Dir. Film Procurement. Al Sussman
 Film Director. Art Nevins
 Chief Engineer. R. J. Rockwell
 Consulting Engineer. Weldon & Carr.

W E W S

CLEVELAND—1947—CBS

Channel: 5 VHF. AP: 47 Kw. VP: 93 Kw.
 Owned-Oper. By. Scripps-Howard Radio, Inc.
 Business-Studio Address. 1816 E. 13th St.
 Phone Number. Tower 1-5454
 Air Time. 17½ hours daily
 News Service UP
 Newspaper Affiliation. Scripps-Howard
 Membership NARTB
 Representative Branham
 President. Jack R. Howard
 General Manager. James C. Hanrahan
 Station Director. J. Harrison Hartley
 Advertising Manager. Floyd E. Weidman
 General Executive. David M. Baylor
 Exec. Program Mgr. Betty Cope
 Dir. of News & Spec. Events. Donald L. Perris
 Film Manager. Gilbert S. Canfield
 Chief Engineer. Joseph B. Epperson

W N B K

CLEVELAND—1948—NBC

Channel: 3. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. National Bcstg. Co.
 Business-Studio Address. 815 Superior Ave.
 Phone Number. CHerry 1-0942
 Air Time. 18½ hours daily
 News Service. AP, UP
 Representative. NBC Spot Sales
 Membership NARTB
 President Sylvester L. Weaver
 General Manager. Lloyd E. Yoder
 Asst. General Manager
 & Director Sales. William N. Davidson
 Sales Mgr. Theodore H. Walworth, Jr.
 Program Manager. George W. Cyr
 Promotion Director. Clement G. Scerback
 Dir. of News & Sp. Events. Edward R. Wallace
 Oper. Supervisor. William A. Howard
 Publicity Director. Robert Horan
 Film Manager. Albert L. O'Deal
 Engineer-in-charge. S. E. Leonard
 Consulting Engineer. NBC Engineering

W X E L

CLEVELAND—1949—CBS

Channel: 8 VHF. AP: 191 Kw. VP: 316 Kw.
 Owned-Oper. By. Storer Bcstg. Co.
 Address. 1630 Euclid Ave.
 Phone Number. TOWER 1-8989
 Air Time. 16 hours daily
 News Service. UP, AP, INS
 Representative Katz
 Membership NARTB, TvB
 President George B. Storer
 Managing Director. Franklin Snyder
 Publicity Director. Barbara Snyder
 Commercial Mgr. R. C. Wright
 Program Director. Ben Wickham
 Chief Engineer. H. A. Brinkman
 Consulting Engineer. A. Earl Cullum

W B N S - T V

COLUMBUS—1949—CBS

Channel: 10 VHF. AP: 123 Kw. VP: 219 Kw.
 Owned By. Dispatch Printing Co.
 Business Address. 33 N. High St.
 Phone Number. Fletcher 3538
 Air Time. 17½ hours daily
 Newspaper Affiliation. Columbus Dispatch
 News Service AP
 Station Representative. Blair TV
 Membership NARTB, TvB
 Dir. of Television. Richard A. Borel
 Program Director. Jerome R. Reeves
 Sales Director. Robert D. Thomas
 Promotion Director. Barbara Haddox
 Dir. News & Spe. Events. Chester S. Long
 Production Dir. John Haldi
 Public Serv. Dir. Charles S. Cady
 Merchandising Dir. Morton Sherman
 Film Buyer. Betty Dixon
 Chief Engineer. Lester H. Natzger
 Consulting Engineer. Jansky & Bailey

W L W - C

COLUMBUS—1949—NBC-ABC

Channel: 4 VHF. AP: 13 Kw. VP: 26 Kw.
 Owned-Operated By. Crosley Bcstg. Corp.
 Business Address. 3165 Olentangy River Rd.
 Phone Number. Jefferson 5441
 Membership TvB
 Air Time. 19 hours daily
 News Service UP
 President. Robert E. Dunville
 Vice Pres. & Gen. Mgr. James Leonard
 Commercial Mgr. James G. Burgess
 Program Director. Walter S. Jacobs
 Promotion Director. Donald H. Edgemon
 Production Manager. Bud Gillis
 Dir. of News & Spec. Events. David Nichols
 Film Manager. Carol Barclay
 Chief Engineer. Charles Sloan

CINCINNATI'S MOST POWERFUL TELEVISION STATION

WKRC-TV

Now 316,000 watts



ON CHANNEL 12

Cincinnati, Ohio

CBS programming over WKRC-TV
dominates the Cincinnati area
day and night.

WKRC-TV — CINCINNATI, OHIO

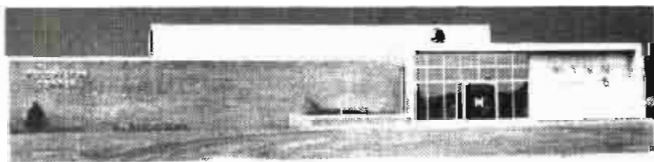
*MAXIMUM POWER
IN COLUMBUS*

WTVN-TV

Now 100,000 watts

ON CHANNEL 6

Columbus, Ohio



WTVN-TV — COLUMBUS, OHIO

Don Chapin
Mgr. New York Office
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

WTVN-TV

COLUMBUS—1949—CBS-DuM

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Address.....753 Harmon Ave.
 Phone Number.....CApitol 8-5801
 Air Time.....15 hours daily
 News Service.....AP
 Representative.....Katz
 Membership.....NARTB
 President.....Hulbert Taft, Jr.
 Exec. Vice-President.....Kenneth Church
 General Manager.....J. W. McGough
 Sales Manager.....Edwin G. Richter, Jr.
 Program Director.....Joseph A. Jenkins
 Promotion Director.....Bernice Calderon
 Director of News.....Joe Hill
 Film Manager.....Richard McKinney
 Chief Engineer.....William H. Hansher

WHIO-TV

DAYTON—1949—CBS-DuM

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Miami Valley Bcstg. Corp.
 Business Address.....45 S. Ludlow St.
 Phone Number.....ADams 2261
 Air Time.....18 hours daily
 Newspaper Affil.....Dayton Daily News
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 President.....James M. Cox Jr.
 General Manager.....J. Leonard Reinsch
 Station Manager.....Robert H. Moody
 Commercial Manager.....W. E. Wolaver
 Program Director.....Charles Gay
 Dir. of News & Sp. Events.....Don Wayne
 Production Manager.....Jack Hodgkinson
 Film Manager.....Ralph Gram
 Chief Engineer.....Ernest L. Adams
 Consulting Engineer.....Frank H. MacIntosh

WLW-D

DAYTON—1949—NBC-ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Business-Studio Address.....4595 S. Dixie Hwy.
 Phone Number.....Walnut 2101
 Air Time.....20 hours daily
 News Service.....UP
 Representative...WLW Sales, NBC Spot Sales
 Membership.....NARTB, TvB
 President.....R. E. Dunville
 V.P., Gen. & Sta. Mgr.....H. P. Lasker
 Comm. Mgr.....C. R. Dodsworth, Jr.
 Program Director.....Bill Bailey
 Prom., Publicity Dir.....Dorothy A. Sanders
 Chief Engineer.....Lester Sturgill

WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF..AP: 8 Kw..VP: 16 Kw.
 Owned-Oper. By.....WIOK, Inc.
 Business Address.....1424 Rice Ave.
 Phone Number.....6-3411

Air Time.....8 hours daily
 News Service.....UP
 Representative.....H.R.
 Membership.....NARTB
 Gen., Sta. Manager...Robert O. Runnerstrom
 National Comm. Mgr.....Lawrence Webb
 Local Comm. Manager.....Harley Lucas
 Program Director.....Gordon Max
 Dir. of News & Sp. Events.....Joe Rex
 Production Manager.....Jack Leverenz
 Film Manager.....Lenore Merritt
 Chief Engineer.....Darrel Hunter
 Consulting Engineer...Craven, Lohnes & Culver

WSTV-TV

STEUBENVILLE—1953—CBS

Channel: 9 VHF..AP: 70 Kw..VP: 140 Kw.
 Owned-Oper. By.....WSTV, Inc.
 (CBS-TV Pending Approval)
 Business Address.....Exchange Realty Bldg.
 Phone Number.....2-6265
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Jack N. Berkman
 Gen., Sta. Manager.....John J. Laux
 Gen. Mgr. Designate.....F. F. Samuels
 Comm. Mgr., Prom. Dir.....Joseph M. Troesch
 Prog. Dir., Prod. Mgr.....Robert E. Holt
 Dir. of News & Sp. Events.....Scott McMurray
 Pub. Director.....Mira DeJuli
 Film Manager.....Carl Kroskey
 Chief Engineer.....Charles S. Shepherd
 Consulting Engineer.....George C. Davis

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 24 Kw..VP: 48 Kw.
 Owned-Oper. By.....Storer Bdcstg. Co.
 Business-Studio Address.....136 Huron St.
 Air Time.....16 hours daily
 News Service.....INS, UP
 Phone Number.....Adams 3175
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....George B. Storer
 V.P. & Managing Dir.....Alle L. Haid
 Asst. Station Manager.....Les Dana
 National Sales Mgr., Prom. Dir...Bill Ashworth
 Dir. of News & Sp. Events.....Jim Uebelhart
 Production Manager.....John Saunders
 Film Director.....Elaine Phillips
 Chief Engineer.....Bill Stringfellow
 Consulting Engineer.....Jansky & Bailey

WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 21 UHF..AP: 87.5 Kw..VP: 175 Kw.
 Owned-Operated By...Vindicator Printing Co.
 Address.....101 W. Boardman Street
 Phone Number.....3-4121
 Air Time.....18 hours daily
 Membership.....NARTB
 Newspaper Affil...The Youngstown Vindicator
 Representative.....Headley-Reed
 President.....William F. Maag Jr.
 Gen., Sta., Comm.....Mitchell F. Stanley

Program Director.....Warren S. Park Jr.
 Promotion Director.....Eugene A. Barko
 Dir. of News & Sp. Events....William Lindsay
 Production Manager.....Charles Cutler
 Film Manager.....Eugene L. Donahay
 Chief Engineer.....Frank A. Dieringer
 Consulting Engineer.....A. Earl Cullum Jr.

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS
 DuM

Channel: 27 UHF. AP: 95 Kw. VP: 160 Kw.
 Owned-Operated By.....WKBN Bcstg. Co.
 Address.....3930 Sunset Blvd.
 Phone Number.....STERling 2-1145
 Newspaper Affil.....Forest City Publishing Co.
 News Service.....AP, INS, UP
 Membership.....NARTB
 Representative.....Raymer
 President, Gen. Mgr.....W. P. Williamson, Jr.
 Station Dir., Comm. Mgr.....J. L. Bowden
 Program Director.....D. S. Brice
 Promotion, Publicity Dir.....Jim E. Smith
 Dir. News & Sp. Events.....Gene Starn
 Production Mgr.....Howard Rempes
 Film Manager.....Norman Berger

Chief Engineer.....B. T. Wilkins
 Consulting Engineer.....Page, Creutz,
 Garrison & Waldschmitt

WHIZ-TV

ZANESVILLE—1953
 ABC-CBS-NBC-DuM

Channel: 50 UHF. AP: 40.7 Kw. VP: 74.1 Kw.
 Owned-Oper. By.....Southeastern Ohio TV
 System
 Business Address.....Lind Arcade Bldg.
 Phone Number.....2-5431
 Air Time.....8½ hours daily
 Newspaper Affil.....Zanesville Publ. Co.
 News Service.....UP
 Representative.....Pearson
 Membership.....NARTB, TvB
 President.....Clay Littick
 Gen., Station Mgr.....Allan Land
 Comm. Manager.....Nate Milder
 Program Director.....Reed Mellon
 Prom., Pub. Director.....Nancy Armstrong
 Prod., Film Manager.....Edward Fisher
 Chief Engineer.....William A. Hunt, Sr.
 Consulting Engineer.....Craven, Lohnes & Culver

OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — TV Homes 360,000

Stations in State 10

KTEN

ADA—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 10 VHF. AP: 141 Kw. VP: 252 Kw.
 Owned-Oper. By.....Eastern Okla. TV Co., Inc.
 Business Address.....P. O. Box 10
 Phone Number.....1010
 Air Time.....8 hours daily
 News Service.....AP
 Rep.....Venard, Rintoul & McConnell
 President.....Dr. C. C. Morris
 V.P. & Gen. Mgr.....Bill Hoover
 Sec. Treas. & Station Mgr.....Brown Morris
 Prog., Prom. & Pub. Dir.....Nadine Wheeler
 Dir. of News & Sp. Events.....George Millers, Jr.
 Production Manager.....Jack Hoover
 Film Manager.....G. C. Northington
 Chief Engineer.....Fred Smith
 Consulting Eng.....Vandivere, Cohen & Wearn

Gen. Station Mgr.....George Streets
 Comm. Manager.....Tom Belcher
 Program Director.....Marylin Ellis
 Prom., News & Sp. Ev. Dir.....Casey Cohlma
 Production Manager.....Gene Clark
 Film Manager.....Bill Evans
 Chief Engineer.....William Teitzel
 Consulting Engineer.....A. Earl Cullum

KSWO-TV

LAWTON—1950—DuM

Channel: 7 VHF. AP: 4.7 Kw. VP: 9.6 Kw.
 Owned-Operated By
 Oklahoma Quality Bcstg. Co.
 Address.....406½ D. Ave.
 Representative.....Everett McKinney
 Phone Number.....7777
 Air Time.....8 hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Pearson
 President.....R. H. Drewry
 Comptroller.....Paul N. Goode
 Station Manager.....Ross Baker
 Comm. Manager.....Al Shore
 Prog., Prom. Director.....Lyle Gaston
 Dir. of News & Sp. Events.....Jack Sasser
 Production Manager.....Bill Wheatley
 Publicity Director.....June Reynolds
 Film Manager.....Murdoch Matthew
 Chief Engineer.....Willard Cochran
 Consulting Engineer.....William Buford

KGEO-TV

ENID—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....Streets Electronics, Inc.
 Business Address.....206 East Randolph
 Phone Number.....835
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....P. R. Banta

KTVX

MUSKOGEE—1954—ABC—DuM

Station Operating with Special Temporary Authorization
 Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Tulsa Broadcasting Co.
 Business Address.....Box 1739
 Phone Number.....2-3191
 Air Time.....17 hours daily
 News Service.....AP, UP
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....John T. Griffin
 Exec. Vice Pres.....James C. Leake
 Vice-Pres., Gen. Mgr.....L. A. Blust, Jr.
 Station Manager.....Ted Cramer
 Sales Manager.....William D. Swanson
 National Sales Mgr.....Ben Holmes
 Program Director.....John Devine
 Prom., Publicity Director.....George Ketcham
 Dir. of News & Sp. Events.....Jack Morris
 Production Mgr.....Ellison Stambaugh
 Film Manager.....A. A. (Bus) Dory
 Engineering Supervisor.....Robert E. Snider
 Chief Engineer.....Louis Brown
 Consulting Engineer.....Paul Godley

KMPT

OKLAHOMA CITY—1953—DuM

Channel: 19 UHF..AP: 89 Kw..VP: 178 Kw.
 Owned-Oper. By.....KLPR Television Inc.
 Business Address.....128 W. Commerce
 Phone Number.....Central 2-1341
 Air Time.....8 hours daily
 News Service.....UP
 Representative.....Bolling
 General Manager.....Troy Hoskins
 Program Director.....Lou Miller
 Director of News.....Michael Kennedy
 Chief Engineer.....John Galbreath

KTVQ

OKLAHOMA CITY—1953—ABC-CBS

Channel: 25 UHF..AP: 137 Kw..VP: 275 Kw.
 Owned-Oper. By.....Republic TV & Radio Co.
 Business Address.....1901 Classe Blvd.
 Phone Number.....Jackson 5-1561
 Air Time.....8 hours daily
 News Service.....AP
 Representative.....H.R.
 Membership.....NARTB, TvB
 President.....John Esau
 Comm. Mgr.....Raymond Ruff
 Program Director.....Dick Kirchner
 Promotion Director.....Al Fiegel
 Dir. of News & Sp. Events.....Jack Sherman
 Production Manager.....Vlada Dimac
 Publicity Director.....Hugh Scott
 Film Manager.....Wayne Taylor
 Chief Engineer.....Harold L. Coomes
 Consulting Eng...Vandivere, Cohen & Wearn

KWTV

OKLAHOMA CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By...Oklahoma Television Corp.
 Business Address.....Box 8788
 Phone Number.....Victor 3-6641
 Representative.....Avery-Knodel
 General Manager.....Edgar T. Bell
 Commercial Mgr.....Fred L. Vance
 Promotion, Pub. Dir.....Montez Tjaden
 Film Manager.....David Hunt
 Director of News.....Bruce Palmer
 Program Director.....Perry Dickey
 Chief Engineer.....Morris W. Thomas

WKY-TV

OKLAHOMA CITY—1949 ABC-NBC

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....WKY Radiophone Co.
 Studio Address.....500 E. Britton Rd.
 Phone Number.....Trinity 8-2161
 Air Time.....17½ hours daily
 News Service.....UP
 News Affil.....Okla. Publishing Co.
 Representative.....Katz
 Membership.....NARTB, TvB
 President, Gen. Mgr.....E. K. Gaylord
 Station Manager.....P. A. Sugg
 Asst. Station Mgr.....Hoyt Andres
 Adm. Asst.....Eugene B. Dodson
 Program Director.....Robert Olson
 Prom., Publicity Dir.....Wally Kinnan
 Dir. of News & Sp. Events.....Grant Foster
 Asst. Prog. Mgr., Film Mgr.....Kieth Mathers
 Chief Engineer.....H. J. Lovell
 Consulting Eng.....A. D. Ring & Associates

KOTV

TULSA—1949—CBS

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....J. H. Whitney & Co.
 Business Address.....302 S. Frankfort St.
 Phone Number.....2-9233
 Air Time.....18 hours daily
 News Service.....UP
 Membership.....NARTB, TvB
 Station Representative.....Petry
 Pres., Gen Mgr.....C. Wrede Petersmeyer
 Oper., & Prod. Mgr.....Dick Campbell
 Comm. Manager.....Jim Richdale
 Prog. Dir., Film Mgr.....Jim Randolph
 Prom., Publicity Director.....Robert Freeland
 Dir. of News & Sp. Events.....Cy Tuma
 Chief Engineer.....George Jacobs
 Consulting Engineer.....Earl Cullum

KVOO-TV

TULSA—1954—NBC

Station Operating with Special Temporary Authorization
 Channel: 2 VHF..AP: 11 Kw..VP: 22 Kw.
 Owned-Oper...Central Plains Enterprises, Inc.
 Business Address.....311 South Denver

Phone Number 54-7204
 Air Time.....17 hours daily
 News ServiceUP
 RepresentativeBlair TV
 Membership NARTB
 President W. G. Skelly
 Gen. Sta. Manager C. B. Akers

Comm. Manager.....Russ N. Lamb
 Program Director.....Bill Sadler
 Prom., Pub. Director... Ann Fellows
 Dir. of News & Sp. Events.....Ken Miller
 Film Manager.....Wayne Taylor
 Chief Engineer.....John Bushnell
 Consulting Engineer.....Jansky & Bailey

OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — TV Homes 215,000
 Stations in State 5

KVAL-TV

EUGENE—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 13 VHF... AP: 13.6 Kw... VP: 56 Kw.
 Owned-Oper. ByEugene Television, Inc.
 Business Address.....P. O. Box 548
 Phone Number4-3245
 Air Time..... 8 hours daily
 News Service AP
 Rep.....Hollingbery, Moore & Lund
 President Bob Booth
 Gen., Sta. Manager S. W. McCreedy
 Comm., Mgr., Pub. Dir..... Glenn Nickell
 Prog., Prom. Dir., Prod. Mgr.... Bob Lowmsbery
 Dir. of News & Sp. Events..... Phil George
 Film Manager..... Martin Levenson
 Chief Engineer..... Al Barnard

KBES-TV

MEDFORD—1953
 CBS-ABC-NBC-DuM

Channel: 5 VHF... AP: 15.8 Kw... VP: 28.8 Kw.
 Owned-Oper. By Southern Oregon Bcstg. Co.
 Business Address Box 1189
 Phone Number 3-4581
 Air Time..... 8 hours daily
 Newspaper Affil. Grants Pass Courier
 News Service AP
 Representative Hoag, Blair
 Membership NARTB
 President Amos Voorhies
 Station Manager..... Ed A. Malone
 Vice-Pres., Business Mgr.... Everett A. Faber
 General Manager..... William B. Smullin
 Business Manager..... Everett A. Faber
 Chief Engineer Nestor L. Williams

KLOR

PORTLAND—ABC

Station Operating with Special Temporary Authorization
 Channel: 12... AP: 158 Kw... VP: 316 Kw.
 Owned ByHuntington Malarkey Estate
 Address..... 4854 SW 19th St.

Sales Rep.....Geo. P. Hollingbery
 E. Rep...Page, Creutz, Garrison & Waldschmitt
 Legal Rep..... Barnes & Neilson
 General Manager.....John Schley

KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By... Mt. Hood Radio & TV Bcstg. Corp.
 Business Address.....140 S.W. Columbia St.
 Phone Number Atwater 6412
 Rep..... CBS Spot Sales
 Membership TvB
 President..... Theodore R. Gamble
 Vice Pres. & Managing Dir... C. Howard Lane
 National Sales Mgr..... John L. Palmer
 Local Sales Mgr..... Frank H. Coffin
 Program Director..... Ted W. Cooke
 Promotion Director..... Robert McGill
 Dir. of News & Sp. Events..... Tal Tripp
 Production Manager Roy Rector
 Film Manager..... Tad M. Williams
 Chief Engineer Louis S. Bookwalter

KPTV

PORTLAND—1952—ABC—DuM
 NBC

Channel: 27 UHF... AP: 102 Kw... VP: 204 Kw.
 Owned-Operated By..... Empire Coil Co.
 Address 735 S.W. 20th Pl.
 Phone Number Capitol 9921
 Air Time..... 16 hours daily
 News Service UP
 Representative NBC Spot Sales
 Membership NARTB, TvB
 President & Gen. Mgr..... Herbert Mayer
 Vice Pres. & Sta. Mgr..... Russell K. Olsen
 Comm. Manager..... Charles R. White
 Program Director..... Gene Ragle
 Prom. Director..... D. Donald Lonie, Jr.
 Dir. of News & Sp. Events..... William Swing
 Film Manager Richard Norman
 Chief Engineer..... William H. McAlister
 Consulting Eng... Adler Communications Labs.

Television Station WGLV

Channel
57

Truly An

AREA

Station

**Located in the
center of the**

Allentown – Bethlehem – Easton

Metropolitan Area

. . . that Serves and Sells the Third Largest Market in
Pennsylvania . . . 44th in the United States.

W G L V

**EASTON
PA.**

Represented by Headley-Reed TV

PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — TV Homes 2,537,000

Stations in State 26

WFMZ-TV

ALLENTOWN—1954

Station Operating with Special Temporary Authorization
Channel: 67 UHF. AP: 43.6 Kw. VP: 79.4 Kw.
Owned-Oper. Penn Allen Broadcasting Co.
Address MacArthur Road
Phone Number Hemlock 5-6733
Air Time 11 hours daily
News Service UP
Representative Avery-Knodel
Membership NARTB
President, Gen. Mgr. Raymond F. Kohn
Comm. Manager Perry S. Ury
Program Director Edward F. Glacken
Promotion Director Mark Dean
Film Manager Don Mohr
Chief Engineer Carl C. Egolf

WFBG-TV

ALTOONA—1953—NBC-ABC-DuM
CBS

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By The Gable Broadcasting Co.
Address Gable Arcade
Phone Number Altoona 6467
Air Time 16 hours daily
News Service AP
Representative H-R Television
Membership NARTB
President George P. Gable
Managing Director Jack Snyder
Oper. Manager George R. Burgoon
Program Director Lois M. Huey
Prom., Pub. Director Samuel W. Patton
Dir. of News & Sp. Events Charlie Ritchie
Film Manager B. Harley Shook
Chief Engineer K. R. Brubaker
Consulting Eng. Craven, Lohnes & Culver

WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF. AP: 12.4 Kw. VP: 12.4 Kw.
Owned-Oper. By Associated Bcstrs. Inc.
Business Address P. O. Box 111
Phone Number Hemlock 4-6278
Air Time 9 hours
News Service UP
Representative Meeker
Membership NARTB, TvB
Station Executive Clair R. McCollough
Sta., Film Manager Elwood Anderson
National Sales Manager J. R. Gulick
Program Director Bernard Ames
Chief Engineer J. E. Mathlot
Consulting Engineer James C. McNary

WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By WGLV, Inc.
Address 2857 Nazareth Road
Phone Number Easton 3-3557
Air Time 18 hours daily
Newspaper Affiliation Easton Express
News Service AP
Representative Headley-Reed
President J. L. Stackhouse
General Manager John Reed Porterfield
Program Director Tom Grant
Promotion Director Macey Schaffer
Director of Sports Bill Wright
National Sales Mgr. Nelson S. Rounsley
Chief Engineer Charles Thon
Consulting Engineer Paul Godley

(See Page 9-11)

WICU

ERIE—1949—ABC-NBC-DuM

Channel: 12 UHF. AP: 15 Kw. VP: 30 Kw.
Owned-Oper. By Dispatch Incorporated
Bus. Trans. Address 3514 State St.
Phone Number 4-5021
Air Time 18 hours daily
Newspaper Affiliation Erie Dispatch Herald
News Service AP
Representative Petry
Membership NARTB
President Edward Lamb
General Manager Ben McLaughlin
Comm. Manager Karl Nelson
Program Director Bob Lunquist
Promotion Director Jack Schumacher
Production Manager Dick Johnson
Film Manager John Cook
Chief Engineer Mike Csop

WSEE

ERIE—1954—CBS-DuM

Station Operating with Special Temporary Authorization
Channel: 35 UHF. AP: 100 Kw. VP: 200 Kw.
Owned-Oper. By Great Lakes Television Co.
Address 1220 Peach Street
Phone Number 5-7575
Air Time 11½ hours daily
Newspaper Affiliation Times
News Service UP
Representative Avery-Knodel
President George J. Mead
Exec. V.P. & Gen. Mgr. Charles E. Denny
Station Manager Frank B. Palmer
Comm. Manager Donald M. Boyce
Dir. of News & Sp. Events Richard Morgan
Film Manager Frank Herrick
Chief Engineer Edward Zellefrow
Consulting Engineer Kear & Kennedy

WCMB-TV

HARRISBURG—1954—DuM

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By.....Rossmoyne Corp.
 Business Address.....228 Court St.
 Phone Number.....4-3005
 Air Time.....7 hours daily
 Representative.....Cooke
 Membership.....NARTB
 President.....Edgar T. Shepard, Jr.
 General Manager.....Ed. K. Smith
 Program Director.....John Archer
 Dir. of News & Sp. Events.....Edward Kenny
 Production Manager.....Jacob Koser
 Film Manager.....William Bowman
 Chief Engineer.....J. Howard Bair
 Consulting Engineer.....Frank McIntosh

WHP-TV

HARRISBURG—1953—CBS

Channel: 55 UHF..AP: 126 Kw..VP: 253 Kw.
 Owned-Oper. By.....WHP, Inc.
 Business Address.....216 Locust St.
 Phone Number.....4-3211
 Air Time.....9½ hours daily
 Representative.....Bolling
 General Manager.....A. K. Redmond
 Program Director.....Dick Redmond
 Promotion Dir.....Beatrice Potteiger
 Director of News.....John Price
 Chief Engineer.....E. Daniel Leibensperger

WTPA

HARRISBURG—1953—ABC

Channel: 71 UHF..AP: 110 Kw..VP: 220 Kw.
 Owned-Oper. By.....Harrisburg Bcstrs. Inc.
 Business Address.....3235 Hoifman St.
 Phone Number.....Harrisburg 8-7171
 Air Time.....15½ hours daily
 Newspaper Affiliation.....Patriot-News
 News Service.....UP
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....Donald Newhouse
 Gen., Sta. Mgr.....David J. Bennett
 Commercial Mgr.....Alan Solada
 Prog. Dir. & Film Mgr.....Donald D. Wear
 Prom. & Pub. Director.....Gladys Swift
 Director of News.....Roy Nassau
 Production Mgr....."Mac" McCauley
 Chief Engineer.....Paul Gross
 Consulting Engineer..Craven, Lohnes & Culver

WARD-TV

JOHNSTON—1953—ABC-CBS-DuM

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By.....Rivoli Realty Co.
 Business Address.....First Natl. Bank Bldg.
 Phone Number.....81-216
 Representative.....Weed
 General Manager.....Robert R. Nelson
 Chief Engineer.....Millard Coleman

WJAC-TV

JOHNSTOWN—1949

CBS-NBC-DuM

Channel: 6 VHF..AP: 36.4 Kw..VP: 70.8 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Phone Number.....9-1965
 Air Time.....17½ hours daily
 Newspaper Affiliation..The Johnstown Tribune
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....Walter W. Krebs
 Gen., Sta. Mgr.....Alvin D. Schrott
 Comm. Manager.....John H. Hepburn
 Prog. Dir., Film Mgr.....Frank P. Cummins
 Dir. of News & Sp. Events.....E. J. Klym
 V.P. Chg. Tech. Operations.....Nevin L. Straub
 Chief Engineer.....Theodore Campbell
 Consulting Engineer.....McNary

WGAL-TV

LANCASTER—1949

CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Business-Transmitter Address..24 S. Queen St.
 Phone Number.....5246
 Air Time.....18 hours daily
 News Service.....UP
 Representative.....Meeker
 Membership.....NARTB, TvB
 President.....Clair R. McCollough
 Asst. Gen. Mgr.....J. Robert Gulick
 Station, Film Manager.....Harold E. Miller
 Comm. Manager.....Leroy K. Strine
 Program Director.....Paul Rodenhauser
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot
 Consulting Eng.....James C. McNary

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Bulletin Co.
 Address.....City Ave. & Monument Ave.
 Phone Number.....GR 7-8300
 Air Time.....16 hours daily
 Newspaper Affil.....Evening Bulletin
 News Service.....AP, UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB, TvB
 President & Gen. Mgr..Donald W. Thornburgh
 V.P. in charge of TV.....Charles Vanda
 Asst. Mgr. TV.....John McClay
 TV Sales Mgr.....Robert M. McGredy
 Program Director.....Robert A. Forrest
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
 Dir. of News & Sp. Events.....Charles Shaw
 Asst. Operation Mgr.....Mel Levine
 Film Manager.....Norman Leebron
 V.P. in chg. Engineering.....Hohn G. Leitch

2

Lowest channel . . . highest tune-in in the Pittsburgh market

CHANNEL 2 NOW A WBC STATION

Top reception—top audiences—top results—top markets. That's the WBC story. And now WBC's top markets include Pittsburgh . . . with over a million sets and unapproached viewer-loyalty because Channel 2 is the pioneer in Pittsburgh. Put it to work for you in America's sixth market. Contact Lloyd Chapman, Sales Manager, KDKA-TV at EXpress 1-3000, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

KDKA-TV

(Formerly WDTV)

PITTSBURGH — CHANNEL 2

Population 3,975,940 Retail Sales — \$5,098,764,000
TV Families — 1,256,400 Average Family Income — \$5,800

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV, Pittsburgh. WBZ, WBZA • WBZ-TV, Boston.
KYW • WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland;
KPIX, San Francisco

KPIX Represented by the Katz Agency, Inc.
WBC National Representatives -- Free & Peters, Inc.



WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Phone Number.....Evergreen 2-4700
 Air Time.....16 hours daily
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....UP
 Representative.....Blair TV
 Membership.....NARTB, TvB
 General Manager.....Roger W. Clipp
 Exec. Assis.....George A. Koehler,
 Howard W. Maschmeier

Commercial Mgr.....Kenneth W. Stowman
 Program Director.....Jack Steck
 Promotion Director.....Joe Zimmermann
 Director of News.....Charles Harrison
 Publicity Director.....John Hyland
 Production Manager.....Chet Cooper
 Film Manager.....Ralph Goldstein
 Chief Engineer.....Henry Rhea

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Westinghouse Bdcstng., Inc.
 Business Address.....1600 Architects Bldg.
 Phone Number.....LOcust 4-5500
 Air Time.....19 hours daily
 News Service.....UP, INS
 Station Representative.....Free & Peters
 Membership.....NARTB
 Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr....Alexander W. Dannenbaum, Jr.
 Dir. of News & Sp. Events....Dick McCutchen
 Program Manager.....Stan Lee Broza
 Pub., Prom. Dir.....Edward Wallis
 Film Buyer.....Edward Murray
 Chief Engineer.....Raymond J. Bowley

KDKA-TV

**PITTSBURGH—1949
 CBS-NBC-DuM**

Channel: 2.....AP: 8.3 Kw.....VP: 16.6 Kw.
 Owned-Oper. By...Westinghouse Brcdstng. Co.
 Business Address.....Gateway Bldg.
 Phone Number.....Express 1-3000
 Air Time.....19 hours daily
 News Service.....UP
 Representative.....Free & Peters
 General Manager.....Harold C. Lund
 Comm. Manager.....Lloyd D. Chapman
 Program Director.....Byron Dowly
 Prom., Pub. Director.....Dick Fortune
 Dir. of News & Sp. Events.....Bill Burns
 Film Manager.....Richard Dreyfus
 Chief Engineer.....Raymond Rodgers

WENS

PITTSBURGH—1953—ABC-CBS-NBC

Channel: 16 UHF..AP: 106 Kw..VP: 200 Kw.

Owned-Oper. By.....Telecasting, Inc.
 Business Address.....700 Ivory Avenue
 Phone Number.....WELLington 1-1200
 Air Time.....16 hours daily
 News Service.....UP, INS
 Representative.....Petry
 President.....Thomas P. Johnson
 Vice Pres., General Mgr.....Larry Israel
 Sales Mgr.....Don Menard
 Publicity Director.....Peter Thornton
 Chief Engineer.....James Hurley

WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF..AP: 87 Kw..VP: 167 Kw.
 Owned-Oper. By.....Hawley Bcstg. Co.
 Business Address.....433 Penn St.
 Phone Number.....6-7335
 Air Time.....11½ hours daily
 Newspaper Affiliation.....Eagle-Times
 News Service.....UP
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....Hawley Quier
 Exec. V.P. & Gen. Mgr....Thomas E. Martin
 Asst. Mgr. & Dir. TV Sales...K. Richard Creitz
 Prom. & Pub. Rel. Director...Jane E. Winne
 Program Director.....George Carroll
 Dir. of News & Sp. Events...Jack B. Gounder
 Production Manager.....Roy V. Swinamer
 Film Manager.....Jack B. Gounder
 Dir. Tech. Oper.....Robert S. Guldin
 Asst. Dir. Tech. Oper....Harold E. Schearer

WHUM-TV

READING—1953

Channel: 61 UHF..AP: 135 Kw..VP: 260 Kw.
 Owned-Oper. By.....Eastern Radio Corp.
 Address.....Skyline Drive
 Phone Number.....4-4805
 Air Time.....18 hours daily
 News Service.....INS, AP
 Representative.....H R Television, Inc.
 Membership.....NARTB
 President.....Humboldt J. Greig
 Vice President.....John E. Schuler
 National Sales Manager..Robert M. Reuschle
 Regional Sales Manager.....Ed Walpert
 Program Director.....Robert Boston
 Promotion Director.....Robert Esterly
 Dir. of News & Sp. Events.....John Deegan
 Film Manager.....Alan Lane
 Chief Engineer.....Joseph Risse
 Consulting Engineer.....A. Earl Cullum, Jr.

WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF..AP: 182 Kw..VP: 228 Kw.
 Owned-Oper. By.....Union Bcstg. Co.
 Business Address.....333 Madison Ave.
 Phone Number.....Diamond 3-1245
 Air Time.....11 hours daily
 News Service.....AP
 Representative.....Hollingbery

President..... Martin F. Memolo
 Vice President..... W. W. Scranton
 Gen., Sta. Mgr..... William M. Dawson
 Commercial Mgr..... Sam M. Feigenbaum
 Program & Prod. Dir..... Joseph Salsburg
 Director of News..... Joe Salsburg
 Chief Engineer..... Roswell J. Parker
 Consulting Engineer..... Jansky & Bailly

WGBI-TV
 SCRANTON—1953—CBS

Channel: 22 UHF..AP: 114.5 Kw..VP: 215.5 Kw.
 Owned-Oper. By..... Scranton Bcstrs, Inc.
 Business Address..... 1000 Wyoming Ave.
 Phone Number..... Diamond 2-7634
 Air Time..... 16 hours daily
 News Service..... AP
 Representative..... Blair
 President..... Mrs. M. E. Megargee
 Gen., Comm. Mgr..... George D. Coleman
 Station Manager..... Robert E. McDowell
 Prog. Dir., Film Mgr..... Mort Rosenthal
 Prom., Pub. Director..... Douglas Holcomb
 Dir. of News & Sp. Events..... Tom Powell
 Chief Engineer..... K. R. Cooke
 Consulting Engineer..... George C. Davis

WTVU
 SCRANTON—1953

Channel: 73 UHF..AP: 8.42 Kw..VP: 12.84 Kw.
 Owned-Oper. By..... Appalachian Co.
 Business Address..... First Natl. Bank Bldg.
 Phone Number..... 7-3334
 Representative..... Everett McKinney
 President..... Frank Collins
 Vice-President..... James H. Crowley
 General Mgr..... Thomas W. Jones
 Chief Engineer..... Adolph Oschmann

WBRE-TV
 WILKES-BARRE—1953—NBC

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Oper. By..... WBRE TV Inc.
 Address..... 62 S. Franklin St.
 Phone Number..... Valley 3-3101
 Air Time..... 17 hours daily
 News Service..... AP
 Representative..... Headley Reed
 Membership..... TvB
 President..... Louis G. Baltimore
 General Manager..... David M. Baltimore
 Comm. Manager..... Ernest Lewis
 Program Director..... Franklin D. Coslett
 Dir. of News & Sp. Events..... William Connelly
 Production Manager..... Fred Foerster
 Film Manager..... Robert Gibson
 Chief Engineer..... Charles Sakoski, Sr.

WILK-TV

WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF..AP: 180 Kw..VP: 250 Kw.
 Owned-Oper. By..... Wyoming Valley Bcstg. Co.
 Business Address..... 88 North Franklin St.
 Phone Number..... 4-4666
 Representative..... Avery-Knodel
 Air Time..... 4 hours daily
 News Service..... AP
 Membership..... NARTB
 President..... Mitchell Jenkins
 General Manager..... Thomas P. Shelburne
 Executive Vice Pres..... Roy E. Morgan
 Comm. Manager..... Malcom Dale
 Program Director..... Harold Berg
 Prom., Pub. Director..... Mrs. Dorothy Albee
 Dir. of News & Sp. Events..... Thomas Bigler
 Production Mgr..... Bill Williams
 Film Manager..... Francis J. Lee
 Chief Engineer..... Theodore Freach
 Consulting Eng..... Page, Creutz,
 Garrison & Waldschmitt

WNOW-TV
 YORK—1953—DuM

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Oper. By..... Broadcast Division, Helm
 Coal Co.
 Business Address..... 25 So. Duke St.
 Phone Number..... 27-821
 Air Time..... 10½ hours daily
 News Service..... AP
 Representative..... Forjoe
 Membership..... NARTB
 General Manager..... Lowell W. Williams
 Sta. Mgr., Prog. Dir..... Richard E. Burg
 Comm. Manager..... Robert Stough
 Prom., Pub. Dir..... J. Edward Schwalm
 Dir. of News & Sp. Events..... Will Groff
 Film Manager..... George Kraft
 Chief Engineer..... Glenn M. Winter
 Consulting Engineer..... John H. Mullaney

WSBA-TV
 YORK—1952—ABC

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.
 Owned-Operated By..... Susquehanna Bcstg. Co.
 Address..... Queen St.
 Phone Number..... 2-5531
 Air Time..... 13 hours daily
 News Service..... AP
 Representative..... Adam J. Young, Jr.
 President..... Louis J. Appell, Jr.
 Gen., Sta., Comm. Mgr..... C. L. Doty
 Program Director..... Jim Curtis
 Promotion Director..... Jack Herr
 Dir. of News & Sp. Events..... Otis B. Morse
 Film Manager..... Tom Miller
 Chief Engineer..... Lew Jones
 Consulting Engineer..... George E. Davis

RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — TV Homes 265,000
Stations in State 2

WJAR-TV

PROVIDENCE—1949

ABC-NBC-DuM

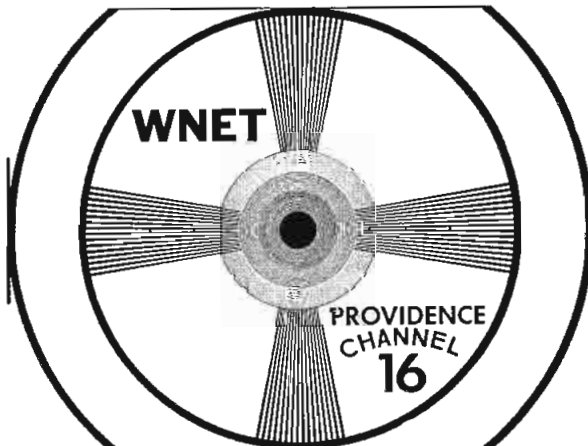
Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-8255
Air Time.....18 hours daily
News Service.....AP, INS
RepresentativeWeed
MembershipNARTB
Vice President.....George C. Griffith
Station Manager.....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Promotion Director.....Jay Hoffer
Dir. of News & Sp. Events...Warren Walden
Production Manager.....Manning Tesser
Public Relations.....Dody Sinclair
Film Manager.....William Cooper

Chief Engineer.....Thomas C. J. Prior
Consulting Eng.....Craven, Lohnes & Culver
(See Page 274)

WNET

PROVIDENCE—1953—ABC-CBS-DuM

Channel: 16 UHF..AP: 154 Kw..VP: 209 Kw.
Owned-Oper..Channel 16 of Rhode Island, Inc.
Business Address.....Box 1533
Phone Number.....Union 1-3100
Air Time.....8 hours daily
News ServiceUP
RepresentativeRaymer
MembershipNARTB
PresidentHarold C. Arcaro
General Mgr.....E. James McEnamey, Jr.
Comm. Manager.....Charles W. Shields Jr.
Program Director.....Patricia Vayda
Promotion Director.....Bruce D. White
Film Manager.....Robert Gilmore
Chief Engineer.....Herbert Evans
Consulting Engineer.....George C. Davis



SERVING THE NATION'S 14th
MARKET AREA

E. JAMES McENAMEY, JR.
General Manager

SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — TV Homes 230,000

Stations in State 9

WAIM-TV

ANDERSON—1953—CBS

Channel: 40 UHF . AP: 8.3 Kw. . VP: 16.6 Kw.
Owned-Oper. By Wilton E. Hall
Business Address 1 Martin St.
Phone Number CAnal 6-1511
Air Time 10 hours daily
Newspaper Affil. Independent & Daily Mail
News Service INS
Representative Headley-Reed
President Wilton E. Hall
General Manager Glenn P. Warnick
Program Director Marshall Gaillard
Chief Engineer John Willis
Consulting Engineer George C. Davis

WCSC-TV

CHARLESTON—ABC-CBS

Channel: 5 VHF . AP: 50 Kw. . VP: 100 Kw.
Owned-Oper. By WCSC, Inc.
Business Address 485 East Bay St.
Phone Number 3-8371
Air Time 12½ hours daily
News Service UP
Representative Free & Peters
President, Gen. Mgr. John M. Rivers
National Adv., Sta. Mgr. Roland Weeks
Regional Sales Mgr. Ralph Thornley
Program Director Russell D. Long
Prom., Pub. Director Mrs. Annie Lee Small
Dir. of News & Sp. Events Harry Gianaris
Production Manager Charles Hall
Film Manager Annie Laurie Quarterman
Chief Engineer Wilbur R. Albee

WUSN-TV

CHARLESTON—1954—NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 2 VHF . AP: 53.7 Kw. . VP: 100 Kw.
Owned-Oper. By Southern Broadcasting Co.
Address P. O. Box 879
Phone Number 8-4141
Air Time 8 hours daily
Newspaper Affil. Evening Post Publ. Co.
News Service AP, UP
Representative H-R
Membership NARTB
Pres., Gen. Mgr. J. Drayton Hastie
Station Manager Douglas M. Bradham
National Sales Mgr. Philip D. Porterfield
Local Sales Mgr. Grange S. Cuthbert
Prog. Dir., Prod. Mgr. Harry R. Wagner
Promotion Director William Stokes
Dir. of News & Sp. Events Arthur Brock
Publicity Director Dene Callahan
Film Manager Harry R. Patton
Chief Engineer Walter Nelson
Consulting Engineer Gautney & Jones

WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF . AP: 8 Kw. . VP: 17.8 Kw.
Owned-Oper. By Radio Columbia, Inc.
Business Address Cornet Arms Bldg.
Phone Number 2-2177
Air Time 8½ hours daily
News Service AP
Representative Headley-Reed
Membership NARTB
Pres., Gen. Mgr. Charles W. Pittman
Sta., Film Mgr., Prom. Dir. Stewart Spencer
Comm. Manager Wayne Poucher
Program Director Blair McKenzie
Prog., News & Sp. Events Dir. Blair McKenzie
Prod. Mgr., Pub. Dir. Joseph McGinley
Film Manager Stewart Spencer
Chief Engineer Robert Lambert

WIS-TV

COLUMBIA—1953—NBC-DuM

Channel: 10 VHF . AP: 135 Kw. . VP: 269 Kw.
Owned-Oper. By WIS-TV Corp.
Business Address 1111 Bull St.
Phone Number 3-8356
Air Time 12.5 hours daily
News Service UP
Representative Free & Peters
Membership NARTB
Pres., Gen. Mgr. G. Richard Shafto
Station Manager Charles A. Batson
Comm. Manager Law Epps
Program Director Adrian Munzell
Dir. of News & Sp. Events Gren Seibels
Production Manager Dixon C. Lovvorn
Film Manager Robert Humphries
Chief Engineer Herbert G. Eidson
Consulting Eng. Craven, Lohnes & Culver

WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF . AP: 39.3 Kw. . VP: 93.5 Kw.
Owned-Oper. By Palmetto Radio Corp.
Business Address 1811 Main Street
Phone Number 2-7737
Air Time 8 hours daily
News Service AP
Representative Raymer
Gen., Comm. Mgr. H. Moody McElveen, Jr.
Prog. Director Bill Routh
Promotion Director Pat Conder
Dir. of News & Sp. Events Don Robertson
Production Manager Graham Thomas
Art Director Mary Faith Scarboro
Film Manager R. L. Brown
Chief Engineer Donald E. Willoughby
Consulting Engineer Kear & Kennedy

W B T W

FLORENCE—1954—CBS

Station Operating with Special Temporary Authorization
 Channel: 8 VHF..AP: 191 Kw.. VP: 316 Kw.
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Address Charlotte
 Phone Number 2-1557
 Air Time..... 8 hours daily
 News Service AP
 Representative..... CBS Television Spot Sales
 Membership NARTB, TvB
 President..... Joseph M. Bryan
 General Manager..... Charles H. Crutchfield
 Station Manager..... Melvin Purvis
 Managing Director..... J. William Quinn
 Prog. Dir., Prod. Mgr..... Robert Rierson
 Prom., Pub. Director..... Whiteford Smith
 Film Manager..... Harry Hughes
 Chief Engineer..... E. A. Sellars
 Consulting Eng..... A. D. Ring & Associates

W F B C - T V

GREENVILLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... WMRC, Inc.
 Business Address..... 19 E. North St.
 Phone Number 5-9653
 Air Time..... 15 hours daily
 Newspaper Affiliation..... Greenville-News
 Piedmont Co.

News Service AP
 Representative Weed
 Membership NARTB
 President..... R. A. Jolley
 General Manager..... B. T. Whitmire
 Asst. Mgr., Prog. Dir..... Norvin C. Duncan
 Comm. Mgr..... Robert Q. Glass, Jr.
 Promotion Director..... Ivan Reese
 Dir. of News & Sp. Events..... Monty Dupuy
 Production Manager..... L. J. I. Barrett
 Publicity Director..... Curt Guthrie
 Film Manager..... Charles Howard
 Chief Engineer..... William Garrison
 Consulting Engineer..... Wilson Wearn

W G V L

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF..AP: 8.51 Kw.. VP: 17 Kw.
 Owned-Oper. By..... Greenville Television Co.
 Business Address..... Box 2344
 Phone Number 5-0471
 Air Time..... 9 hours daily
 News Service AP
 Representative H-R, Ayers
 President Edgar M. Norris
 Gen., Station Manager..... Ben K. McKinnon
 Prog., News, Sp. Events Dir..... Ben Greer
 Publicity Director..... Betty Davidson
 Film Manager..... Bill Banner
 Chief Engineer..... Harley Reynolds
 Consulting Engineer McIntosh-Ingles

SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — TV Homes 37,000

Stations in State 1

KELO-TV

SIOUX FALLS—1953—ABC-CBS

NBC-DuM

Channel: 11 VHF..AP: 120 Kw.. VP: 216 Kw.
 Owned-Oper. By..... Midcontinent Bcstg. Co.
 Business Address..... 8th St. & Phillips Ave.
 Air Time..... 12 hours daily
 News Service INS
 Membership NARTB

Phone Number 4-5841
 Representative Raymer
 President..... Joseph L. Floyd
 Gen., Station Mgr..... Evans A. Nord
 Program Director..... Murray Stewart
 Prom., Pub. Director..... Jack Townsend
 Dir. of News & Sp. Events..... Bill Wigginton
 Production Manager..... Dave Dedrick
 Film Manager..... Ella Hanson
 Chief Engineer..... Lee Froke

TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — TV Homes 450,000

Stations in State 9

W D E F - T V

CHATTANOOGA—1954—ABC-CBS

NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 12 VHF..AP: 52.6 Kw.. VP: 105.2 Kw.
 Owned-Oper. By..... WDEF Broadcasting Co.
 Address Volunteer Building

Phone Number 6-0124
 Air Time..... 12 hours daily
 News Service UP
 Representative Branham
 Membership NARTB
 President..... Carter M. Parham
 Gen., Station Mgr..... Harold E. Anderson
 Comm. Manager..... Otis H. Segler

Program Director.....Morris Quave
 Prom., Pub. Director.....Emory Williamson
 Dir. of News & Sp. Events.....Mort Lloyd
 Production Manager.....David I. Andrews
 Film Manager.....John Bonney
 Chief Engineer.....B. C. Baker
 Consulting Engineer.....Russel P. May

WJHL-TV

JOHNSON CITY—1953
 ABC-CBS-NBC-DuM

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WJHL, Inc.
 Business Address.....145 W. Main St.
 Phone Number.....2780
 Air Time.....15 hours daily
 News Service.....UP
 Representative.....Pearson
 Membership.....TvB
 President.....W. H. Lancaster, Sr.
 Gen., Sta. Mgr.....W. Hanes Lancaster, Jr.
 Prog. Dir. & Film Mgr.....Walter Heeb
 Prom., Publicity Director.....William Shell
 Dir. of News & Sp. Events.....Mike Blancard
 Production Manager.....Jack Sausman
 Chief Engineer.....O. K. Garland

WATE-TV

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper...Greater East Tennessee TV, Inc.
 Business Address.....612 S. Gay St.
 Air Time.....16 hours daily
 Phone Number.....2-7111
 News Service.....UP
 Representative.....Avery-Knodel
 Membership.....TvB
 President.....Paul Mountcastle, Sr.
 Gen., Station Mgr.....W. Henry Linebaugh
 Comm. Manager.....J. T. McCloud
 Program Director.....John Reese
 Promotion Director.....H. Wayne Hudson
 Prom., Publicity Director.....H. Wayne Hudson
 Dir. of News & Sp. Events.....Arthur J. Metzler
 Production Mgr.....Carl Tibbetts
 Chief Engineer.....Fred M. Andrews
 Consulting Eng.....Comm. Radio Equip. Co.

WTSK-TV

KNOXVILLE—1953—CBS-DuM
 DuM

Channel: 26 UHF...AP: 10.5 Kw...VP: 21 Kw.
 Owned-Oper...Television Services, Knoxville
 Phone Number.....5-2113
 Business Address.....530 S. Gay St.
 Representative.....Pearson
 Vice-Pres., Gen. Mgr.....Harold B. Rothbrock
 Production Mgr.....Jay Miller
 Program, Film Mgr.....Jerry Danziger
 Commercial Mgr.....Guy L. Smith III
 Publicity Director.....Marrie Hoqan
 Chief Engineer.....Joy Broyles

WHBQ-TV

MEMPHIS—1953—CBS

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.
 Owned-Oper. By.....General Teleradio, Inc.
 Business Address.....1381 Madison Ave.
 Phone Number.....32-1705
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Blair TV
 Membership.....NARTB, TvB
 President.....Thomas J. O'Neil
 General Manager.....John H. Cleghorn
 Operations Manager.....Bill Grumbles
 Prog. Director, Film Mgr.....Gordon Lawhead
 Prom., Pub. Director.....Bill Rucker
 Dir. of News & Sp. Events.....Gene Roper
 Production Manager.....Wilson Northcross
 Chief Engineer.....Welton Roy

WMCT

MEMPHIS—1948—ABC-NBC-DuM

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Operated...Memphis Publishing Co.
 Address.....Goodwyn Institute Building
 Phone Number.....8-7464
 Air Time.....17 hours daily
 Newspaper Affil...The Commercial Appeal
 News Service.....AP, UP
 Representative.....Branham
 Membership.....NARTB, TvB
 President.....Enoch Brown
 General Manager.....H. W. Slavick
 Station, Comm. Mgr.....Earl Moreland
 Prog. Dir., Film Mgr.....Wilson Mount
 Prom., Pub., Director.....Walter E. Frase
 Dir. of News & Sp. Events.....Ed White
 Production Mgr.....Edward Greaney
 Chief Engineer.....E. C. Frase, Jr.
 Consulting Engineer.....George C. Davis

WLAC-TV

NASHVILLE—1954—CBS

Station Operating with Special Temporary Authorization
 Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.....WLAC-TV Inc.
 Address.....159 Fourth Avenue North
 Phone Number.....42-4331
 Air Time.....16 hours daily
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....Guilford Dudley, Jr.
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Asst. Gen. Mgr.....Ruth C. Holly
 Commercial Manager.....W. W. Walker
 Operations Mgr.....Carl J. Junker
 Asst. Op. Mgr.....Roy A. Smith
 Dir. of News & Sp. Events...A. G. Kennigott, Jr.
 Publicity Director.....Ruth Estes
 Chief Engineer.....Ralph L. Hucaby
 Consulting Engineer.....Earl A. Cullum

WSIX-TV

NASHVILLE—1953—ABC-DuM

Channel: 8 VHF... AP: 58 Kw... VP: 109 Kw.
 Owned-Oper. By.....WSIX-TV Inc.
 Business Address.....Nashville Trust Bldg.
 Representative.....Hollingbery
 Pres., Gen. Mgr.....R. D. Stamford, Jr.
 Dir. Operations.....Shelton Weaver
 Comm. Manager.....E. S. Tanner
 Prog. Dir., Prod. Mgr.....Jim Kent
 Chief Engineer.....Charles Duke
 Dir. Special Events.....Larry Mumson
 Promotion Director.....Harry L. Alsop

WSM-TV

NASHVILLE—1950—DuM—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned.....Nat'l Life & Accident Insurance Co.
 Address.....301 Seventh Avenue, North
 Representative.....Petry
 Chairman of Board.....E. W. Craig
 President, Gen. Mgr.....John H. DeWitt, Jr.
 V.P. & Tech. Dir.....George Reynolds
 Comm. Manager.....Irving Waugh
 Operation Manager.....Brad Crandall
 Film Manager.....Elmer Cartwright
 Chief Engineer.....Aaron Shelton
 Production Mgr.....Fritz Kleibacker
 Dir. of News & Sp. Events.....Harold Baker

TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — TV Homes 1,300,000

Stations in State 29

KRBC-TV

ABILENE—1953—NBC-ABC-DuM

Channel: 9 VHF... AP: 14.7 Kw... VP: 29.5 Kw.
 Owned-Oper. By.....Abilene Radio & TV Co.
 Business Address.....4510 So. 14th St.
 Phone Number.....2-8491
 Air Time.....10 hours daily
 News Service.....AP
 Representative.....Pearson
 Membership.....TVB

President & Gen. Mgr.....Dale Ackers
 Station Manager.....John Kelly
 Comm. Manager.....John Higgins
 National Sales Manager.....Forest Lane
 Program Director.....Steve Cowan
 Production Mgr.....Larry Fitzgerald
 Continuity Chief.....Bert Mitchell
 News Director.....Don Wilson
 Film Buyer.....John Kelly
 Promotion Mgr.....Forest Lane
 Chief Engineer.....Bill Kessel

ABILENE RADIO & TELEVISION COMPANY ABILENE, TEXAS

Serving the Rapidly Expanding Market That Is the Populous Heart of Central West Texas

KRBC—TV

A "Texas Tall" Antenna

772 feet above average terrain
 1,038 feet above downtown Abilene

A "Texas Size" Studio

60 feet x 60 feet— 3600 feet of floor space

NBC — ABC CHANNEL CBS — DuM
 9

The only TV station in the market

Natl. Rep. — John E. Pearson Company
 Texas-Louisiana Rep. — Clarke Brown Co.

KRBC—RADIO

5 Kw. Day — 1 Kw. Night

ABC 1470 Kc TSN

On the air since 1936

Programmed to meet the needs of the market.

Natl. Rep. — John E. Pearson Company

National Sales Manager — Forest Lane

K F D A - T V

AMARILLO—1953—ABC-CBS

Channel: 10 VHF. AP: 30.4 Kw. VP: 56.5 Kw.
 Owned & Oper. By Amarillo Bcstg. Co., Inc.
 Address P. O. Box 1400
 Phone Number DRake 4-5343
 Air Time 13 hours daily
 News Service AP, UP
 Representative Branham
 Membership NARTB
 President Gene L. Cagle
 General Manager Stan Wilson
 Comm. Manager Ed Moore
 Prog. Dir., Prod., Film Mgr. N. C. Long
 Promotion Director Laurel Knorpp
 Director of News & Sp. Events Bill Johns
 Publicity Director Kin Raley
 Chief Engineer Bill Spiller

K G N C - T V

AMARILLO—1953—NBC-DuM

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Globe News Publishing Co.
 Address 1800-2200 North Polk St.
 Phone Number 4-4601
 Air Time 15 hours daily
 News Affil. News, Times, Globe
 News Service AP, UP
 Membership NARTB, TvB
 Representative Katz
 President Parker Prouty
 General Manager Wes Izzard
 Station Manager Bud Thompson
 Comm. Manager Aubrey Jackson
 Program Director Bob Vaughn
 Promotion Director Marianne Johnson
 Dir. of News & Sp. Events Bob Izzard
 Production Manager Bill McEachern
 Publicity Director Beverly Beck
 Film Manager Joan Jamison
 Chief Engineer W. H. Torrey
 Consulting Engineer A. Earl Cullum

K T B C - T V

AUSTIN—1952
 ABC-CBS-NBC-DuM

Channel: 7 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By Texas Bcstg. Corp.
 Address P. O. Box 717
 Phone Number 2-2424
 Air Time 13½ hours daily
 News Service UP
 Representative Raymer
 President Claudia T. Johnson
 General Manager J. C. Kellam
 Sales Manager O. P. (Bob) Bobbitt
 Program Director Richard "Cactus" Pryor
 Prom., Publicity Dir. Charles Brown
 Dir. of News & Sp. Events Paul Bolton
 Production Manager Fred Noble
 Film Manager Elmo Brown
 Chief Engineer Ben Hearn
 Consulting Engineer A. Earl Cullum, Jr.

K B M T

BEAUMONT—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
 Channel: 31 UHF. AP: 117 Kw. VP: 224 Kw.
 Owned-Oper. By Television Broadcaster, Inc.
 Address P. O. Box 1192
 Phone Number 9-2476
 Air Time 8 hours daily
 News Service UP
 Representative Forjoe
 Membership NARTB
 President Randolph C. Reed
 V.P. & Gen. Mgr. John Rossiter
 Dir. of News & Sp. Events Roy Grimse
 Production Manager William Beathard
 Chief Engineer Frank Leins
 Consulting Engineer Frank McIntosh

K V D O - T V

CORPUS CHRISTI—1954—ABC-NBC
 DuM

Station Operating with Special Temporary Authorization
 Channel: 22 UHF. AP: 10.2 Kw. VP: 18.8 Kw.
 Owned-Oper. By Coastal Bend Television Co.
 Address 409 South Staples
 Phone Number 2-7468
 News Service AP
 Air Time 8½ hours daily
 Representative Adam Young
 President Gabriel Lozano
 Gen., Sta. Manager L. W. "Bud" Smith
 Comm. Manager V. E. Tinsley
 Program Director Edward F. Joslyn
 Chief Engineer Nestor Aresta, Jr.

K R L D - T V

DALLAS—1949—CBS

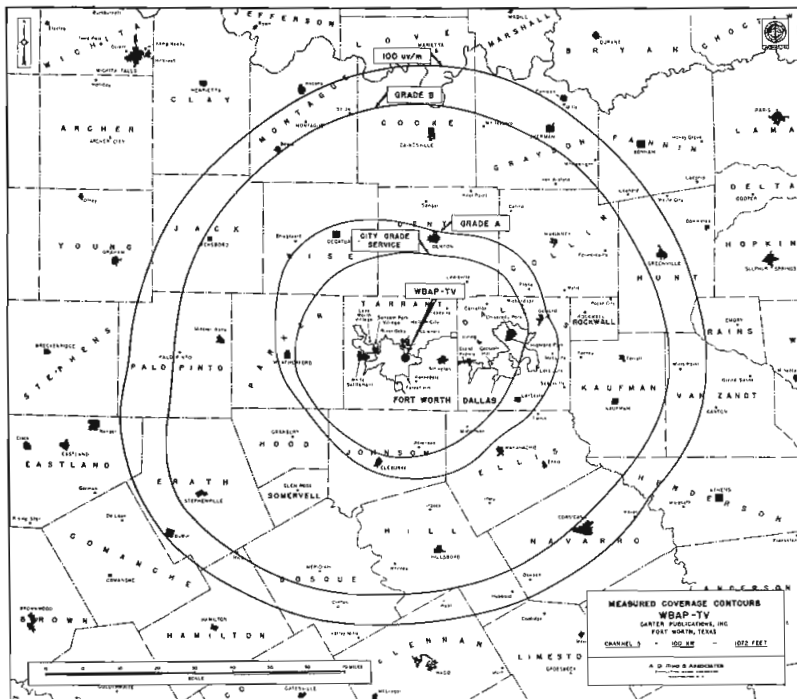
Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By KRLD Radio Corp.
 Business Address Herald Square
 Phone Number RAndolph 6811
 Newspaper Affiliation Dallas Times Herald
 Air Time 17 hours daily
 Membership NARTB
 Representative Branham
 Board Chairman J. W. Runyon
 President Clyde Rembert
 Station Manager Roy M. Flynn
 Comm. Manager W. A. Roberts
 Program Director Ves Box
 Promotion Director A. J. Putnam
 Dir. of News & Sp. Events Larry Rasco
 Production Manager Fritz Kuler
 Publicity Director A. J. Putnam
 Film Manager Nick Mueller
 Chief Engineer B. B. Honeycutt
 Consulting Engineer T. A. M. Craven

W F A A - T V

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF. AP: 137 Kw. VP: 274 Kw.
 Owned-Operated By A. H. Belo Corp.
 Business Address Young & Houston

FULL COVERAGE with WBAP-TV ... and here it is



SET COUNT 440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

WBAP-TV 38%
2nd Sta. 36%
3rd Sta. 27%

Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	\$2,284,777,000
Buying Income	\$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954
Measured Service Contour Map, A. D. Ring & Associates.

WBAP-TV

CHANNEL

5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Chairman

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. - National Representatives

KPRC-TV FIRST with

500^{*} YEARS
of
TV EXPERIENCE

TO BE first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 500 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast Area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

* aggregate TV experience total—January 1955

KPRC-TV CHANNEL 2
HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.



YOUR BEST COST-PER-THOUSAND BUY!

Phone Number.....Riverside 3315
 Air Time.....17 hours daily
 Newspaper Affiliation.....Morning News
 News Service.....UP
 Representative.....Petry
 Membership.....NARTB, TvB
 President.....E. M. (Ted) Dealey
 General Manager.....James M. Moroney
 Station Manager.....Ralph W. Nimmons
 Comm. Manager.....Terry Lee
 Program Director.....Jay Watson
 Promotion Director.....Charles Larkins
 Dir. of News & Spec. Events.....Harvey Bogen
 Production Manager.....Ben January
 Film Manager.....Gordon Hamilton
 Chief Engineer.....William C. Ellis
 TV Tech. Supervisor.....George Krutilek
 Consulting Eng.....A. Earl Cullum

K R O D - T V

EL PASO—1952—ABC-CBS-DuM

Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.
 Owned-Oper. By.....El Paso Times, Inc.
 Address.....2201 Wyoming St.
 Representative.....Branham
 General Manager.....Val Lawrence
 Sales Manager.....Dick Watts
 Promotion Mgr.....Ken McClure
 Chief Engineer.....E. P. Talbott

K T S M - T V

EL PASO—1953—NBC

Channel: 9 VHF...AP: 33.1 Kw...VP: 55.1 Kw.
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Phone Number.....2-5423
 News Service.....UP
 Membership.....NARTB
 Representative.....Hollingbery
 Pres., Gen., Sta. Mgr.....Karl O. Wyler
 Comm. Manager.....Roy T. Chapman
 Prog. Director.....Jack B. Chapman
 Sec. Treasurer.....Karl O. Wyler, Jr.
 Dir. of News & Sp. Events.....John Phelan
 Production Manager.....Jack Rye
 Film Manager.....Allan Johnston
 Chief Engineer.....Kenneth J. Walton
 Consulting Engineer.....George Adair

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Phone Number.....Lockwood 1981
 Air Time.....17 hours daily
 Newspaper Affiliation.....Fort Worth Star-Telegram
 News Service.....AP
 Representative.....Free & Peters
 Membership.....NARTB, TvB
 Chairman.....Amon Carter Sr.
 President.....Amon Carter, Jr.
 General Manager.....George Cranston
 Director.....Harold Hough
 Commercial Mgr.....Roy Bacus

Prom., Pub. & Merch. Dir.....Joe Wallace
 Program Director.....Robert Gould
 Film Manager.....Lynn Trammell
 Oper. Manager.....Robert Grammer
 Director of News.....James A. Byron
 Prod. Supervisor.....Phil Wygant
 Chief Engineer.....R. C. Stinson

(See Page 953)

K G U L - T V

GALVESTON-HOUSTON—1952
 CBS

Channel: 11 VHF...AP: 125 Kw...VP: 235 Kw.
 Owned-Oper. By.....Gulf Television Co.
 Business Address.....11 Video Lane
 Phone Number.....3-1607
 Air Time.....18 hours daily
 News Service.....AP
 Representative.....CBS Television Spot Sales
 Membership.....NARTB
 Pres., Gen. Mgr.....Paul E. Taft
 Sales Manager.....Robert S. Wilson
 Comm. Manager.....Raymond E. Jones
 Prog. Dir., Prod. Mgr.....Thomas L. Thompson
 Prom. Director.....John L. Eisele
 Dir. of News & Sp. Events.....Bob Savage
 Pub. Director.....William D. Evans, Jr.
 Film Manager.....Bud Johnson
 Chief Engineer.....William R. Sloat
 Consulting Eng...Vandivere, Cohen, & Wearn

K G B T - T V

HARLINGEN—1953—CBS-ABC-DuM

Channel: 4 VHF...AP: 6.9 Kw...VP: 13 Kw.
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.
 Business Address.....Box 711
 Phone Number.....3500
 Air Time.....8 hours daily
 News Service.....UP
 Membership.....NARTB
 Representative.....Pearson
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Comm. Manager.....I. S. Roberts
 Program Director.....Frederic B. Folks
 Promotion Director.....Ann Williams
 Dir. of News & Sp. Events.....Jerry Fisher
 Film Manager.....Roberto Rodriguez
 Chief Engineer.....A. R. Beck
 Consulting Engineer.....Andy Ring

K P R C - T V

HOUSTON—1950—NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Houston Post Co.
 Business Address.....2318 Polk Ave.
 Phone Number.....Madison 9271
 Representative.....Petry
 Membership.....TvB
 V.P., General Manager.....Jack Harris
 Commercial Mgr.....Jack McGrew
 Program Director.....Bert Mitchell
 Promotion Mgr.....Kirt Harris
 Film Manager.....Earl Corridon
 Publicity Director.....Edna Forester
 Traffic.....Katherine Estes
 Chief Engineer.....Paul Huhndorf

I'm the cat
in catalyst.



I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I—KTRK-TV—Channel 13—Houston.

BLAIR-TV.

KTRK-TV

THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
150 E. 43rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

KTRK-TV

HOUSTON—1954—ABC—DuM

Station Operating with Special Temporary Authorization
 Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.
 Owned-Oper..Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Phone Number.....LOCust 1313
 Air Time.....19 hours daily
 Newspaper Affiliation.....Chronicle
 Representative.....Blair-TV
 Membership.....NARTB
 President.....John T. Jones, Jr.
 Gen., Sta. Mgr.....Willard E. Walbridge
 Comm. Manager.....William F. Bennett
 Dir. of News & Sp. Events.....Ray Conoway
 Film Manager.....Hugh Pickett
 Production Manager.....Tom Morehead
 Chief Engineer.....Tom Hiner

KTVE

LONGVIEW—1953

Channel: 32 UHF..AP: 12 Kw..VP: 20 Kw.
 Owned-Oper. By.....East Texas TV Co.
 Business Address.....P. O. Box 2029
 Phone Number.....PLaza 8-5551
 Air Time.....7 hours daily
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB
 President, Gen. Mgr.....A. James Henry
 Sta. Mgr., Prog. Director.....Barre Monigold
 Comm. Manager.....Bernie Bouma
 Director News.....Herschel McClure
 Dir. of Sp. Events.....Wes Dean
 Production Mgr.....Carl Lay
 Music Dir. & Film Mgr.....Lawrence Birdsong
 Chief Engineer.....William H. Dixon
 Consulting Engineer.....Irvin Simpson

KCBD-TV

LUBBOCK—1953—ABC-NBC

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Bryant Radio & TV Corp.
 Business Address.....Box 1507
 Phone Number.....4-1414
 Air Time.....14 hours daily
 News Service.....AP, UP
 Representative.....Raymer
 Membership.....NARTB
 Pres., Gen. Manager.....Joe H. Bryant
 Asst., Business Manager.....Robert L. Snyder
 Comm. Manager.....George L. Tarter
 Program Director.....Bill Taylor
 Prom., Pub. Director.....Jack Tippit
 Dir. of News & Sp. Events.....Joe Gilbert
 Production Manager.....Bob Sanders
 Film Manager.....Stewart Hester
 Chief Engineer.....Frank Lee
 Consulting Engineer.....Weldon & Carr

KDUB-TV

LUBBOCK—1952—CBS-DuM

Channel: 13 VHF..AP: 17.5 Kw..VP: 35 Kw.
 Owned-Oper. By.....Texas Telecasting, Inc.
 Business Address.....7400 College Ave.

Phone Number.....4-2345
 News Service.....INS, AP
 Representative.....Avery-Knodel, Inc.
 Air Time.....15 hours daily
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....W. D. (Dub) Rogers
 National Sales Mgr.....George C. Collie
 Local Sales Manager.....Jimmie Isaacs
 Prog. Dir., Film Mgr.....Ray Trent
 Promotion Director.....W. H. Shipley
 Production Manager.....Vernon Peorner
 Publicity Director.....Johnny Williams
 Chief Engineer.....Rudy Starnes
 Consulting Engineer.....Frank McIntosh
 Dir. of News & Sp. Events.....Jimmie Isaacs

KMID-TV

MIDLAND—1953—NBC-ABC-CBS

DuM

Channel: 2 VHF..AP: 13.8 Kw..VP: 26.3 Kw.
 Owned-Oper. By.....Midessa Television Co., Inc.
 Business Address.....Box 2758
 Phone Number.....2-7321
 Air Time.....10 hours daily
 News Service.....UP
 Rep.....Venard, Rintoul & McConnell, Brown
 Membership.....NARTB
 President.....J. Conrad Dunigan
 Gen., Sta. Mgr.....Sidney A. Grayson
 Comm. Manager.....Bob Cain
 Prog., News & Sp. Events Dir.....Bill Richie
 Promotion Director.....Brad Bodkin
 Production Manager.....Bob McClellan
 Publicity Director.....Louise Owen
 Film Manager.....Carl Kennedy
 Chief Engineer.....William D. Buford



FAVORITE in the Lubbock area

✓ First in Promotion

✓ First in Network Programming

✓ First in Live Production

FIRST TV IN WEST TEXAS — ESTABLISHED 1952

affiliated  DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRES. & GEN. MGR.: W. D. "DUB" ROGERS
 NATL. SALES MGR.: GEORGE COLLIE

KTXL-TV

SAN ANGELO—1953—CBS

Channel: 8 VHF.. AP: 15.5 Kw.. VP: 27.5 Kw.
 Owned-Oper. By..... WesTex Television Co.
 Business Address..... Box 1271
 Phone Number..... 7677
 Air Time..... 9 hours daily
 Representative..... Melville
 Membership..... NARTB
 President..... A. D. Rust
 General, Film Mgr..... J. Harley Hubbard
 Comm. Manager..... George Olsen
 Prom., Pub. Dir..... Ken Markel
 Chief Engineer..... Robert Benson
 Consulting Eng..... Craven, Lohnes & Culver

Phone Number..... 3-6868
 Air Time..... 7¼ hours daily
 Newspaper Affiliation.. Temple Daily Telegram
 News Service..... UP
 Representative..... Hollingbery, Melville
 President..... Frank W. Mayborn
 Asst. to Pres..... Burton Bishop
 General Manager..... Harry Stone
 Station Manager..... J. Harry Abbott
 Program Director..... Jim Bentley
 Chief Engineer..... William Crusinberry
 Consulting Engineer..... A. Earl Cullum, Jr.

KENS-TV

SAN ANTONIO—1950

ABC-CBS-DuM

Channel: 5 VHF.. AP: 50.1 Kw.. VP: 100 Kw.
 Owned-Oper. By..... San Antonio Bcstg. Co.
 Business Address..... Transit Tower
 Phone Number..... CApital 7-8151
 Air Time..... 16 hours daily
 News Service..... AP, UP
 Representative..... Free & Peters
 Membership..... NARTB, TvB
 Newspaper Affil..... Express & News
 President..... Frank G. Huntress, Jr.
 General Manager..... Albert D. Johnson
 Gen. Sales Mgr..... Wayne Keal
 Texas Sales Mgr..... Hugh B. Higgins
 Program Director..... Edward Uhler, Jr.
 Prom., Pub. Director..... Bob Miller
 Dir. of News & Sp. Events..... Pat Boyette
 Production Manager..... Bob Farrar
 Film Manager..... Bob Shultz
 Chief Engineer..... William J. Jackson
 Consulting Engineer..... W. G. Egerton

KCMC-TV

TEXARKANA—1953

CBS-ABC-DuM

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... KCMC, Inc.
 Business Address..... Summerhill Rd.
 Phone Number..... 32-8201
 Air Time..... 14 hours daily
 News Service..... AP
 Newspaper Affil..... Texarkana Gazette & Daily News
 Representative.. Venard, Rintoul & McConnell
 Membership..... NARTB, TvB
 President..... C. E. Palmer
 Gen., Comm. Manager... Walter M. Windsor
 Program Dir., Prod. Mgr... Charles E. Wade
 Chief Engineer..... Harvey Robertson
 Consulting Eng..... Comm. Radio Equip. Co.

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By... Southland Industries, Inc.
 Address..... 1031 Navarro St.
 Phone Number..... GARfield 7-4221
 Air Time..... 17 hours daily
 News Service..... AP, INS, UP
 Representative..... Petry
 Membership..... TvB
 President..... Hugh A. L. Hallf
 V.P. & Gen. Mgr..... James M. Gaines
 Comm. Manager..... Edward V. Cheviot
 Prog. Dir., Prod. Mgr..... French Ferguson
 Promotion Director..... James F. Anderson
 Dir. of News & Sp. Events... Henry Howell
 Publicity Director..... Imogene Stanley
 Chief Engineer..... Charles Jeffers

KLTV

TYLER-LONGVIEW—1954

NBC-ABC-CBS-DuM

Station Operating with Special Temporary Authorization
 Channel: 7 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Lucille Ross Lansing
 Business Address..... 115 South College
 Phone Number..... 2-3875
 General Manager..... Marshall H. Pengra
 Program Director..... Bob Norris
 News Director..... Gerry Lansing
 Chief Engineer..... Hudson Collins

KANG-TV

WACO—1953—ABC-DuM-CBS

Channel: 34 UHF.. AP: 10 Kw.. VP: 18.6 Kw.
 Owned-Oper... Central Texas Television Inc.
 Business Address..... Box 3127
 Phone Number..... 31525
 Air Time..... 7 hours daily
 Representative..... Raymer
 Membership..... NARTB
 President, Gen. Mgr..... Clyde Weatherby
 Station Manager..... Bob H. Walker
 Chief Engineer..... J. H. Smith
 Consulting Engineer..... Weldon & Carr

KCEN-TV

TEMPLE—1953—NBC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... The Bell Publishing Co.
 Business Address..... P. O. Box 188

KRGV-TV

WESLACO—1954—NBC

Channel: 5 VHF.. AP: 14.4 Kw.. VP: 28.8 Kw.

Owned-Oper. By.....KRGV Television Inc.
 Business Address.....311 S. Missouri Ave.
 Phone Number.....517
 News Service.....AP, UP
 Air Time.....7½ hours daily
 Membership.....NARTB
 Representative.....Raymer
 President.....O. L. Taylor
 General Manager.....Millman Rochester
 Comm. Manager.....Jack Keasler
 Prog. Dir., Prod. Mgr.....Jim Cook
 Prom., Pub. Dir.....Ted Cressner
 Dir. of News & Sp. Events.....Harry Van Slycke
 Film Manager.....Bettie Sue Lynch
 Chief Engineer.....Lewis Hartwig
 Consulting Engineer.....A. Earl Cullum

KFDX-TV

WICHITA FALLS—1953—ABC-NBC

Channel: 3 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Operated By.....Wichtex Radio & Tele. Co.
 Address.....Seymour Road
 Phone Number.....2-8668
 Air Time.....14 hours daily
 News Service.....UP
 Representative.....Raymer
 Membership.....NARTB
 President.....Darrold A. Cannan
 General Manager.....Howard H. Fry

National Sales Mgr.....Mott M. Johnson
 Local Sales Manager.....George Craig
 Program Director.....Warren Silver
 Prom., Pub. Director.....Jimmie Skidmore
 Dir. of News & Sp. Events.....Norman Duncan
 Production Manager.....Bill Angel
 Film Manager.....Gene Riddle
 Film Buyer.....Howard Fry
 Chief Engineer.....John Adams
 Consulting Engineer.....George Davis

KWFT-TV

WICHITA FALLS—1953—CBS-DuM

Channel: 6 VHF...AP: 11.7 Kw...VP: 23.5 Kw.
 Owned-Operated By.....Wichita Falls Tele., Inc.
 Address.....P. O. Box 420
 Phone Number.....3-4181
 Air Time.....10 hours daily
 News Service.....UP
 Representative.....Blair-TV
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....Kenyon Brown
 Asst. Mgr.....A. L. Pierce
 Comm. Manager.....Blaine Cornwell
 Prom. Director.....Mrs. Owanah Shelton
 Dir. of News & Sp. Events.....Ed Hamlyn
 Film Manager.....Thomas R. Sugars
 Chief Engineer.....Herbert T. Wiley
 Consulting Engineer.....A. Earl Cullum

UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — TV Homes 142,000

Stations in State 3

KSL-TV

SALT LAKE CITY—1948
 CBS-DuM

Channel: 5 VHF...17.8 Kw...VP: 29.5 Kw.
 Owned-Oper. By.....Radio Service Corp. of Utah
 Business Address.....145 Social Hall Ave.
 Phone Number.....5-4641
 Air Time.....16 hours daily
 News Service.....UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB, TvB
 Exec. Vice President.....Ivor Sharp
 Vice President.....J. W. Wright
 V.P. & Gen. Sta. Mgr.....D. Lennox Murdoch
 Comm. Mgr.....Edward B. Kimball
 Prom. & Pub. Dir.....A. Richard Robertson
 Production Manager.....Scott R. Clawson
 Merchandising Dir.....J. Henry Boren
 Chief Engineer.....Vincent E. Clayton
 Film Editor.....Richard V. Thriot

KTVT

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 14 Kw...VP: 27 Kw.
 Owned By.....Intermountain Bcstg. & TV Corp.
 Business Address.....128 Social Hall Ave.
 Phone Number.....22-5681
 Air Time.....16 hours daily
 Station Representative.....Katz

Newspaper Affiliation.....Time, Inc.
 News Service.....INS
 Membership.....NARTB, TvB
 Pres. & Gen. Mgr.....G. Bennett Larson
 V.P., Director Oper.....John M. Baldwin
 Prod. & Prog. Director.....Dan Rainger
 Prom. & Pub. Director.....Del Leeson
 Dir. of News & Sp. Events.....Jack Goodman
 Film Manager.....James Chubb
 Chief Engineer.....Allan Gunderson

KUTV

SALT LAKE CITY—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 2 VHF...AP: 22.85 Kw...VP: 45.71 Kw.
 Owned-Oper.....Utah Broadcasting & TV Corp.
 Address.....179 Social Hall Ave.
 Phone.....22-2505
 Air Time.....9½ hours daily
 Newspaper Affiliation.....Tribune
 Representative.....Hollingbery
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Frank C. Carman
 Comm. Manager.....Brent H. Kirk
 Program Director.....John P. Brody
 Prom., Pub. Director.....Rod C. Parkin
 Dir. of News & Sp. Events.....John Salisbury
 Production Manager.....Alan Frank
 Film Manager.....Miles Ivers
 Chief Engineer.....Wendell Bell
 Consulting Engineer.....Grant Wrathall

VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — TV Homes 67,000

Stations in State 1

WMVT

BURLINGTON—1954—ABC-CBS-NBC

Station Operating with Special Temporary Authorization
Channel: 3 VHF...AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By...WCAX Broadcasting Corp.
Address.....135 Main Street
Phone Number.....3-3437
Air Time.....5 hours daily
News Service.....UP

Representative.....Weed
Membership.....NARTB
President.....C. P. Hasbrook
General Manager.....S. T. Martin
Comm. Manager.....J. D. Dobson
Promotion Director.....Charles Lewis
Dir. of News & Sp. Events...John A. Sullivan
Production Manager.....Richard G. Huntley
Film Manager.....Lee S. Varker
Chief Engineer.....J. W. Tierney

VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — TV Homes 562,000

Stations in State 7

WVEC-TV

HAMPTON-NORFOLK—1953

NBC-DuM

Channel: 15 UHF...AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
Representative.....Avery-Knodel
Pres., Gen., Sta. Mgr.....Thomas P. Chisman
Comm. Manager.....Harrol A. Brauer, Jr.
Program Director.....L. W. Kiewer
Prom., Pub. Director.....Georgia McCarty
Dir. of News & Sp. Events...Lewis T. Jester
Production Manager.....Orlan Gray
Film Manager.....Gordon Walsh
Chief Engineer.....William C. King, Jr.
Consulting Eng...Vandivere, Cohen & Wearn

WACH-TV

NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF...AP: 10.5 Kw...VP: 20.9 Kw.
Owned-Oper. By.....Eastern Bcstg. Corp.
Business Address.....114 24th St.
Phone Number.....3-1631
Air Time.....18 hours daily
News Service.....UP
Representative.....Walker

WSVA-TV

HARRISONBURG—1953

ABC-DuM-NBC-CBS

Channel: 3 VHF...AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
Representative.....Pearson
Pres., Gen., Sta. Mgr.....Frederic L. Allman
Comm., Prom. Mgr.....Howard C. Evans
Prog. Director.....Robert E. Lee
Pub. Director.....Andy McCaskey
Chief Engineer.....Warren L. Braun

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF...AP: 25.7 Kw...VP: 51.3 Kw.
Owned-Operated By Lynchburg Bcstg. Corp.
Address.....925 Church St.
Representative.....Hollingbery
President.....Edward Allen
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright, Jr.
Program Director.....Warren Utal
Chief Engineer.....John T. Orth

The Best in Viewing

is

WACH-TV

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Channel 33

Tidewater Radio

Newport News-Norfolk, Va.

MembershipNARTB
PresidentJohn Doley
Gen., Sta. Mgr.H. A. Seville
Comm. Mgr., Pub. Dir.Charles E. Sweeney
Prog., News & Sp. Ev. Dir.John Harris
Prom. Dir., Film & Prod. Mgr.Helen Rushton
Chief EngineerStanford Willis
Consulting EngineerGeorge Adair

WTAR-TV

NORFOLK—1950
ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.
Owned-Operated ByWTAR Radio Corp.
Business Address720 Boush St.
Phone Number56711
Air Time17 hours daily
Newspaper Affil.Norfolk Newspapers, Inc.
News ServiceAP, INS
RepresentativePetry
MembershipNARTB, TvB
President, Sta. Mgr.Campbell Arnoux
Asst. General Mgr.John C. Peffer
Comm. ManagerRobert M. Lambe
Program DirectorHarold Soldingier
Prom., Pub. DirectorRobert Davis
Dir. of News & Sp. EventsGilbert A. McLeod
Production Mgr.Patrick Arnoux
Film ManagerHarry L. Lindell
Consulting EngineerJansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. ByHavens & Martin, Inc.
Address3301 W. Broad St.
Phone Number5-8611
Air Time17 hours daily
News ServiceUP
Station RepresentativeBlair TV
MembershipNARTB
Pres., Gen., Sta. Mgr.Wilbur M. Havens
Comm. ManagerWalter A. Bowry, Jr.
Prog. Dir., Film Mgr.John Shand
Prom., Publicity DirectorRobert Kahle
Prod. Mgr. & Dir. of NewsRoy Roman
Chief EngineerJames Kyle
Consulting EngineerJames C. McNary

WSLS-TV

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 148 Kw..VP: 296 Kw.
Owned-Oper. ByShenandoah Life Stations
Address301 1st St. SW
Phone Number9227
Air Time18 hours daily
News ServiceAP
RepresentativeAvery Knodel
MembershipNARTB, TvB
PresidentPaul C. Buford
Exec. Vice Pres.James H. Moore
Asst. & Comm. Mgr.Horace Fitzpatrick
Program DirectorGeorge W. Chermault Jr.
Promotion Dir.Fred L. Corstaphney
Dir. of News & Sp. EventsTom S. Wright
Chief EngineerJ. P. Briggs
Consulting EngineerGeorge C. Davis

WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — TV Homes 473,000

Stations in State 9

KVOS-TV

BELLINGHAM—1953—CBS-DuM

Channel: 12 VHF..AP: 17 Kw..VP: 34 Kw.
Owned-Oper. ByKVOS Inc.
Business Address1321 Commercial
RepresentativeForjoe
PresidentRogan Jones
Commercial ManagerFred Elsethagen
Production DirectorDavid Mintz

KING-TV

SEATTLE—1948—ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated ByKing Bcstg. Co.
Business Address320 Aurora
RepresentativeBlair-TV
MembershipTvB
PresidentMrs. A. Scott Bullitt
V.P., Gen. Mgr.Otto P. Brandt
Commercial ManagerAl Hunter
Dir. of News & Spec. EventsCharles Herring

Production ManagerBernie Cary
Program DirectorLee Schulman
Dir. of EngineeringJames L. Middlebrooks
Consulting EngineerCraven, Lohnes & Culver

KOMO-TV

SEATTLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. ByFisher's Television Co.
Business Address100 4th Ave. N.
RepresentativeHollingbery
MembershipNARTB
PresidentO. W. Fisher
Vice Pres. & Gen. Mgr.W. W. Warren
V.P. & Comm. Mgr.Ray Baker
Program ManagerDave Crockett
Public Service Mgr.Reg Miller
News & Sp. Events Ed.Herb Robinson
Production ManagerTom Rogstad
Publicity DirectorMargaret Frey
Dir. of Eng.F. J. Brott
Consulting Eng.A. D. Ring Associates

KHQ-TV

SPOKANE—1952—NBC-ABC

Channel: 6 VHF... AP: 55 Kw... VP: 100 Kw.
 Owned-Operated By... KHQ, Inc.
 Address... 700 Radio Central Bldg.
 Phone Number... MADison 5131
 Air Time... 12 hours daily
 Newspaper Affil... Spokesman Review & Chronicle
 News Service... AP
 Representative... Katz
 Membership... TvB
 Pres., Gen., Station Mgr... R. O. Dunning
 Comm. Manager... John Pindell
 Program Director... William A. Neilson
 Prom., Pub. Director... Mrs. Pat McIntyre
 Dir. of News & Sp. Events... Patrick Cullen
 Production Manager... Homer Mason
 Film Manager... Dick Bennington
 Chief Engineer... Al Sparling

KREM-TV

SPOKANE—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 2 VHF... AP: 69.2 Kw... VP: 100 Kw.
 Owned & Oper. By... Louis Wasmer
 Address... S. 4103 Regal
 Phone Number... Keystone 0466
 Air Time... 9 hours daily
 News Service... AP
 Representative... Petry
 President... Louis Wasmer
 General Manager... Robert Temple
 Program Director... Paul Morris
 Dir. of News & Sp. Events... Richard Hoover
 Chief Engineer... Homer Mead
 Consulting Engineer... James Hatfield

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF... AP: 28.5 Kw... VP: 48 Kw.
 Owned-Oper. By... Northern Pacific TV Corp.
 Address... West 315 Sprague Ave.
 Phone Number... Madison 4291
 Air Time... 14 hours daily
 News Service... UP
 Representative... Avery-Knodel
 Membership... NARTB
 President... Norman Eisenstein
 Gen., Sta. Mgr... Richard Jones
 Comm. Manager... Robert Struble
 Program Director... Gene Roth
 Promotion, Publicity Dir... Bob Moore
 Dir. of News & Sp. Events... Martin Koschmann
 Production Manager... Ed Robinson
 Film Manager... Clarence Koening
 Chief Engineer... Dave Green

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By... Tribune Publishing Co.
 Address... 711 St. & Grant Ave.
 Phone Number... FUlton 2561
 Air Time... 15 hours daily
 Newspaper Affil... Tacoma News Tribune
 News Service... AP, UP
 Representative... Weed
 Membership... NARTB, TvB
 General Manager... Len Higgins
 Comm. Manager... Larry Carino
 Program Director... Burke Ormsby
 Chief Engineer... Max Bice
 Consulting Engineer... Alvin H. Barnard

KTVW

TACOMA—1953

Channel: 13 VHF... AP: 57 Kw... VP: 95.5 Kw.
 Owned-Oper. By... J. Elroy McCaw
 Business Address... 914 1/2 Broadway
 Phone Number... BR 3157
 Air Time... 8 hours daily
 News Service... INS
 Membership... NARTB
 General Manager... H. G. Fearnhead
 Station, Comm. Manager... Roger D. Rice
 Program Director... Clair Weidenar
 Promotion Director... Eugene Holce
 Film Manager... Howard C. Perkin
 Chief Engineer... C. R. Morris

KIMA-TV

**YAKIMA—1953
 ABC-CBS-NBC-DuM**

Channel: 29 UHF... AP: 7.5 Kw... VP: 15 Kw.
 Owned-Oper. By... Cascade Bcstg. Co., Inc.
 Business Address... Radio & Television Center
 Phone Number... 6104
 Air Time... 10 hours daily
 News Service... AP
 Representative... Weed
 Membership... NARTB, TvB
 President... A. W. Talbot
 Gen., Sta. Mgr... Thomas C. Bostic
 Commercial Mgr... H. R. Cary
 Program, Flm. Mgr... James Nolan
 Promotion Director... Joe Ryan
 Director of News... John Knievel
 Production Mgr... Tom Ewing
 Chief Engineer... Barry Watkinson
 Consulting Engineer... Frank McIntosh

WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — TV Homes 272,000

Stations in State 6

WCHS-TV

CHARLESTON—1954—ABC-CBS
DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Phone Number6-5358
News ServiceUP
Air Time15 hours daily
RepresentativeBranham
MembershipNARTB, TvB
President.....Lewis C. Tierney
General Manager.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Promotion Manager.....Frohman Johnson
Program Director.....Morton S. Cohn
Chief Engineer.....William E. Dixon

WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF...AP: 42 Kw...VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Phone Number4-4126
Air Time.....17 hours daily
Newspaper Affil...Huntington Publishing Co.
News ServiceAP
Station RepresentativeKatz
MembershipNARTB, TvB
President.....Col. J. H. Long
V.P. & Gen. Mgr.....L. H. Rogers II
V.P. & Tech. Dir.....L. E. Kilpatrick
Asst. Gen. Mgr.....C. T. Garten
Sales Mgr.....R. E. White
National Sales Director.....Liz Conaty
Regional Sales Mgr.....W. R. Murray
Program Director.....J. H. Ferguson
Promotion Director.....C. W. Dinkins
Dir. of News & Sp. Events.....Nick Basso
Production Mgr.....Ned R. Brooke
Public Affairs Dir.....W. T. Romaine
Film Manager.....Gayle MacCracken
Chief Engineer.....J. P. Clay

WOAY-TV

OAK HILL—1954—ABC-DuM

Station Operating with Special Temporary Authorization
Channel: 4 VHF..AP: 69.2 Kw..VP: 100 Kw.
Owned & Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Phone Number651
RepresentativeWeed TV
General Manager.....Robert R. Thomas, Jr.
Sales Manager.....Will Jackson
Program Director.....Clyde Higgins
Chief Engineer.....Kenneth Rice

WTAP

PARKERSBURG—1953—ABC-DuM
NBC

Channel: 15 UHF AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper...West Virginia Enterprises Inc.
Business Address.....121 W. Seventh St.
Phone Number7-4589
Air Time.....9 hours daily
News ServiceUP
RepresentativeForjoe
MembershipNARTB
President, Gen. Mgr.....T. A. Eiland
Comm. Manager.....Jerry Burns
Prog., Prom., Pub. Dir.....Don Painter
Film Manager.....T. A. Eiland
Chief Engineer.....George W. DeBlieux
Consulting Eng....Vandivere, John & Wearm

WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Phone Number.....Wheeling 1177
Air Time.....17 hours daily
Newspaper Affiliation.....News-Register
News ServiceUP
RepresentativeHollighery
MembershipNARTB, TvB
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....Lou Meyer
Prom., Pub. Director.....Greg Van Camp
Dir. of News & Sp. Events.....George Diab
Production Manager.....Gary Vorhees
Film Manager.....William Ney
Merchandising Manager.....Albert T. Jones
Asst. Program Director.....By Williams
Chief Engineer.....Howard Daubenmeyer
Asst. Chief Engineer.....Fred Baker
Consulting Eng....Robert Silliman & Assoc.

WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — TV Homes 653,000

Stations in State 11

WEAU-TV

EAU CLAIRE—1953—ABC-NBC

Channel: 13 VHF. AP: 26.2 Kw. VP: 59.5 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Phone Number.....2-3474
Air Time.....9 hours daily
Newspaper Affiliation.....Superior Telegram,
Eau Claire Leader Telegram
News Service.....UP
Membership.....NARTB
Representative.....Hollingbery
President.....W. C. Bridges
General Manager.....H. S. Hyett
Station Manager.....Richard Kepler
Comm. Manager.....Robert Trump
Prog. Director.....Lynn Tilley
Chief Engineer.....T. O. Jorgenson

WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By.....Norbetine Fathers
Business Address.....115 South Jefferson St.
Phone Number.....HEmlock 2-3333
Air Time.....17½ hours daily
News Service.....AP
Representative.....Weed
Membership.....NARTB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Station Manager.....Burkett Farquhar
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Leo Persselin
Promotion Dir.....Robert Meister
Director of News.....Clair Stone
Production Mgr.....Bill Manschot
Film Manager.....Jim Krause
Chief Engineer.....Wallace Stangel

WKBT

LA CROSSE—1954—CBS-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF. AP: 50 Kw. VP: 100 Kw.
Owned & Oper. By.....WKBH Television Inc.
Address.....141 South 6th St.
Phone Number.....2-4678
Air Time.....5 hours daily
Newspaper Affiliation.....Tribune
Representative.....Raymer
Membership.....NARTB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison
Program Director.....Tom Maloney
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman
Consulting Engineer.....Jansky & Bailey

WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF. AP: 8.49 Kw. VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address.....215 West Washington Ave.
Phone Number.....3-5329
Representative.....Headley-Reed
President.....Stewart Watson
General Manager.....Ben J. Hovel
Commercial Mgr.....Robert E. Loomer
Program Director.....Audrey Bland
Technical Supervisor.....Cloven Smith
Consulting Engineer.....W. F. Keame

WMTV

MADISON—1953—ABC-NBC-DuM

Channel: 33 UHF. AP: 9.1 Kw. VP: 17 Kw.
Owned-Oper. By.....Bartell Television Corp.
Business Address.....West Bellline Hwy.
Phone Number.....3-5381
Air Time.....12 hours daily
News Service.....UP
Representative.....Bolling
Pres., Gen. Mgr.....Gerald A. Bartell
Sta., Comm. Mgr.....Morton J. Wagner
Prom., Pub. Director.....Claire Roelandt
Director of News.....Michael Griffin
Production Mgr.....Thomas E. Arend
Film Manager.....William Edwards
Chief Engineer.....Stanley Sadler
Consulting Engineer.....Ralph Evans

WMBV-TV

MARINETTE—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 11 VHF. AP: 56.2 Kw. VP: 95.5 Kw.
Owned-Oper. By.....M & M Broadcasting Co., Inc.
Address.....Radio-TV Park
Phone Number.....2-6631
Air Time.....9 hours daily
News Service.....UP
Rep.....Venard, Rintoul & McConnell
Membership.....NARTB
President.....W. E. Walker
General Manager.....Joseph D. Mackin
Sta., Film Manager.....William R. Walker
Program Director.....Pat Kehoe
Prom., Pub. Director.....Howard Witt
Dir. of News & Sp. Events.....Robert MacCauley
Chief Engineer.....Al S. Alexander
Consulting Eng.....A. D. Ring & Assoc.

WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF. AP: 100 Kw. VP: 212 Kw.
Owned-Oper. By.....Midwest Bcstg. Co.
Business Address.....808 N. Third St.
Phone Number.....Broadway 6-2154



Air Time.....17 hours daily
News ServiceUP
RepresentativeRosenman
President, Gen. Mgr......Lou Poller
Director of Oper......Kal Ross
Comm. Mgr......Burt Levine
Prog. Director.....Buddy Marino
Promotion Director.....Mort Rosenman
Dir. of News & Sp. Events...Dr. A. A. Suppan
Production Mgr......Budde Marino
Publicity Director.....Claire Salop
Film Manager.....Jack Beatty
Chief Engineer.....Walter Wesley
Consulting Eng......Russell P. May

Air Time.....16 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
MembershipNARTB, TvB
V.P. and Gen. Mgr. of Radio and TV,
 The Journal Co.....Walter J. Damm
Asst. Gen. Mgr......R. G. Winnie
Station Mgr......George Comte
Asst. Sta. Mgr......George Nicoud
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr......Neale V. Baake
Program Manager.....James Robertson
Mgr. Radio & TV Engng......Phillip Laeser
News Editor.....Jack Krueger

WSAU-TV

WAUSAU—1954—ABC-CBS-NBC

DuM

Station Operating with Special Temporary Authorization
Channel; 7 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address714-5th Street
Phone Number2-1021
Newspaper Affil......Record-Herald
News Service.....AP, UP
Air Time.....6½ hours daily
RepresentativeMeeker
President.....J. C. Sturdevant
General Manager.....George T. Frechette
Comm., Asst. Gen. Mgr....Richard D. Dudley
Program Director.....James K. Harelson
Chief Engineer.....Roland W. Richardts

WTWV

MILWAUKEE—1954—ABC-DuM

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....Empire Building
Phone Number.....BRoadway 6-8660
ManagerI. E. Showerman
RepresentativePetry
Program Director.....Elden Anspach
Chief Engineer.....Lionel Wittenberg

WXIX

MILWAUKEE—1953—CBS

Channel: 19 UHF..AP: 12 Kw..VP: 18.5 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....704 West Wisconsin
Phone Number.....Broadway 1-8480
General Manager.....Edmund C. Bunker
Program Director.....Leon Drew
General Sales Mgr......Theodore F. Shaker
Business Mgr......John Lathrop Viemeister
Director Operations.....Arthur F. Schoenfuss
Promotion, Publicity Director.....By Colvig
News Director.....Guy Runnion

WTMJ-TV

MILWAUKEE—1947—ABC

NBC-DuM

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Phone Number.....B'way 1-6000
News ServiceAP

WYOMING

Pop. Feb. 1, 1955 (Est.) 318,000 — TV Homes 17,000

Stations in State 1

KFBC-TV

CHEYENNE—1954—CBS-DuM

ABC-DuM

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Phone Number4-4461
Newspaper Affiliation...Wyoming Eagle & Wyoming Tribune

News ServiceUP
RepresentativeHollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr......William C. Grove
Commercial Mgr......C. P. Cahill
Promotion Manager.....D. E. Allen
Traffic Manager.....Joyce Pratt
Production Manager.....Jackson H. Mumey
Chief Engineer.....R. C. Pfannenschmid

TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

ALASKA

KFIA

ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF.. AP: 8.42 Kw.. VP: 13.8 Kw.
Owned-Oper. By.....Kiggins & Rollins
Business Address.....Box 939
Representative.....Weed, Moore-Lund
President.....Richard R. Rollins
Gen., Station Mgr.....James G. Duncan
Comm. Manager.....John B. Kearney
Prog., Prom. Dir.....Naomi G. Rector
Dir. News & Sp. Events.....David Hassinger
Film Mgr.....Bob Austin
Cons. Engineer.....James G. Duncan

KTVA

ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF.. AP: 1.61 Kw.. VP: 3.22 Kw.
Owned-Oper. By...Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Representative.....Hugh Feltis
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert
Program Director.....Lois Clemens
Dir. News, Prod. Mgr.....Walter A. Welch
Film Manager.....Hal Knutson

HAWAII

KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF.. AP: 62.4 Kw.. VP: 104 Kw.
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.
Address.....1534 Kapiolani
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Station Manager.....Wayne Kears
Program Director.....Robert Costa
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink

KULA-TV

HONOLULU—1954—ABC-DuM

Channel: 4 VHF.. AP: 13.1 Kw.. VP: 26.3 Kw.
Owned-Oper. By.....Pac. Frontier Bcstg. Co.
Address.....1290 Ala Moana Blvd.
Representative.....Adam Young TV Corp.
President.....Herbert L. Petty

Gen., Film Mgr.....Jack Burnett
Station Mgr.....Arthur Sprinkle
Comm. Manager.....Hugh B. LaRue
Program Director.....Bob Seuey
Promotion Director.....Paul Yamamoto
Coord. TV & Radio.....Ted Scott
Production Manager.....Wright Esser
Chief Engineer.....Ronald T. Miyahira

KONA

HONOLULU—1952—NBC

Channel: 11 VHF.. AP: 15 Kw.. VP: 30 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address.....206 Koula St.
Representative.....NBC Spot Sales
Membership.....NARTB
Pres., Sta. Mgr.....John D. Keating
Program Director.....Trent Christman
Dir. News & Spec. Evt.....Jim Washburn
Film Manager.....Mike Carr

PUERTO RICO

WKAQ-TV

SAN JUAN—1954—CBS

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Business Address.....Box 5096
Rep.....Inter-American Publications Inc.
Membership.....NARTB
President.....Angel Ramos
General Manager.....R. Delgado Marquez
Comm. Mgr.....Jorge Rivero
Program Director.....Fernando Cortes, Jr.
Production Mgr.....Sally H. Boulon
Film Manager.....Valentin Torres
Cons. Engineer.....George C. Davis

WAPA-TV

SAN JUAN—1954—NBC-DuM

Channel: 4 VHF.. AP: 33.9 Kw.. VP: 56.2 Kw.
Owned-Oper. By.....Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number.....3-3000
Air Time.....8 hours daily
Representative.....Caribbean Networks Inc.
President.....Jose Ramon Quinones
General Manager.....Delfin Fernandez
Comm. Mgr.....Segismundo Quinones
Program Director.....Jose E. Franco
Promotion Director.....Mariano Angelet
Prod. Mgr.....Jose A. Gonzalez Cordova
Film Manager.....Jose E. Viguie
Chief Engineer.....Howard Hayes
Cons. Engineer.....Comm. Radio Equipment

TELEVISION STATIONS OF CANADA

CBFT

MONTREAL—1952—CBC-ABC-CBS-
DuMont-NBC

Channel: 2... AP: 8.28 Kw... VP: 15.7 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 1425 Dorchester St. W.
Phone Number... UNiversity 6-2571
Director... Andre Ouimet
Assistant Director... Yves Vien
Program Director... Fernand Guerard
Comm. Manager... Maurice Valiquette
Press and Information Supervisor... Robert Elie

CBHT

HALIFAX—1954—CBC-CBS

Channel: 3... AP: 60 Kw... VP: 100 Kw.
Owned By... Canadian Bcstg. Corp.
Address... Bell Rd.
Director... G. F. Brickenden
Comm. Representative... Donald G. LeBlanc
Technical Director... J. Simonsen
Program Director... Carl MacCaull

CBLT

TORONTO—1952—CBC-CBS-ABC-
DuMont-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 354 Jarvis St.
Phone Number... Walnut 35481
Director... Fergus Mutrie
Asst. Director... J. R. W. Graham
Program Director... R. W. McGall
Technical Director... Reginald Horton
Comm. Representative... J. R. Kennedy
Film Supervisor... O. C. Wilson
Supervisor of Design... William McCrow
Press and Information Rep... James Creighton

CBMT

MONTREAL—1954—CBC-ABC-CBS-
DuMont-NBC

Channel: 6... AP: 26.2 Kw... VP: 43.8 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 1425 Dorchester St. W.
Phone Number... UNiversity 6-2571
Television Director... Andre Ouimet
Comm. Manager... Maurice Valiquette
Technical Director... C. Frenette
Press and Information Supervisor... Robert Elie

CBOT

OTTAWA—1953—CBC-ABC-CBS-
DuMont-NBC

Channel: 4... AP: 4.8 Kw... VP: 9.2 Kw.

Owned By... Canadian Bcstg. Corp.
Address... Scott St. W. of Island Park. Dr.
Phone Number... 21151
Director... Charles P. Wright
Program Director... Bruce McPherson
Technical Director... Maxted Gilbert

CBUT

VANCOUVER—1953—CBC-CBS-
ABC-DuMont-NBC

Channel: 2... AP: 55 Kw... VP: 100 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 1200 Georgia St.
Phone Number... Marine 6121
Television Director... Peter McDonald
Program Director... Marce L. Munro
Technical Director... Ross L. Whiteside
Newsreel Editor-in-charge... R. L. Elson
Film Director... Don Lytle
Design Director... Cliff Robinson

CBWT

WINNIPEG—1954—CBC

Channel: 4... AP: 28 Kw... VP: 56 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 541 Portage Ave. W.
Phone Number... 742-541
Television Director... W. G. Carpentier
Program Director... Gordon Atkinson
Technical Director... Harry Heywood

CFCM-TV

QUEBEC CITY—1954—CBC-CBS

Channel: 4... AP: 635 Kw... VP: 1.27 Kw.
Owned By... Famous Players Canadian Corp.
Address... 200 Ave. St. Jean Bosco, Ste. Foy
Phone Number... Murray 3-4985
Sales Rep... Weed TV; Hardy; Hunt and Assoc.
President... Gaston Pratte
Executive Director... A. C. Picard
Director of Operations... Ernest W. Miller
Comm. Mgr... A. P. Fitzgibbons
Program Manager... Suzanne Guinard

CFPA-TV

PORT ARTHUR—1954—CBC-CBS-
NBC

Channel: 2... AP: 2.55 Kw... VP: 5-10 Kw.
Owned By... Ralph H. Parker
Address... 87 N. Hill St.
Phone Number... 4-2404
Sales Rep... Weed TV; All-Canada TV
President and Mgr... Ralph H. Parker



CFPL-TV

LONDON—1953—CBS-NBC-ABC-DuMont

Channel: 10... AP: 59.6 Kw... VP: 117 Kw.
 Owned By... London Free Press Printing Co.
 Address... Commissioners Rd., Box 488
 Phone Number... 4-2115
 Sales Rep... Weed TV; All-Canada TV
 President, Mgr. Dir... Walter I. Blackburn
 Station Mgr... Murray G. Brown
 Asst. Manager... Robert A. Reinhart
 Dir. of Engineering... G. Robitaille
 Production Coordinator... Kevin Knight
 Newsreel Supervisor... Ron Laidlaw

CFQC-TV

SASKATOON—1954—CBC-NBC-ABC

Channel: 8... AP: 60 Kw... VP: 100 Kw.
 Owned By... CFQC-TV Officers
 Address... 216 1st Ave. N.
 Phone Number... 2-6611
 Sales Rep... Adam Young TV Corp.; Oakes;
 Radio Representative, Ltd.
 President... A. A. A. Murphy
 Vice-Pres., Gen. Mgr... G. Blair Nelson
 Asst. Manager... Vernon Dallin
 Production Director... Walter Romanow
 News Service Dir... Godfrey Hudson
 Chief Engineer... Lyn Hoskins

CFRN-TV

EDMONTON—1954—CBC-CBS-ABC-NBC-DuMont

Channel: 3... AP: 13.7 Kw... VP: 27.4 Kw.
 Owned By... G. R. A. Rice
 Address... Jasper Highway
 Phone Number... 2-2101
 Sales Rep... Adam Young TV Corp.; Oakes;
 Radio Representatives Ltd.
 Manager... G. R. A. Rice
 Chief Engineer... F. G. A. Makepeace
 Program Director... S. S. Lancaster

CHCH-TV

HAMILTON—1954—CBC

Channel: 11... AP: 25.75 Kw... VP: 42.9 Kw.
 Owned By... Wentworth Bcstg. Co., Ltd.
 Address... 163 Jackson St. W.
 Phone Number... 2-1121
 Sales Rep... Adam Young, All-Canada TV
 President, Gen. Mgr... Kenneth D. Soble
 Asst. Mgr... S. J. Bibby
 Comm. Manager... R. J. Peters
 Production Mgr... T. J. Sutton
 News Editor... Dave C. Rogers
 Chief Engineer... W. E. Jeynes

CHCT-TV

CALGARY—1954—CBC

Channel: 2... AP: 50 Kw... VP: 100 Kw.
 Owned By... Calgary Bcstg. Co.
 Address... 1023 11th Ave. W.

Phone Number... 44-7471
 Sales Rep... Weed TV Corp.; All-Canada TV
 Engineering Rep... K. A. Mackinnon, Ottawa
 General Manager... John H. Battison

CHSJ-TV

SAINT JOHN—1954—CBC

Channel: 4... AP: 50 Kw... VP: 100 Kw.
 Owned By... New Brunswick Bcstg. Co., Ltd.
 Address... 14 Church St.
 Phone Number... 3-3304
 Sales Rep... Weed TV Corp.; All-Canada TV
 General Manager... George A. Cromwell
 Production Director... Earl McCarron
 Prod. Supervisor... Fred Blizzard
 Women's Prog. Supervisor... Jene L. Wood
 Technical Director... T. Reid Dowling
 Chief Engineer... Jack Bishop

CJBR-TV

RIMOUSKI—1954—CBC—CBS

Channel: 3... AP: 34.55 Kw... VP: 60.6 Kw.
 Owned By... Lower St. Lawrence Radio Inc.
 Address... 6 St. John St.
 Sales Rep... Adam Young TV Corp.; Stovin
 President... Jacques Brilliant
 Station Manager... Andre Lecomte
 Program Director... Francois Raymond
 Film Manager... Paul Ratte
 Sports Editor... M. Claude Pearson
 Chief Technician... M. Marcel Vallee

CJCB-TV

SYDNEY—1954—CBC

Channel: 4... AP: 60 Kw... VP: 100 Kw.
 Owned By... CJCB-TV Officers
 Address... Hardwood Hill
 Phone Numbers... 5596, 8240, 3431
 Sales Rep... Weed TV Corp.; All-Canada TV
 President, Gen. Mgr... J. Marven Nathanson
 Business Manager... Norris Nathanson
 Chief Engineer... Robert J. Norton

CJIC-TV

SAULT STE. MARIE—1954—CBC-CBS

Channel: 2... AP: 2.58 Kw... VP: 5.16 Kw.
 Owned By... I. G. Hyland
 Address... 119 East St.
 Phone Number... ALGOMA 6-7494
 Sales Rep... Weed TV Corp.; All-Canada TV
 President, Gen. Mgr... J. G. Hyland
 Program Manager... Sam Pitt
 Comm. Mgr... Gene Plouffe
 Chief Engineer... Dave Irwin

CKCK-TV

REGINA—1954—CBC—CBS

Channel: 2... AP: 10 Kw... VP: 19.5 Kw.
 Owned By... Transcanada
 Address... Highway No. 1
 Phone Number... 36671

Sales Rep. Weed TV Corp.; All-Canada TV
 Engineering Rep. Keith McKinnon
 President Clifford Sifton
 General Manager H. A. Crittenden
 Sales Mgr. Lloyd Westmoreland
 Production Manager Larry Glover
 Promotion Director William Rees
 Sports Director Lloyd J. Saunders
 News Director Jim McLeod

CKCO-TV

KITCHENER—1953—CBC-CBS

Channel: 13 AP: 8.45 Kw. VP: 16 Kw.
 Owned By Carl A. Pollock
 Address 864 King St. W.
 Phone Number 4-4703
 Sales Rep. Weed TV Corp.; J. A. Hardy
 General Manager Eugene E. Fitzgibbons
 Director of Operations W. D. McGregor

CKCW-TV

MONCTON—1954—CBC

Channel: 2 AP: 3 Kw. VP: 5 Kw.
 Owned By F. A. Lynds, Pres.
 Address Halifax St.
 Phone Number 4-9601
 Sales Rep. Adam Young; Stovin & Co.
 Pres., Gen. Mgr. F. A. Lynds
 Comm. Manager J. S. Irvine
 Production Manager H. Bulton
 Film Manager Helen Savage
 Chief Engineer Arnold Brewster

CKLW-TV

WINDSOR

(See Detroit, Michigan Listing.)

CKSO-TV

SUDBURY—1953—CBC-CBS-NBC-
 ABC-DuMont

Channel: 5 AP: .87 Kw. VP: 1.74 Kw.
 Owned By G. Miller, J. Cooper, W. Woodill
 Address Regent at Ash St.
 Phone Number Osborne 3-3644
 Sales Rep. Weed TV Corp.; All Canada TV
 General Manager W. J. Woodill
 Production Manager J. A. Boyd
 Film Editor Ingrid Rushton
 Chief Engineer James McRae

CKWS-TV

KINGSTON—1954—CBC

Channel: 11 AP: 154 Kw. VP: 257 Kw.
 Owned By Sen. W. Rupert Davies
 Address 170 Queen St.
 Phone Number 4405
 Sales Rep. Weed TV Corp.; All-Canada TV
 Manager R. W. Hofstetter
 Comm. Mgr. Harry Edgar
 Program Mgr. Bill Luxton
 Chief Engineer Bert Cobb

CKX-TV

BRANDON—CBC

Channel: 5 AP: 9.65 Kw. VP: 19.3 Kw.
 Owned By Western Manitoba Bcstrs. Ltd.
 Address City Hall Square
 Phone Number 4532
 Sales Rep. Weed TV Corp.; All-Canada TV
 Pres., Gen. Mgr. John B. Craig
 Sales Manager Archie Olson
 Program Director Douglas A. Lee
 News Editor Jim Struthers
 Sports Director Ken Milton
 Chief Engineer E. H. Davies

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

TV Outside of United States

TV stations in operation; or under construction (CP) as of January 1, 1955. Prepared by Research Division, Allen B. DuMont Laboratories, Inc.

Location	(Call) Letters	Licensee or Grantee	Me. Lines/Tix		
			Carrier Freq. Visual	Aural	and Fields/Sec
— CANADA —					
Brandon, Man.	(KX-TV)	Western Manitoba Brests., Ltd.	77.25	81.75	525/60
Calgary, Alta.	(CHCT-TV)	Calgary Television, Ltd.	55.25	59.75	525/60
Edmonton, Alta.	(CFRN-TV)	Sunwapla Brestg. Co., Ltd.	61.25	65.75	525/60
Halifax, N. S.	(BHBT)	CP Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	(CHCH-TV)	Niagara Television, Ltd.	199.25	203.75	525/60
Kingston, Ont.	(KWS-TV)	Frontenac Brestg. Co., Ltd.	199.25	203.75	525/60
Kitchener, Ont.	(KCO-TV)	Central Ontario TV., Ltd.	211.25	215.75	525/60
London	(FPL-TV)	London Free Press Printing Co., Ltd.	55.25	59.75	525/60
Moncton, N. B.	(KCW-TV)	Moncton Brestg., Ltd.	55.25	59.75	525/60
Montreal	(BFT)	Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	(BMT)	Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa, Ont.	(BOT)	Canadian Broadcasting Corp.	67.25	71.75	525/60
Ottawa, Ont.	(CP)	Canadian Broadcasting Corp.	187.25	191.75	525/60
Peterborough, Ont.	(CHEN-TV)	CP Kawartha Brestg. Co., Ltd.	205.25	209.75	525/60
Port Arthur, Ont.	(CPTA-TV)	Ralph A. Parker	55.25	59.75	525/60
Quebec	(FCM-TV)	Television de Quebec, Ltd.	67.25	71.75	525/60
Regina, Sask.	(KCK-TV)	Trans-Canada Communications, Ltd.	55.25	59.75	525/60
Rimouski, Que.	(JBR-TV)	Lower St. Lawrence Radio, Inc.	61.25	65.75	525/60
St. John, N. B.	(HSJ-TV)	New Brunswick Brestg. Co., Ltd.	67.25	71.75	525/60
Saskatoon, Sask.	(FQC-TV)	V. A. Murphy & Sons, Ltd.	181.25	185.75	525/60
Sault Ste. Marie, Ont.	(JIC-TV)	Hyland Radio Television, Ltd.	55.25	59.75	525/60
Shebrooke, Que.	(HLT-TV)	CP La Tribune Limitee	175.25	179.75	525/60
Sudbury, Ont.	(KSO-TV)	CKSO Radio, Ltd.	77.25	81.75	525/60
Sydney, N. S.	(JCB-TV)	Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	(BLT)	Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	(BUT)	Canadian Broadcasting Corp.	55.25	59.75	525/60
Windsor, Ont.	(KLV-TV)	Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	(BWT)	Canadian Broadcasting Corp.	67.25	71.75	525/60
— CUBA —					
Camaguey	(CP)	Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey	(MJL-TV)	Circuito CMQ	83.25	87.75	525/60
Ciego de Avila	(CP)	Cadena Azul de Cuba	193.25	197.75	525/60
Havana	(MA-TV)	Radiotelevision El Mundo	55.25	59.75	525/60
Havana	(MIF-TV)	Radio Universal	175.25	179.75	525/60
Havana	(MQ-TV)	Circuito CMQ	83.25	87.75	525/60
Havana	(MUR-TV)	Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holguin	(MKJ-TV)	CP Circuito CMQ	67.25	71.75	525/60
Holguin	(CP)	Cadena Azul de Cuba	195.25	197.25	525/60
Holguin	(CP)	Radiotelevision Nacional, S.A.	205.25	209.75	525/60
Matanzas	(MGQ-TV)	Circuito CMQ	187.25	191.75	525/60
Santa Clara	(MNQ-TV)	Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	(MHQ-TV)	Circuito CMQ	77.25	81.75	525/60
Santa Clara	(CP)	Cadena Azul de Cuba	181.25	185.75	525/60
Santiago de Cuba	(CP)	Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba	(CP)	Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba	(CP)	Radiotelevision Nacional, S.A.	199.25	203.75	525/60
Santiago de Cuba	(CP)	Cadena Azul de Cuba	211.25	215.75	525/60
— MEXICO —					
Acapulco	(CP)	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara	(CP)	Emilio Azcarraga	193.25	197.75	525/60
Guadalajara	(CP)	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guamajuato	(CP)	Emilio Azcarraga	61.25	65.75	525/60
Guamajuato	(CP)	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo	(CP)	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	(NEJ-TV)	Television de la Frontera, S.A.	77.25	81.75	525/60
Merida	(CP)	Romulo O'Farrill, Sr.	67.25	71.75	525/60
Mexicali	(NEDC-TV)	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali	(CP)		199.25	203.75	525/60
Mexico City	(NEQ-TV)	Emilio Azcarraga	187.25	191.75	525/60
Mexico City	(NEW-TV)	Cadena Radiodifusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	(XGG-TV)	Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City	(XDFV)	Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City	(CP)	University of Mexico	211.25	215.75	525/60
Monterrey	(CP)	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey	(CP)	Romulo O'Farrill, Sr.	193.25	197.75	525/60
Monterrey	(CP)	Emilio Azcarraga	83.25	87.75	525/60
Nogales	(CP)	Romulo O'Farrill, Sr.	103.25	107.75	525/60
Nuevo Laredo	(NELN-TV)	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa	(NEKD-TV)	CP Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa	(CP)		83.25	87.75	525/60
Reynosa	(NEKA-TV)	CP Emilio Azcarraga	205.25	209.75	525/60

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Visual	Freq. Aural	
— MEXICO —					
Tampico		CP Emilio Azcarraga	67.25	71.75	525/60
Tampico		CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV	Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	CP Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana		CP	55.25	59.75	525/60
Torreon		CP Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz		CP Romulo O'Farrill, Sr.	205.25	209.75	525/60
— ARGENTINA —					
Buenos Aires	LR-3-TV	Radio Belgrano y Primera Cadema			
Buenos Aires	LR-1-TV	CP Argentina de Broadcasting	175.25	179.75	625/50
		CP Radio El Mundo	77.25	81.75	625/50
— BELGIUM —					
Brussels		Inst. National du Radio Communication	196.25	201.75	625/50
Brussels		Inst. National du Radio Communication	210.25	215.75	819/50
— BRAZIL —					
Belo Horizonte	PRH-6-TV	CP Emissoras Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV	Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV	Emissoras Associadas	83.25	87.75	625/50
Rio de Janeiro		CP Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	CP R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	CP Societe Radio Emissaras Continental	187.25	191.75	525/60
Rio de Janeiro	PRE-8-TV	CP Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV	Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		CP Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	CP Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	CP Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-1-TV	CP S.R. Cultras Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	CP Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	CP Radio Bandeirantes S.A.	211.25	215.75	525/60
— COLOMBIA —					
Bogota	HJRN-TV	Radio Difusora Nacional (Govt.)	175.25	179.75	525/60
— CZECHOSLOVAKIA —					
Prague (Exp.)		Government	49.75	56.25	625/50
— DENMARK —					
Copenhagen		Danish State Radio	62.25	67.75	625/50
— DOMINICAN REPUBLIC —					
Ciudad Trujillo	HIT-TV	La Voz Dominicana (Govt.)	67.25	71.75	525/60
— FRANCE —					
Lille		Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon		CP Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon		CP Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille		CP Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille		CP Radiodiffusion-Television Francais	51.5	50.0	819/50
Paris		Radiodiffusion-Television Francais	46.0	42.0	441/50
Paris		Radiodiffusion-Television Francais	185.25	174.1	819/50
Strasbourg		Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg		Radiodiffusion-Television Francais	161.0	175.15	819/50
— GERMANY, EAST —					
Berlin (East Sector)		Government	99.9	106.1	625/50
Dresden		Government	145.25	151.75	625/50
Leipzig		Government	59.25	65.75	625/50
— GERMANY, WEST —					
Baden Baden		Southwest Radio	189.25	194.75	625/50
Berlin (West Sector)		Northwest German Radio	182.25	187.75	625/50
Berlin (West Sector) (Exp.)		Allied High Command	196.25	201.75	625/50
Bonn		Northwest German Radio			625/50
Brenen	CP	Northwest German Radio			625/50
Cologne		Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)		Hessian Radio	196.25	201.75	625/50
Freiburg		Southwest Radio	189.25	194.75	625/50
Hannburg		Northwest German Radio	182.25	187.75	625/50
Hannover		Northwest German Radio	196.25	201.75	625/50
Kaiser Lautern		Southwest Radio	189.25	194.75	625/50
Koblenz		Southwest Radio	182.25	187.75	625/50
Langenburg		Northwest German Radio	189.25	197.75	625/50
Munich		Bavarian Radio	48.25	53.75	625/50
Stuttgart	CP	South German Radio	175.25	180.75	625/50
Trier		Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)		Southwest Radio	210.25	215.75	625/50
Zweibruecken		Southwest Radio	189.25	194.75	625/50
— GREAT BRITAIN —					
Aberdeen (Redmoss)		British Broadcasting Corp.	61.75	58.25	405/50
Aberdeen (Core Hill)		British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)		British Broadcasting Corp.	45.0	11.5	405/50
Birmingham (Sutton-Coldfield)		British Broadcasting Corp.	61.75	58.25	405/50
Brighton		British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoc)		British Broadcasting Corp.	66.75	63.25	405/50
Divis (Northern Ireland)	CP	British Broadcasting Corp.	45.0	41.5	405/50

TV OUTSIDE UNITED STATES

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Visual	Freq. Aural	
— GREAT BRITAIN —					
Douglas (Isle of Man)		British Broadcasting Corp.	66.75	63.25	405/50
Edinburg (Kirk O'Shotts)		British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)		British Broadcasting Corp.	45.0	41.5	405/50
Manchester (Holme-Moss)		British Broadcasting Corp.	51.75	48.25	405/50
Newcastle (Pontop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge (Isle of Wight)	CP	British Broadcasting Corp.	56.75	53.25	405/50
— ITALY —					
Alessandria (Piedmont) (Exp.)	CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)		Radio Audizione Italiana (RAI)			625/50
Florence		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Porofuio)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Poglio		Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Rome (Mt. Mario)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Erengo)		Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venier (Mt. Venda)		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
— JAPAN —					
Nagoya	JOCK-TV	Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	103.25	107.75	525/60
— MOROCCO, FRENCH —					
Casablanca		Compagnie Marocaine de Radio-Television (Telma)	174.1	185.25	819/50
— NETHERLANDS —					
Amsterdam (Utrecht-Lopik)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2	Philips, Ltd.	173.25	180.75	625/50
Eindhoven	PAB-3	CP P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	CP P.T. & T. Adm.	11.25	16.75	625/50
— NORWAY —					
Oslo (Exp.)		Norwegian State Bestg. System	62.75	67.75	
— PHILIPPINE ISLANDS —					
Manila	DZAQ-TV	Alto Sales & Management Corp.	61.25	65.75	525/60
— POLAND —					
Warsaw		Communications Inst.	89.25	91.75	625/50
Lodz		Communications Inst.			625/50
— SPAIN —					
Madrid (Exp.)		Radiodifusion Nacional	55.25	60.75	625/50
— SWEDEN —					
Stockholm (Exp.)		Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)		Royal Inst. of Technology	175.25	180.75	625/50
— SWITZERLAND —					
Basel (Exp. Booster)		Swiss General Post Office	55.25	60.75	625/50
Zurich (Oefliberg)		Swiss General Post Office	55.25	60.75	625/50
— THAILAND —					
Bangkok (Exp.)		Chulalongkorn University	(171 - 217)		625/50
Bangkok	CP	Public Information Dept.			625/50
— TURKEY —					
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
— UNION OF SOUTH AFRICA —					
Johannesburg (Exp.)		Samuel Liff	421.5		
— U.S.S.R. —					
Gorky		Govt.			625/50
Kharkov		Govt.	59.25	65.75	625/50
Kiev		Govt.	77.25	83.75	625/50
Leningrad		Govt.	59.25	65.75	625/50
Moscow		Govt.	49.75	56.25	625/50
Odessa (Exp.)		Govt.	19.75	56.25	625/50
Tomsk		Govt.			625/50
— VATICAN CITY —					
Vatican City	ITV	Radio Vatican	185.25	174.1	819/50
— VENEZUELA —					
Caracas	YVLA-TV	Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV	Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV	Radio Caracas, TV	55.25	59.75	625/50
— YUGOSLAVIA —					
Belgrade	YZO	Radiodifusion Yougoslave (Govt.)	42.5	47.0	625/50

COMMUNITY TELEVISION ANTENNA SYSTEMS

• As of January 1, 1955



State	City	Exec. in Charge	Stations
Alabama	Florence Fort Payne Russellville	W. E. Tucker J. L. Killian E. E. Stuart	WBRC-TV; WABC (Birmingham) WABT; WBRC-TV (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	
	Globe Nogales	Willard Shoecraft Chas. G. Boice	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix) KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
	Prescott	Norman A. Hendry	
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Fayetteville	Hal Douglas	
California	Banning	E. N. Knox	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV; (Los Angeles)
	Barstow Carmel	Dean M. Devoe G. B. Henderson	KNXT; KRCA; KABC-TV; (Los Angeles) KRON-TV; KPIX; KGO-TV; (San Fran- cisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Eagle Mt. Mines Glendale Grass Valley Iono Jackson Laguna Beach	E. C. Ketally Luther Opelt John Colling Lawrence Angler Lawrence Angler Lewis L. Le Mieux	KPIX; KRON-TV; KGO-TV (San Francisco)
	Martel Martinez	Lawrence Angler	
	Nevada City Placerville San Bernardino	John G. Colling John S. Hocking Richard J. Filane	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	San Diego	Roy F. Cloud	GO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton) KRON-TV; KPIX; KGO-TV (San Francisco) KRON-TV; KPIX; KGO-TV (San Francisco) KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles) KFMB-TV; KRCA; KTTV; KCOP (L. A.) KFMB-TV; KPSD-TV (San Diego) XETV (Tijuana) KRON-TV; KPIX; KGO-TV (San Francisco) KQVR (Stockton)
	Ukiah	F. P. Stipp	KNXT; KRCA; KTLA; KABC-TV; KHJ- TV; KTTV; KCOP (Los Angeles)
	Ventura	John G. George	
Colorado	Climax	Don Stephens	KFEL-TV; KOA-TV; KBTV; KLZ-TV (Denver)
	Durango Leadville Salida Sterling	George F. Rock David F. Onstead J. E. Collier	KOB-TV (Albuquerque) KCSJ-TV (Pueblo) KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver)
	Trinidad	Donald C. Campbell	KFBC-TV (Cheyenne) KCSJ-TV (Pueblo) KKTV (Colorado) Springs)
Idaho	Craigmont Kamiah Kellogg Ketchum	Carl Blevins J. A. Felscher J. C. Moore C. E. Atkinson	KHQ-TV; KXYL-TV; KREM-TV (Spokane) KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KHQ-TV; KXYL-TV; KREM-TV (Spokane) KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Lewiston Moscow Osburn Wallace	Newell Pries S. C. Haddock Wm. Zanetti Wm. Zanetti	

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
Illinois	Marengo Peru	Frank Drake Earl S. Nelson, Jr.	WRBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WIBF-TV (Rock Island) WCLA (Champaign)
	Taylorville	Louis Planders	KSD-TV (St. Louis) WTVP (Decatur) WCLA (Champaign) WCS (Springfield)
Indiana	Cannelton	Charles G. Gerber	WHAS-TV; WAVE-TV; (Louisville)
Iowa	Fort Madison	J. V. Hamey	
Kansas	Centralia	Jack Johnstone	
	Longford Onaga	Jack Johnstone E. A. Grim	
Kentucky	Alva	Raymond Burnette	WJHL-TV (Johnson City)
	Benham	A. J. McCarthy	WVTE (Knoxville) WSAZ-TV (Huntington)
	Brookside	R. W. Whitfield, Jr.	WVTE (Knoxville)
	Harlan	Joe Guthrie	WAVE-TV (Louisville)
	Irvine	Frank Miller	WLWT (Cincinnati) WAVE-TV; WHAS-TV (Louisville)
	Liberty	George E. Wolford	
	Lynch	Dwight L. Brown	WSAZ-TV (Huntington)
	Paintsville		WCHS-TV (Charleston)
	Pikeville	R. G. Wells, Jr.	WSAZ-TV (Huntington) WCHS-TV (Charleston)
		Pineville	J. M. Brooks, Jr.
	Middlesboro	W. Howes Meade	
	Wheelright	George Leatherman	
	Whitesburg	R. B. Salyer	
	Winchester	W. Howes Meade	
	Vancey	Joe Guthrie	
Maine	Biddeford	Summer Sewall	
Maryland	Cumberland	J. Holland Kannels	WJAC-TV; (Johnstown, Penn.) WPBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Friendsville	R. Earl Guard	WJAC-TV (Johnstown) WDTV (Pittsburgh) WTRF-TV (Wheeling)
	Hancock	Stanley M. Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMG-TV (Adams) WWOR-TV (Worcester)
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Mississippi	Columbus	Nelson Myers	WRBC-TV; WABT (Birmingham)
Montana	Big Timber	McClean Clark	KOOK-TV (Billings)
	Kalispell	E. B. Petz	KXLV-TV (Spokane) KGO-TV (Missoula)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAT-TV; KCMO-TV (Kansas City)
	Scottsbluff	L. L. Billiard	
Nevada	Reno	John G. Colling	KPIX; KRON-TV; KGO-TV; (San Francisco) KQVR (Stockton)
	Sparks	John G. Colling	
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
New Jersey	Voorhies	Frederick T. Soyling	WPZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis	Carlton Davis	
	Farmington	Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
New York	Rainbridge	David H. Coe	WNBW-TV; (Binghamton) WSYR-TV; WIFN-TV; (Syracuse)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)
	Dansville	Dr. Calder	WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Ellenville	F. Judson	WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Gibson	Charles W. Fribling	
	Hornell	Ford Walton	WNBF-TV (Binghamton)
	Ithaca	Anthony Cerraco	WHEN-TV; WSYR-TV (Syracuse)
	Little Falls	John J. MacDavitt	WRGB (Schenectady)
	Margaretville	Dr. Gilbert Palen	
	Montour Falls	Philip Hager	WCBS-TV; WNBK; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
Napanoch	W. C. Smith		
Port Jarvis	Thomas Sarro	WSYR-TV; WHEN-TV (Syracuse)	
Walton	Jack W. Haverly	WNBF-TV (Binghamton)	
Watertown	Charles H. Curtis		
Watkins Glen		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)	
Woodridge			
Ohio	Athens	James D. Sinyard	WLWC; WBNS-TV (Columbus)
	Coshocton	Claude Stevanus	WXEL; WEWS (Cleveland) WLWC (Columbus)
	Logan	Phil A. Henderson	WEWS; WNBK; WXEL (Cleveland)
	New Philadelphia	K. G. Walker	
Newcomerstown	P. K. Orth	XEWL; WEWS; WNBK; (Cleveland)	
Sugarcreek	Claude Stevanus	WTRF-TV; (Wheeling) WSTV-TV (Steubenville)	
Waverly	L. D. Kissinger		
Oklahoma	Ardmore	Larry Boggs	WKV-TV; KWTV (Okla. City) WRAP-TV (Et. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Paul's Valley	M. S. Biffle	
Oregon	Albany	Chef Wheeler	
	Astoria	T. R. Williams	KING-TV; KOMO-TV (Seattle) KTNT-TV (Tacoma) KBOI (Boise)
	John Day	Haskell Sentt	
	Lebanon	Chef Wheeler	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Pendleton	V. M. McCormnack	KOIN-TV; KPTV (Portland)
	Portland	Wally Matson	
Reedsport	Wally Matson		
Roseburg	J. T. Pierce	KBES-TV (Medford) KV3L-TV (Eugene) KOMO-TV (Seattle) KOIN-TV (Portland)	
Tho Dalles	George Skaugset		
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.)
	Avis	Fred Charles	WJAC-TV; (Johnstown) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Berwick	Paul F. Lee	
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Blossburg	Wm. S. Rennie, Jr.	
	Bradford	Victor H. Samuelson	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Bradford	Joseph Saricks	
	Brandonville	Samuel Unysoovage	
Brockton	Dominic Vitelli		
Brockway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)	
Buck Hill Falls			
Clarksville	Joseph F. Missick		
Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)	
Conemaugh	Frank Chiodo		
Coudersport	Joseph A. English	WBEN-TV (Buffalo) WFBG-TV (Altoona) WJAC-TV (Johnstown)	

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Cressona	James A. Soltz	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Elizabethville	R. L. Weaver	
	Everett	C. T. Wetstone	
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo)
	Hamburg	D. H. Schoener	WNBF-TV (Binghamton)
	Harrisburg	J. Calvin Frank	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WMAR-TV (Baltimore)
			WFIL-TV; WCAU-TV (Phila.)
			WGAL-TV (Lancaster)
			WTPA (Harrisburg)
	Hazleton	Fred Coreallo	WCBS-TV; WRCB; WOR-TV (New York)
			WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Honesdale		
	Isabella	Frank J. Beachley	
	Jersey Shore	Fred J. Hardt	WJAC-TV (Johnstown)
			WILK-TV; WBRE-TV (Wilkes Barre)
			WFBG-TV (Altoona)
			WGBI-TV (Scranton)
			WHUM-TV (Reading)
			WGAL-TV (Lancaster)
	Johnsonburg	Roy Nelson	WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
			WBEN-TV (Buffalo)
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WPIX (New York)
	Lohington	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
			WHUM-TV (Reading)
			WGAL-TV (Lancaster)
	Lock Haven	Dale W. Allen	WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
			WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WGAL-TV (Lancaster)
			WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Mahanoy City	John Wadsonavich	WFEU-TV; WHUM-TV (Reading)
			WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WHUM-TV (Reading)
			WPIX (New York)
	Mansfield	Byron A. Neal	WNBF-TV (Binghamton)
			WBEN-TV (Buffalo)
			WSVR-TV (Syracuse)
	Meadville	George J. Barco	WICU (Erie)
			WEWS; WNBK; WXEL (Cleveland)
			WDTV (Pittsburgh)
	Meyersdale	Robert Kirchner	WDTV (Pittsburgh)
			WJAC-TV (Johnstown)
			WTRF-TV (Wheeling)
	Mifflersburg	Fred R. Helwig	WMAR-TV (Baltimore)
			WGAL-TV (Lancaster)
	Minersville	F. E. Moser	WFIL-TV (Phila.)
			WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WHUM-TV (Reading)
	Montgomery	Francis Heinbach	
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
	Muney	Max E. Miller	WBRL-TV; WILK-TV (Wilkes-Barre)
			WHUM-TV (Reading)
			WNBF-TV (Binghamton)
			WGAL-TV (Lancaster)
	Newport	Henry O. Schiffer	
	Oil City	B. A. Drelick	WDTV (Pittsburgh)
			WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
	Palmertoo	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pine Grove	Dr. Sidney Melnicove	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WGAL-TV (Lancaster)
			WHUM-TV (Reading)
			WSBA-TV (New York)
	Plymouth	Robert R. Hosey	WNBF-TV (Binghamton)
			WPTZ; WFIL-TV (Phila.)
			WBRL-TV; WILK-TV (Wilkes-Barre)
			WGBI-TV (Scranton)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			WHUM-TV (Reading)
	Renovo	John P. Rathmell	WJAC-TV (Johnstown)
			WFBG-TV (Altoona)
	Ridgway	Frank S. Eich	

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations	
Pennsylvania	Schuylkill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	
	Selinsgrove	W. M. Kearney	WHUM-TV (Reading) WFBG-TV (Altoona) WBRE-TV; WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster)	
	Shamokin	Fred Bower	WPTZ; WFIL-TV (Phila.) WMAR-TV (Baltimore)	
	Sheffield Shenandoah	F. F. Feidler, Jr. Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)	
	Shickshinny Slatington	Noel B. Caverly Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)	
	Smethport	W. E. Thomas	WBEN-TV (Buffalo) WDTV (Pittsburgh)	
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)	
	St. Clair	John S. Warner	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York) WHUM-TV (Reading)	
	St. Mary's Steelton Stroudsburg	Frank Vitarelli M. L. Houtz John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)	
	Sunbury	John J. Barni, Jr.	WBRE-TV; WILK-TV (Wilkes-Barre) WPTZ; WFIL-TV; WCAU-TV (Phila.)	
	Tamaqua Titusville Warren	Ben P. Houser A. D. Carlson Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)	
	Warren Wellsboro Westfield Wilkes-Barro	John A. Carbon Chester Pierce J. F. Eberle Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona)	
	Williamsport	Carl A. Maculen	WNBF-TV (Binghamton) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona)	
	Williamsport	Joseph L. Lecce	WHUM-TV (Reading) WNBF-TV (Binghamton) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona)	
	Williamsport	Ray Schnelder	WHUM-TV (Reading) WNBF-TV (Binghamton) WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona)	
	Youngsville	Rex E. Young	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WBEN-TV; WGR-TV (Buffalo) WJAC-TV (Johnston)	
	South Dakota	Mitchell	Allen C. Harmes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
	Tennessee	Blountville	J. W. Adams	WBTV (Charlotte) WJHL-TV (Johnson City)
		Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
		Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)	
	Graham	Brown Walker	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)	
	Madisonville Mineral Wells	Lee Green John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)	
	Sherman	O. P. Leonard, Jr.	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)	
	Sulphur Springs Tyler	Mort Zimmerman Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)	
	Victoria	A. B. Alkek		
	Utah	Price	Louis Vetre	
Vermont	Barre	Louis Babie	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)	

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations	
New Hampshire	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston)	
	Brattleboro	F. Elliot Barker, Jr.	WMUR-TV (Manchester) WFOR-TV (Worcester)	
	Burlington	Joseph S. Wool	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Ludlow	Annie Palloff	WRGB (Schenectady)	
	Montpelier	Eugene Kramer	WMTW (Mt. Washington) CMBF; CBFT (Montreal)	
	Northfield	George L. Goodrich	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Springfield	S. R. Young	WBZ-TV (Boston)	
	Springfield		WRGB (Schenectady)	
	St. Johnsbury	E. F. Ellingwood, Sr.	WMYF (Montpelier)	
	Windsor	S. R. Young	WMTW (Mt. Washington)	
	Woodsstock	Richard Leonard	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)	
	Virginia	Grundy	Barnes B. Rife	WMTW (Mt. Washington)
		Harrisonburg	Frederick L. Milman	WSAZ-TV (Huntington)
		Staunton	Norwood Rosen	WJHL-TV (Johnson City) WQVA-TV (Oak Hill)
	Washington	Aberdeen	Fred G. Goddard	WTVR (Richmond)
		Bellingham	Rogan Jones	WTTG; WTOP-TV (Washington)
Centralia		Floyd C. Hannah	KOMO-TV; KING-TV (Seattle)	
Chehalis		Joe Chytil	KTNT-TV (Tacoma)	
Chelan		Emory Weimer	KOMO-TV; KING-TV (Seattle)	
Colville		August Schwartz	KTNT-TV (Tacoma)	
Conlee-Dum		George Curtiss	KOMO-TV; KING-TV (Seattle)	
Dayton		Ben H. Klingenstein	KOMO-TV; KING-TV (Seattle)	
Ellensburg			KTNT-TV (Tacoma)	
Ephrata		Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Everett		Ridon A. Root	KOMO-TV; KING-TV (Seattle)	
Kennewick		R. S. McCaw	KTNT-TV (Tacoma)	
Lind		John Shimek	KHQ-TV; KXLY-TV (Spokane)	
Montesano		Fred C. Butler	KXLY-TV (Spokane)	
Omak-Okanogan		Melvin Rothrock	KHQ-TV; KHQ-TV; KXLY-TV (Spokane)	
Pomeroy		Wm. E. Ratch	KREM-TV; KHQ-TV; KXLY-TV (Spokane)	
Raymond		Leroy Powell	KING-TV; KOMO-TV (Seattle)	
Riehlund		Robert S. McCaw	KTNT-TV (Tacoma)	
Seattle		Fred Nelson		
Soap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)		
Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)		
Waterville	Charles C. Clements	KXLY-TV; KHQ-TV; KREM-TV (Spokane)		
Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane)		
Wenatchee	Rogan Jones	KING-TV (Seattle)		
Wenatchee		KXLY-TV; KHQ-TV (Spokane)		
West Virginia	Anaerostote	Frank Reeves		
	Bluefield	Harry Holmes		
	Charlton Heights			
	Chesapeake			
	Coalwood	Charles Brown	WTRF-TV (Wheeling)	
	Clarksburg	W. D. Dantzler	WDTV-TV (Pittsburgh)	
			WSTV-TV (Steubenville)	
			WSAZ-TV (Huntington)	
			WSES-TV (Roanoke)	
			WCHS-TV (Charleston)	
East Gulf	H. G. Schmidt			
Elkins	Ralph S. Shepler	WDTV (Pittsburgh)		
		WTRF-TV (Wheeling)		
		WSTV-TV (Steubenville)		
Fairmont	Edward V. Pence			

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Follansbee	Leo Coeco	
	Grafton		
	Hinton	James V. Costo	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harty E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Lost Creek	D. B. Randolph	
	Mau	C. O. Erickson	WSAZ-TV (Huntington)
	Moundsville	George Prostivaek	WDTV; WENS (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Mullens	Robert R. Jones	WJAC-TV (Johnstown) WSAZ-TV (Huntington) WCHS-TV (Charleston)
	New Martinsville	P. P. McCray	WSLS-TV Roanoke WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Phillippi		
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WPBG-TV (Altoona)
	Prenter	C. G. Evans	
	Princeton	E. Clyde Bourne	WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Rainelle	J. E. Decker	WSLS-TV (Roanoke, Va.) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Richwood	Carl E. Gainer	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Rowlesburg	S. A. Phillips, Jr.	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Slab Fork	S. Austin Caperton, Jr.	
	Spencer	Robert Doolittle	
	War	L. W. Coffey	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Webster Springs		
	Weirton	Wm. R. Lago	
	Welch	Edmund O. Gutes	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Weston (Con)	M. W. Adler	WOAY-TV (Oak Hill)
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wisconsin	Niagara	Edward Gaber	WBAY-TV (Green Bay) WMBV-TV (Marinette)
	Rhineland	D. H. Goodearle	WBAY-TV (Green Bay) WSAU-TV (Wausau) KDAL-TV (Duluth)
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTB; KFEL-TV (Denver) KFBC (Cheyenne)
	Cody	Harry M. Moore	KOOK-TV (Billings)
	Cokesville		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver)
	Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Grand'mere, Que.	Jules Matteau	CBFT; CBMT (Montreal) CFCM-TV (Quebec)
	Guelph, Ontario	F. T. Metcalf	WBEN-TV; WGR-TV (Buffalo) CKCO-TV (Kitchener) CBLT (Toronto) CHCH-TV (Hamilton)
	London, Ontario	E. R. Jarman	WNBK; WEWS; WXEL (Cleveland)
	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Trail, Br. Columbia	Gordon L. Fairweather	KREM-TV; KXLY-TV; KHQ-TV (Spokane)
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

SUSPENDED TV OPERATIONS

- A list of TV stations which have gone off the air but have retained their C.P.'s



City	Call Letters	Date of Broadcast Cessation
	ALABAMA	
Mobile	WKAB-TV (UHF)	August 1, 1954
	CALIFORNIA	
Fresno	KBUD-TV (UHF)	July 15, 1954
Los Angeles	KTHE (UHF)	September 10, 1954
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MAINE	
Portland	WPMT (UHF)	December 16, 1954
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	MISSOURI	
Festus	KACY (UHF)	April 2, 1954
	MONTANA	
Butte	KOPR-TV (VHF)	September 19, 1954
	NEW JERSEY	
Atlantic City	WFBG-TV (UHF)	May 17, 1954
	NEW YORK	
Albany	WTRI (UHF)	October 15, 1954
Elmira	WTVE (UHF)	
	OHIO	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Lebanon	WLB-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
	TEXAS	
Houston	KNUZ-TV (UHF)	June 25, 1954
Tyler	KETX (UHF)	October 23, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Norfolk	WTOX (UHF)	October 3, 1954
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	WISCONSIN	
Nennah-Appleton- Menasha	WNAM-TV (UHF)	January 2, 1954

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 material 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) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, 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.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, 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.

(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.

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 simulate 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) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance 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.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

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 by 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 television 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 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 BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO 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 is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	Day and Night	Class "A" Time	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. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. 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.

4. 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.

5. 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.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT 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.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "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).*

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 Good Practice", 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 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, including commercial copy, which 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 to serve 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

* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.



The Changing Complexion of A Transcription Music Library

□ □ □ □ □ □

By **A. B. SAMBROOK**

Manager

RCA Recorded Program Service

THE increased emphasis on one key word points up the changing complexion of the transcription library service today. That key word is "sell."

We at RCA Thesaurus are continually searching for new ways to bring more and more solid sell into our library service. Recently we added "Sell Effects," which is a whole new category consisting of sounds that sell. Thesaurus subscribers have written us repeatedly to tell us how these have made it possible for them to sell a local sponsor over the competition.

□ □ □

About the time this annual is published we will be making an announcement of a plan which will offer our subscribers still more radio selling power. This plan makes it possible for a subscriber to offer his sponsors and local advertising prospects a completely set up and going campaign which ties radio advertising in with newspaper ads, in-store promotion and local publicity.

□ □ □

From the station standpoint this new radio sales campaign is simple to operate. The selling tools to do the job are made available to the station's salesman by Thesaurus—all he has to do is put them to use with the local sponsors. A manual describing all sorts of local promotion possibilities also comes with this new plan which is offered to Thesaurus subscribers as a supplementary tool for increasing local sales.

□ □ □

We confidently feel that this plan will be enthusiastically received by Thesaurus subscribers. Further, we believe it will set a whole new pattern for building local radio time sales through the use of selling tools that provide the station with a complete, tailor made advertising and promotion campaign.

Another local sales tool that we recently made available to Thesaurus subscribers is one that makes it possible for local sponsors of "The Hour of Charm" show,

with Phil Spitalny, his All-Girl Orchestra and Evelyn, to take full advantage of the tremendous popularity of this musical group. We've prepared three inexpensive point-of-sale promotion pieces: a window poster, a counter card and a wall or window streamer. The local sponsor simply drops in his name, the station call letters, and the time at which the show is broadcast. These pieces become his own; to his customers the show is more than ever tied-in in their minds with the local sponsor. If the local sponsor or the Thesaurus subscribing station had to make up these three two-color pieces on their own the costs would be prohibitive.

□ □ □

The increased emphasis on "sell" in Thesaurus is not confined to sales tools—our new thinking is also reflected in the plans we will be announcing during 1955 in connection with new Thesaurus shows.

And here we want to make the first such announcement — Thesaurus is greatly broadening its basic programming concept. Of course, music is still the most important factor because we realize that it remains a basic element in local programming. But now our plan includes many programming innovations and time selling tools which will provide our subscribers with even more sales opportunities.

□ □ □

During 1955 we will be making major announcements concerning new commercial programming formats in the following categories: homemaking, sports, religious and a children's program with an important child authority as the star. All the shows will have unique, built-in sales possibilities that will make them extremely saleable by Thesaurus subscribers.

□ □ □

In all of our plans, be they for new local selling tools, new radio time selling promotions, or new big name shows, the emphasis is on "sell." It is this emphasis that keynotes the changing complexion of the transcription library service today.

Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work — building huge audiences in record time. For example...

In Cincinnati, *The Whistler* is a consistent first in its time period, with a 30.1 rating... *and ratings go higher month after month!*

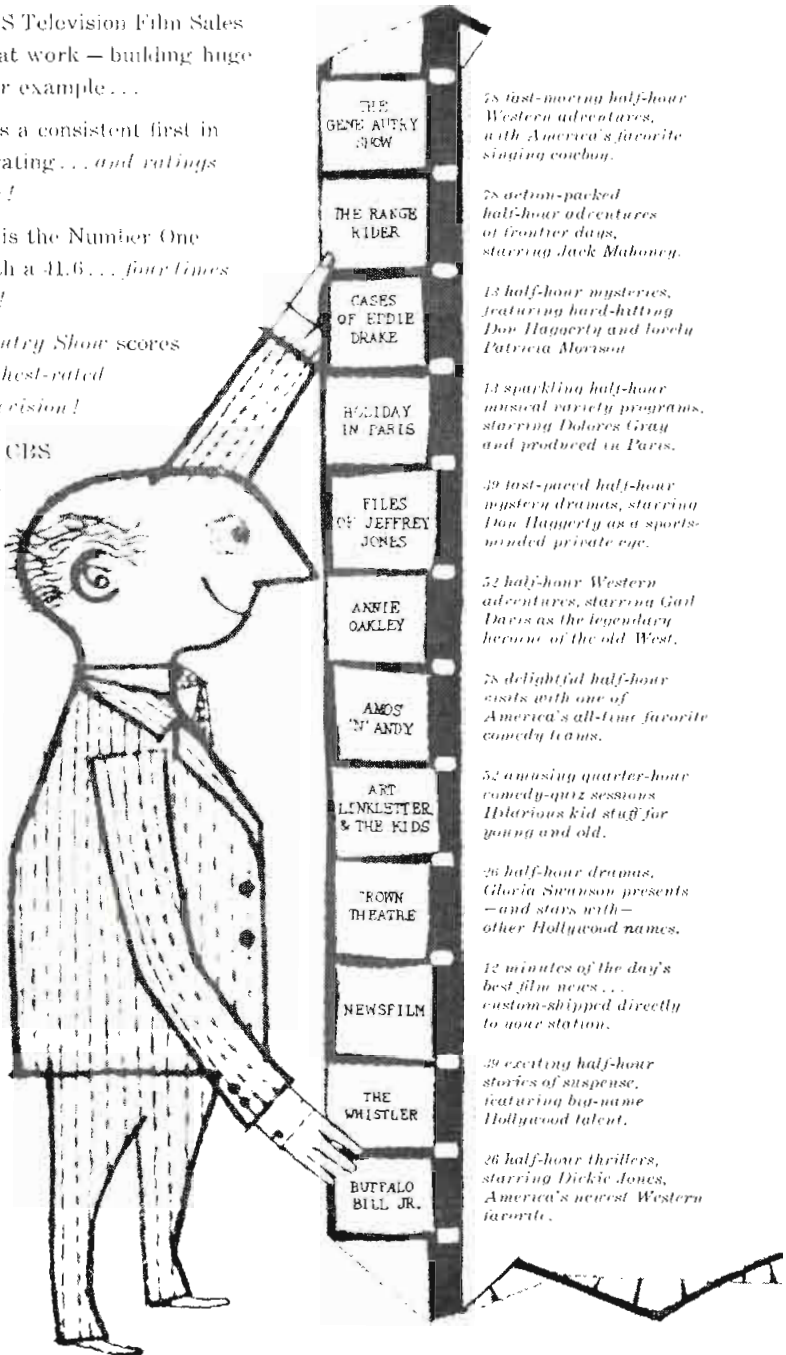
In Boston, *The Range Rider* is the Number One syndicated film program, with a 41.6... *four times the rating of its competition!*

And in Chicago, *The Gene Autry Show* scores an 18.4... *making it the highest-rated daytime strip in Chicago television!*

The story's the same for all CBS Television Film Sales shows. They're going at a great clip in markets all over the country... winning top ratings at lowest cost. See for yourself. Ask any CBS Television Film Sales representative for a private showing.

CBS TELEVISION FILM SALES

*New York, Chicago, Los Angeles,
San Francisco, Dallas, St. Louis,
Detroit, Atlanta and Boston
In Canada: S. W. Caldwell Ltd.*



TV FILM PRODUCERS AND DISTRIBUTORS



ABC Film Syndication, Inc.

7 West 66th St., New York 23, N. Y.

Phone: SUsquehanna 7-5000

President.....George T. Shupert
V.P., Chg. of Sales.....Don L. Kearney
Executive Sec'y.....Richard P. Morgan
Ad. & Promotion Mgr.....Lee Francis
Traffic Mgr.....Joseph Greene

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope.

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.

Phone: MICHigan 2-0128

President.....Bernard Howard
Vice-President.....Morris Alexander
Secretary-Treas.Bernard Kurlan

Services Offered—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action—in own sound-proof studio or on location anywhere. Specialists in 3-D movies.

Productions—American Bakers Assn. 4½ min. TV film; Wisco "99" Gasoline-TV commercial with Fran Allison; Melody Hill Wine—animated film; Chesty Potato Chips—two animated films; Canadian Ace Beer—1 live comm.; Chicago Defender Publication—15 min. color film.

Academy Pictures, Inc.

588 Fifth Ave., New York 36, N. Y.

Phone: PL 7-0744

7934 Santa Monica Blvd., Hollywood 46, Cal.

Phone: HOLlywood 9-5873

President.....Edward L. Gershman
Vice President.....C. Moray Foutz
Head of Sales.....George S. Gladden
Supervising Dir. (N.Y.C.)...William Tytla
Supr. Dir. (Hollywood)...Arthur Babbitt
Prod. Mgr. (N.Y.C.)...Murray Fairbairn
Prod. Mgr. (Hollywood)..William Lightfield

Services Offered—Producers of all types of slidefilms and motion pictures, in color or black and white; live or animation; 16 mm or 35 mm, for television and industry.

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1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7471

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President.....Patrick Shanahan
Services Offered: 16, 35 mm. films for television rental.

Advertisers' Television Program Service, Inc.

15 East 48th St., New York 17, N. Y.

Phone: PLaza 1-1290

Eastern Sales Manager...William P. Mullen
9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-7496

V.P., General Mgr.....Maurie H. Gresham
Western Sales Mgr.....Charles C. Alsop
Services Offered—Distributors of "Mr. and Mrs. North."

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.

Phone: Webster 3-9437

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V.P., Assoc. Producer...Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer.....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....Jerry Pycha

Services Offered — Producer of films in series form for TV.

Alesander Film Co.

Alesander Film Bldg., Colorado Springs
Colorado

Phone: MELrose 3-1771

N. Y. Phone: PENnsylvania 6-3028

President.....J. Don Alexander
V.P. in chg. of Prod.....Don M. Alexander
Vice President.....Don Alexander, Jr.
V.P. in chg. of Sales.....M. J. McInaney
Production Manager.....James Anderson
Television Sales Mgr.....Earl Austin
Sales Promotion Mgr.....W. A. Hillhouse
Dir. of Advertising & Pub.
Relations.....Robert Geddy, Jr.

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8949 Sunset Blvd., Hollywood, Calif.

Phone: CResview 4-6943

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Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Cal.

Phone: STAte 9-4952

Pres., Exec. Producer.....William Lava

American-British TV Movies, Inc.

200 West 57th St., New York 19, N. Y.

Phone: JUdson 6-7198

PresidentNathan Kramer
Vice-PresidentMichael Hyams
Legal Dept.....David Kallman
SecretaryGloria Harden

Services Offered—New feature films for television. Half-hour and quarter-hour series.

Productions—Case Histories of Scotland Yard.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.

Phone: WALnut 2-1800

Mgr.Ben Harris

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Phone: PLaza 7-5915

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Lawrence A. Glesnes

Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden

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.

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7324 Santa Monica Blvd., Hollywood 46, Cal.

Phone: HO 2-6282

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Chairman of Board.....Fred W. Ziv

Services Offered—Complete studio space and facilities with complete production personnel.

Productions—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

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Phone: LO 5-2942-3

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Chief Animator.....Abe Blashko
Art Director.....William Steinel
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Services Offered—All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

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550 Fifth Ave., New York 36, 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.

Arrow Productions, Inc.

c/o Motion Picture Center Studios

846 N. Cahuenga Blvd., Hollywood, Calif.

Phone: HOLlywood 4-3118

N. Y. Phone: PLaza 5-2108

PresidentMilton Gordon
Vice Pres.....Edward Small

Seery-Treas.Leon Fromkess

Services Offered: produce, distribute half-hour TV dramas—“Ramar of the Jungle” series.

Arrowhead Productions

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Phone: TEXas 07619

ProducerEd Beloin
Business Manager.....Burt I. Harris

Associate Producer-Dir.....Richard Bare

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 Phone: HO 7-4882
 709 Fox Bldg., Detroit, Mich.
 Phone: WOODWARD 1-3979

President.....Louis Goldstein
 Vice President.....Bob Seidelman
 Treasurer.....Jerome S. Hyams
Services Offered—Quality feature films, including “Night Train,” “Young Mister Pitt,” “Shipyard Sally,” “A Girl Must Live,” “The Girl In The News,” “Kipps,” “Inspector Hornleigh,” and others.

Associated Artists Productions, Inc.

345 Madison Ave., New York, N. Y.
 Phone: MURRAY Hill 6-2323

PresidentEliot Hyman
 Vice Presidents.....Kenneth Hyman,
 Arthur Kalman, Donald Klauber
Services Offered—Production and distribution of TV, theatrical and non-theatrical film and 16 mm.

Associated Program Service

(Division of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.
 Phone: ORchard 4-7400

V.P., Gen. Mgr....Edward Hochhanser, Jr.
Services Offered—Exclusive TV distributor for Encyclopaedia Britannica Films.

Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encyclopaedia Britannica Films.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
 Phone: MURRAY Hill 5-8573

President.....J. R. Bingham
 Treasurer.....A. L. Fredrick
 Director Adv. & Prom.....Robert Finebout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 175 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
 Phone: JUDson 2-1287

President.....Robert M. Savini
 Gen. Sales Mgr.....David A. Bader
Services Offered—Producer and distributor of features and short subjects.

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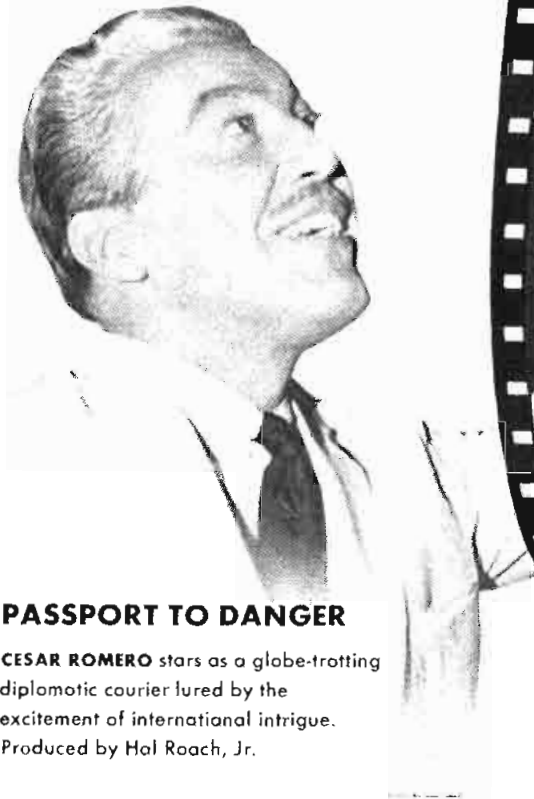
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 Exec. Asst.....William J. Jones, Jr.
 Div. of East. Sales.....Jackson E. Dube
 Div. of Mid-West Sales.....Pete Rodgers
 Dir. of West. Sales.....Jack London
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Services Offered—American and British
 features; half- and full-hour Westerns;
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 Pres., Prod. Dir.....Mickey Schwarz

Production Mgr.....Milton Cohen
 Cameraman.....Harold Mullee
 Film Ed. (Supr.).....Robert Harris
 Art Director.....Paul Heller
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310 Lake Shore Rd., Toronto 14, Ont.
 Phone: CLifford 1-5211

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Services Offered—Producers of shows and
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Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
 Phone: PLaza 7-0760

President.....Frank M. Speidell
 Vice Pres.....Herman Roessle
 Treas.....Lawrence W. Fox, Jr.
 Sec'y.....Peter J. Mooney
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CONRAD
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THE
JOE PALOOKA
STORY

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THE
INA RAY
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SHOW



Avis Films, Inc.

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Phone: THornwall 8-1666

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 Sec.-Treas.Norris Ewing
 Vice Pres.....Helen Ewing

George Bagnall & Associates, Inc.

8827 Olympic Blvd., Beverly Hills, Calif.

Phone: CR 15133

N. Y. Phone: MURray Hill 6-7543

President.....George L. Bagnall
 V.P., Gen'l Sales Mgr.....J. J. O'Loughlin
 Secretary.....Fred C. Lindquist
Services Offered—Distributors of films for TV.

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: HOLlywood 2-0939

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.

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 V.P., Sec'y.....Norman Barnett
 Treas.....Alan Barnett
Services Offered: International film forwarders, packers and custom brokers.

Basch Radio & Television Productions

(See Program Producers.)

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 Treasurer.....Barbara G. Keane

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ProducerFritz Blocki

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V.P. in Chg. of Oper.....Emanuel Kandel

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Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd

Vice Pres.....Robert Stabler

Sec'y-Treas.Marguerite Cherry

Production Mgr.....Glenn Cook

Services Offered—Producer of films for TV.

B & R Enterprises, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.

Phone: HOLlywood 9-5981

ProducerStanley Shapiro

Associate Prod.....E. D. Leshin

Production Mgr.....Argyle Nelson

DirectorJohn Rich

Art Director.....Claudio Guezman

Casting Director.....Ruth Burch

Chief Cameraman.....Robert deGrasse

MusicEarle Hagen

Productions—"The Ray Bolger Show."

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Phone: CI 5-4582

President.....J. R. Bray

Vice-Pres. and Prod. Mgr.....Paul A. Bray

TreasurerM. Bray

General Mgr.....Max Fleisher

Film Distribution Mgr.....B. D. Hess

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Productions — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

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DALLAS, 3905 Travis St., Logan 2628 Irv Feld

DETROIT, 2211 Woodward Ave., Woodward 1-2560 Marv Lowe

LOS ANGELES, 9100 Sunset Blvd., Crestview 1-6101 John Cole

TORONTO, (MPTV Canada Ltd.) 277 Victoria St., Empire 8-8621 Alex Metcalfe

Phone: CI 6-4868

President.....Thomas J. Brandon
 Office Manager.....Edith Zornow
Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

William F. Broidy Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Cal.
 Phone: HO 3-6844

Pres. in chg. of Prod....William F. Broidy
 Exec. Aide to Pres....L. W. (Ace) Herman
 Vice Pres. & Sec.....Edward J. Kaye
 Treasurer.....A. R. Nunes
 Story Editor.....Cecile Kramer
 Public Relations Dir.....J. L. Kaufman

Services Offered—Producers of television film-program series and features; producers of TV-film commercials. Studio rental and packaged shows.

Productions—"Wild Bill Hickok."

British Information Services — Film Division (Agency of the British Government)

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: Circle 6-5100

Director.....Charles Dand
 Distribution Mgr.....Lester Schoenfeld
 Radio Officer.....Jack Aistrop
 Pub. & Adv. Mgr.....Joe Slevin

Services Offered—Official distributor in

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266 East 78th St., New York 21, N. Y.
 Phone: LEhigh 5-2120

President.....Brian Calhoun
 Vice Presidents.....William S. Kent, Howard Kaiser

Secretary.....Dietlinde Ruber
 Treasurer.....Miriam Calhoun

Services Offered—Equipped and staffed for the complete production of all types of motion pictures, slide films and transcriptions.

Productions—"Accessories For My Lady," "Specialty of the House," "The Coffee Case," "American Greeting Cards Commercials," "Raleigh Clothes Commercials," "Northcool Commercials," "Accent Commercials," "Mus-Commercials," "Accent Commercials."

Carson-Stempel Agency

717 N. LaCienega Blvd.
 Los Angeles 46, Calif.
 Phone: CRestview 1-7141

Owners.....Jack Carson & Frank Stempel

Cavalcade Television Programs Inc.

7904 Santa Monica Blvd., Hollywood 46, Calif.
 Phone: HOLlywood 4-3556

N. Y. Phone: ACademy 4-2781
 Vice Pres.Earl M. Robins
 President.....Harvey Pergament

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Here is situation comedy at its best. This half-hour series has one of the longest "sponsored" records in television. Now available... first run... in over 200 markets.

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Based on the thrilling, original, true stories from the best seller "Parole Chief," a NEW series of 39 great half-hour shows to be produced by Hal Roach Jr.

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Sec.-Treas. Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs.

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
 Phone: CR 6-4174

President Robert Young
 V.P. Chg. Prod. Eugene B. Rodney
 Secretary Ben Bisgeier
Services Offered—Producing own television shows.

Productions—“Father Knows Best.”

Campus Film Productions

14 E. 53rd St., New York 22, N. Y.
 Phone: PL 3-3280

Exec. Pro. Nat Campus
Services Offered—Film production under contract for clients specific use.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
 Phone: CIrele 7-6110

President. David I. Pincus
 V.P. Chg. of TV. Calhoun McKean
 Prod. Supr. Mauri Goldberg
 V.P., Chg. of Creative

Planning. Albert Z. Carr
 Vice President. F. Burnham MacLeary
 Studio Manager. David Kreeger
 Chief, Animation Dept. Jack S. Semple
 Chief, Art Dept. Arnold B. Vogelsang

Chief Editor. Lawrence Kreeger
Services Offered—Production of documentaries, industrial, educational pictures, television spots, television packages, slide films, technical and cartoon animation.

Productions—“Our Bible—How It Came to Us” (10 reels), American Bible Society; “Wishes on Wheels,” Chrysler Corp.; “Washable Wardrobe” for Westinghouse; “New Mobiloil Special” and “New Mobilgas Special” for Socony-Vacuum. Over 200 TV spots.

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8611 Sunset Blvd., Hollywood 46, Cal.
 Co-owners and producers: Robert L. Cashy and Milton L. Cashy.

Sales Promotion. William Beaudine, Jr.
Services Offered—Producers of films for TV.

CBS-TV Film Sales

724 Fifth Avenue, New York 22, N. Y.
 Phone: PLaza 1-2345

Vice-Pres. in Charge. Merle S. Jones
 V.P., Gen. Mgr. Fred J. Mahlstedt
 Sales Manager. Wilbur S. Edwards
 Prom. Mdsg. Mgr. Walter A. Scanlon

Branch Offices

410 N. Michigan, Chicago, Ill.
 Phone: WH 4-6000

Exec. in Charge. Wm. Perkinson
 1313 N. Vine St., Los Angeles 28, Cal.

Phone: HOLLYWOOD 9-1212

Exec. in Charge. Thomas Moore

FRANK FERRIN PRODUCTIONS

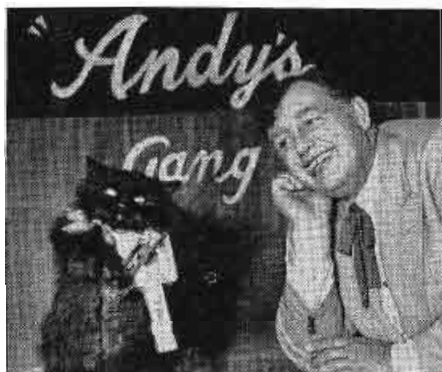
announces the forthcoming

“ANDY’S GANG”

starring

ANDY DEVINE

(formerly “Smilin’ Ed’s Gang”)



with MIDNIGHT

NINO MARCEL

FROGGY the GREMLIN

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5th Year for Brown Shoe Co.

Saturdays — ABC-TV Network



"You mean this is just for the commercial?"

Yes, just for the commercial . . . because that's your "sell" and it's got to be good.

Whether it's a jewel in a watch or a 10-ton stamping press—whether it's a 10-second ID or a 2-minute spot, National Screen brings to the job the experience of 35 years in the production of advertising film.

You can trust your TV commercial script and story board to the men and facilities of National Screen and know that the film you show will have the utmost in professional skill and imagination.

AMONG NSS CLIENTS:

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KELVINATOR
GENERAL ELECTRIC
ELGIN WATCH
CALSO GASOLINE

HAMILTON WATCH
GEMEX WATCHBAND
BAB-O
NATIONAL GYPSUM
MASSON WINES

M-G-M PICTURES
WESTCLOX
FRITOS
DU PONT
GENERAL MILLS

35th Anniversary Year

NATIONAL SCREEN SERVICE

NEW YORK - 1600 BROADWAY, CIRCLE 6-5700 • HOLLYWOOD - 7026 SANTA MONICA BLVD., GLADSTONE 3136



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Phone: 5-7611

Pres., Gen. Mgr. Herbert K. Landon
Services Offered—All types of film commercials. Semi-animation. Full animation cartoon strips, sound stages, single and/or double system recording.

Hu Chain Associates

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220

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Services Offered—Custom built video film programs and commercials.

Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
Phone: WIsc. 7-9244

President Bruce Chapman
V.P. & Treas. Edna Chapmau
30 Rue de Gramont, Paris, France
Phone: Richelieu 80-04

Director Dan Morely
Mgr. Film Division Michael Alexander
Services Offered—Producer of TV films and commercials; industrial and educational films; dubbing in U. S. and Europe.

Charter Oak Tele-Pictures

846 7th Ave., New York 19, N. Y.
Phone: CIrcle 6-2508

President Louis Cavrell

Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.

Productions—Marita Bread, Roy Doty and Chase National Bank shows.

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllwood 3-5106

Producer Jack Chertok
Assoc. Prod., Prod. Mgr. Harry Poppe
Art Director Howard Campbell
Casting Director Ruth Burch
Cameraman Robert Pittack

Services Offered—Series and commercials.
Productions — “Private Secretary,” “Cavalcade of America,” and “Lone Ranger.”

Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951

President Nathan Sobel
Secretary-Treasurer Irving 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. E. K. and Ansco negative-positive color.

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Phone: HOllwood 2-7464

THIS is to remind you that Academy Pictures make fine motion pictures for Television and Industry . . . films which maintain a high standard of technical quality and are rich in aesthetic values and imagination.



Academy Pictures has a full time staff of highly creative people and skilled technicians on both coasts who will interpret your needs with good humor and dispatch . . . in modern, completely equipped studios —

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TV **TV**
PROGRAMS **COMMERCIALS**



with that major studio touch!

**THE ONLY MAJOR MOTION PICTURE STUDIO
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all production facilities under one "roof"

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 Vice-President.....Ernest W. Arcella Jr.
Services Offered—Complete optical printing service, specializing in color duplicate negatives and blow-up release prints.

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106 West End Ave., New York 23, N. Y.
 Phone: TRafalgar 3-1411

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 Camera Department.....Harold H. Seiden
 Sound Department.....Herbert C. Bloom
 Set Design.....James Pratt
 Sales.....Phillip Feld
Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

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.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38, Calif.

Phone: HOLlywood 5-3376

Executive Producer.....Harry J. Lehman
 Secretary.....Jacques R. Lehman
 Associate Prod.....Esco Mieten
Services Offered — Films for television. Public relation, training, education.

Productions—“Let’s Face It,” “Meet Pvt. Bill Martin,” “Part-Time Soldier,” “Mission of the Day,” “The Argonut Division,” “Part Time Tanker.” In production, “Travel Tours.”

Clairmont Films

1973 Palmerston Pl., Hollywood 27, Calif.
 Phone: NO 2-4732, WY 1491

Owner.....Leonard Clairmont
Services Offered—Complete production for industry television, churches and educational institutions. Commercial TV spots and news-reel coverage. Stock footage library in 16 mm color.

Productions — Hollywood Leg Man (TV series).

Clune Studios Co.

Werner Janssen Productions, Inc.

5358 Melrose, Hollywood 38, Calif.
 Phone: HO 9-6291

Pres., and Chairman of the Board... Mrs. Dorothy Clune Murray
 Executive Director.....Werner Janssen
 National Sales Director...Linwood P. Beacom

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.
 Phone: CRestview 1-7106
 Pres., Exec. Prod.....Walter White, Jr.
 Asso. Producer.....William C. Heath

GEORGE WALLACH

Producer-Director

Supervisor of Production

NBC FILM DIVISION

on:

“Adventures of the Falcon”

“His Honor, Homer Bell”

“Inner Sanctum”

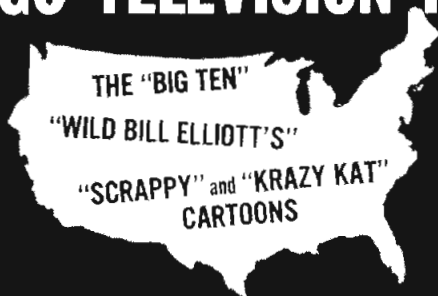
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TELEVISION

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LEADS THEM ALL!



...and **NOW**
in **1955**

Showmanship Package

of Major Co. Features

BIG PICTURES · BIG PRODUCERS · BIG STARS
BIG STORIES · BIG BOXOFFICE and the Result...

Bigger Audiences!

with these Top-Rated Feature Films

"GUNG HO" with **RANDOLPH SCOTT**

"SALOME WHERE SHE DANCED" with **YVONNE DE CARLO**

"SMASH UP" with **SUSAN HAYWARD**

"LADY TAKES A CHANCE" with **JOHN WAYNE**

and many more!

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Circle 6-4347

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HOLLYWOOD
814 North La Brea
Hollywood 38, Calif.
HOLLYWOOD 2-1151

Canadian Representative: TELEFILM OF CANADA 130 Carlton St. · Toronto, Canada

Production Mgr.....Vernon Keays
 CoordinatorEleanor Payne
 Film Editor...Robert Warwick, Jr. (A.C.E.)
 Art Director.....James Sullivan
Services Offered: Hopalong Cassidy—104
 episodes transcribed open-end for radio ½
 hr.; 156 Episodes, The Clyde Beatty Show,
 Radio, transcribed open end shows ½hr.:
 TV, 13 ½hr. films in color.

Productions: "Perils of the Jungle."

**Commonwealth Film &
 Television, Inc.**

723 Seventh Ave., New York 19, N. Y.
 Phone: Circle 5-6456

President.....Mortimer D. Sackett
 Sec., Treas.....S. Sackett
Services Offered—TV producers and dis-
 tributors.

**Frank Cooper Associates
 Agency**

6277 Selma Ave., Hollywood 28, Calif.
 Phone: HOLLYWOOD 4-7258
 521 Fifth Ave., New York 17, N. Y.
 Phone: VANDERBILT 6-5661-2

OwnerFrank Cooper
 V.P., Chg. N. Y. Office.....Sy Fischer
 Mgr. Hollywood Office.....Martin Sperber
Services Offered—Personal management of
 talent and writers as well as the production
 of radio and television shows.

Cornell Films, Inc.

1501 Broadway, New York 36, N. Y.
 Phone: WISCONSIN 7-6650

President.....J. Milton Salzburg
 V.P., Sales Mgr.....David B. Dash
Services Offered—Producers and distribu-
 tors of features and shorts.

Cornwall Productions, Inc.

30 W. 56th St., New York 19, N. Y.
 Phone: Circle 6-2082

PresidentElla Raines Olds
 Executive Vice Pres.....William Dozier
Services Offered—Producer of half hour
 dramatic films.

**Tom J. Corradine &
 Associates**

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 2-4448

PresidentTom Corradine
 Vice President.....Kyle C. Thomas
 Sales Mgr.....James W. Campbell
 SecretaryMarion Wrenn
Services Offered—Service Television sta-
 tions and agencies with all types of film
 programming. Library includes: Features,
 westerns, half hour and fifteen minute shows
 produced especially for TV.

THE MOST **WANTED** FILMS IN TV!

For **TOPS** in Ratings! For **TOPS** in Programming!

THE **Little Rascals**

Filmland's Famous Comics!
 An Instant Hit in Every
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FEATURE LENGTH FILMS

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Outstanding Spanish Language Films

for the

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Los Angeles 15, Calif.

Richmond 7-8661

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Phone: CRestview 4-5621

Owner-ProducerJerry Courneya

Sec. Treas.Ed Hampel

Services Offered — Quarter-hour shows, Short subjects, Features, and Commercials.

Clayton W. Cousens Productions

436 West 57 St., New York 19, N. Y.

Phone: CO 5-7380

President.....Clayton W. Cousens

DirectorRalph Porter

Head Cameraman.....Vachel Blair

Associate Producer.....John K. Cousens

Services Offered—Filming of commercial spots for television, also film documentary jobs. 60 by 25 studio, make-up room, cutting room, sound booth, etc. Quality work in 16 mm and 35 mm, preferably the latter.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Calif.

Phone: Crestview 1-1171

N. Y. Phone: PLaza 7-2277

President.....Everett N. Crosby

Vice President.....John O'Melveny

Vice President-Secretary..Todd W. Johnson

Exec. V.P.....Basil F. Grillo

V.P. Chg. Sales.....Charles B. Brown

Treasurer-Controller.....Homer O. Duerr

Services Offered—Development of program ideas for film and actual completion from idea to film production.

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.

Phone: PLaza 7-5130

PresidentMelvin M. Hirsh

Services Offered—Distributor of features, western, dramas and travelogues.

Shamus Culhane Prod., Inc.

207 East 37th St., New York, N. Y.

8802 Melrose Ave., Hollywood, Calif.

Phone: N. Y. MU 2-8244, Calif. CR 4-5935

Producer, N. Y.....Shamus Culhane

Producer, Hollywood.....William Hertz

DirectorIrwin Wallman

CastingMaxine Marx

SalesPhil Feld

Services Offered—Animated and live action

TV spots and industrial films.

Productions — Spots for Western Union, U. S. Air Force, U. S. Army, Peter Paul Mounds, Esso of Canada, Breble.

Joan Davis Enterprises, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLLYWOOD 7-3111

Producer, Casting Dir.....P. J. Wolfson

Production Manager.....Dewey Starkey

DirectorEzra Stone

182 HIGHLY RATED TV SHOWS
... IN THE CAN!

Produced Expressly for Television
"TALES OF TOMORROW"

HALF-HOUR SHOW

Sponsored Nationally by

EVERSHARP-SHICK

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"INVITATION PLAYHOUSE"

★

"LITTLE THEATER"

★

"THIS IS CHARLES LAUGHTON"

★

"CAMERA'S EYE"

★

"GIGI AND JOCK"

★

write, wire, phone . . .

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IN RATINGS

TOPS IN
ENTERTAINMENT



COMMONWEALTH
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CARTOONS
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400 Top Flight Subjects

Created By **PAUL TERRY**
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723 SEVENTH AVENUE

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Chief Cameraman.....James Van Trees
 Music Director.....Roger Wagner
 Productions—"I Married Joan."

Gordon M. Day Prods.

108 E. 30th St., New York 9, N. Y.
 Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
 Director, Producer.....Carol Bulkley
 Production Mgr.....Edith Adelson
 Treas.Leo Reich
 Services Offered—Producers and jingles
 and spots. Consultants to advertising agen-
 cies.

D. P. M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
 Phone: MU 2-0040

President.....Dorothy P. Maulshy

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
 Phone: RItteuhouse 6-1686

Pres., Gen. Mgr.....Joseph De Frenes
 Services Offered—Production of 16mm. &
 35mm. films, black & white, color.

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
 Phone: PLaza 9-2495

President.....Emanuel H. Demby
 Vice President.....Mildred Demby
 Dramatic Scripts.....Betty Jeffries

Film Editing Services.....Myron L. Broun
 Public Relations.....Howard Morse
 Services Offered—Production TV, films,
 radio programs. Packaging new shows. Dra-
 matic scripts.

Productions — "Hollywood to Broadway"
 (film series), "How to Be a Cowboy" (film
 series), "This Is Indonesia" (film), "Carni-
 val," "Merchant Prince," "Foreign Adven-
 ture.

Denmac Productions, Inc.

6223 Selma St., Hollywood, Calif.
 Phone: HOllwood 4-4205

Productions—"Dennis Day Show."

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
 Phone: BEacon 2-5722

Owner.....Joseph Dephoure
 Services Offered—Motion picture produc-
 tion, studio facilities, processing laboratory,
 b&w and color printing, editing, slides and
 slidefilms, magnetic and sound on film
 recording.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
 Phone: COlumbus 5-7620

PresidentJohn Hans
 Vice President.....Charles S. Hans
 Services Offered—All types visual media—
 Gen. Production Mgr.....Carl V. Ragsdale

Mr. Producer
**IF IT'S SOUND
 IN THE EAST
 IT'S REEVES**

*That's the opinion of hundreds of
 producers using Reeves facilities.*



REEVES SOUND STUDIOS, INC.

304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

REA Licensee

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Jonet Kern of the Chicago American, Monday, March 14th, 1955, said of Ken Murray's "Where Were You?" "Although I'd heard their unique show is great, discovering how great it is, was a real thrill for this somewhat jaundiced and blasé professional viewer. 'Where Were You?' turned out to be as original as 'Person To Person,' as dramatic as 'Dragnet,' as informative as 'Omnibus' and as entertaining as George Gobel. Represents a whole new use — and a magnificent one — of TV.

"'Where Were You?' this viewer is convinced is the greatest programming development since 'Person To Person' and 'Victory At Sea' and is bigger than both of them."

"WHERE WERE YOU?"

Starring KEN MURRAY

A Bing Crosby Enterprise

(Contact your nearest MCA-TV man)

motion pictures, motion slidefilms (filmagraphs), television commercials, 3-D and 2-D photography, filmstrips, sound slidefilms, slides, telops, widescreen panoramic filmstrip presentations, artwork, animation, writing services.

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Business Office:

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOlywood 9-5981

PresidentDesi Arnaz
Vice-PresidentLucille Ball
Exec. V.P.....Martin Leeds
Vice President.....Argyle Nelson
Vice President.....Andrew G. Hickox
TreasurerEdwin E. Holly
PublicityKen Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Walt Disney Studio

2400 W. Alameda Ave., Burbank, Calif.
Phone: VICTORIA 9-3461

PresidentRoy Disney
Chairman of Board.....Walt Disney
Adv., Publicity Head.....Card Walker
New York Office

477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880

World Wide Sales Supr.....Leo F. Samuels

Jack Douglas Productions

c/o Centaur Studios, 7657 Melrose Ave.
Hollywood, Calif.
Phone: HO 4-7574

Producer-DirectorJack Douglas
CameraBill Morrison
Services Offered—52 half-hour documentary films for distribution.
Productions—"I Search for Adventure."

Sherman H. Dryer Productions

17 E. 48 St., New York 17, N. Y.
Phone: PLaza 5-4730

President.....Sherman H. Dryer

Dudley TV Corp.

9908 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

PresidentCarl Dudley
Exec. Vice-Pres.....Don McNamara

Du Mont Television Network-Film

(Syndication Dept.)

205 East 67th St., New York 22, N. Y.
Phone: LEhigh 5-1000

Manager.....Robert S. Woolf
Services Offered—Distributor of features and TV series.

ATLANTIC TELEVISION CORPORATION

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To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

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112 West 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

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Ch. of Board.....Nathan Zucker
Exec. Prod.Lee Bobker
Film Dist. Dir.....Margaret Pfeiffer
Editorial Chief.....Lester Becker
Story Editor.....Philip J. Leff
Production Mgr.....John Zane
Sound Engr.....John DeBlau

Services Offered—Complete motion picture production in both 16 mm and 35 mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercials, open end TV film program series.

Productions — “On Stage With Monty Woolley,” “Christmas Carols,” “Speed Classics,” “The Continental” and others.

Easton Films Inc.

334 East 74th St., New York, N. Y.
Phone: TR 9-4830

PresidentTheodore Bennahum
Vice Pres.....Shirley Bernstein
Sec. and Treas.....Sidney Estridge

Services Offered—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients’ office, very high ceilings.

Educational Films Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
Vice President.....V. H. Hammons
Vice-Pres.....Bernard J. Prockter
TreasurerJohn Prockter
SecretaryL. Lowinthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Douffair Corp.

666 N. Robertson Blvd., Los Angeles 46, Cal.
Phone: CRestview 1-8107

President.....H. Alexander MacDonald
V.P., Treas.....Fred Hoar
Vice Pres.....Irving Rubine

Services Offered—Producer of TV series.

Peter Elgar Productions, Inc.

18 E. 53rd St., New York, N. Y.
Phone: MU 8-5626

PresidentPeter Elgar
Vice Pres.....Julius Edelman
SecretaryJeanne Osen Remusat
TreasurerDorothy Elgar

Services Offered—Producers of industrials, documentaries and films for television.

Productions—Half-hour color films: “Beer

16MM COLOR PRINTING

COMPLETE 16MM AND 35MM SERVICES

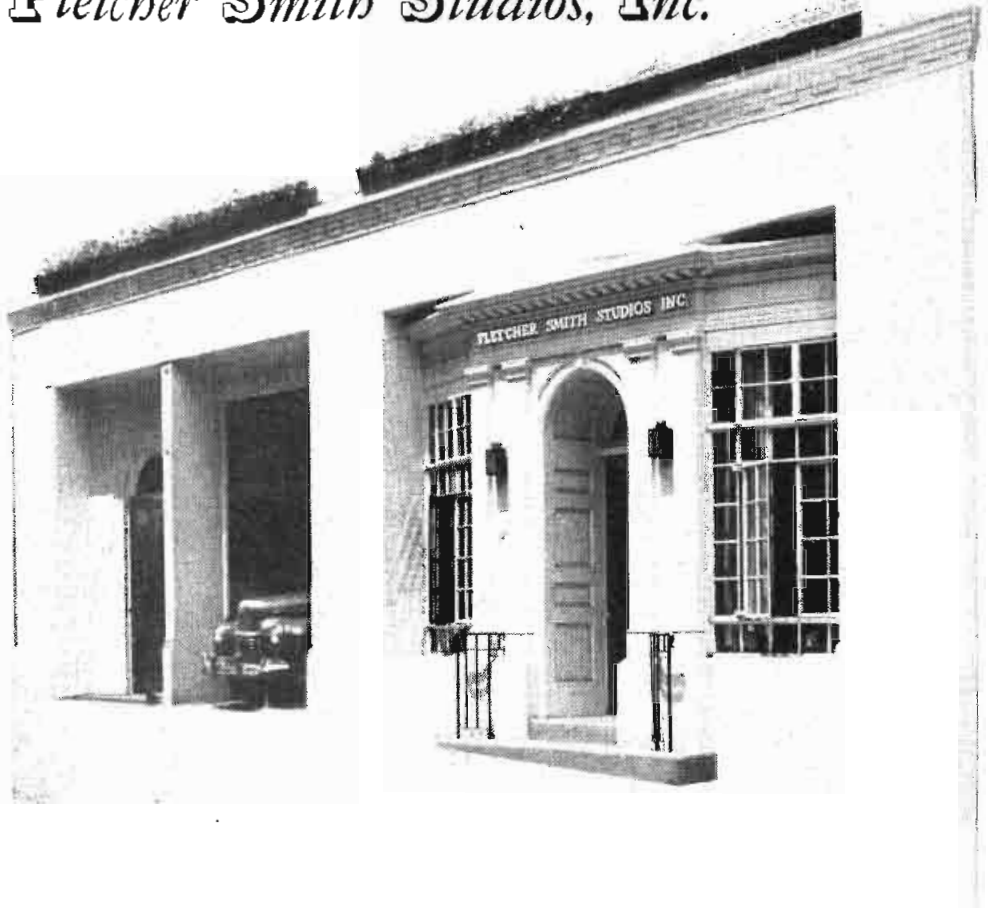
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1955

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Complete Sound Stage Facilities**

- SOUND STAGE
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- ANIMATION AND ARTWORK
- TITLING, SCREENING, EDITING
- PRESENTATIONS
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Producers of Films For Television From Spots to Shows.

Belongs," for the U. S. Brewers Foundation, Inc.; "The Schaefer Story" for the F & M Schaefer Brewing Co.; "From the Atlantic to the Pacific," for the Pabst Brewing Co.; commercials: Cavalier Cigarettes, Kitchen Bouquet, BinB Mushrooms, Roloids, Chiclets, Beemans Cloves, Hide-A-Bed, Palmolive Soap, Pall Mall Cig., Bayer Aspirin, Plymouth, AT&T, Dromedary Mixes, Genessee Beer.

Elliot-Unger-Elliott

414 West 54th St., New York 19, N. Y.
Phone: JUDson 6-5582

PresidentStephen Elliot
V.P.William H. Unger
TreasurerMichael Elliott
ControllerWilliam Sohl
Casting Director.....Mary Jean Allen
Services Offered—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
Phone: PL 9-4500

PresidentArthur Lubo
Vice President.....Fred De Jaager
Sec'y-Treas.....Helen D. Kelleher
General Manager.....William Reilly
Acct. Exec.....Laurence Untermeyer
Operations Mgr.....W. Reilly

Services Offered—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

Endorsements, Inc. (TV)

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Phone: Chickering 4-7257

PresidentJules Alberti
Vice-Pres.Dr. Harold S. Wadro
Sec.-Treas.Hazel F. McCabe
Asst. to Pres.....Chris Anderson
Services Offered—Endorsements and testimonials live and film for TV.

Chester Erskine Productions

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: HO 2-6281

ProducerChester Erskine
CameraLes Shorr
Film Editor.....Walter Hannemann
CastingJohn Stephens
Services Offered—26 half-hour films.
Productions—"Reader's Digest."

**Espana Mexico Argentina,
S.A. de C.V.**

Barcelona No. 15, Mexico 6, D.F. Mex.
Phone: 36-58-14

President.....General Juan F. Azvarate
Rep. to Adv. Agencies.....Jesus Nieto M.

**MICKEY ROONEY
ENTERPRISES**

FOR TV

"Hey Mulligan" NBC-TV

Coast to Coast

Completed

"Daniel Boone"

"Dateline Tokyo"

In Preparation

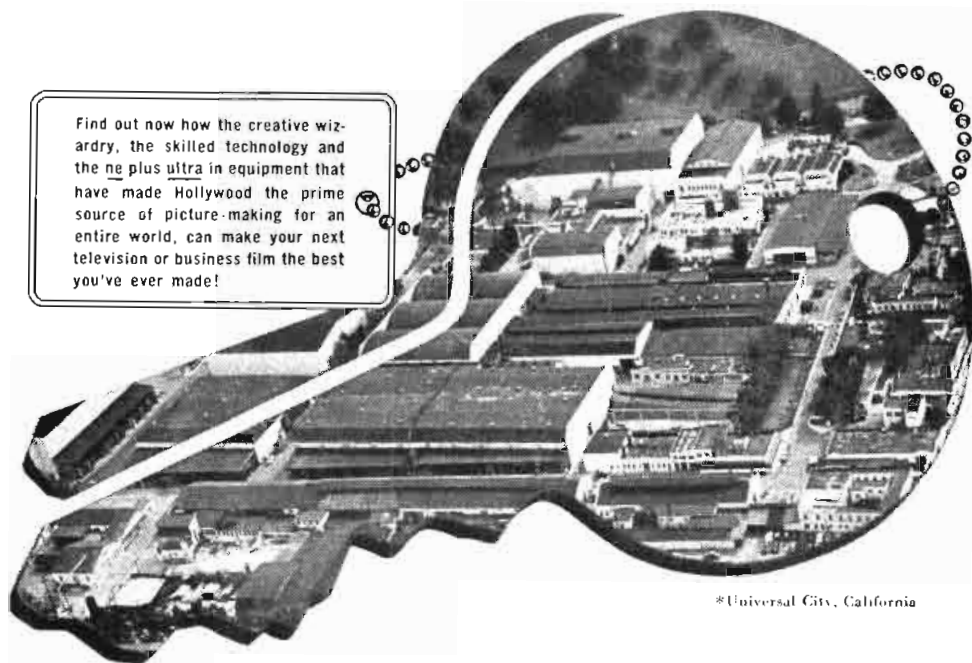
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MAURICE DUKE

Public Relations
RED DOFF

The keys of a city* devoted entirely to picture-making!

Find out now how the creative wizardry, the skilled technology and the ne plus ultra in equipment that have made Hollywood the prime source of picture-making for an entire world, can make your next television or business film the best you've ever made!



*Universal City, California

DID YOU KNOW that now you can put all the picture-making know-how of *forty years experience* plus the complete facilities of a *major Hollywood studio* into your next Television or business film at a surprising *low cost*?

Get the full facts today on how United World can make your film at fabulous Universal City, the unique city devoted entirely to motion pictures. No matter what kind of a film you are planning... Television. Sales Training,

Promotional or Public Relations ... you'll be amazed and pleased when our expert consultants show you how to make a better film... at a lower proportionate cost!

*For full particulars and free consultation
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PLaza 9-8000*

**Television Department
United World Films, Inc.
445 Park Avenue, New York 22, N. Y.**

UNITED WORLD FILMS, INC.

(a wholly-owned subsidiary of Universal Pictures Co., Inc.)

SecretarySrita. Blanca Martinez
Services Offered—Production, distribution and exhibition of weekly theatre reels, minute films and commercial spots.
Productions—“Noticiero Mexicano,” “Cine Selecciones.”

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
 Phone: CIRCLE 5-6157

PresidentWalter Bibó
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 72, N. Y.
 Phone: TAlmadge 9-6728

Owner & President.Louis D. Colson
Services Offered—We offer package film shows for TV use.

Family Films, Inc.

1364 N. Van Ness Ave., Hollywood 28, Calif.
 Phone: HO 4-1176

Pres., Supervisor Prod.Sam Hersh

Assoc. Prod.Pierre Coudere
 Assoc. Prod.Roy Luby
Services Offered — Inspirational films for TV, church, educational and non-theatrical release.

Jerry Fairbanks Productions

6052 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 2-1101

Pres., Exec. Producer.Jerry Fairbanks
 Sales Mgr. (Chicago)Fenton McHugh
 Production Manager.John McKennon
 Studio Manager.Robert Scrivner
 Head, Creative Dept.Leo S. Rosencrans
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Don Feddersen Productions

120 El Camino, Beverly Hills, Calif.
 Phone: BRAdshaw 2-8031

PresidentDon Feddersen
 Vice President.Fred Henry
Productions—“Liberace,” “Life With Elizabeth,” “The Betty White Show.”

Federal Telefilms, Inc.

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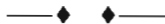


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Phone: LEXington 2-2384

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Technical Dir.....John E. Burke
Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons.

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6528 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-3628

Producer-Director.....Frank Ferrin
Assoc. Producer.....Ralph Ferrin
Casting Director.....Virginia Mazzuca
Chief Cameraman.....Alan Stensvold
Productions—“Andy’s Gang.”

●
Filmack Corp.

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President.....Irving Mack
Treasurer.....Joe Mack
Secretary.....Bernard Mack
Prod. Manager.....Pat Cascio

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Phone: PLaza 7-3809

TV Sales Manager.....Don Mack
TV Production Mgr.....Jack Saperstein
Services Offered—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available free for agency use.

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Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

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8451 Melrose Ave., Los Angeles 46, Calif.
Phone: WEBster 3-9281

President.....Isidore Lindenbaum
V.P. in chg. of Prod.....Bill Deming
Production Super.....Ferenz Fodor
Supervising Ed.....Norman Colbert
Production Mgr.....Paul Schmutz
Film Distribution Mgr.....Hamilton Warren
Editor.....Bob Sparr
Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.

Productions — Groucho Marx “You Bet Your Life,” Louella Parsons, “See Hollywood,” “The Mark Twain Theater,” “Invitation to Music.”

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- Jackie Gleason's "Life of Riley"
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 President Rosalind Kossoff
 Vice President..... Nicholas Bongard
 Treasurer Harry Bimberg

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129 W. 52nd St., New York 19, N. Y.
 Phone: Circle 6-6528
 Pres., Prod. Mgr..... Joseph McCaffery
 Promotion, Prod. Mgr.... Christopher Cross

Films of the Nations, Inc.

62 W. 45th St., New York 36, N. Y.
 Phone: MUrRay Hill 2-0040
 Pres..... Henry M. Moolman
 Vice President..... Birger Nordholm
 Treasurer Henry Pillichody
 Secretary..... William Rosenfeld
 Exec. Dir. Maurice T. Groen

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11 W. 42nd St., New York 36, N. Y.

Phone: LO 5-1379

Owner Frieda Fishbein
 Associate Bera Bramnick
 Services Offered—Representing authors on material for radio and television.

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 Partners Joseph Harris,
 James B. Harris, Sy Weintraub, David L. Wolper
 Services Offered—Producers and distributors of television film.

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6920 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 9-1425
 Partners..... Mitchell J. Hamilburg,
 Gene Autry
 Partner & Exec. in chg.
 of Production..... Armand Schaefer
 Exec. Producer..... Louis Gray
 Exec. Asst..... Philip Cobey
 Services Offered—Production of TV films and commercials.
 Productions—"Gene Autry Show," "Annie Oakley Show," "Range Rider Show."

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 Prod. Coordinator.....J. M. Lench
 Office Manager.....Jeanne McFarland
Services Offered—Television film commercials, tailor-made and syndicated starring Pat Buttram, Range Rider & Dick West, Jon Hall, Rocky Jones, Vargas Girls, etc.

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 Sec.-Treas.Eldon L. Eby

Four Star Productions, Inc.

c/o RKO-Pathe, 9336 W. Washington Blvd.
 Culver City, Calif.
 Phone: TE 0-2931
 Exec. Producer.....Don W. Sharpe
 ProducerWarren Lewis
Services Offered—Films for distribution.
Productions—"The Star and the Story,"
 "Four Star Theatre," "Stage 7."

Fremantle Overseas Radio & Television, Inc.

366 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-4344

PresidentPaul Talbot
 Asst. to Pres.....Lee Volker
 Mgr. (Mexico).....Rene Anselmo
Services Offered—Package producers and procurers of feature films, shorts, cartoons and scripts for overseas radio & TV stations. Representatives in Mexico City, London, Rome, Berlin, Tokyo, Sydney, Manila and Johannesburg.

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545 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-6865
 PresidentHardie Frieberg
 TreasurerBernard Samuels
Services Offered — Program productions, talent, live and film TV programs.

Leon Fromkess

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 Phone: HOLlywood 4-3118
 PresidentLeon Fromkess
Productions — "Ramar of the Jungle,"
 "Halls of Ivy," and "Ellery Queen."

Gainsborough Associates

(See Program Producers)

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
 Phone: HOLlywood 9-6391

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AND
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West Coast Sales Exec..... Charles Morin
Mid-West Sales Exec..... Wade Barnes
East Coast Sales Exec..... William Finkleday
Southern Sales Exec..... Richard Bouk
Northeast Sales Exec..... Max Bradbard
Dir. of Promotion..... Sumner Moulton
Dir. of Traffic..... Richard Sassenberg
Research..... Melvin Trauner
Services Offered—Distribution of feature films, library films and 15 minute and half-hour film subjects.

Productions — "Greatest Drama," "Fulton Lewis, Jr." and "Uncommon Valor."

Glenar Productions

6618 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 4-0406

Owner..... Sid Glenar
Services Offered—Producer of theatrical, educational, TV commercial. Complete animated cartoon facilities.

Mel Gold Productions, Inc.

1639 Broadway, New York 19, N. Y.
Phone: JUdson 6-5444

President..... Melvin L. Gold
Production Supervisor..... Robert E. Gips
Services Offered—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; "live" TV programs.

Governor Television Attractions, Inc.

151 West 46th St., New York 36, N. Y.
Phone: JUdson 2-1877

President..... Arthur Kerman
Services Offered—Distributors of feature films and shorts to television stations.

Harry S. Goodman Productions

19 E. 53rd St., New York, N. Y.
Phone: PLaza 5-6131

General Manager..... Harry S. Goodman
Sales Mgr., TV Dir..... Everett F. Goodman
Office Manager..... William Baron
Secretary..... H. D. Knuth
Musical Director..... Dick Manning
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 Phone: YORK 6291
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 Services Offered — Radio and television packaging and producing.

Guild Films Co., Inc.

460 Park Ave., New York 17, N. Y.
 Phone: MURRAY HILL 8-5365
 President Reub Kaufman
 Vice President..... Lou Shainmark
 V.P. in Chg. of Sales..... Manny Reiner
 V.P., Gen'l Sales Mgr..... Joseph Smith
 Treas. Aaron Katz
 Secretary Jane Kaye
 Services Offered — Producers-directors of television film packages.
 Productions — "It's Fun to Reduce," "Floriau Zabach Show," "Life With Elizabeth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Bride and Groom," "Johnny Mack Brown Wrestling," "Liberace."

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 Services Offered—Lab. service for all TV

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 Phone: HO 9-8321
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 Producer Philip N. Krasne
 Exec. V.P..... Lee Savin
 Casting Dir. Lynn Stalmaster
 Publicity Dir..... Al Joyce
 Services Offered—Studio facilities for TV and motion picture producers. Currently producing "Big Town" for Lever Bros. and "Lone Wolf" for syndication.

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535 N. Laurel Ave., Los Angeles 48, Calif.
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 Productions—"Frontier Parson" series.

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
 Phone: YORK 5924
 President. Leo A. Handel



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TV & Radio

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Productions—“The Magic of the Atom,” “Harbor Patrol,” “Everyday Adventures.”

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 V.P. Automotive Contacts...Wm. G. Luther
 Secretary.....Avery W. Kinney
 Treasurer.....Allan E. Gedelman
 Purchasing Agent.....Gerald Sullivan
Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 6-4632

President.....Burt I. Harris
 Associate Producer.....Norman Retchin
 Film Director.....Harry Kaye
 Office Manager.....C. Coleman
Services Offered—Packager, producer and distributor of television film shows.

Mark Hawley Associates, Inc.

133 East 54th St., New York 22, N. Y.

Phone: PLaza 1-0450

President.....Mark H. Hawley
 Vice President.....Perry King
 Gen. Mgr., West Coast..Juan C. Hutchison
 Office Mgr., West Coast...Florence Barnum
Services Offered—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

Hawley-Lord, Inc.

205 E. 43rd St., New York 17, N. Y.

Phone: OXford 7-2520

PresidentAndre Lord
 V.P. Treas.....Lewis D. Abbott
 SecretaryGordon Shadwick
Services Offered—Production of 16 mm. color motion picture shorts on hunting and fishing.

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 3-1515

Pres. & Gen. Mgr.....Sam Hayes
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Phone: THornwall 8-1666

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Vice President.....John J. Collins
Services Offered—1 minute commercials.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.

Phone: Hollywood 9-2001

Produceer.....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary.....Ruby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

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362 W. 44th St., New York 18, N. Y.

Phone: Circle 6-9031

Pres. Treas.....Jack H. Hoffberg
Vice Pres.....M. Hoffberg
Sec'y.....W. Charney
Asst. Treas.....Leo Tolin
Services Offered - Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15

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Hollywood Film Company

916 N. Seward St., Hollywood 38, Calif.

Phone: HOLlywood 4-7191

Partners.....Ben & Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

Hollywood Television Service, Inc.

1020 Carpenter Ave., N. Hollywood, Calif.

Phone: SUNset 3-8807

President.....Earl R. Collins
Services Offered—Distributes motion pictures for TV.

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.

Phone: HOLlywood 2-2301

President.....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

Hurrell Productions Inc.

333 No. Rodeo Dr., Beverly Hills, Calif.

Phone: CR 1-8593

Manager.....George E. Hurrell
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 814 N. La Brea, Hollywood 38, Calif.
 Phone: HO 7-4882
 709 Fox Bldg., Detroit, Mich.
 Phone: WOODward 1-3979

President.....Jerome S. Hyams
 V. P. & Treas.....Louis Goldstein
 Sales Mgr.....Bob Seidelman
Services Offered: Quality feature films for television including: "Tulsa," "Black Book," "The Sullivans," etc.; also 26 "Wild Bill Elliot" Westerns.

Ideal Pictures, Inc.

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 Phone: FInancial 4-0916

President.....Paul R. Foght
 Treas.Carroll Hadden
 Secretary.....W. C. Kirkpatrick, Jr.

Imperial World Films, Inc.

49 E. Oak St., Chicago 11, Ill.
 Phone: MICHigan 2-6200

President.....Russell W. Davis

Impro Productions, Inc.

5255 Clinton St., Los Angeles 4, Calif.
 Phone: SUNset 2-3113

President.....Herbert L. Strock
 Vice-President.....Richard G. Taylor
Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

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515 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-6620
 Studio Phone: PLaza 7-4823

PresidentBen Gradus
 Production Supervisor.....Walter Sachs
 Dir. of Sales.....Ezra R. Baker, Jr.
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

**Information Productions,
 Inc.**

5 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1722

President.....Thomas H. Wolf
 DirectorAlfred Butterfield
 SecretaryLee Hazen
 Prod. Mgr.....Robert W. Asman
 Editor in Chief.....Robert R. Collinson

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 Inc.**

40 East 49th St., New York 17, N. Y.
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President.....William J. Ganz
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 Office Manager.....Jean Pomerance
Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences.

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21 Rue Marbeuf, Paris, France
Chairman.....Edward Gruskin
President.....Martin H. Poll
Services Offered: Producers of TV films.

International Film Foundation, Inc.

315 East 46th St., New York 17, N. Y.
Phone: OX 7-1888
Executive Dir.....Julien H. Bryan
Services Offered (1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

International 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 17, N. Y.
Phone: MU 7-8800
General Mgr.....Seymour Berkson
Editor-in-Chief.....Barry Faris
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
Promotion Mgr.....Kenneth Smith
Services Offered — INS-Telenews daily, weekly and sports film services; facsimile circuit for TV stations carrying news, photos and weather maps; INS leased wire; INP photos; Super-Projectall.

International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
Studios: Ben Gradus Studios, Ltd.,
321 W. 56th St., New York 19, N. Y.
Phone: PLaza 7-4823
President.....Ben Gradus
Production Supervisor.....Walter Sachs
Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

International 16mm. Corp.

(See Program Producers)

Interstate TV Corporation

1376 Sunset Drive, Hollywood 27, Calif.
Phone: NORmandy 2-9181
1560 Broadway, New York 36, N. Y.
Phone: PLaza 7-3070

President.....G. Ralph Branton
 Vice-President.....Lloyd Lind
Services Offered—Production and distribution of motion pictures for television.
 30 minute package shows.

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
 Phone: CR 1-7131

President.....Lou Irwin
 Associate.....Ted Wilk
 Exec. Secretary.....Jay Schlein
Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

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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
 Natl. Sales Representative.....Carl Wester

Treas.....Lincoln Douglass
 Secretary.....M. P. Casey
 Editor.....James Lawrence
Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots. Current productions, "Silver Eagle," "The King's Jester Show."

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.

Victor Kayfetz Productions

1730 Broadway, New York 19, N. Y.
 Phone: CIRCLE 5-4830

President.....Victor Kayfetz
 Gen. Mgr.....A. L. Simon
 Animation Super.....R. M. Cooke
 Prod. Assts.....Seymour Posner,
 Muriel T. Friedman
 Art Director.....William L. Steinel
 Animator.....Abe Blashko
Services Offered—Producers of motion pictures and slidefilms. Animators of technical as well as other types of animation. Own

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480 Lexington Ave., New York 17, N. Y.
 Phone: PLaza 1-1833

PresidentHerbert Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Productions—"Fashion Forum." "Tell it to Hydro."

Kling Studios, Inc.

1058 W. Washington Blvd., Chicago 7, Ill
 Phone: SEeley 8-4181

N. Y. Phone: PLaza 9-1770

Hollywood Phone: HOllivood 5-3878

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 V.P., Dir. West Coast Oper.....Lee Blexius
 V.P., Dir. Mot. Pic. & TV.....Fred Niles
 Nat. Sales Mgr.....Burton A. Neuburger
 Dir. Syn'd Film Div.....Chris Petersen, Jr.

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.

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 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.

Kumin-Olenick

355 N. Canon Dr., Beverly Hills, Calif.
 Phone: CRestview 1-5221
 Owners.....Frank Stempel & Julian Olenick

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619 West 54th St., New York 19, N. Y.
 Phone: JU 6-4155
 Hollywood: HO 4-4687

PresidentC. O. Langlois, Jr.
 Sales Manager.....T. A. Roscen
 Head Editor.....A. Ross
 West Coast Manager.....R. Adye
 Canada: S. W. Caldwell, Ltd.
 147 Jarvis St., Toronto 5, Ontario

Services Offered—Over 100 hours of music cleared for television on disc, half tape, 35 magnetic tape and optical film.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
 Phone: ELdorado 5-1382

President.....James A. Love
 Production Mgr.....L. H. Holton
 Editor.....Bill Henry
 Script Dir.....Ardis Smith

Services Offered—TV spots and programs, also industrial films.

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5746 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-7111

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Vice-Pres., Sec'y.....Olga Haney

Services Offered: Writing, producing, distributing TV commercial films, live and film. Specialize in new products promotion.

Larchmont TV Studios

210 No. Larchmont Blvd., Los Angeles 4, Cal.

Phone: HOLLYWOOD 9-2895

Pres., Gen. Mgr.....Jack Miles

Services Offered — TV sound stage with complete facilities for rental and packaging of TV film properties.

Lawrence & Lee, Inc.

919 Equitable Bldg., Hollywood 28, Calif.

Phone: HO 7-1009

PresidentJerome Lawrence

Vice-President.....Robert E. Lee

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.

Phone: JUdson 2-5242

President.....Robert L. Lawrence

V.P. Studio Operations.....Louis Mucciolo

Casting Director.....Barbara Cooper

TreasurerPhilip Kornblum

Chief Film Editor.....Henry Traiman

Services Offered—Film—to order—television commercial announcements and television package programs.

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter

General Manager.....Jean Rich

Services Offered—Producer, distributor of films for television.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: HOLLYWOOD 4-7287

Producer-DirectorGene Lester

Chief Tech., Sound.....George Richardson

Comptroller.....Albert J. Silverman

Production Manager.....Martin Sperber

Services Offered—TV film packages and commercials.

Productions—"Hollywood on the Line," "Assignment Unknown" and others.

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 ProductionRobert Edmonds
 Studio Manager.....Joe Bishop
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ProducerTom Lewis
 Asst. to Prod.....Frank O'Neill
 Production Mgr.....Joe Popkin
 DirectorHarry Keller
 Art Director.....Frank Sylos
 Casting Director.....Ruth Burch
 Chief Cameraman.....Norbert Brodine
 MusicHarry Lubin
Services Offered Producing films for television.

Productions—"The Loretta Young Show."

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 5-7960

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 V.-P., in Ch. of Prod....Charles M. McCoy
 Sec.-Treas.M. Briese
 Exec. DirectorC. Mandell
 Exec. Prod. & Ch. Eng....Charles M. McCoy
 Producer.....John Leslie Hamilton
Services Offered--Motion picture facilities; technical, advertising, educational, public re-

lations and documentary films. Live and package shows.

Library Films Inc.

25 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-3450

President.....Paul N. Robins
 ManagerJoan Raphael
Services Offered--Lease-sale TV rights mostly for foreign serials, features and shorts.

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
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John W. Loveton Productions, Inc.

9100 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 5-2834

Producer, President.....John W. Loveton
 Production Manager.....Herb Stewart
 Art Director.....Charles H. Clarke
 Services Offered—Producers of "Mr. and Mrs. North," "Topper" and "Scattergood Baines" series and commercials.

Magnetic TV Sound Company

854 Shawano Ave., Green Bay, Wisc.
 Phone: HEmlock 7-1307

President.....James C. Gallagher
 Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
 Phone: TExas 0-2931
 1270 Ave. of the Americas, New York 20

Phone: PLaza 7-6990-1-2

PresidentIrving Lesser
 Vice President.....Seymour Poe

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
 Phone: MU 8-0985

PresidentKonstantin Kaiser
 Super. of Production.....Ken Baldwin
 Dist. & Traffic Mgr.....Lee Marcus
 Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.
 Productions — "The Screen Story," "Air-head," "The Mailed Fist."

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2400 W. Alameda, Burbank, Calif.
 Phone: VICTORIA 9-2461

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 Vice-Pres. & Treas.....J. R. Rodgers
 Secretary.....Seymour P. Steinberg
 Services Offered—Producer of "Dragnet" feature; "Pete Kelly's Blues" feature; "Pete Kelly's Blues" television series. Producer of miscellaneous television productions.

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Productions—"Make Room for Daddy."

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Services Offered—Write, direct, produce and package radio and television programs; sales and service.

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45 West 45th St., New York, N. Y.
 Phone: JUson 2-4717

PresidentSeymour Berdon
 Sec., General Council.....Irwin Margulies
 TreasurerFrances Kaplan
Services Offered - Twenty-five features, westerns, dramas, adventure, feature length.

Robert Maxwell & Associates

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 Phone: HOllywood 2-6027

Producer Robert Maxwell
 PhotographerStewart Thompson
Services Offered - Series of half hour filmed television shows of "Lassie."

McGowan Productions, Inc.

1416 N. LaBrea Ave., Hollywood 28, Calif.
 Phone: HOllywood 2-0804

ProducerDarrell McGowan
 Director.....Stewart E. McGowan
 Production Mgr.....Clark Paylow
Services Offered - Commercials, shorts, features.
Productions "Death Valley Days" series.

Medallion Productions

6000 Sunset Blvd., Hollywood 28, Calif.
 Phone: HO 2-6635

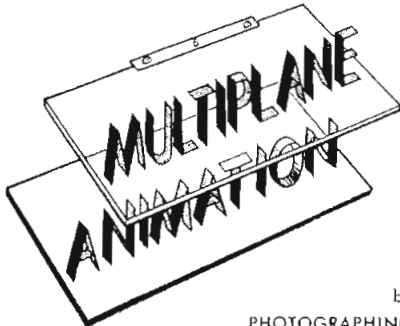
General Manager.....John A. Etlinger
 CreationRobert A. Forrest
 EditorialArthur Jacobs
Services Offered- Production of film programming and commercials for television. Packaging of live programming, local and network. Distribution of "Paddy the Pelican" cartoons and quarter hour film quiz show, "View the Clue."

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6611 Santa Monica Blvd., Hollywood 38, Cal.
 Phone: HOllywood 5-1101

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Producer William Self
Prod. Mgr..... Ralph W. Nelson
Camera George E. Clemens
Casting Jack Murton
Services Offered—26 half-hour films.
Production—“Schlitz Playhouse of Stars.”

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598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

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Eastern Regional Mgr..... Kirk Torney
Branch Offices

Union Commerce Bldg., Cleveland, O.
Phone: CHerry 1-6010

Exec. in charge..... De Arv Barton
430 N. Michigan Ave., Chicago, Ill.
Phone: DELaware 7-1100

Mid-West Sales Mgr..... Raoul Kent
2102 N. Akard St., Dallas, Tex.
Phone: PRespect 7536

Exec. in charge..... Ray Wild
105 Montgomery St., San Francisco, Calif.
Phone: EXbrook 2-8922

Exec. in charge..... Maury Baker
9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 6-2001

V.P., Gen. Sales Mgr..... Wynn Nathan
Exec. in charge..... Bob Greenberg

1048 Northeastern Bank Bldg.
Minneapolis, Minn.
Phone: Lincoln 7863

Exec. in charge..... Charles Richter
515 Glenn Bldg., Atlanta, Ga.
Phone: LAmar 6750

Exec. in charge..... Hank Curth
45 Newbury St., Boston, Mass.
Phone: COpley 7-5830

Exec. in charge..... Jack King
111 Richmond St., West., Suite 1209
Toronto, Ontario, Canada
Phone: EMpire 3-5025

Exec. in charge..... Stu Smith
116A W. Kirk Ave., Roanoke, Va.
Phone: ROanoke 3-4344

Exec. in charge..... Ew Owens
42 Allard Blvd., New Orleans, La.
Phone: Galvez 4410

Exec. in charge..... Ross McCausland
3790 Gardner Ave., Cincinnati, Ohio
Phone: Sycamore 9149

Exec. in charge..... Fred Harner
837 Book Tower, Detroit, Mich.
Phone: WOODward 2-2604

139 Piccadilly, London West 1, England
Exec. in charge..... Kenneth Cleveland
49 bis Ave., Hoche, Paris, France

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Philadelphia, Pa.

Phone: PEennypacker 5-9462

Exec. in charge.....Al Lauber
1700 Liggett Dr., St. Louis, Mo.

Phone: WOODland 2-3683

Exec. in charge.....Hank Lubrman
Services Offered—Producer, distributor TV series.

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood, Calif.

Phone: HO 7-3111

Productions—“Burns and Allen Show.”

Medic TV Productions

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.

Phone: HO 2-0901

Exec. Prod.....Worthington Miner

Prod., Casting.....Frank La Tourette

Director.....Ted Post

Writer.....James Moser

Camera.....Les Shorr

Film Editor.....Bob Seiter

Services Offered—25 half-hour films.

Productions—“Medic.”

Merit Productions, Inc.

40 E. 49th St., New York 17, N. Y.

Phone: PLaza 8-0118

President.....Emanuel J. Spiro
Production Supervisor....Ralph Teitelbaum

Editorial Director.....Joseph Wolff

Art Director.....Norman Tasler

Script Supervisor.....W. Mason Ancker

Office Manager.....Aurdey Lane

Charles Michelson, Inc.

15 West 47th St., New York 19, N. Y.

Phone: PLaza 7-0695

President.....Charles Michelson

Office Manager.....R. Mantell

Export Manager.....Aaron Michelson

Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Michelson library of TV cleared recorded mood and background music.

Productions — (TV) “Capsule Mysteries” (Radio) “Secrets of Scotland Yard” with Clive Brooks, “Movie Playhouse” with James Mason and others.

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Phone: PLaza 9-7380

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Vice President.....Ellis L. Gordon

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Phone: OXford 7-2753

General Manager.....J. R. Ritenour
 Services Offered—Distributors of feature, spot TV films.

Branch Offices

140 E. Ontario St., Chicago 11, Ill.

Phone: DELaware 7-3572

Manager.....Peter Markovich
 Store No. 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-2121 & DUNkirk 4-2511

Manager.....J. J. Lipsky

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

President.....Carlton E. Morse
 Services Offered—TV film programs, production.

Morton Productions

(Radio & Television)

64 East Lake St., Chicago 1, Ill.

Phone: CENtral 6-4144

President.....Morton Jacobson
 Services Offered—This is the Story, and What's Wrong With This Picture—TV shows and The Westerners (Curt Massey), Joe Emerson's Hymntime, This is the Story and So the Story Goes—Radio Shows.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif.

Phone: BRighton 0-4757

President.....Harry O. Hoyt
 Production Manager.....E. G. Hayter
 Camera.....Charles Hanawalt
 Sales Manager.....Dean S. Wright

Services Offered—Producers of commercials motion pictures and television shows, principally in color. With a background of twenty-five years writing, directing and producing theatrical pictures in major studios.

Productions—"When Presses Roar."

Motion Pictures for Television, Inc.

655 Madison Ave., New York 21, N. Y.

Phone: TEMpleton 8-2000

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 V.P., Gen. Mgr.....Edward D. Madden
 V.P., Gen. Sales Mgr.....E. H. Ezzes
 Adm. Asst. to V.P.....Lewis F. Blumberg
 Eastern Div. Acct. Exec.....Martin Robinson
 Headbooker.....Richard B. Morros

Branch Offices

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New Eng. Sls. Mgr.....Fred Yardley

155 East Ohio St., Chicago, Ill.
 Cen. Div. Sls. Mgr.....Dick Feiner
 3109 Routh St., Dallas, Texas
 Southwestern Sls. Mgr.....Irving Feld
 2211 Woodward Ave., Detroit 1, Mich.
 East-Central Sls. Mgr.....Dalton Danson
 9100 Sunset Blvd., Los Angeles, Calif.
 Western Sls. Mgr.....John Cole
 20 Collier Rd., Atlanta, Ga.
 Manager.....Boh Feiner
 MPTV (Canada) Ltd., c/o Sovereign Film Dist., Ltd.
 277 Victoria St., Toronto, Ont. Canada
 Phone: EMpire 8-8621
 General Manager.....Alex T. Metcalfe

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.

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.

Phone: COLUMbus 5-7200

President.....W. C. Michel
 Producer.....Edmund Reek
 General Manager.....Jack Haney
 Commercial Dept. Mgr.....Frank Barry
 Editors.....Ben Lowree, Louis Tetonie
 Associate Prods.. Jack Gordon, Jack Kuhne
 Director of Scripts.....Dan Doherty
 Assignment Director.....Burt Reinhart

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V.P. in Chg. of Prod.....Charles L. Turner
General Manager.....Elwood Siegel
Chief Editor.....Edward F. Boughton
Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

Ken Murray Productions

c/o Hal Roach Studio, 8822 Washington Blvd.
Culver City, Calif.
Phone: TE 0-2761

ProducerKen Murray
WriterJean Holloway
CameraLucien Andriot
Film Editor.....Reg Browne
CastingBill Martin
Services Offered—Half-hour shows for Bing Crosby Enterprises and UTP.
Productions—"Where Were You?"

Nation Wide Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234

PresidentIrvin Shapiro
Services Offered—Feature films, streamliners.

NBC Film Division

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CI 7-8300

NBC V.P. in Chg.....Carl M. Stanton
Director.....Edgar G. Sisson
Dir. of Publicity.....Charles A. Henderson
Business Manager.....Robert A. Anderson
National Sales Mgr.....H. Weller Keever
Mgr. of Film & Kinescope.....Frank C. Lepore
Mgr. of Film Prod.....Stanton M. Osgood
Mgr. of Adv. & Prom.....Jay H. Smolin
Services Offered—TV film sales and syndication, stock-shot film library and kinescope services.

Productions — Adventures of the Falcon; Badge 714 A & B; Captured; Weekly News Review; Dangerous Assignment; NBC Film Features; Hopalong Cassidy A & B & Hour Long; Inner Sanctum; Life of Riley A & B & C; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; His Honor; Homer Bell.

National Productions, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222

PresidentRobert J. Enders
Vice-President.....Howard A. Enders
Executive Producer.....Robert L. Friend
Dir. of Scripts.....Mimi Griffin
CoordinatorStanley Bass
Services Offered—Producers of motion pic-

tures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packers of programs for local sponsorship.

Productions — Charles Goren on Bridge (series). The Roger Hornsby Baseball School (series). Time of Disaster (for Federal Civil Defense). The House in the Middle. Dig. Die or Get Out.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700

Adv., Publ. Director.....Harold L. Danson
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc. "Live" studio facilities, etc.

National Telefilm Associates, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8200

Chairman of the Board.....Gustave Ring
President.....Ely A. Landau
Exec. V.P.....Oliver A. Unger
V.P. Chg. of Sales.....Harold Goldman
Services Offered—Television programs and features for national, regional and local sponsorship.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth
Art Director.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Stanley Neal Productions, Inc.

475 Fifth Ave., New York 20, N. Y.
Phone: MU 3-6396

President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Services Offered—Producer of TV programs and spots, also special purpose motion pictures.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAAnal 6-3284

Production Manager.....Howard Smythe
General Manager.....Alfred Manni
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—21 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.
 Phone: PLaza 7-4870
 113 W. 57th St., New York, N. Y.
 Phone: JU 6-0040

President.....Vincent J. Nola
 Vice-President.....V. Thomas Nola
 Chief Engineer.....Stanley J. Bumbly
 Film Div. Mgr.....V. T. Nola
Services Offered — Complete production facilities. Film-Sync Tape, 1/4", 16mm, 17 1/2mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

North American Television Productions, Inc.

222 East 46th St., New York, N. Y.
 Phone: MURray Hill 7-2913

President.....E. M. Glucksman
 Vice Pres.....Joseph Plunkett
 Secretary, Treas.....L. B. Glucksman
Services Offered — Producing half hour musicals on film for television.

Nothing New Under the Sun Productions

338 N. Rodeo Dr., Beverly Hills, Calif.
 Phone: CRestview 4-5491

ProducerMitchell Gertz
 SecretaryHarold Bernson
Services Offered — Producer of 5-minute film features.
Productions — Nothing New Under the Sun.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-0100

Chairman of the Board.....Michael Nidorf
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808 E. Essex, Glendale 22, Mo.
 Midwest Sales Mgr.....Jack Garrison
 420 Walnut St., Philadelphia, Pa.
 Exec. in charge.....Robert Conn
 419 Boylston St., Boston, Mass.
 Phone: KENmore 6-6566

Exec. in charge.....Dave Abbott
 Calhoun Beach Hotel, Minneapolis, Minn.
 Exec. in charge.....Art Brecher
 333 Candler Bldg., Atlanta, Ga.
 Phone: ALPine 4013

Exec. in charge.....Jeff Davis
Services Offered — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.

Phone: Wyoming 1491

PresidentHarry Owens
 Vice-PresidentHomer O'Donnell
Services Offered—Motion picture productions.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
 Phone: GRant 1-4756

General Manager.....M. E. Fierst
 Sales Manager.....Roy E. Ferrer
 Tech. Supervisor.....G. J. Mikalauski
Services Offered — Program, commercial and news production; laboratory, studio and recording facilities.

Pan American Television Corporation

1044 South Hill St., Los Angeles 15, Calif.
 Phone: RICHmond 7-8661

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
 Phone: BRyant 9-8700

PresidentPaul Raibourn
 Vice-PresidentBernard Goodwin
Branch Office

5451 Marathon St., Hollywood 38, Calif.
 Phone: HOLlywood 9-6363

Vice-PresidentKlaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

Jack Parker Productions

(See Television Film of America for personnel listing.)

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
 Phone: HOLlywood 7-4774

Exec. Prod-Director.....Paul Parry
 Production Mgr.....B. Sinclair
 WriterFrank K. Adams
 Dir. of Photography.....Ray Foster
 DirectorE. Watkins
Services Offered—16 and 35 mm facilities, production of program films, spot commercials, product sales promotion and corporation training films. Also sound slide films.
Productions—"Treasure of Cocos Island," "Cameras and Models in Action."

Parsonnet TV Film Studios, Inc.

4602 5th St., Long Island City, N. Y.
 Phone: STillwell 4-6163

Sales Office of Parsonnet & Wheeler
 32 W. 53 St., New York, N. Y.
 PresidentMarion Parsonnet
 Treasurer.....August W. Joos
 SecretaryShirley Parsonnet
Services Offered—Producer of films, production facilities for rent, films for syndication, and commercials.

**Lindsley Parsons
Productions, Inc.**

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

President Lindsley Parsons
Vice-President Myrtle Parsons
Treasurer Sam Wallis
Secretary Ace Herman
Associate Producers John Burrows,
Warren Douglas
Productions — 13 TV pictures for "The Whistler."

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200

President Edward J. Lamm
Production Manager James Pierce
Executive Producer William Nelson
Chief Editing Dept. Rogers Keene
Studio Manager Charles Brohm
Services Offered—Animation or live—specializing in use of rear screen projection.

Ray Patin Productions

6650 Sunset Blvd., Hollywood, Calif.
Phone: HOLlywood 2-1147

Exec. Producer Ray Patin
Asst. Producer Gus Jekel
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 Moyses
Vice-Pres., Treas. R. S. Moyses
Asst. Secretary-Treasurer Barbara Holz
Eastern Sales Mgr. Raoul J. Menendez
Eastern Operations Mgr. Annabel Compton
Mgr., Special Services Allan De Forest

West Coast Branch

959 Seward St., Hollywood 38, Calif.
Phone: HOLlywood 7-9223

Vice-Pres., West Op. Victor C. Krupa
Secy., Branch Mgr. Suzon Steidle Krupa
Plant Manager Thomas E. Ayers
Mgr., Special Services Paul Krupa
Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and reconditioning.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-3756

President J. Milton Salzburg
Chairman of the Board Frank Soule
Sales Manager David B. Dash
Comptroller Paul Kern
Services Offered — Produce & distribute

features & shorts.

Herbert R. Pilzer

33 West 60th St., New York, N. Y.
Phone: CO 5-2180

President Herbert R. Pilzer
Services Offered—Production consultants; complete laboratory work, color, black and white; 16 mm., 35 mm.; editorial service.

Plucer Studios, Inc.

248 East 35th St., New York, N. Y.
Phone: MUrray Hill 3-8557

President Jerry Plucer
V.P. and Prod. Supervisor Eugene Shuftan
Director of Film Operations Owen Lee
Sls. Reps. Bernard Telkamp, Albert S. Wade
Services Offered—Every service from script to screen for commercials, slide films, program and industrial films. Specialists in Shuftan Process and special effects.

Polaris Pictures, Inc.

5839 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181

President Juan C. Hutchison
Vice-President Perry King
Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

Post Pictures Corp.

115 West 45th St., New York 36, N. Y.
Phone: JU 2-4870

President Harry A. Post
TV Sales Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

Princess Pictures, Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535

President Burt Balaban
Vice President Bernard Donnenfeld
Producer Gene Martel
Asst. Producer Roy Rich
Story Editor Irve Tunick
Services Offered—Motion picture production.

Productions—"H-Hour," "Operation Shoestring," "Immediate Disaster," "Diplomatic Passport."

Princeton Film Center, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-0322

Carter Road, Princeton, N. J.
Phone: PRinceton 1-3550

President-Exec. Prod. Gordon Knox
Business Manager A. F. Califano
Director of Sales Bradford K. Cross
Dir. of Distribution Robert C. Molusky

Prockter TV Enterprises, Inc.

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: HO 2-6282

Casting John Stephens
Services Offered—Films for distribution.
Productions—“Treasury Men in Action,”
 “Man Behind the Badge.”

Quintet Productions

6052 Sunset Blvd., Los Angeles, Calif.
 President Peter Piech
 V.P. in chag. Prod..... Russ Hayden
 Treasurer Ed Berkson
Services Offered—Filming of the “Judge
 Roy Bean” series.

**Rainbow Island Productions,
 Ltd.**

3061 Kapiolani Blvd., Honolulu 14, Hawaii
 Phone: 7-3173
 President Chuck Smouse
 Vice President..... George Vanderbilt
 Secretary-Treas..... F. O. Biven
 Sound Engr..... Richard E. Pitstick
Services Offered—Complete 16 mm. pro-
 duction facilities, including air conditioned
 sound stage and equipment to dub narration,
 dialog, music and sound effects. Also fully
 equipped sound truck for location shooting
 and power supply.
Productions—“Everybody Loves Bread,”
 “Life of the Party.”

Rawlins-Grant, Inc.

c/o California Studios
 650 N. Bronson Ave., Hollywood, Calif.
 Phone: HO 9-8321
 Producer-Directors John Rawlins,
 Marshall Grant
 Camera Frederick Gately
 Writer Erna Lazarus
 Casting Lynn Stalmaster
Services Offered—Half-hour films.
Productions—“Mayor of the Town.”

**Rayben Television
 Production Co.**

242 N. Canon Dr., Beverly Hills, Calif.
 Phone: CRestview 6-7123
 President Ray Ryan
 Vice President..... Ben Blue
 Sec.-Treas. Sidney Fields
Services Offered — Television film series,
 “The Ben Blue Show.”

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
 President..... Stanley L. Stern
 Vice-President..... Richard F. Wolfson
 General Manager..... Frank J. Brodock
 Executive Producer..... Michael Brown
 Sales Manager..... James L. Campbell
Services Offered—Complete film produc-
 tion facilities; animation TV shows and com-

mercials; sales training; industrials; news-
 reels; color and black & white; 2 air condi-
 tioned studios; sound proof; magnetic tape
 recording; complete black & white lab and
 editing facilities.

**Reid Ray Television
 Productions, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.
 Phone: Emerson 1393
 President..... Reid H. Ray
 Vice-President..... William H. Ringold
 Treasurer Charles Nyquist
 Secretary Alice Griswold
 Sales..... R. V. Jeffrey
 Sales (Chicago) Frank Balkin
 Sales John Lang
Services Offered—Production of television
 26 and 13 minute films for local, regional
 and national sponsorship; TV commercials.
Productions—Walt’s Workshop.

**RD-DR Corp.
 (Reader’s Digest—
 deRochemont)**

35 W. 45th St., New York 36, N. Y.
 Phone: JU 2-1440
 Chairman of Board... Louis de Rochemont
 President Borden Mace
 Secretary..... Ambrose Doskow
 Treasurer..... Martin J. Maloney
Services Offered—Feature, commercial and
 educational film producers.

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
 Phone: OR 9-3550
 President..... Hazard E. Reeves
 Vice-President..... Chester L. Stewart
Services Offered—Sound recording for mo-
 tion pictures, TV, radio and transcriptions.

**Regal Television Pictures
 Corp.**

151 W. 46th St., New York 36, N. Y.
 Phone: JU 2-1877
 President Moe Kerman
 Vice-Pres. Joe Felder
Services Offered—Distribution of motion
 pictures including features, streamliners, and
 shorts, for TV showings.

Republic Television Features

64 East Lake St., Chicago 1, Ill.
 Phone: STate 2-0460
 President Capico Kapps
 Prod. Supr..... Albert Kapps
Services Offered—Producers and distribu-
 tors of live and filmed television programs.

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: SUnset 3-8894

PresidentKarl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.....Carl Hiecke
V.P., Director.....Richard Irving
DirectorsJack English,
Herschel Dougherty

Productions—"Ray Milland Show," "Pepsi Cola Theatre," "Heinz Studio 57," "Adventures of Kit Carson," "General Electric Theatre," and "City Detective."

Stuart Reynolds Productions

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

PresidentStuart Reynolds
Ass't to Pres.....Frank Doyle
Services Offered—TV programs on film commercials on film.

Productions—"Mr. President," "Deadline," "Pony Express Scout."

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Exec. Vice-President.....Jay Bonafield
V.P. & Treasurer.....William H. Clark
SecretaryJoseph Laub
ComptrollerGarrett VanWagner
Production Mgr.....J. Douglas Travers
Sales Manager.....Sidney Kramer

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract, industrial films.

Productions — "Achievement in Steel," "The Eager Minds," Robert C. Ruark's "African Adventure," "The Iron Fence."

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185

N. Y. Phone: Cl 5-4135
President.....Hal E. Roach
Vice-Pres. & Gen. 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

President.....R. S. Robbins
Mgr. of Prize Promotion...Edward E. Finch
Services Offered—Radio and television prizes.

Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-43145

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.

Phone: HOLlywood 7-7131

President.....J. Richard Westen
V.P. in Chge. Sales.....J. Harry Ebbert
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-3183

Owner-Manager.....Fred K. Rockett
Production Manager.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....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.

Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: GRanite 5111

Executive Producer.....Roy Rogers
ProducerJack Lacey
DirectorDonald McDougall
CameramanJoe Novak

Services Offered — Produces TV western films.

Roland Reed Productions

8822 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2761

President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy. & Treas.....Hazel Hall
Production Manager.....Dick L'Estrengne
Ass't. Production Mgr.....William Tinsman
Casting Director.....Frank Edmunds

Services Offered—Producers of commercial, industrial and television films.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5-1085

Partner.....Frank K. Danzig
PartnerBart Ross
Exec. Asst.....Betsy Boyd
Assoc. Prod.....Al Burton

Services Offered—Package production of live television programs.

Productions — "Musical Chairs," "California Living."

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: YOrk 2494

President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

Ruby Film Company

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

Phone: CIRCLE 5-5640

Production Manager.....Edward Ruby
 Photographic Dept. Chief....Sidney Nannes
Services Offered—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

Russell & Haberstroh

111 East 28th St., New York 16, N. Y.

Phone: MURRAY Hill 9-2568

Co-ownersLeo Russell, Alex Haberstroh
Services Offered—Film for science-fiction, fantasy, or straight dramatic shows. Rental library or miniatures designed, constructed, filmed in action to story specifications. All film edited, ready for intercutting into live shows.

Productions — "Captain Video," "The Stranger."

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.

Phone: STERling 3069

General Manager.....Alfred N. Sack
 Sales Manager.....Julius M. Sack
 Program Adviser.....Lillian Morgan

New York Office

358 West 44th St., New York, N. Y.

Phone: JU 6-2258

Services Offered—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions

(See Program Producers)

Joseph S. Salzburg

33 West 60th St., New York 23, N. Y.

Phone: CO 5-2180

Owner.....Joseph S. Salzburg
Services Offered — Producer's Aids: film editorial service; production supervision-unit management; production consultants-lab expediting.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.

Phone: MURRAY Hill 8-0085

PresidentValentino Sarra
 Vice President.....Morris D. Behrend
 Production Head, Chicago....Harry Lange
 Creative Head, N. Y.....Rex Cox

Branch Office

16 E. Ontario St., Chicago 11, Ill.

Phone: Whitehall 4-5151

Services Offered—Producer of TV commercials, industrial and sales films.

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.

Phone: MURRAY Hill 7-5011

President.....J. S. Berkson

Branch Offices:

5746 Sunset Blvd., Hollywood, Calif.

Phone: HOLLYWOOD 2-4448

Vice Pres., TV.....Ed Berkson
 National Sales Mgr.....Peter M. Piech
 Sales Representative.....Tom Corradine
 203 No. Wabash Ave., Chicago, Ill.

Phone: STATE 2-2818

Sales Representative.....Jack Russell
 Suite 302, M & M Bldg., Memphis, Tenn.

Phone: 5-5060

Sales Representative.....Fred Meyers
 1001 New Jersey Ave. N.W., Washington, D. C.

Phone: REmpublic 0776

Sales Representative.....Myron Mills
Services Offered—Distributor and syndicator of feature and western films, half-hour film packages for television.

Screen Gems, Inc.

233 W. 49th St., New York, N. Y.

Phone: CIRCLE 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
 V.P. in Chg. Sales.....John H. Mitchell
 Business Mgr.....Burton H. Hanft
 East Coast Exec. Prod...Benedict Berenberg
 Dir. of Ad. & Prom.....Elihu E. Harris
 Press Manager.....Frank Young
 Technical Director.....M. Peter Keane
 Staff Producers-Directors....John Gilmour,
 Howard Magwood, Don Hershey, John Capsis

Casting Director.....Nancy Littlefield
 Film Editorial Chief.....Dan Heiss
 Dir. of Animation.....Volus Jones
 Merchandise Manager.....Joyce Selznick
 Eastern Story Editor.....Morris Levy

West Coast

1334 N. Beachwood St., Hollywood 28, Calif.
 V.P. in Chg. of Prod.....Irving Briskin
 Prod. Executive.....Fred Briskin
 Staff Producers.....Michael Kraike,
 Irving Starr, George Bilson, Herbert B. Leonard

Staff Directors.....James Neilson,
 Fred F. Sears, William D. Russell
 Story Editor.....Harry Fried
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Productions — "Ford Theatre," "Father Knows Best," "Captain Midnight," "The Adventures of Rin Tin Tin."

Sherry TV, Inc.

(See Mark VII, Ltd.)

Al Simon Productions

General Service Studios

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: 4-2141

PresidentAl Simon
Services Offered—Productions of filmed shows and commercials.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.

Phone: WYoming 1491

Partner Homer O'Donnell
Services Offered—Complete motion picture productions and production services.

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-2265

President-Treas. Patrick E. Shanahan
 Secretary George Blake
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: CI 6-6915

Executive Producer Charles E. Skinner
 Production Manager Ray Rand
 Film Music Editor Alphonse Corelli
 Musical Dir. Skitch Henderson, Ted Royal
 Set Designer Charles Carlotti
 Gen. Production Supervisor William Toth
 Camera Directors Joseph Burn, William Storz, Drummond Drury
 Film Distribution Bruce Ross
 Sales Manager Howard Blackmore
 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 for television and theatres, 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 Hugh Sears
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
 Phone: MUrray Hill 5-6626

President Fletcher Smith
 Vice-President Charles Schettler
 Secretary-Treasurer Peter Caldera
Services Offered—Producers of programs and spots.

Snader Telescriptions Corp.

9130 Sunset Blvd., Hollywood, Calif.
 Phone: CR 4-6651

President Louis D. Snader
 Casting Director Phil Bloom
 Musical Director Bernard Brody
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-6600

Chairman of Brd. W. F. Gibbens
 President Harold E. Wondsel
 V.P., Sect. F. C. Wood, Jr.
 Treasurer Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

Sovereign Productions, Inc.

9120 Sunset Blvd., Los Angeles 46, Calif.
 Phone: CR 4-7863

President Stuart Reynolds
 Business Mgr. Ben Hecht
Services Offered—Production of ½-hour dramatic films.

Productions—"Cavalcade of America," "Gen. Electric Theatre," "Jeweler's Showcase."

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.

Sportvision, Inc.

233 Sansome St., San Francisco 4, Calif.
 Phone: EX 2-3837
 N. Y. Phone: BRyant 9-7566

Gen. Mgr. & Sales Mgr. Al J. Madden
 Bus. Mgr. & Vice Pres. Keith Alderson
 Public Relations, Adv. Dir. Norris West
 Production Dir. Robert Forward
Services Offered—Film producer of half-hour football and other sports. Distributor of television films.

Productions—"Hal Christie Comedies," "All American Game of the Week," "Big Ten Hi-Lites," "Pacific Coast Conference Hi-Lites."

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
 Phone: OSSining 2-2617

V.P., Gen. Mgr. Donn Marvin
 Production Mgr. David Carpenter
 Sales Mgr. M. G. Rosenthal
Services Offered—Available for production of films of all types, produce and distribute own films for television.

Productions—"Religion in the Family," "Pastorale," "Psalmody," "Sons of God," "The Miracle of Christmas."

Stage 5 Productions

1040 N. Las Palmas, Hollywood, Calif.
 Phone: HOLlywood 7-3111

Producer, Dir. Ozzie Nelson
 Ass't Producer Leo Pepin
 Cameraman William Mellor
 Music Director Basil Adlam
Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
Phone: COLUMbus 5-2942

President Al Stahl
Vice-President Irwin Stahl
Art Director Tony Garcia
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

Station Films, Inc.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: JUDson 2-4774

President Robert H. Salk
Asst. to President Gloria Wilson
Services Offered—Film buying service for television stations.

Standard Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LONgacre 4-8234

President Irvin Shapiro
Services Offered—Major feature films and shorts.

Star Entertainment Corp.

214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450

President Max Wolf
Secretary Al Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

Station Distributors, Inc.

1450 Broadway, New York, N. Y.
Phone: WISconsin 7-2055

President M. M. Gettinger
Sales Director Charles Malcolm
Services Offered—Film production for TV; sales & distribution of package shows.

Sterling Television Co., Inc.

205 East 43rd St., New York 17, N. Y.
Phone: OXFord 7-2520

President Saul J. Turell
V.P. in Chg. of Sales Bernice Coe
V.P. in Chg. of Oper. Richard Carlton
V.P. in Chg. of Prod. Harold Tulchin
Sec., Treas. Robert E. Rhodes
Services Offered—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.
Productions—“Music for Everybody.”

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: HOLlywood 2-1241

President Mike Stokey
Assoc. Producer John Hueners
Service Offered: Producers of live and filmed television productions. General television packaging.

Productions—“Mike Stokey’s Pantomime Quiz.”

Wilbur Streech Productions

135 West 52 St., New York 19, N. Y.
Phone: JUDson 2-3816

Owner Wilbur J. Streech
Sales Manager Joseph C. Bowman, Jr.
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807

President Mort W. Scott
Secretary-Treasurer Lester J. Nelson
Services Offered—Complete production of films for television.

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXFord 7-2590

President S. A. Costello
Exec. Vice-President Ben Frye
Vice-President D. N. Laux
Secretary Russell Kemp
Dir. Adv. and Promotion N. S. Ginsberg
Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

Superman, Inc.

650 N. Bronson Ave., Los Angeles 4, Calif.
Phone: HOLlywood 9-6371

Producer Whitney Ellsworth
Production Manager Clem Beauchamp
Directors Harry Gerstad, George Blair
Casting Director Harold Chiles
Chief Cameraman Harold Stine
Music Director Irving Gertz
Services Offered—Production of the “Superman” television series.

John Sutherland Productions, Inc.

201 N. Occidental Blvd., Los Angeles 26, Cal.
Phone: DUNkirk 8-5121

404 Fourth Ave., New York 16, N. Y.
Phone: MURray Hill 6-4590

President, Gen’l Mgr. John Sutherland
Exec. Vice President Ross Sutherland
Services Offered—TV film production.

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.
Hollywood 38, Calif.
Phone: HO 2-0761

President Charles F. Chaplin
Vice President Howard Swift
Services Offered—Producers of custom built television commercials.

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 3-1088
 Pres., Sls. Mgr. Donna Fargo
 V.P., Gen. Mgr. Lois Landon
 Sec'y., Treas. H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
 Phone: Crestview 5-1076

Services Offered—Producers, distributors.
Productions—“Little Theatre,” “Invitation Playhouse,” “Tales of Tomorrow,” “Camera’s Eye,” “This Is Charles Laughton,” “Gigi & Jock.”

Telecast Films, Inc.

247 W. 16th St., New York, N. Y.
 Phone: JUDSON 6-5480

President W. K. Hedwig
 Sec’y.-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.

Productions—“Magic Mirror.”

Telefilm Enterprises

38 East 57th St., New York 22, N. Y.
 Phone: PLaza 8-3360

President Charles Wick
 V.P. & Gen. Mgr. Bud Austin
Services Offered—Sell and distribute television film programs on a local, regional and national basis.

Productions—“Fabian of Scotland Yard,” “The Bill Snyder Show,” “Adventure With Jethro Adams.”

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
 Phone: MURRAY HILL 6-8933

Prod.-Dir. Saul Jaffet
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.

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
 Phone: JUDSON 6-2450

President Herbert Scheffel
 Exec. Vice President. Alfred C. Burger
 General Manager. Charles N. Burris
 Comptroller A. Douglas Comeaux
 Dir. Comm. Film Dept. ... Robert W. Schofield
 Adv. & Prom. Mgr. Robert Kirsten
Services Offered—Producers of documentary and industrial films, film programs, TV film commercials, film stock shot library.

Productions—Review of the Week (International); Photoquiz: Adventures In Sports; Adventures in the News; Beat the Experts, etc.

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
 Phone: HOLLYWOOD 4-7391

President Robert P. Newman
 Vice President. Ben J. Helphand
 Secretary. Robert M. Wiley

Telerama Productions

(See Television Films of America for personnel listing.)

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.
 President Byron L. Friend
 Sec’y., Treas. June A. Friend
 Prod. Mgr. William Sprague
 Facilities Engineer. Henry Ball

Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion. “Sailing Along in Selling.” Bills Sales consultants; “Bills Better Breakfast” for Cereal Institute; “McKesson Trailer” for McKesson Drug Co.; TV commercials for Standard Knitting Mills, LaCrosse Breweries, Serta Mattress, etc.

Telescene Film Productions Co.

237 First Ave., New York City, N. Y.
 Phone: CII 4-0122

President Robert Tobias
 Office Manager. Arthur Blackman
Services Offered—Fifteen minute television film series, “Pulse of the City.”

Television Exploitation — Division of P. C.

1450 Broadway, New York, N. Y.
 Phone: WISCONSIN 7-2055

President Milton M. Gettinger
 Vice-President Robert Gettinger
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

Television International Co.

25 West 45th St., New York 36, N. Y.
 Phone: PLaza 7-3450

General Manager. Paul N. Robins
Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

Television Features of America

37 West 46th St., New York 36, N. Y.
 Phone: JU 2-5130

Exec. Dir. Oliver W. Nicoll
 Associate Director. Sandra Munsell
Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

Television Films of America

1750 N. Vermont Ave., Hollywood 27, Calif.
Phone: NOrmandy 2-2520

Exec. Producer.....Jack Parker
Exec. Director.....Ross Van Nibroc
Production Mgr.....Ray Bond

Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2101

Chairman of the Board.....Edward Small
President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
Asst. V.P.....Kurt Blumberg
Secretary.....Seymour Malamed
Eastern Division Mgr.....Hardie Frieberg
Midwestern Division Mgr...Robert Hoffman
West Coast Div. Mgr.....Bruce Eells

Services Offered—Production and distribution of film for television.

Productions — “Halls of Ivy,” “Lassie,” “The Adventures of Ellery Queen,” “Captain Gallant of the Foreign Legion,” “Family Next Door,” “Ramar of the Jungle,” “Your Star Showcase,” “The Feature Film Package.”

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer.....Clarence Schmidt
Secretary.....Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

**Television Snapshots, Inc.
Television Snapshots International**

54 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 9-6874

Pres., TV Snapshots, Inc...Babette J. Doniger
Pres., TV Snapshots

International.....Babette J. Doniger
V.P.'s and Partners.....Dwight Godwin,
Jess Mecker

Asst. to Pres.....Leah Harkavy
Services Offered—Both organizations produce and distribute specifically for and to television stations, editorial, non-commercial films.

Productions — “Let’s Discover Portugal,” “Fiesta,” “Woman’s World.”

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

Producer.....W. Wallace Orr

Director of Sales....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editors.....Joe Arnold, Dan Endy,
Marvin Fisher, William Friel, Charles Barris

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

“Texas Rasslin”

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173

Pres.....Ed. E. McLemore
Sales Manager.....Maurice Beck

Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

Holbrook N. Todd

1427 Burbank Blvd., Van Nuys, Calif.
Phone: SState 0-1381

Ed Thorgersen

245 West 55th St.
Phone: CIrcle 6-8935

Exec. Producer.....Ed Thorgersen

Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIrcle 6-4443

President.....Chas. W. Curran
Production Assistant.....Diana Kembel
Associate Producer.....Fred Kelly

Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions—“Fu Manchu,” “Planet Man,” “Mrs. Dohson’s Miracle,” etc.

Transfilm Inc.

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

President.....William Miesegaes
Vice-Pres.....William Burnham
Vice-Pres.....Robert Klaeger
Exec. Vice-Pres.....Walter Lowendahl
Secretary-Treasurer.....Peter A. Schlenker
Dir. Public Relations.....Albert Boyars

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O’Connell

TV-Programs, Inc.

10 Washington Place, New York 1, N. Y.
 Phone: SP 7-0234
 Executive Producer.....Edward Roberts, Jr.
 Director of Sales.....Leonard Beckman

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
 Phone: OXford 7-0725
 PresidentHerbert Rosen
Services Offered Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
 Phone: Cleveland 2066
 PresidentRichard Ullman
 Exec. Vice President... Marvin A. Kempner
Services Offered Distributes films.

United Press Associations

(See Program Producers)

United Productions of America

1440 Lakeside Dr., Burbank, Calif.
 Phone: THornwall 2-7171
 New York Division—670 Fifth Ave.,
 New York 19, N. Y.
 Phone: PLaza 3-1672
 Pres. & Exec. Produce....Stephen Bosustow
 Vice-PresidentRobert Cannon
 V.P., N. Y. Office.....C. D. McCormick
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

Unity Television Corp.

1501 Broadway, New York 36, N. Y.
 Phone: LOngacre 4-8234
 Gen. Manager.....Arche A. Mayers
 Sales Manager.....L. Firestone
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

Unity Television Corp. of Calif.

8951 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 4-6955
 N. Y. Phone: LOngacre 4-8234
 ManagerJerry Weisfeldt
 BookerVincent Fiumano
Services Offered—Film producers, open-end films, feature films, educational shorts, cartoons, sport reels serials, etc.

**United World Films, Inc.
 (Subsidiary of Universal Pictures)**

445 Park Ave., New York 29, N. Y.

Phone: PLaza 9-8000

P. O. Box 183, Universal City, Cal.
 President.....J. M. Franey
 V.P. in Chg. Sales.....N. E. Gluck
 West Coast Production.....George Bole
 N. Y. Prod. Dept.....Steve Alexander
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions

1600 Broadway, New York 19, N. Y.
 Phone: PLaza 7-2857
 2301 Dine Bldg., Detroit, Mich.
 Phone: WOODward 2-4896
 Pres., Prod. Mgr.....William Van Praag
 Exec. Vice President.....Marc S. Asch
 Production Mgr.....Gilbert M. Williams
 Art Director.....Sidney J. Kupfershmid
 Editorial Supervisor.....Oscar Lanstein
 Business Manager.....Anita M. Palumbo
 V.P. in Chg. of Detroit
 OfficeWm. Robert Woodburn
 Prod. Mgr. Detroit Office...Daniel Q. Karoff
Services Offered—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Color, Inc.

11 East 48th St., New York 17, N. Y.
 Phone: MURray Hill 3-8190
 PresidentLester Lewis
 Sec.-Treas.....Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

Video Pictures, Inc.

Executive & Sales Offices
 500 Fifth Ave., New York 36, N. Y.
 Phone: LAckawanna 4-2912
 STUDIO: Video Pictures, Inc.
 510 W. 57th St., New York 19, N. Y.
 Phone: CIRele 7-2062
 PresidentMartin Henry
 Vice-President.....George W. Goman
 Secretary.....Elsie M. Rice
 Supervisor of Sales.....Edward J. F. Thorn
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

Video View, Inc.

7557 Sunset Blvd., Hollywood 46, Calif.
 Phone: HOllivood 3-4179
 PresidentBradley Kemp
 Vice-PresidentMarshall Taft
 Sales Director.....Kenneth Harp
Services Offered—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

Videart, Inc.

(Motion Picture Producers' Aid)

343 Lexington Ave., N. Y., N. Y.

Phone: LE 2-7398-9

Pres., Gen. Mgr. Joe Zuckerman

Secretary Florence Hartman

Services Offered — Art work, animation, titles, maps, charts, optical photography, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.

Phone: MU 6-3310

President Alfred Justin

Secretary Frances G. Gould

Prod. Asst. David Reismas

Chief Editor James H. MacLean

Studio Manager William B. Shriner

Production Mgr. James Rose

Services Offered—Producers of film commercials, sales training films and industrials. Complete studio and sound recording facilities.

Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.

Phone: DUinkirk 8-0525

N. Y. Phone: LOngacre 4-8000

Producer William J. Faris

Production Mgr. Mack Wright

Director Bill Karm

Cameraman Brydon Baker

Services Offered—Sound, studios, camera and background projection.

Productions — “Gangbusters” production series.

Vitapix-Guild Programs, Inc.

460 Park Ave., New York 22, N. Y.

Phone: PLaza 8-3013

President Kenyon Brown

Exec. Vice-President Edward Hall

Voeller Productions Inc.

1052 Carol Drive, Hollywood 46, Calif.

Phone: CRestview 4-6253

President Will H. Voeller

Vice-President George Hughes

Services Offered—Production and distribution of live and transcribed radio and television programs, industrial films, commercial spots, animated spots and cartoons.

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: HOllwood 7-3111

President Robert Angus

Vice President James A. Bank

Asst. to Pres. & V.P. John Angus

Comptroller Phillip Leonard

Prod. Super. James D. Starkey

Supervising Ed. Marvin Coil

Services Offered — Producers of features and commercial films for TV.

Productions — “Hey Mulligan,” “Mickey Rooney Series,” “I Married Joan,” “Joan Davis Series.”

Vonna Productions, Inc.

General Service Studios

1040 N. Las Palmas, Hollywood, Calif.

Phone: HOllwood 4-0814

President Eddison von Ottenfeld

Services Offered—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.

Phone: CRircle 7-6797

Owner Roger W. Wade

Services Offered—TV commercials, animation, telops, halops, slides, commercial motion pictures

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.

Phone: FLoral Park 4-6795

Producer George Wallach

Production Mgr. Joe Popkin

Dir. of Photography Kenneth Peach

Branch Office

Goldwyn Studios, 1041 N. Formosa Ave.

Hollywood, Calif.

Phone: HO 7-5111

Services Offered—Production of films for television features, commercials, etc.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.

Phone: WEHster 8-5287

Producer Adrian Weiss

Exec. in Chg. of Production Louis Weiss

Services Offered—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.

Phone: WEHster 8-5287

Distribution Director Adrian Weiss

Asst. Distr. Director Louis Weiss

Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

Wilding Picture Prods., Inc.

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

Phone: PL 9-0854

1345 Argyle St., Chicago 40, Ill.

Phone: LO 1-8410

President C. H. Bradfield, Jr.

Exec. V.P. H. W. Fish

V.P., Sales L. S. Thompson

V.P., Production J. A. Kellock

V.P., N. Y. Sales T. H. Westermann

Sec., Treas. C. B. Hatcher
Services Offered—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training, programs, announcement shows, etc.

William Films, Inc.

35 West 53rd St., New York 19, N. Y.
 Phone: JUDson 6-1966

President William Goldman
 Vice President William L. Snyder
 V.P. & Treas. William Zimmerman
Services Offered—Producers and distributors of films for television, specializing in children's programming.
Productions—Fairy Tale Series.

Frank Wisbar Productions Inc.

7324 Santa Monica, Los Angeles, Calif.
 Phone: HUDson 2-2286

President Frank Wisbar
 Vice-President Benjamin H. Kline
 Assoc. Prod. Sidney Smith
 Dir. of Photo. B. H. Kline
Services Offered — Film productions for TV.
Productions: "Fireside Theater."

Raphael G. Wolff Studios

5631 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 7-6126
 N. Y. Phone: PLaza 5-5386

Owner, Exec. Chairman... Raphael G. Wolff
 Exec. Dir. Creative
 Dept. Macdonald MacPherson
 Exec., Editorial Dept. David Lurie
 Exec., Studio Super. Arthur W. Treutelaar
 Supervisor, Dir. James Moore
 Mgr. Animation Dept. Richard H. Blundell

Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

World Video, Inc.

(See Program Producers)

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
 Phone: LUXemburg 2-2216

Owner, Exec. Producer. Emerson Yorke
Services Offered—Producer of TV and other types of films.

Ziv Television Programs, Inc.

188 Madison Ave., New York, N. Y.
 Phone: MURray Hill 8-4700

Chairman of the Board. Frederic W. Ziv
 President. John L. Sinn
 V.P. in Chge. Sales. Maurice J. Rifkin
 West Coast Office Mgr. Maurice Unger
 Eastern Div. Sales Mgr. Albert Goustin
 Central Div. Sales Mgr. Edward J. Broman
 Western Div. Sales Mgr. Valter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.

Productions—"I Led Three Lives," "Mr. District Attorney," "Corliss Archer," "Eddie Cantor Comedy Theater," "Boston Blackie," "Cisco Kid," "The Unexpected," "Favorite Story," "Yesterday's Newsreel," "Sport Album," "Story Theatre," "Your TV Theatre," "The Living Book."

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
 Phone: TH 2-6131

Producer William Cottrell
 Business Manager. Nat Winecoff

**FOR LISTINGS OF
 IMPORTANT
 ADVERTISING AGENCIES
 AND
 PERSONNEL**

SEE PAGE 133

**TELEVISION FILM
PRODUCER AND
DISTRIBUTOR
PERSONALITIES**

**THE "WHO'S WHO"
OF
TELEVISION FILM
EXECUTIVES**

TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

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Kerman, Moe	1086	Wick, Charles Z.	1089
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JOHN L. SINN is president of Ziv Television Programs, Inc., president of World Broadcasting System, and executive vice-president of Frederick W. Ziv Co. As president of the television program company, he guides the destinies of the firm in producing filmed TV shows. As a TV producer, Sinn is responsible for "Meet Corliss Archer," "Eddie Cantor Comedy Theatre," and "Science Fiction Theatre," among others. Born in Cincinnati in 1914, he attended the University of Chicago for one year with the thought of becoming a lawyer. A year later he transferred to Cincinnati U., where he dabbled with dramatics and found his true vocation with that medium. After a stint at WLW where he put in 16-18 hours a day, seven days a week, and a short career as a free-lance writer, he joined the Ziv Agency.

CARL M. STANTON, the man in charge of NBC Film Division, joined NBC in 1949 as director of the TV talent and new programs department and in 1951 was named director of TV commercial program planning. The following year he was named national program manager for TV network programs. Carl graduated from Leland Stanford University and in 1934 joined the Hollywood office of Lord & Thomas, later becoming producer-director of the agency's radio department. In 1938, he managed the agency's office in Denver and a year later came to N.Y. as Lord & Thomas' radio account executive. When the agency changed to Foote Cone & Belding, Carl was named account executive for the American Tobacco Co. Later, he was director of radio for Blackett, Sample & Hummert and then radio-TV with Dancer-Fitzgerald-Sample.



RALPH M. COHN, vice-president and general manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures, supervises operations of the film organization which maintains production facilities on both the East and West Coasts. Best known productions brought out under Cohn are "Ford Theatre," "Father Knows Best," "The Big Playback," and "Adventures of Rin Tin Tin." Cohn came to TV with many years in show business and film making behind him. In addition to his varied experience in Hollywood with Columbia Pictures, Mary Pickford, and Larry Darmour, he has served an apprenticeship in the New York theater as a producer of legitimate plays. Program production occupies most of the company's West Coast facilities, while New York production is centered on the making of TV commercials.

MERLE S. JONES, vice president in charge of stations and general services for CBS-TV, achieved the unique distinction of being rated as one of the country's busiest commuters a few years ago. He was constantly shuttling between CBS headquarters in New York and in Los Angeles, a circumstance made necessary by his duties as general manager of two CBS owned and operated stations located in the latter city. In addition to this, he was head of the Columbia Pacific Network. With his appointment as vice president, Merle assumed several varied duties, taking charge of CBS owned TV stations, the department handling national spot advertising for a selected list of CBS-TV stations, and the CBS Television Film Sales unit.



HAROLD L. HACKETT, president of Official Films, Inc., TV film firm, entered the broadcasting field in 1928 as a writer and producer for NBC. Prior to that, he had been a line man in the Mohave Desert and had sailed to South American ports and the Orient in the Merchant Marine. After four years with NBC, he spent a year as a sales executive with General Outdoor Advertising Company. He left this firm to join MCA (MCA Artists, Ltd.) and remained there for 20 years, rising to the position of vice-president for radio and TV. The experience and background garnered in this field led to his assumption of his present position in 1953, heading Official Films. Under his leadership, the TV film firm is now carrying out a tremendous expansion program.



GEORGE T. SHUPERT, president of ABC Film Syndication, Inc., subsidiary of American Broadcasting-Paramount Theatres, Inc., entered the visual media field in 1938 working for Industrial Pictures, Inc. In 1940 he suggested to Paramount Pictures that it create its own industrial film division, and was hired to organize the division and serve as its sales director. He entered the TV field in 1943, as assistant to Paul Raibourn, president of Paramount Television Productions. In 1951, he joined producer Edward Small in organizing Peerless Television Productions, Inc., taking the post of vice president in charge of sales. A year later, he became vice president and general manager of United Artists Television Corporation. The position he resigned in August, 1953, to establish ABC Film Syndication

DWIGHT MARTIN, general manager of the film division of General Teleradio, Inc., started his business career as a lawyer. He graduated from the University of Cincinnati College of Law in 1934 and joined the law firm of Dinsmore, Shohl, Sawyer & Dinsmore a year later. He remained with the organization as an associate until 1943, then entered the Navy, serving until 1945. After discharge, he was admitted to general partnership in the firm and continued in that capacity until 1946 when he left to become assistant general manager of Crosley Broadcasting Corporation. In 1952, he left Crosley to join General Teleradio to set up its film division which became an active entity in May, 1954, with Dwight heading its operation as general manager



EDWARD HOCHHAUSER, JR., vice president and general manager of Associated Program Service, transcription library and TV sales division of Muzak Corporation, is also in charge of merchandising for the company. He has been associated with broadcasting since 1941, gaining experience with radio stations in announcing, engineering and sales. In 1946, he joined Transcription Sales, Inc., serving successively as account executive, sales manager, Eastern division manager and vice president. He joined Associated Program Service in January, 1951, as a field representative, and in September, 1951, was appointed general sales manager. In June, 1953, he assumed his present post as vice president and general manager and one year later took over-all charge of Muzak's advertising and promotion department

MICKY SCHWARZ, president of ATV Film Productions, Inc., started his film career at the age of 14, working Summers in the family film laboratory. By the time he had finished college, he had been through the stages of printing, developing, negative cutting, print cutting and editing. His first professional film job was with the Meyer Reiger Film Laboratory in Manhattan. From there he went to California as an assistant cutter at the RKO-Pathé Studios. In 1937, he became a charter member of the Society of Motion Picture Film Editors. After stints at Major Picture Studios and Universal, he served in the air force. After discharge, he produced live TV programs, edited TV film shows, then entered the TV film commercial field, forming his own ATV Productions in 1952



WILLIAM MIESEGAES, president of Transfilm, Inc., was born in London of Dutch parentage. He entered film production by way of Indonesia where, as an exporter of rubber and sugar, he took advantage of the local scene and turned to amateur photography. Many years later, still an amateur, he produced a travelogue, "On the Road to Acapulco," which was booked into the Guild Theatre in New York. In 1941, he turned professional and, with Walter Lowendahl, founded Transfilm. First productions were civil defense films. By 1946, the firm was operating at capacity and facing further expansion. As of today, more than 100 full-time technicians staff the company which, in the Transfilm Building, operates complete motion picture, animation and slidefilm production facilities



ARTHUR A. MAYERS, president of Unity Television Corp., was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor Co. Archie's next move was sales manager of Atlas Cinephone and then sales manager of World Pictures Corp., a position he held for 12 years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Productions. In 1950, he became head of Unity. Looking toward the future, he is enthusiastic concerning the future of film in TV. He predicts that about 90 percent of existing films will be in the hands of some TV interest, principally because sponsors and stations have already indicated that film is easier to handle, also cheaper from production angles. He has served as chairman of the board of National TV Film Council.



EDGAR G. (TED) SISSON, director, NBC Film Division since January, 1954, started in radio when an undergrad at Princeton, where he helped start an experimental station. For ten years he was active as a mechanical and radio engineer serving as consultant to set manufacturers and recording companies. In 1933, Ted joined NBC, taking over the direction of such programs as "The Jack Benny Show", "Your Hit Parade" and "The Magic Key of RCA." In 1936 he was named head of the radio department of the N.Y. office of Lord & Thomas. For four years prior to joining the NBC Film Division he was with N. W. Ayer, where he launched one of the first daytime TV serial dramas "Hawkins Falls." Ted lives in Stamford, Conn., with his wife, the former Betty Howard, radio director and producer.



HENRY "DOC" BROWN, president of Atlas Television Corp., is a native New Yorker and a graduate of CCNY and Columbia. He has been in the motion picture business over 25 years as an exhibitor, owner of a chain of theaters, producer of motion pictures and head of an international distributing organization. "Doc" founded Atlas in 1948 and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them in their desired time segments. Under his expert direction, Atlas has now gone into new production and has several filmed program projects under way. Doc is a member of the board of the National Television Film Council, a director of the Allied Theater Owners of New Jersey, and a motion picture pioneer.



JOHN H. MITCHELL, vice president and sales manager of Screen Gems, Inc., TV production and sales subsidiary of Columbia Pictures, is a native of Rochester, N.Y. Schooled at the University of Michigan, he started his career in the business world in the mail room of Erwon Wasey & Co., later switching to the radio department of the agency. Later he moved to the Mutual network spending six years organizing and managing the network's first sales service department. Following his war service, he joined the Honel Corp., and in that capacity was instrumental in obtaining exclusive distribution in the area for a number of American products. In 1948, John helped organize United Artists' TV department and served as UA's TV vice president and general manager until 1952 when he joined Screen Gems, Inc.



PETER M. ROBECK, in the post of sales manager, Film Division of General Teleradio, is a native of Marinette, Wisc. Raised in Hollywood, where he attended high school and the University of California at Los Angeles, Pete joined CBS in 1940. After 5 years in the Air Force, he returned to CBS and became merchandising manager of KNX and the Columbia Pacific network. Subsequently, he became assistant sales manager of KTTV and followed this with a tour as national sales manager of Consolidated Television Productions, Inc., which has altered its name to Consolidated Television Sales, following a series of merger agreements with Jerry Fairbanks, Inc. Since becoming general sales manager of the organization, Pete has established permanent residence in New York.



REUB KAUFMAN, president of Guild Films Company, Inc., received a scholarship for the University of Chicago from Tulsa (Oklahoma) Central High School and has been a winner ever since. Twenty-five years ago, he started as a copy writer with a Chicago department store and gradually worked his way up through every phase of the advertising field to become head of Kaufman & Associates, specializing in radio and TV. In June 1952, he organized Guild Films, "dedicated to the distribution of quality TV film shows at down-to-earth prices. Guild is headquartered in New York with syndication and sales offices in Hollywood, Denver, Chicago and Cleveland. His dynamic personality is directly responsible for the outstanding success his company has enjoyed in its relatively short history.

MILTON GORDON, president of Television Programs of America, Inc., is the financial wizard associated with multi-million dollar investments in television. Leaving active supervision of the Walter E. Heller Company, Chicago banking firm where he had been vice president, Gordon joined Edward Small and Michael Sillerman, the triumvirate steering the programs of the flourishing TPA. Along his previous financial coups are pulling the frozen food business out of the red into the black in 1946, launching a new program for Capehart-Farnsworth, financial advisor for United Artists and inaugurating the first split hemisphere financial deal between an American banking company and English investors to produce the Academy Award-winning "African Queen."



MICHAEL M. (MICKEY) SILLERMAN, executive vice-president of Television Programs of America, Inc., is a Baltimorean by birth. He was founder and president of the Keystone Broadcasting System, a network of more than 400 radio stations, during the period 1938-1949. From that position he joined the Frederic W. Ziv Company in 1949 as a radio programs account executive. One year later Mickey was appointed director of station relations of the World Broadcasting System, Inc., a Ziv affiliate. Prior to founding the KBS, he was in the advertising agency field for five years. Mickey's firm produces and distributes such top-notch TV shows as "Halls of Ivy," "Lassie," "Ramar of the Jungle," and the "Spade Cooley Show." In addition to his heavy schedule, Mickey finds time to conduct the "Sillerman Sales Clinic."

MILTON J. SALZBURG, president of Award Television Corporation has been actively engaged in some form of show business since he was 17 years old. He launched his career at the Roxy Theatre in New York and from that springboard went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. Three of them which established him firmly in this field were "Pattern for Survival," "Target, U. S. A.," and "FDR-Hyde Park." In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations around the country. One of his TV film innovations is a series on golf, featuring the champion golfer, Jimmy Demaret.



ROBERT M. SAVINI, president of Atlantic Television Corp., is a veteran in the entertainment industry. In 1900, at the age of 16, he invested in a penny arcade in New Orleans and launched his career in the film industry. Next, in 1904, he formed Dixie Films, his first distribution company. Later, he owned a chain of theaters and was the first to roadshow pictures in all Southern and Western states. United Film Service in Atlanta, New Orleans, and Memphis followed as another of his ventures. In 1926, he came to New York and founded Astor Pictures, first company to distribute major re-issues. When television came along, he was one of the first to rent pictures to the new medium, supplying RCA and Du Mont's early experiments. He formed Atlantic Television in 1950.



ELY A. LANDAU, president of National Tele-Film Associates, which he formed in January, 1954, was born in New York in 1920. Albeit only eight years in broadcasting circles, Ely is still president of Ely Landau, Inc. along with his NTA presidency. Previously, he had been TV director of the Emil Mogul Co., Inc. where he had been chiefly instrumental in building the agency's video department to formidable proportions. After a three year tour with the AAF, he made the jump from his own business by joining the TV production staff of Raymond E. Nelson in 1947. In 1949, he was appointed TV director of Moss Advertising until he joined the Mogul firm. Besides authoring a 16-page booklet, "Television Story," Ely has to his credit many top-notch productions.

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Inc., Chicago, is a Northwestern University graduate who has worked as a publicist, songwriter, radio station manager. He was a founder and partner of the Schwimmer and Scott Advertising Agency, from which he left on an indefinite "Sabbatical" leave to set up and guide his radio and television program packaging company. Schwimmer bridged the gap from AM radio, with "Foto-Test," which went on the air over TV stations. His packaging firm has been well represented on some 250 AM markets with "Tello-Test," "Tune Test," and the "Deems Taylor Concert." One of his principal innovations for TV was the inauguration of the "Miss U. S. Television" contest which made its debut in 1950.



BASIL GRILLO, executive vice president of Bing Crosby Enterprises, is described by industry associates as an account with imagination. His financial and management background is both wide and varied. He has managed all of the Crosby financial interests and has organized all Crosby packages for the past ten years, including acting as executive producer of the "Fireside Theater" series. His latest is Ken Murray's "Where Were You?" He is also acting in the same capacity for the dramatic series which the firm is producing for the Studebaker-Packard Motor Car Company. Basil has an active hand in such allied organizations as Decros Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the newly-formed Namso Enterprises Inc., merchandising firm serving the Crosby interests.

SAM HERSH, president of Family Films, Inc., a prominent figure in the production and distribution of religious pictures, is no stranger to show business. For some time prior to 1948, Sam was a well-known film sales executive, handling his own pictures as well as features for several studios. Travelling extensively, it was meeting the actual buyer of films that catapulted Sam Hersh into the production of motion pictures. Noting that the film industry produced relatively few inspirational pictures, Sam decided to go into this type of production. In 1948, Sam formed Family Films, Inc. The company's prowess since has been illustrious. Family Films, Inc. has produced to date approximately 200 inspirational films for both the TV and church markets.



JOHN RAWLINS, partner in Rawlins-Grant Productions, entered show business by doubling in swimming sequences for a number of stars. He liked movies so much that he abandoned plans to become an engineer, taking instead a film cutting job at Universal. He later accepted an opportunity to head the editorial department of Warner Brothers British operation in London. Later Gaumont-British hired him as a director, but he preferred to return to Hollywood for the sake of his sons who, like John, were born in Long Beach, California. Soon after his return home, John started directing at Universal for Producer Marshall Grant who is now his partner. The two, in association with Gross-Krasne, produce the highly rated "Mayor of the Town" TV series starring Thomas Mitchell.



CHARLES B. BROWN, vice-president in charge of sales and program procurement for Bing Crosby Enterprises, has a background which ranges through all phases of selling, merchandising, promotion, and management. Much of his experience and "know-how" was gained as program manager of KFI, director of advertising, promotion, and research at NBC, and director of advertising at RCA Victor. While at RCA, Brown originated National Radio Week. His first film venture was an assignment from John Royal at NBC to film Admiral Halsey's return from the Pacific which was later televised over NBC TV. Brown is also a vice-president of NAMSCO (North American Merchandising and Sales Corporation) Enterprises, Inc., which is the merchandising and sales promotion arm of Bing Crosby Enterprises, Inc.

JOHN J. BERGEN, JR., vice president in charge of television, industrial and commercial films for Michael Myerberg Prod., Inc., was born in New Jersey in 1924 and attended grade schools in South Orange. From 1936 to 1938 he studied at Le Rosey School in Switzerland, continuing his education later at Lawrenceville Prep School, Lawrenceville, N. J. His college years were spent at Colgate after which he served a three-year hitch in the Navy Air Corps. In 1946, Bergen joined the Motorboat Division of Garwood Industries, where he served until 1947 when he became associated with Apollo Records, Inc., as assistant sales manager. A year later, in addition to his duties at Apollo, he was named vice president of John J. Bergen Co., Ltd. He joined the Myersberg firm in 1954.



MAX ALEXANDER, vice-president and secretary of M and A Alexander Productions, TV film producers and distributors in Hollywood, was born in Cassel, Germany. He entered the motion picture industry in Berlin in a production capacity and became associated with UFA studios, Universal and other producing organizations. After becoming identified with film production in several European capitals, he came to Hollywood and joined Abe and Julian Stern, pioneer producers. He was associated with Phil Goldstone in 1931-32 in producing ventures. Forming his own producing firm, he made more than 100 pictures, many in association with Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949, he and Arthur Alexander formed M and A. Alexander Productions.

MARSHALL GRANT, partner with John Rawlins in Rawlins-Grant, TV film firm, has been engaged in some phase of show business ever since graduating from Marquette University. His first job was as continuity editor at WHAD, Milwaukee. After this, he became an actor, appearing on Broadway in several hit shows. His switch to Hollywood as Edward Small's assistant at RKO put him into the business side of the industry and he has remained there ever since, except for a brief period in the armed forces during the war. After discharge at the end of the war, he became a producer at Universal, handling many of the firm's most important pictures. In partnership with Rawlins, and in association with Gross-Krasne, Inc., he launched production of the "Mayor of the Town" series.



LEN FIRESTONE, sales manager for Unity TV Corp., has a film background dating back to his high school days in Pittsburgh. In 1937 he helped open a Warner Brothers theater in that city. While a student at Duquesne University, Len majored in business administration and broadcasting and for more than three years participated in numerous broadcasts. After discharge from the service, Len broke into commercial radio as an announcer-disc jockey. He sold a number of his own shows and thenceforth decided to follow a sales career. Moving to New York in 1949, Len became associated with the Eastern representative of a large film syndication company and in 1951 joined Unity as Eastern representative. Later he became Eastern division manager and in June, 1954, was upped to his present post.



JACK J. GROSS, a native New Yorker, had his first taste of the entertainment field as a movie-house usher. This led to a job as cinema theater projectionist in St. Joseph, Mo., and from there he joined Maupin's Chatauqua Concert Orchestra—a road show which toured the country performing under the auspices of churches, clubs, etc. Following many years of managing theaters, Jack finally settled as manager of the West Coast RKO Hill-Street theater in Los Angeles, later becoming Western Division manager of RKO theaters. In 1939, he became a producer at Universal in Hollywood until 1943, then he became executive producer at RKO. After a series of outstanding movie successes, Jack joined with Philip Krasne to form Gross-Krasne, Inc.



EDMUND BELOIN, partner in Arrowhead Productions, Hollywood TV film firm, is creator-producer-writer of the "So This is Hollywood" series. He entered big time radio in 1936 as half of the writing team of Beloin and Morrow on the "Jack Benny Show." He stayed with the Benny program for eight years. He left Benny to write for M-G-M, Universal and Paramount, working on a succession of major movie productions. He left Paramount to go with NBC-TV as a producer, his first work being on "My Hero," the Robert Cummings TV series. He left NBC to form Arrowhead Productions and in November, 1954, sold "So This is Hollywood" to a sponsor and NBC, without script or plot. By January 1, 1955 he had filmed eight shows for the half-hour series and had prepared 14 scripts for future use.



EMANUEL H. DEMBY, president of Demby Enterprises, Inc., TV packaging and film productions, plus public relations—also publishes Movie Fan Magazine. He writes books in his spare time. The Demby company was organized at the end of World War II, when Manny was discharged. He first broke into radio when, at 15, he did a news program over WMCA. During the war he did a wire recorded show "Rainbow Corner" from Paris. Prior to service, Manny was an independent producer and writer and also was radio and TV director for the Winer Co. and Arthur Rosenberg agencies. He wrote and produced "Where Do We Go Tonight," "One Year Ago Today," and "It Takes a Woman." In 1938 he was assistant to Charlie Martin on the "Philip Morris Show" and a writer on "We, the People."



LOUIS SNADER, head of Snader Telescriptions, started in the entertainment business as a violinist in the pit band of an old silent-movie house. Later he was a concert musician, theater owner, motion picture financier, and today is one of the largest producers of TV films. His entrance into TV was financing the original "Fireside Theater" series, and during the filming of the shows, he hit on the idea of making musical films—records on films. He offered his plan to James C. Petrillo and the AFM, whereby the musicians union would receive 5% of the returns for its trustee fund. The plan was accepted and also became the formula for other groups dealing with union regarding TV. All the films run three and a half minutes and feature many of the leading artists of the day.



KERN MOYSE, president of Fearless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Ga., graduated from Harvard, then from St. Lawrence Law School, then went to work in the Texas oil fields. He also spent a period in the banking business in New York, became managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. Intermingled with all these various careers were periods of military service in both World Wars. Kern assumed the position of vice president of the Peerless firm in 1934 and in 1946 stepped up to his present position as president. He is a member of the Radio and Television Executive Society, and the National Television Film Council.



EARL COLLINS, president and general manager of Hollywood Television Service, Inc., is a veteran of 25 years of experience in the sales and distribution end of the motion picture industry. He brings to TV a first-hand knowledge of how to deliver what audiences want and how to properly service clients, stations and networks. The HTS organization today has a sales representation in 32 key cities across the nation. In addition to the large assortment of features, dramas and mysteries handled by HTS, Earl has also made it known that the company is planning to produce many series of pictures, made expressly for TV, edited to meet the needs of local sponsors. Some of these are now in production and an announcement on the company's plans for these films will be made in the near future.



CHARLES MICHELSON, president of the radio and TV program firm bearing his name, started selling radio transcription series in the early 1930's. Through the years his sales operations expanded to a world-wide scale by exporting American made transcription programs to every corner of the globe. At present, Charlie's firm is one of the largest suppliers of transcription programs, sound effects records and especially prepared background music records for TV and radio programs. Among others using his library are: "Philco Playhouse," "Kraft Theater," "Studio One," and other top shows. His latest interest lies in Australian TV, being the American buying agent for TV programming planned for that continent. Charlie has also purchased several thousand radio scripts for Australian usage.



DON L. KEARNEY, national sales manager of the ABC film syndication division, was assistant manager of ABC-TV before taking his present post. Previously he was national sales manager for ABC's owned TV stations. Don, well known in TV and radio circles, joined the network in 1951 as manager of TV Spot Sales. He had previously been with the Katz Agency and with Mutual where he was sales manager for cooperative programs. Don is a native New Yorker and following graduation from Fordham University was a sports reporter and commentator on several local radio stations before World War II. During the war he served in the ETO as an infantry and public relations officer. Don is responsible for the planning and execution of TV film sales to stations and advertisers.



HERB LANDON, president and general manager of Central Telefilms, Inc., Peoria, Ill., producers of TV film commercials, started his business career as a newspaperman, working as a reporter with several publicity organizations in New York and Hollywood before opening his own office in the former city in 1938. From 1943 to 1945 he was a field director for the American Red Cross in Europe. Just prior to this wartime activity, he was publicity and promotion director of WOV in New York and, for a short period, was a member of the press information department of CBS. In Nov., 1945, he joined Kenyon & Eckhardt, Inc., and as publicity director for the firm won numerous awards for publicity activity. He remained with K & E until he assumed his duties with Central Telefilms last year.



SHAMUS CULHANE, president and founder of the animation studios that bear his name, established his company in 1945. Since then he has produced animated TV commercials for Ajax Cleaner, Muriel Cigars, Halo Shampoo and others. During the course of his years in the business, Shamus has won six national prizes for his cartoons and also has worked on more than 250 animated pictures for RKO, Universal, Paramount and MGM studios. For a period of five years, Shamus was with the Walt Disney Studios, working as a pantomime specialist on such pictures as "Snow White," "Pinocchio," and the "Pluto" series. It all started for Shamus back when he was 15 years old and was errand boy for the Lantz Studios in N. Y. From that beginning he has worked at every job in the industry.



CHARLES J. BASCH, JR. is in partnership with his wife Frances Scott in Basch Radio-TV Productions, and is president of Television Screen Productions for filmed shows and film commercials. Producer of radio shows and commercials for over 20 years, Charlie conceived and directed many of the nationally known spots being aired. Charlie and Scottie have been in television for nine years. They have handled live shows and commercials for many clients. Born in Newark, Charlie spent his early career in the manufacturing business, leaving it in 1929 for a Wall St. job which lasted two years before he teamed up with his wife in show business. Scottie was radio's first woman "roving reporter," when they formed their own firm. In 1949 they formed Television Screen Productions.



HAROLD R. LIPMAN, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering of Rutgers University. He has been engaged in motion picture production for nearly 20 years, with experience in animation, special effects, optical printing, live action direction and production, processing and design of special equipment. He joined Audio Productions, Inc., in 1936. During the war years he was with the Army's First Motion Picture Unit at Culver City, Calif., and later was assigned to the film production unit covering the Burma campaign at South East Asia Command headquarters in Ceylon, where he spent nearly two years. In 1946 he returned to Audio Productions, where he has specialized in the production of films for TV.



MARTIN P. HENRY, president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Faramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds. He later branched into short subjects, documentaries, sales training and educational pictures. From 1942 to 1946 he was a Major in the U. S. Army Signal Corps, Chief of Army Ground Force Training Films. He returned to West Coast Sound Studios and Video Pictures as vice president and production manager. Martin is now making pilot films for TV.



HELEN "BIJOU" KELLEHER, president of Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. Helen took over the helm in 1943. Since then, the firm has grown from four recording machines to 30, to accommodate the thriving business she has built up. Her success is not too startling, however, when one considers her early association with finance and commerce through her banker father and shipbuilder brothers in Kingston, N. Y. Further business acumen was gleaned at Marymount College and receipt of an M.A. degree from Fordham University. Empire chiefly does the mechanical work for ad agencies and stations, on transcriptions, spots and jingles.



JIM JEWELL, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim founded his own business.



ELMORE (BUCK) LYFORO, director of station relations for Du Mont and supervisor of syndicated film sales, is a veteran in TV and radio. He possesses one of the broadest backgrounds in station relations work, with his 32 years of amateur and commercial experience in the medium. During 17 of those years, Buck, in network traffic and station relations posts, has visited more than half of the TV stations in the country. As a result, he has a wide personal acquaintance with station managers and their needs. Buck received a degree in physics and mathematics from Wesleyan University and then entered the commercial radio field as development engineer for AT&T. In 1930 he went to Calcutta, India, where he constructed the first sound motion picture studio in that country. In 1934 he joined NBC as supervisor of commercial traffic.

BEN GRADUS, head of his own production firm, the Ben Gradus Studios, Ltd., is also president of the International Movie Producers Service. One of the founders of the Association of Documentary Cameramen, Ben produced and directed in 1949, the first important film about TV, "Television Today," for CBS, which, though primarily made to sell video as an effective advertising medium, sent many laymen out to purchase TV sets following its public showings. He produced an independent feature film about Puerto Ricans in the United States, the first of a series of tolerance films projected for TV programs. Since then he has gone on to great things in the production field as the head of his own production firm.



NORMAN GLUCK, vice president and general sales manager of United World Films, Inc., is a native of Racine, Wisconsin. Norm started up the ladder in the film business as an usher in the Rialto Theater in his hometown. Within a short space of time he became assistant manager of the Capitol Theater in the same city. From this beginning, Norm managed many theaters for RKO and Skouras in Schenectady and Albany as well as in several cities in New Jersey and New York from 1936 to 1947, with three years out for Army service. Following the end of World War II, he became affiliated with Universal Pictures and was made manager of the Park Avenue Theater, where he stayed for two years. He moved to United World Television, Universal subsidiary, in 1949. In 1951 he assumed his present post.

HENRY MORLEY, president of Dynamic Films, Inc., a graduate of Yale University with a degree in economics, also did post-graduate work at NYU and CCNY in engineering. His business career in the movie industry began with J. A. Maurer, Inc., designers and manufacturers of sound equipment. He started in sales but quickly moved himself into production and he was made general manager of the firm. Post-war, Henry, along with Nathan Zucker, a Yale classmate, formed Dynamic Films, Inc. From the beginning they concentrated on films for TV when not turning out industrial and sponsored films. They handled every phase from script writing through photography, sound recording and editing. Today, as president, Henry brings to the job the technical and engineering background which has spelled success for Dynamic.



LOUIS G. COWAN, head of the firm bearing his name, is widely known for his imaginative development of new radio and television packages. Originator and producer of the "Quiz Kids," he can claim a long list of network and transcribed shows as his productions, including: "Stop the Music," the "Paul Winchell and Jerry Mahoney Program," and numerous local programs in New York and Chicago. During the war years, Lou was chief of the OWI's New York office. Prior to the war, he headed his own Chicago public relations firm, developing radio programs for Pure Oil, National Tea Co., Illinois Meat, and the Stevens Hotel. He is a University of Chicago graduate. Louis married and has four children.



ARTHUR ALEXANDER, president of M. and A. Alexander Productions, TV film firm, and a member of its board of directors, was born in Fulda, Germany, and received his education there. After starting his business career in the department store field, he switched to motion pictures, joining Universal Studios in Frankfort, Germany. He came to Hollywood in 1929 working as an assistant director. A year later, he joined his brother, Max, in organizing a new firm. The company produced over 100 features in the independent market and later for PRC and Grand National. In 1949, the Alexanders entered the TV distribution field and have built this endeavor to the point where they now handle more than 200 properties. They have also handled production of TV commercials and spots.

G. RALPH BRANTON, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theater management which led to his entry in the TV field. He served as supervisor for F & R Theaters in Minneapolis, as director of operations for the Publix New England circuit, and later general manager with partnership status in the Tri-States chain in Iowa and Nebraska. He later moved to the West Coast as vice president of Allied Artists, a post he held during the wide expansion of that company's activities. He formed Interstate TV in 1952. Branton believes "Mass audience, like mass merchandising is a product of this mid-century. Neither the theater nor television has yet remotely realized the full audience potential within its grasp."



DAVID A. BADER, vice president and general sales manager of Atlantic Television Corporation, has a rich background gained in varied careers both here and in England. He joined Universal Pictures in 1920, handled press campaigns in 1921-24, and acted as personal representative for Carl Laemmle, 1925-35. He formed David A. Bader Ltd., a literary firm in London in 1936, became president of Literary Corporation of America in 1938. He worked with George Pal Productions, 1940-42, then became executive editor of Independent (trade paper). After handling the trade relations department of 20th Century-Fox, 1943-46, he entered the 16 mm. field, editing, publishing and representing trade periodicals. He joined Atlantic in 1954 in the position he now holds.

WILLIAM F. BROIDY, president of Wm. F. Broidy Productions, Inc., is a native of Chelsea, Mass. He spent two years in the business school of Northeastern University but was forced to leave due to illness. Bill first entered the textile business then interior decorating before discovering a lifetime career in the distribution of motion picture films. In March, 1946, Bill went to California and spent three and a half years learning all phases of motion picture production. In 1950, he organized Wm. F. Broidy Productions for the purpose of producing films, especially for TV. Headlining his current schedule is "Wild Bill Hickok," co-starring Guy Madison and Andy Devine, a series which enjoys great popularity with the children's audience.



LOUIS CAVRELL, president of Charter Oaks, has been producing telefilm commercials for the past seven years, having made more than 1,000 commercials for such firms as Cameo Curtains, Breatholater, Reynolds Wrap, Chevrolet, Underwood and Lewyt vacuum cleaners, as well as for the American Legion. Lou and his brother Otis got into the motion picture business via a film, "Seeds of the City," made in and for the city of Hartford, Conn., which they started with a grand idea and nothing else. However, the film led them to Washington, where they made films for the government. Later, from a garret studio in Greenwich Village, the firm moved to its present modern uptown New York studios, building gradually to its current widespread activities.



GEORGE S. GLADDEN, head of sales for Academy Pictures, Inc., commercial film production organization, started his film career in 1931 when he joined General Motors and rose to the head of the Public Relations Motion Picture Department. He designed the firm's first major road show, "The Parade of Progress," which has toured the nation each year since 1936. In 1938 he joined Audio Productions as a director-writer and also acted as Eastern color director for Technicolor, Inc. In 1940 he joined J. Walter Thompson, serving for 14 years as head of the motion picture and film TV department. He left that firm to join Academy Pictures on November 1 of last year. George is a graduate of Cornell University and M.I.T. He is married and the father of three children.



JERRY FAIRBANKS, head of Jerry Fairbanks Productions, started his career as a cameraman in the movie industry, then began producing films and short subjects. Winner of two Motion Picture Academy Awards, he was the first to take the plunge into the filmed TV field. Under contract to NBC, he made the first series seen on video: "Public Prosecutor," "Crusader Rabbit," "Jackson and Jill," "Bigelow Theatre," "Silver Theatre," and others. Fairbanks also developed the MultiCam System which permits filming and sound recording by two or more cameras. Fairbanks is now one of the leading commercial film makers in the business and at present is doing television commercials, industrial telefilms and feature length films for both television and motion picture projection.



ISIDORE LINDENBAUM, president of Filmcraft Productions, is one of Hollywood's leading makers of filmed TV productions. He attended UCLA and Harvard Law School and has long been recognized as one of the top experts in the television film field. He entered the TV medium in 1949, when he formed a corporation to explore Doctor Ferenz Fodor's inventions, which since have been responsible for many advances in TV. While always feeling that TV was his medium, "Lindy" still maintains a large practice at law and at one time he was a pharmacist, and is still licensed as a registered pharmacist. His Filmcraft company is on a par with the biggest in Hollywood and at present owns its own large studio and took over the first motion picture theatre in Hollywood for exclusive use for filmed TV productions.



PHILIP N. KRASNE, partner with Jack Gross in Gross-Krasne, Inc. is a native of Norfolk, Nebraska. A graduate of the University of Michigan, Phil obtained his law degree from the University of Southern California in 1929 and engaged in the practice of law, specializing in motion picture matters. In 1936, he became engaged in independent motion picture production and began to produce the famous "Charlie Chan" series. This he followed up quickly with production of "The Falcon" series and then, with Fred Ziv, acquired the rights and began filming the famous O. Henry stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Crisco Kid Pictures, Inc., he produced 39 Crisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.



FRANK FERRIN, owner of the TV, radio and film production company bearing his name, produces "Smilin' Ed's Gang" which presently is on CBS-TV and NBC radio. He is also completing production on his first theater film "Gunga Ram" written around the elephant boy character created on radio some ten years ago. He is reversing the usual Hollywood field by going from TV to film. Frank entered radio via WTCN in his native Minneapolis back in the 20's where he did a lead in a comedy act, "Nels and Ole." Later he organized Midwest Recordings, Inc., and from there joined Henri, Hurst and McDonald in Chicago as vice president in charge of radio. In 1942 Frank became vice president in charge of radio for the Leo Burnett Agency, remaining there until moving to Hollywood and his own firm.



CHARLES E. RYND, chairman of the board of Audio & Video Products Corporation, plus its subsidiaries, Audio-Video Recording Company, Inc., and A-V Tape Libraries, Inc., back in 1946 enjoyed the honor of having an "operation" named after him—"Operation Rynd". That was in the days when he was a vice president at ABC. After schooling at M. I. T. and Hamilton College, Charlie entered the world of radio operations. From 1935 to 1942 he was with NBC in sales and traffic. Moving to ABC as sales service manager, he was later appointed vice president and assistant secretary of the company. As to the "operation," Charlie's efforts on behalf of the technique of delayed network broadcasting, via Ampex Tape Recorders, was quickly adopted by all major networks, solving the problems resulting from daylight saving time.



PETE RODGERS, director of sales for Atlas Television Corp., film distributors, gets around the country pushing his company's product. Before joining Atlas, he sold space for the Long Island Daily Press and the Long Island Star-Journal. He spent three years with the two papers. Pete's entry into show business and then into TV came from his starting as an actor. Most of his stints were on radio, with an interesting interlude on the London stage after graduating from the Royal Academy of Dramatic Arts. He comes by his present selling and advertising job by way of a degree in advertising and business management from CCNY. During the war, Pete was an investigator for the Allied Military Government.



MURRAY KING, executive vice president of Blinkey Productions, Inc., and producer-director for that company and for Murray King Productions, started his career in radio in 1930 while still attending New York University. He was one of the first to develop the amateur show, producing, directing and emceeing weekly amateur nights at the Brooklyn Strand and Brooklyn Paramount theaters. He worked for Monogram Pictures in Hollywood just prior to World War II, then entered the Air Force, serving as an information and education officer. After discharge, he acted as a literary agent, then formed Blinkey Productions, Inc., to produce a series of juvenile fantasy stories based on the Lucille Merick book, "The Adventures of Blinkley." His other firm, Murray King Productions, works on documentaries.



FLETCHER SMITH, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, started his business career at the age of 18, with a graphic art enterprise based on a capital of \$200. He entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films, first on location, then on sound stages. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials. Fletcher relaxes from his duties through hobbies of woodworking and amateur painting, and learning to play the Hammond organ.



WILBUR J. STREECH, owner of Wilbur Streech Productions, producers of TV film commercials and animated films, started right after the war making animated cartoons when he was a partner in Triangle Films. At that time the firm was making a series of one reel musicals for Universal. In 1951 Wilbur struck out on his own and formed his present company. Some of the accounts for which he has been working since then are Cities Service, Celanese Corp., Acetate Fabrics, Thom McAn, Harriet Hubbard Ayer and Sinclair Refining Co. During the war Wilbur was a Captain in the Signal Corps photographic center where he was in charge of the organization of production of animation. Prior to his war service, he worked for the Walt Disney studios as an animation artist. Wilbur attended UCLA.



TOM LEWIS, president of Lewislor Enterprises, Inc., and executive producer of TV's "The Loretta Young Show," entered TV production after a brilliant career in advertising, radio and motion pictures. An advertising executive with Young & Rubicam, Inc., before the war, Lewis was vice president of radio production in charge of that organization's Hollywood office when he entered the Army in 1942. During World War II he created the Armed Forces Radio Service, of which he was commandant, and rose to the rank of full colonel. Following his return to civilian status, Tom was associated with a long list of radio's top-ranking favorites before entering the field of motion pictures to produce MGM's "Cause For Alarm." In 1953, he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

HERBERT SCHEFTEL, president of Telenews Productions, Inc., has been producing visual news for the past 9 years. He is a graduate of St. Paul's School and Oxford University. Herb first started out as a member of the New York Stock Exchange but quickly became interested in the production of visual news. At that time, 1938, the first theater TV projectors were being demonstrated and he foresaw that newsreel theaters would be serviced by TV. He then became involved in a chain of newsreel theaters, but the war, in which Herb served as a major in the Air Force, put the theater TV idea in the back of his mind. In 1945, however, he went ahead full-blast, presenting spot news films for TV. In his leisure time Herb is a devotee of golf and bridge.



EDWARD J. LAMM, president of Pathecope Company of America, Inc., producers of industrial and educational films, TV commercials and TV programs, entered the industrial film business by forming Advertising Film Associates back in 1933. Six years later, he took over the Pathecope Company of America, Inc. During World War II, Ed produced a great number of training and orientation films for the Navy and for other government agencies. After the end of the war he pioneered with McGraw Hill in the production of educational films integrated with textbooks for use in the school curriculum. He has been active in the formation of the Film Producers Association of New York. He is engaged in research and the development of Pathecope's rear screen projection.

ED THORGERSEN, veteran news and sports-editor-commentator opened his own offices in 1953 to produce, edit and participate as a TV personality in film packages and live presentation of news and sports as well as industrial exploitation and sales promotion programs. Ed's microphone career began back in 1927 with NBC where he was an announcer, broadcasting news, sports and special events. In 1933, he joined the expanding editorial staff of Movietone News where his face and byline acquired national prominence via the newsreel screen. With broad experience in the field of film shorts, Ed projected his talent into many award winning pictures in the short subject field and ultimately became identified with the production of "Ed Thorgersen's Sports Reviews."



TOM VALENTINO, head of T. J. Valentino, Inc., has been supplying the radio, theater and TV field with sound effects and mood music for the past twenty years. He broke into radio on what must have been one of the first P. I. deals on record. At the time Tom was a piano and organ tuner and tuned station pianos in return for two-minute pitches advertising his services. While working around the studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sound effects for practically all the shows on Broadway, not to mention for little theaters all over the country. He has perfected a clock that not only tells the time but also tosses in a commercial every fifteen minutes.



JACK WRATHER, president of Wrather Television Productions, Inc., acquired "The Lone Ranger" radio-TV series for \$3,000,000. Son of the late John D. Wrather, pioneer oilman, he assumed active management of the Wrather oil interests shortly after graduation from the University of Texas in 1939. He produced the series "Boss Lady," starring Lynn Bari. In association with Mrs. Helen Alvarez, Jack purchased KOTV in Tulsa, Oklahoma and KFMB and KFMB TV in San Diego, California. The Tulsa property has recently been sold to J. H. Whitney & Co. of New York City with Wrather remaining on the board of directors. An increasing number of business enterprises are under his control. Jack is married to actress Bonita Granville and makes his home in California with their two children.

GEORGE FOLEY, president of Foley and Gordon, Inc., television production firm, has a wide reputation as a keen idea-man with an outstanding sense of programming and planning for ad agencies and networks. His firm agency background has proved invaluable in helping him develop programs which can effectively be utilized in merchandising campaigns. George was public relations director for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Foley and Gordon produced "Tales of Tomorrow," first of the adult science-fiction shows, which was quickly imitated by other producers. George is wholly convinced that the field of science-fiction has only been touched and his large success with "Tales" is due to his belief in maintaining the highest degree of realism in his presentations.



WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N.Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Frinting Corp. at Fort Lee, N.J. One year later Bill became associated with Jules E. Brulatour and in two years he organized and became V.P. and general manager of J. E. Brulatour, Inc., which took over the sole distribution of Eastman films for movies and T.V. At Brulatour's death, Bill became president of the two Brulatour corporations, and completed purchase of the latter's assets in 1951.

ALLEN A. BUCKHANZ, president of TV Productions, Inc., got his reputation in show business early as a man who could really deliver. He was a messenger boy at the 20th Century-Fox Studios only six years ago. Subsequently, the 31-year-old Buckhantz, who is in charge of all productions for TVR Productions, Inc., held various assistant's jobs at Fox, became a floor manager for CBS-TV and was promoted to full director in 1952, for CBS-TV in Hollywood, the position he held prior to his resignation to form TVR, producers of television recordings for agencies, TV packagers, writers, directors and networks. Born and educated in Kaunas, Lithuania, Allen came to the U.S. in 1946, following 5 years as a prisoner in the Dachau and Lansberg concentration camps. He married the former Suzanne Lloyd, a non-professional.



PAUL RAIBOURN, vice-president of Paramount Pictures Corp. is prexy of Paramount Television Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in DuMont Laboratories, as well as the 1942 establishment of KTLA, the development of the Paramount video transcription system, and to a color-TV research program for theaters coincidental with general color telecasting. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of box-office values in relation to costs and public psychology. He holds an E. E. degree from the U. of Ill., and is a WW I vet. Currently, Raibourn is a director of DuMont Labs, a director of NARTB, and chairman of the boards of both International Telemeter Corp. and Chromatic Television Laboratories.



BURT BALABAN, president of Princess Pictures, Inc., was born in Chicago and attended Roanoke College, Virginia. During his Summers, while in college, Burt worked for the National Screen and Photographic Studio. He left college to enter the U. S. Marine Corps and spent fourteen months in the Pacific as Marine Corps Combat Photographer, making D-Day landings in the Marshall Islands, Saipan and Guam. He also did extensive aerial photography on bombing missions. Following the war's end, Burt began work with Paramount Television in 1946. He concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became manager of Paramount's Television film department, in charge of KTLA film programming and the company's syndicated program distribution.

JAY BONAFIELD, executive vice president and member of the board of RKO-Pathé, was born in Tunnelton, West Virginia, March 29, 1910. He entered the motion picture business at the age of 18, when he joined Fox Movietone News as a reel boy in the cutting department. Within the next three years, he was promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathé as newsreel film editor. During his years in that capacity he personally edited such outstanding news stories as the Hindenburg disaster, the Lindberg case, the Morro Castle fire and Presidential inaugurations. In 1937, he was transferred to the short subjects department, where he became head of the editing department and then production manager.



MANNY REINER, vice-president of Guild Films, Inc., has helped develop sales policies for Guild's foreign TV markets. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his latest assignment, Manny was vice-president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933 and then was associated with Metro-Goldwyn-Mayer, Monogram Pictures and Paramount Pictures. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-1950 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Samuel Goldwyn Productions added further experience to Manny's already full background. His headquarters will be at Guild Film's New York office.

MAURICE J. RIFKIN, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wisc., on July 12, 1914. His family moved to Youngstown, O., when he was one year old. It was there he stayed through his graduation from Rayen High School in 1930. He received a B.A. in 1935 and an M.A. in 1936 from the University of Southern California. At that time, he returned to Youngstown where he worked as an account executive with WKBN. In 1938, he moved to Cincinnati, where he joined the Frederick W. Ziv Co. In 1949, Rifkin came to New York City to be sales manager for Ziv TV Programs, Inc. He was appointed to his present position in 1952. He and his wife, the former Theodora Levin, have one child, Joan, and they live in Great Neck, Long Island.



JOHN CLARK, president of Transamerican Broadcasting and Television Corporation, is known as a man who started from scratch and has risen to top position in telecasting and broadcasting. He is largely responsible for making WLW into one of the most valuable radio stations today, accomplished within a few years with nothing more than outstanding programs. Far removed from professional talent sources, Clark had to be creative in the truest sense. Many national advertisers originated their shows in Cincinnati and fed them to the network. His intimate knowledge of the public's entertainment tastes and his unparalleled experience in catering to them caught the attention of Harry Warner, and led to the formation in June, 1936 of Transamerican by Warner Brothers and Clark.



MARK GOODSON, partner with Bill Todman in Goodson-Todman Productions, was born in Sacramento, Calif., and began his career in show business as a child actor in stock companies. Goodson entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved on to the Don Lee Network Headquarters in 1937, where he began as an announcer, switched to special events, then production, in which capacity he developed a group of shows. He came to New York in June, 1942, where he began as emcee of "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz." This led to his directing soap operas. He wrote and directed dramatic spots on the "Kate Smith Show" and co-produced the first of the "Stop the Music" series before he and Todman became associated.

JOHN W. LDVETON, president of John Loveton Productions, West Coast TV film firm, started his broadcasting career handling the General Foods "Show Boat" radio program for Benton and Bowles. In 1937, he moved to Ruthrauff & Ryan, where he supervised 17 shows and directed some of their top radio productions. From there, he went to Foote, Cone and Belding, where he was placed in charge of all Lucky Strike radio. After a brief term as co-director of radio for Geyer, Cornell, and Newell, he joined Lennen and Mitchell, where he began his long association with the "Mr. and Mrs. North" property. He resigned from the agency in 1947 and has since produced and directed this show from his own office. When he moved into TV, he transferred his production set-up to the West Coast.



SAUL JEFFEE, president of Movielab Film Laboratories, started in the film laboratory business 25 years ago. As part of his 25th anniversary celebration, he is embarking on an expansion program for his firm which will see it grow three-fold. He put the company into its present quarters overlooking the Hudson River in 1949. Always mechanically inclined, Saul has made his hobby of tinkering in his completely equipped machine shop pay off with the development of many machine modifications which have contributed to the advancement of film processing. At present, 80 percent of the clients with which Movielab Film Laboratories does business are television accounts. Saul is completely wrapped up in his work but does find time to pursue a second hobby, raising tropical fish.

LLOYD L. LIND, vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization, for over 20 years. He served as assistant to the president, Steve Broidy, for several years and was supervisor of all Allied Artists exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York. With this in his background, it was a natural for him to take over the reign of Interstate's sales department. Among the products currently distributed by Interstate are the "Ethel Barrymore Theatre," "The Amazing Tales of Hans Christian Andersen" and a group of features and westerns. Their "Little Rascals" series is now playing in top national markets.



CHESTER ERSKINE, President of Chester Erskine Productions, producer of the Reader's Digest series of TV films, has had a long and varied background in the producing, directing, and writing of plays and motion pictures. He abandoned the law career for which he studied at Union University, Schenectady, N. Y., in order to study for the theatre at the American Academy for Dramatic Arts. In 1929, he began directing Broadway plays. At one time, he was head of Charles Frohman, Inc., and also served as director for the Theatre Guild, and the Erlanger and Shubert interests. Starting in 1944 he wrote and directed a number of screenplays. First venture under Chester Erskine Productions was "Witness to Murder," starring Barbara Stanwyck, George Sanders, and Gary Merrill.



DAVID V. SUTTON, member of the board of MCA-TV, Ltd., has been with the Music Corporation of America for three years as vice president in charge of syndicated films. The "Guy Lombardo Show," and "The Man Behind the Badge," have been produced under his guidance. A University of Virginia graduate, he received a law degree from the University of West Virginia. His first radio job was in Chicago, as a salesman for WBBM. He became Eastern sales manager in 1942, but his career was interrupted by service with the Marines. After the war, he joined KMOX, St. Louis, as commercial manager. From there, he moved to CBS Network Radio Sales, after which he became general sales manager of CBS-TV in 1950, following this with an appointment as vice president in charge of sales at CBS-TV.

FRED J. MAHLSTEDT, director of operations for CBS-TV Film Sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. He was educated at the Pratt Institute's School of Architecture. A native New Yorker, he practiced architecture for four years before he went into advertising with the Erwin, Wasey and the Arthur Kudner agencies. He went to CBS in 1939, where he was chief of sales development in the research department. He moved from there to CBS radio sales promotion, thence to CBS Radio Spot Sales. It was in June, 1950, that he was singled out for the job of organizing a film syndication unit for CBS. He has been with CBS-TV Film Sales since that time.



MOE KERMAN, president of Regal TV Pictures, Inc., has had a long and varied background in the motion picture business. His father was one of the first motion picture exhibitors in the borough of Brooklyn, and the son followed in his footsteps as an exhibitor when he was 14 years old. Not long after that, he set up his own independent film outfit called "The Kerman Film Exchange." He once produced movies under the Mutual Production Corp. banner, and these movies are now being shown on TV. He started in TV movie distribution in 1948, when he bought the entire Hal Roach Studio Library for TV. In addition to being president of Regal, Kerman also heads Tudor Pictures, Inc., Favorite Attractions, Inc., Allied Films, Inc., Congress Films Corp., and Emblem TV Pictures, Inc.

WILLIAM J. GANZ, president of the William J. Ganz Co., Inc., has produced over 1,000 films on different subjects in practically all major industries. At 20, Ganz was a free-lance cameraman. Originally, Universal Newsreel's Philadelphia representative, he came to New York in 1919, starting his own film business and concentrating on the production of "sponsored" films for industry. In the late 1920's, Ganz pictures grew from silent to sound and, a decade later, from black and white to color. Ganz films are being telecast in ever-increasing quantities, because of their public service qualities. In 1943, he formed a separate affiliate, called The Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to motion picture clients.



FRANK BRODOCK, general manager of Reela Films, Inc., Miami, moved to Florida in 1951 after 17 years as an account executive with the Jam Handy Organization, where he handled the Chevrolet and Lucky Strike accounts, with the thought of retiring. But Reela Films, then in its infancy, asked Brodock to take a position as sales manager. In two years, he increased Reela's billings three-fold and was greatly influential in getting the film company to the position where it now calls itself the "most complete film studio in the South." Upped to general manager in 1953, Brodock hired personnel for his executive staff in Hollywood, New York, and Chicago. Reela Films has produced TV and industrial films for a number of major cities in both North and South America.



W. WALLACE ORR, president, Tel Ra Productions, Philadelphia, is believed to be one of the largest producers of TV sports film. Tel Ra Productions, which he founded in 1948, produces "Telesports Digest," "Sports Spotlight," "Touch-down," "Greatest Pro Football Plays of the Week," and "Post Time, U.S.A." During the past eight years, his firm has produced more than 700 sports shows for TV use. Presently, along with its established sports programs and some TV commercials, Tel Ra Productions is placing emphasis upon color films. Thus far color is being used extensively in filming thoroughbred racing and major league baseball. Orr was an advertising executive for 27 years, being vice president of N. W. Ayer & Son, Inc., 1944-48.

JEROME S. HYAMS, president of Hygo Television Films, Inc., founded the company in 1952 and has in 3 years built the firm to one of the top TV film distributors. Jerry entered the film industry in 1934 taking a job as an office boy with Commonwealth Films. He was with that concern for 18 years. His first promotion at Commonwealth came when they established their 16 mm department and he was made a salesman. During World War II, Jerry joined the O.S.S., in the film department where he worked with John Ford. He went back to Commonwealth after the war as sales manager of 16 mm sales. With the coming of television he helped establish and manage the sales activity. He held that job until he formed the Hygo and Argyle firms. Jerry is a leisure time gardener at his home in Great Neck.



WILLIAM SELDEN TODMAN, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he became a freelance radio director and a writer for Red Book Magazine. This was followed by writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer for "The Philip Morris Playhouse," "Crime Doctor," and "Take It Or Leave It." Joining with Mark Goodson, Todman and his partner have inaugurated the following TV successes: "What's My Line?" "I've Got a Secret," "Two for the Money," "It's News to Me," "The Name's the Same," "The Web," and "Beat the Clock."

JAMES A. LOVE, president of Lally and Love, film producers, has been in one form of show business or another all his life. His family travelled as a vaudeville team in his early years. When his father became a motion picture theater manager, Jim's first theater job was bicycling features to his father's theaters. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed the company which he now heads. Jim is married, and has one child, James Allen, Jr., who is three.



CHARLES DAND, Director of the Films and Publications Division of British Information Services in New York City, was born in Dundee, Scotland, on April 24, 1902. After he received his education at Glasgow University, he was in newspaper work from 1922-29, during which time he contributed to many British and American journals. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. He returned to journalism for two years, after which—in 1937—he entered British government services as Public Relations Office, Edinburgh. During the war, he was with the Scottish Education Dept., Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.



PAUL TALBOT, president of Fremantle Overseas Radio, Inc., largest distributors of radio and TV material for the international market, got in on the ground floor of TV with CBS in 1941. Following Army service during the war, he became U.S. rep for the Italian Radio Network and Radio Andorra, the latter being the first European station to get back on a commercial basis after the war. Today, as one of the youngest executives in the field, Paul heads a company devoted exclusively to programming, with never a time during the 24 hours of the day, seven days a week when a Fremantle program is not being aired on some radio or television station in the world. To TV stations in seven countries, Talbot distributes films in all categories, with many programs locally produced.

LEO A. HANDEL, head of Handel Film Corporation, Hollywood, was educated in Austria, France, England and Switzerland, and holds a Ph.D. degree in economics from the University of Vienna. His apprenticeship in film production started at the Elstree Studios in London. He came to America and founded the Motion Picture Research Bureau in New York in 1939. In 1941, this unit became a department of M-G-M and Handel acted as M-G-M's director of audience research until 1950, with time out for three years military service. Four years ago, he moved to the West Coast to set up his own TV film company, producing several series. The firm expects to hit a new high in production during 1955 with two new film series set to be added to production schedules.



HERBERT R. PILZER, president of Circle Film Laboratories, Inc., has a broad technical and business background. He was born in Vienna where his father had been a prominent producer. He was educated at the Theresianische Academy in that city and continued his studies at the Marigny Institute and the Sorbonne in Paris. During 1941-42, he produced a number of pictures for the war effort in association with the Harmon Foundation. In 1943, he joined Circle Films and, by 1946, was elevated to the position of general manager of that firm. Quickly believing that film and TV were made for each other, he oriented his company to meet TV needs. Elected president of Circle Films in 1953, Pilzer has been instrumental in improving the sound portion of film commercials.

ALEX GOTTLIEB, president of Dear Phoebe Productions, has produced more than 35 "A" pictures in Hollywood since 1943. Born in Hutchinson, Kans., in 1906, Gottlieb was educated at the University of Wisconsin. Under contract to Universal, he produced the first eight Abbott and Costello pictures. After this, while under contract to Warner Bros. for five years, he produced 20 pictures, including "Hollywood Canteen," "The Time, The Place, and The Girl," and "The Girl From Jones Beach." After a year at RKO, where he produced "Macao," with Jane Russell and Robert Mitchum, he independently produced "The Blue Gardenia" and "Marry Me Again." "Susan Slept Here" was the big 1954 hit for which he wrote the screen play. He has found time to enter the playwrighting field.



CHARLES E. SKINNER, president and executive producer-director of Charles E. Skinner Productions, Inc., first transferred his talents from Hollywood to TV when he did the original "Big Story" series, converting it from radio to TV. Long time member of the Screen Directors Guild, Skinner attended schools on Hollywood motion picture lots and became an assistant director on feature pictures at the age of 15. For seven years, he brought his Hollywood techniques and know-how to the aid and assistance of Jam Handy. His film credits, besides 73 "Big Story" films, include "Murder in A Flat," "Les Paul and Mary Ford," and "This Is Your Army" for 20th Century-Fox, plus a large number of public relations films for leading manufacturers and industrial companies.



CHARLES N. BURRIS, general manager of Telenews Productions, Inc., has been with the production firm for 14 years, having first associated with its Cleveland office as director of publicity, promotion and advertising on Telenews Newsreel Theaters, largest newsreel theater chain in the country. With advent of TV, Burris was transferred to New York early in 1948 to take over the office of sales and advertising manager, the job he held until Sept. 1951 when he was upped to his present post. When not pre-occupied with TV newsreel operation, Charlie supervises such projects as production of TV commercials and other video chores. Prior to joining Telenews, Charlie spent a number of years as manager of motion picture theaters in Chicago, following graduation from the U. of Chicago.

CHARLES Z. WICK, president of Telefilm Enterprises, formed that distributing organization after an exhaustive study which enabled him to present detailed plans to a prominent group of investors. Charlie has always made use of his talents for both music and commerce. While an undergraduate at the University of Michigan, he formed orchestras which made him \$26,000 in one year. He later studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements. Charlie is married to the former Mary Jane Woods and they have two sons, Charlie, Jr., and Douglas.



SAUL J. TURELL, president of Sterling Television Co., Inc., has brought a merchandising approach to low budget shows and stand-by films that has made Sterling one of the largest distributors in the field. Saul is a native New Yorker. He attended CCNY and the University of Chicago. From 1942 to 1946 he was in the Army and spent most of his time, according to his own testimony, on KP. Serving in the South Pacific, New Guinea and the Philippines, Saul emerged from the service as Sgt Turell. After the war he went to work for Official Films and after watching volume sales of home movie films such as Castle and Official, he decided to launch Sterling Films in 1946, in partnership with Robert Rhoades. In 1949, when Bernice Coe joined the company, a TV department was inaugurated.

GUY V. THAYER, vice-president and general manager of Roland Reed Productions, Hollywood TV film firm, entered the motion picture field, while a senior at Hollywood High School, working at an after-school job in the Paramount film laboratory. He moved up through the ranks as a senior film editor at Paramount, RKO and Universal-International, then became associate producer for PRC. He left the latter position for service in the U. S. Navy, serving in a photographic unit. At the United Nations conference in San Francisco, he was coordinator between the military and government crews of all countries, and he also set up the photographing of the war crimes trials in Nuremberg, Germany. Guy was discharged from the Navy in 1945 and he immediately joined Roland Reed Productions.



WILLIAM VAN PRAAG, head of Van Praag Productions, produces and directs both film commercials and features for television. From a start in the industry as a manager of a theater, Van Praag got into advertising via a promotional scheme for theaters. He worked on advertising films for theatrical distribution, and from there became a free-lance film editor, doing stints for some of the top film companies. His creative talent drew the notice of Uncle Sam, who contracted him to set up the first film unit for the O.W.I. After a three year hitch with the Army, he went back to free lancing on a large scale. Prior to forming his own company, he did some pioneer film work for NBC-TV, was on the production staff for several features released through United Artists, and worked for Bray Studios.



GEORGE BAGNALL, president of George Bagnall and Associates, Inc., became identified with the motion picture industry after a long experience in the financial field. He joined the Fox Film Company in 1928 as comptroller of its West Coast Studios and later was placed in charge of all finances. He joined Faramount Studios in 1935 as studio treasurer and later was named executive studio manager. In 1937, he was named vice-president of the company. He resigned in 1941 to join the Alexander Korda producing organization, serving as vice-president and general manager until 1942, when he was designated vice-president of United Artists. In 1952, he formed his present company, establishing offices in various leading cities including New York and Chicago, and acquiring new product for distribution.



LOUIS HUOT, vice president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, headquartering in Paris, and has worked for numerous other papers, including the Montreal Gazette. In film production, Louis has produced public relations movies for such clients as the Prudential Insurance Co., Pontiac Motors, and the Block Drug Co. of New Jersey. He has made movies on new weapons and techniques for the Army Signal Corps. In his position at Five Star Productions of Hollywood, he supervises the production of both TV commercials and institutionals.



JOSEPH PLUNKETT, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theater, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theater (formerly the New Theater) and also produced plays under his own management, then was appointed managing director of the Strand Theater in New York. He produced pictures for Faramount Pictures Corporation, then became director, vice president, and general manager of the RKO Corporation. Later, he served as vice president of Select Attractions, Inc., distributing special pictures. It was in 1954 that Plunkett entered the TV film field, assuming his present post with NATP.



AL STAHL, president of Animated Productions, jumped into cartooning at an early age, seeing his first cartoon-strip nationally syndicated when he was 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work with the Army Signal Corps. He opened his own studios after World War II and produced his first animated cartoon show in 1946. A pioneer in TV work, his firm has created and produced TV animated and live advertising for leading agencies and has made great strides in photography of stylized animation. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.



VINCENT J. NOLA, head of Nola Studios, Inc., producers of films for TV, was born in Italy and at the age of 10 migrated to the U. S. With money saved from a paper route he studied voice in Buffalo and later transferred to New York where he resumed his studies and later established himself as a vocal coach. It occurred to him, through his close association with music and musicians, that there was a pressing need for rehearsal studios. As a consequence, Nola established 16 studios in Steinway Hall and subsequently equipped most of the studios with recording facilities. Needing more space, he brought his total number of studios up to 32 with rooms at the WMCA Building. Six studios are equipped for making tape and disc transcriptions as well as for making TV films.



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729 Seventh Ave., JUdson 6-4954

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., Columbus 5-5400

Movielab Theatre Service, Inc.
619 W. 54th St., JUdson 6-0360

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
3 W. 61st St., PLaza 7-5800

Eaves Costume Co., Inc.
151 W. 46th St., PLaza 7-3730

Lillian Costume Co.
1658 Broadway, Circle 5-5199

Stage Costumes, Inc.
3 W. 61st St., Circle 7-7948

Radio-TV Station Brokers

Blackburn-Hamilton Co.
Washington, D. C., Washington Bldg., STeeling 3-4341, James W. Blackburn, partner, Chicago, Ill., 435 N. Michigan Ave., DElaware 7-2755, Ray V. Hamilton, partner, San Francisco, Cal., 235 Montgomery St., EXbrook 2-5672, Lester M. Smith

R. C. Crisler Co.
Cincinnati, O., 1109 Union Trust Bldg., DUmbar 7-775


Et. Lauderdale Fla., P. O. Box 3126 Bahia Mar 1-02m 4-3312
New York 41 E. 42nd St., MU 7-8436

Allen Kander
Washington, D. C., 1701 K St. N.W., NATIONAL 8-3233

New York 17 N. Y., 60 E. 42nd St., MUrray Hill 7-4242

Associates, Edwin Tornberg, George Cooper

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New York 22, N. Y., 50 East 58th St., ELdoado 5-0405.



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“EMMY” STATUETTE WINNERS

1954

The following programs and performers were selected as the top 21 winners of the annual “Emmy” awards of the Academy of Television Arts and Sciences in their respective categories:

BEST INDIVIDUAL PROGRAM OF THE YEAR

Operation Undersea—Disneyland (ABC)

BEST DRAMATIC SERIES

United States Steel Hour (ABC)

BEST SITUATION COMEDY SERIES

Make Room for Daddy (ABC)

BEST VARIETY SERIES INCLUDING MUSICAL VARIETIES

Disneyland (ABC)

BEST NEWS REPORTER OR NEWS COMMENTATOR

John Daly (ABC)

BEST CULTURAL, RELIGIOUS OR EDUCATIONAL PROGRAM

Omnibus (CBS)

BEST CHILDREN’S PROGRAM

Lassie (CBS)

BEST ACTOR IN A SINGLE PERFORMANCE

Robert Cummings—Twelve Angry Men—Studio One (CBS)

BEST ACTRESS IN A SINGLE PERFORMANCE

Judith Anderson—Macbeth—Hallmark (NBC)

BEST ACTOR STARRING IN A REGULAR SERIES

Danny Thomas (ABC)

BEST ACTRESS STARRING IN A REGULAR SERIES

Loretta Young (NBC)

BEST SUPPORTING ACTOR IN A REGULAR SERIES

Art Carney (CBS)

BEST SUPPORTING ACTRESS IN A REGULAR SERIES

Audrey Meadows (CBS)

BEST WESTERN OR ADVENTURE SERIES

Stories of the Century (Studio City)

BEST MYSTERY OR INTRIGUE SERIES

Dragnet (NBC)

BEST AUDIENCE, GUEST PARTICIPATION OR PANEL PROGRAM

This Is Your Life (NBC)

MOST OUTSTANDING NEW PERSONALITY

George Gobel (NBC)

BEST MALE SINGER

Perry Como (CBS)

BEST FEMALE SINGER

Dinah Shore (NBC)

BEST SPORTS PROGRAM

Gillette Cavalcade of Sports (NBC)

BEST DAYTIME PROGRAM (Network Only)

Art Linkletter's House Party (CBS)



Ed Herlihy



*Behind the
Mike*

*Before
the
Camera*

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Hollywood, Calif.
CRestview 1-1103

RADIO-TV ARTISTS

their work during 1954



— A —

ADAMS, MARY
One Man's Family
NBC-TV

ADAMS, SUSAN
Kitchen Fare
DuMont

ALBERT, EDDIE
Saturday Night Revue
NBC-TV

ALBRITTON, LOUISE
Concerning Miss Marlowe
NBC-TV

ALDA, ROBERT
What's Your Bid
DuMont

ALEXANDER, BEN
Dragnet
NBC-TV

ALEXANDER, JOAN
The Name's the Same
ABC-TV

ALLEN, DAYTON
Winky Dink and You
CBS-TV

ALLEN, FRED
Judge for Yourself
NBC-TV

ALLEN, MEL
Sports Daily
NBC

ALLEN, STEVE
B. Dec. 26, 1921, New York City.
Tonight, NBC-TV

ALLISON, FRAN
Kukla, Fran and Ollie
NBC-TV: The Breakfast Club.
ABC-TV

AMSTERDAM, MOREY
The Morey Amsterdam Show
NBC-TV

ANDERSON, EDDIE
"ROCHESTER"
B. Sept. 18, 1905, Oakland, Calif.
The Jack Benny Show, CBS-TV

ANDERSON, JUDITH
Macbeth
NBC-TV

ANDERSON, WARNER
The Line Up
CBS-TV

APPLEWHITE, CHARLIE
Milton Berle Show, Arthur Murray Party, NBC-TV

ARDEN, EVE
Our Miss Brooks
CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNOLD, EDWARD
Spotlight Story
Mutual

ARQUETTE, CLIFF
The RCA Victor Show Starring Dennis Day
NBC-TV

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

AUTRY, GENE
The Gene Autry Show
CBS-TV

DANNY THOMAS

"Make Room for Daddy"

ABC-TV

Sponsored by
The American Tobacco Co.

and
Dodge

(Division of Chrysler Corp.)



GORDON MacRAE

The Colgate Comedy Hour — NBC
and soon to be seen as . . .

"CURLY" in Rodgers and Hammerstein's
OKLAHOMA

□ □ □ RADIO AND TELEVISION ARTISTS □ □ □

AVERY, PHYLLIS
The Ray Milland Show
CBS-TV

— **B** —

BACKUS, JIM
I Married Joan
NBC-TV

BAILEY, JACK
Truth Or Consequences
NBC-TV

BAKER, ART
You Asked for It
ABC-TV

BAKER, RICHARD
EVANS "TWO TON"
B. May 2, 1916, Chicago, Ill.
Tip Top Lunch Hour, WBKB,
ABC; Two Ton Baker Show,
Transcribed; Movie Quick Quiz,
WGN-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANNON, JIM
Hawkins Falls
NBC-TV

BARLOW, HOWARD
Voice of Firestone
ABC-TV

BARRY, JACK
Winky Dink and You
CBS-TV
Life Begins at Eighty
DuMont

BARRY, PATRICIA
First Love
NBC-TV

BARTLETT, TOMMY
Welcome Travelers
NBC, NBC-TV

BARTY, BILLY
B. Oct. 25, Pennsylvania, The
Spike Jones Show, NBC-TV

BAUER, CHARITA
The Guiding Light
CBS-TV

BAXTER, DR. FRANK C.
Now and Then
CBS-TV

BEAN, BOB
The Paul Dixon Show
DuMont

BECKER, BARBARA
Road of Life
CBS-TV

BELL, DORESE
TV Card Party, WTOP-TV; Gen-
eral Electric Theatre, New
Homes Preview, WMAL-TV; Hi
Neighbor, WHAM-TV; Mistress
of Ceremonies, WTTG-TV; Dorese
Bell Show WRNY, ABC

BELLAMY, RALPH
Man Against Crime
DuMont; NBC-TV

BELLER, MARY LINN
The Brighter Day
CBS-TV

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNY, JACK
Feb. 14, 1894, Chicago, Ill.
The Jack Benny Show, CBS,
CBS-TV

BENOIT, PAT
Mr. Peepers
NBC-TV

BERG, GERTRUDE
The Goldbergs
DuMont

BERLE, MILTON
Milton Berle Show, NBC-TV

BICKFORD, CHARLES
Star of Motion Pictures, Radio,
Television

BILLINGSLEY, SHERMAN
Stork Club
ABC-TV

BISHOP, WILLIAM
It's a Great Life
NBC-TV

BLUE, BEN
Saturday Night Revue
NBC-TV

BOLGER, RAY
The Ray Bolger Show
ABC-TV

BOONE, RICHARD
B. June 18, Los Angeles, Calif.
Medic, NBC-TV

BOWMAN, LEE
What's Going On
ABC-TV

BOYD, WILLIAM
Hopalong Cassidy
NBC-TV



HAVE TUX — WILL TRAVEL — THE CLAN McCRARYS

CHARLES
BICKFORD

BOYER, CHARLES

Four Star Playhouse
CBS-TV

BRADY, PAT

The Roy Rogers Show
NBC, NBC-TV

BREEN, ROBERT

Down You Go
DuMont

BRIGGS, DON

Adventures of the Abbotts
NBC

BRITTON, BARBARA

Mr. and Mrs. North
NBC-TV

BRYAN, ARTHUR Q.

B. May 8, 1899, Brooklyn, N. Y.
Fibber McGee & Molly, NBC;
Professional Father, Halls of Ivy,
CBS-TV

BRYAN, MARVIN

B. Nov. 3, Santa Monica, Calif.
Lux Video Theatre, Medic, NBC-
TV; Man Behind the Badge, TV
Syndicated; Suspense, Mr. and
Mrs. North, CBS; When a Girl
Marries, ABC

BUFFANO, JULES

Colgate Comedy Hour, Texaco
Star Theatre
NBC-TV

BUNCE, ALAN

Ethel and Albert, NBC-TV

BUKDICK, HAL

Night Editor, The Old Timer
DuMont

BURNS, GEORGE AND GRACIE

ALLEN
Burns and Allen Show
CBS-TV

BURR, ANNE

The Greatest Gift
NBC-TV

BUTTONS, RED

B. Feb. 15, 1919, New York City.
Red Buttons Show, NBC-TV

BYINGTON, SPRING

December Bride
CBS-TV

— C —

CAESAR, SID

Caesar's Hour, NBC-TV

CAGNEY, JEANNE

Queen for a Day
Mutual

CAIN, JEFF

Marge and Jeff
DuMont

CAMARGO, RALPH

Nick Carter, Mutual; Whispering
Streets, ABC; Danger, Gangbus-
sters, Crime Syndicated, CBS-
TV; Kraft Television Theatre,
NBC-TV

CAMP, SIS

The Paul Dixon Show
DuMont

CAMPRELL, FLORA

Valiant Lady
CBS-TV

CANTOR, EDDIE

B. Jan. 31, 1893, New York City.
Colgate Comedy Hour, NBC-TV;
The Eddie Cantor Show, Ziv-TV

CARHART, GEORGIANA

Life Begins at Eighty
DuMont

CARLON, FRAN

Portia Faces Life
CBS-TV

CAREY, MacDONALD

Jason and the Golden Fleece
NBC

CARLISLE, KITTY

What's Going On
ABC-TV

CARLSON, RICHARD

I Led Three Lives
NBC-TV

CARNEY, ART

Jackie Gleason Show, Best of
Broadway, Climax, CBS-TV

CARNEY, GRACE

Rocky King, Detective
DuMont

CARROLL, LEO G.

Topper
CBS-TV

CARROLL, PAT

Saturday Night Revue
NBC-TV

CARROLL, ROBERT

The Stranger
DuMont

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WCBS-TV



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JORDAN

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AND MOLLY**

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JOHNNY MERCER

CARSON, JACK

B. Oct. 11, 1911, Carmen, Manitoba, Canada. The Jack Carson Show, NBC-TV

CARSON, KEN

Saddle Scouts
DuMont

CASSINI, IGOR

B. Sept. 20, 1915, Sebastopol, Russia, The Igor Cassini Show, WRCA-TV; DuMont

CAULFIELD, JOAN

My Favorite Husband
CBS-TV

CERF, BENNETT

What's My Line
CBS-TV

CHAPIN LAUREN

Father Knows Best
CBS-TV

CHAPMAN, JOHN

NBC Star Playhouse
NBC

CHASE, ILKA

Masquerade Party
ABC-TV

CHURCHILL, SARAH

Hallmark Hall of Fame
NBC-TV

CLARK, DANE

Crime and Peter Chambers
NBC

CLARK, EVERETT

Chicago Theater of the Air
Mutual

CLARK, LON

Nick Carter
Mutual

CLAIRE, MARION

Chicago Theater of the Air
Mutual

CLAYTON, JAN

Lassie
CBS-TV

CLEVELAND, GEORGE

Lassie
CBS-TV

COBB, BUFF

Masquerade Party
ABC-TV

COCA, IMOGENE

The Imogene Coca Show
NBC-TV

COLLINS, TED

The Kate Smith Show
NBC-TV

COLLYER, BUD

On Your Way, DuMont. Beat the Clock, CBS-TV; Break the Bank, Feather Your Nest, NBC, NBC-TV

COLMAN, RONALD

Halls of Ivy
CBS-TV

COMBS, GEORGE HAMILTON

Spotlight, New York
WABC

COMO, PERRY

The Perry Como Show
CBS-TV

COOGAN, RICHARD

Love of Life
CBS-TV

COPELAND, MAURICE

Hawkins Falls
NBC-TV

COUGHLIN, FRANCIS

Down You Go
DuMont

COWLING, SAM

Breakfast Club
ABC-TV

COY, JIM

The Jim Coy Show
NBC

CRAIG, NANCY

B. Nov. 13, Nancy Craig, ABC-TV; Woman of Tomorrow, ABC

CRONYN, HUME

The Marriage
NBC, NBC-TV

CROSBY, BOB

B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, The Jack Benny Show, CBS-TV

CROWLEY, RUTH

All About Baby
DuMont

CULLEN, BILL

Name That Tune. It Happens Every Day
CBS-TV, Mutual



DALY, JAMES

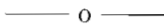
Foreign Intrigue
NBC-TV

DALY, JOHN

John Daly and the News, What's My Line
ABC-TV, CBS-TV

MARY
MARGARET
McBRIDE

FULL NBC
RADIO
NETWORK



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NEW YORK CITY





BOB
CROSBY



SAM
LEVENSON

DANA, ROBERT

Dana's Dining Tips
DuMont

D'ANDREA, TOM

Life of Riley
NBC-TV

DAVIS, BLAIR

The Brighter Day
CBS-TV

DAVIS, GAIL

Annie Oakley
DuMont

DAVIS, JOAN

I Married Joan
NBC-TV

DAY, DENNIS

The RCA Victor Show starring
Dennis Day, Nutrilite Show
NBC-TV, NBC

DEMING, ELLEN

The Guiding Light
CBS-TV

DENNING, RICHARD

Mr. and Mrs. North
NBC-TV

DEVINE, ANDY

Wild Bill Hickok
DuMont

DISNEY, WALT

Disneyland
ABC-TV

DIXON, PAUL

The Paul Dixon Show
DuMont

DONAHUE, ELINOR

Father Knows Best
CBS-TV

DONALD, PETER

B. June 6, 1918, Bristol, England.
Masquerade Party, Pantomime
Quiz, ABC-TV; Don McNeill's
Breakfast Club, ABC, ABC-TV;
Omnibus, CBS-TV; Can You Top
This, NBC

DOTY, ROY

Roy Doty Show
DuMont

DOUGLAS, DIANA

Three Steps to Heaven
NBC-TV

DOUGLAS, DON

John Steele, Adventurer
Mutual

DOUGLAS, SUSAN

The Guiding Light
CBS-TV

DOWNS, HUGH

Home
NBC-TV

DUFOR, VAL

First Love
NBC-TV

DUNN, JAMES

It's a Great Life
NBC-TV

DURANTE, JIMMY

B. Feb. 18, 1893, New York City.
The Jimmy Durante Show, Col-
gate Comedy Show, NBC-TV

DUTRA, JOHN

First Love
NBC-TV

DWYER, VIRGINIA

Road of Life
CBS-TV

— E —

EDWARDS, ALLYN

The Allyn Edwards Show
NBC

EDWARDS, RALPH

B. June 13, 1913, Merino, Colo.
This Is Your Life, NBC-TV;
Truth Or Consequences, NBC

ELLIOT, BRUCE

Movie Quick Quiz
DuMont

ELSTNER, ANNE

Stella Dallas
NBC

EMERSON, FAYE

The Faye & Skitch Show
NBC-TV

ERICKSON, CORYDON

B. Dec. 26, 1944, New York City.
Robert Montgomery Presents,
Goodyear Theatre, Hit Parade,
NBC-TV; Take It From Me,
WABD, New York; Lux Video
Theatre, Freedom Rings, Danger,
CBS-TV

ERWIN, STU

The Stu Erwin Show
ABC-TV

EVANS, BERGEN

Down You Go
DuMont

JACK CARSON



"A Star Is Born" — WB

"Phffft" — Col

"Ain't Misbehavin'" — UI

"The Jack Carson
Show"

NBC-TV

for Pontiac

Management: MCA

Personal Manager: Frank Stempel

EDDIE CANTOR

— ZIV —



ART CARNEY

Jackie Gleason Show

CBS-TV

Personal Management:
Wm. McCaffrey Agency
ELdorado 5-1076

EVANS, DALE
The Roy Rogers Show
NBC, NBC-TV

EVANS, MAURICE
Macbeth
NBC-TV

— F —

FADIMAN, CLIFTON
Conversation
NBC

FAGAL, WILLIAM
Faith for Today
ABC-TV

FAIRBANKS, DOUGLAS
The Rheingold Theatre
NBC-TV

FALKENBURG, JINK
Jinx Falkenburg's Diary
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV

FARRELL, FRANK
Sheraton Luncheon with
Frank Farrell
WABC

FAYE, ALICE
The Phil Harris-Alice Faye
Show
NBC

**FITZGERALD, ED AND
PEGGEN**
The Fitzgeralds
WABC

**FITZMAURICE,
MICHAEL**
Radio Registry

FLYNN, BERNARDINE
Hawkins Falls
NBC-TV

FORD, SENATOR ED
Can You Top This?
NBC

**FORD, TENNESSEE
ERNIE**
B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Ford Show, NBC-
TV, CBS; Capitol Records

FOSTER, PRESTON
Waterfront
DuMont

FRANCIS, ARLENE
What's My Line, Soldier Pa-
rade, Home, It Happens Every
Day
CBS-TV ABC-TV NBC-TV
Mutual

FREEMAN, FLORENCE
Young Widder Brown
NBC

FREEMAN, STAN
All Night
NBC

FROMAN, JANE
The Jane Froman Show
CBS-TV

— G —

GARDNER, ED
Duffy's Tavern
NBC-TV

GARDNER, HY
What's Going On
ABC-TV

GARGAN, WILLIAM
Barrie Craig, Confidential In-
vestigator
NBC

GARROWAY, DAVE
Sunday with Garroway, Fri-
day with Garroway, The Dave
Garroway Show, Today
NBC, NBC-TV

GIBBS, LYNN
The Paul Dixon Show
DuMont

GILBERT, PAUL
The Digke
NBC-TV

GILBERT, RUTHIE
The Buick-Berle Show
NBC-TV

GILMAN, TONI
Down You Go
DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw with Me
NBC-TV

GOBEL, GEORGE
B. May 20, 1920, Chicago, Ill.
The George Gobel Show, NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV

GOETZ, THEO
The Guiding Light
CBS-TV



"Here's Looking At You"

NBC-TV

RICHARD WILLIS



BRYNA
RAEBURN

•
RADIO REGISTRY



DEL SHARBUTT

"The Betty White Show"

NBC-TV

— H —

GORDON, DOROTHY
N. Y. Times Youth Forum
DuMont

GORING, MARIUS
Adventures of the Scarlet
Pimpernel
NBC

GRAHAM, LEE
Letter to Lee Graham, WABD

GRAHAM, VIRGINIA
Food for Thought
DuMont

GRANIK, THEODORE
American Forum of the Air.
Youth Wants to Know
NBC-TV

GRAZIANO, ROCKY
The Martha Raye Show
NBC-TV

GRAY, BARRY
Barry Gray Show
WABD, New York

GRAY, BILLY
Father Knows Best

GREAZA, WALTER
Treasury Men in Action
ABC-TV, NBC-TV

GREEN, MARGE
Marge and Jeff
DuMont

GROVE, BETTY ANN
The Big Payoff
CBS-TV

HADLEY, REED
Public Defender
CBS-TV

HAGEN, JEAN
Make Room for Daddy
ABC-TV

HAINES, LARRY
Treasury Agent
Mutual

HALOP, BILLY
B. Feb. 11, 1921, New York City.
Robert Montgomery Presents, Big
Town, NBC-TV; Climax, Jack
Benny, Meet Millie, CBS-TV;
Adolph Menjou Presents, Syn-
dicated

HALOP, FLORENCE
Jan. 23, New York City. Meet
Millie, CBS-TV

HAMMOND, EARL
B. June 17, 1921, New York
City. Studio One, You Are There,
Valiant Lady, Danger, CBS-TV;
Robert Montgomery Presents,
NBC-TV; Magic Cottage, DuMont

HARRIS, PHIL
The Phil Harris-Alice Faye
Show
NBC

HARRIS, ROBERT H.
B. July 15, 1911, New York City.
The Goldbergs, DuMont; Studio
One, You Are There, Omnibus,

CBS; The Elgin Hour, ABC; Phil-
co Television Playhouse, NBC

HARTLINE, MARY
Super Circus
ABC-TV

HARVEY, MARILYN
B. March 19, 1929. Danger, CBS-
TV; Morey Amsterdam Show,
Ern Westmore Show, Joe Franklin
Show, ABC-TV; Man Behind the
Badge, NBC-TV

HASEL, JOE
Sports Final
NBC-TV

HASTINGS, DON
Captain Video. Secret Files of
Captain Video
DuMont

HAYES, GABBY
The Gabby Hayes Show
NBC-TV

HEATHERTON, RAY
Merry Mailman, WOR-TV; Lunch-
eon at Sardi's, WOR

HELMORE, TOM
Top Secret Files
Mutual

HENDERSON, MARCIA
Fear Phoebe
NBC-TV

HENDERSON, SKITCH
The Skitch Henderson Show.
The Faye and Skitch Show, A
Man and His Music
NBC, NBC-TV

HENRY, BILL
Who Said That?
NBC-TV



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MARTIN GOODMAN
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MISS FRANCES

DING DONG SCHOOL

NBC-TV

THOMAS MITCHELL

“Mayor of the Town”

HERBERT, DON

Watch Mr. Wizard, NBC-TV;
General Electric Theater, CBS-TV

HERLIHY, ED

Horn & Hardart Children's Hour,
Your Show of Shows, Max Liebman's Spectaculars, Kraft Television Theatre, NBC-TV; Weekend, NBC

HERSHFIELD, HARRY

Can You Top This?
NBC

HEWITT, VIRGINIA

Space Patrol
ABC-TV

HOBBS, PETER

The Secret Storm
CBS-TV

HODGE, AL

Captain Video, Secret Files of Captain Video
DuMont

HODGES, RUSS

Sports Daily
NBC

HOLBROOK, HAL

The Brighter Day
CBS-TV

HOLCOMB, HARRY

Road of Life
CBS-TV

HOLLIDAY, JUDY

Color Spectaculars
NBC-TV

HOLMES, ED

Captain Video
DuMont

HOPE, BOB

B. May 29, 1903, London, England. The Bob Hope Show, NBC, NBC-TV

HUGHES, BILL

Just Plain Bill
NBC

HULL, WARREN

Strike It Rich
NBC

HUME, BENITA

Halls of Ivy
CBS-TV

— J —

JACKSON, EDDIE

Texaco Star Theatre
NBC-TV

JAMES, DENNIS

The Name's the Same, Chance of a Lifetime
ABC-TV

JAMES, JERRI LOU

The RCA Victor Show Starring Dennis Day
NBC-TV

JEFFREYS, ANNE

Topper
CBS-TV

JENKINS, ALLEN

The Duke
NBC-TV

JENKS, FRANK

Colonel Humphrey Flack
DuMont

JOHNSON, BESS

Search for Tomorrow
CBS-TV

JONES, SPIKE

The Spike Jones Show
NBC-TV

JORDAN, JAMES E.

B. Nov. 16, Peoria, Ill. Fibber McGee and Molly, NBC

— I —

IRVING, CHARLES

Search for Tomorrow, CBS-TV

IRVING, HOLLIS

Robert Montgomery Presents, Suspense, Love of Life, NBC-TV; Road of Life, NBC, CBS

IRWIN, CAROL

I Remember Mama, CBS-TV

**DEAN
PARKER**

•
Direction

MCA

•

Records

MGM

•
PRESS REP.

MARIO TROMBONE
ASSOCIATES



Mistress of
Ceremonies
"TV Card Party"
WTOP-TV

Mistress of
Ceremonies
"General Electric
Theatre"
WMAL-TV

"Hi Neighbor"
Shopping Show
WHAM-TV



Hostess
"New Homes Preview"
WMAL-TV

Mistress of
Ceremonies
WTTG-TV

"Dorese Bell Show"
WRNY

DORESE BELL

ABC Network

New York

"Dorese Bell Show"

Women's News Commentary

TWO TON BAKER
THE FRIENDLIEST GUY IN SHOW BUSINESS



Imperial-Moppet Records
ABC Television
Coast-to-Coast Transcribed Radio Show

JORDAN, MARIAN

B. April 15, Peoria, Ill. Fibber McGee & Molly, NBC

— K —

KAMMAN, LEIGH

1280 Club, Jambalaya, WOV

KAPLAN, MARVIN

B. Jan. 24, 1927, Brooklyn, N. Y. Meet Millie, CBS, CBS-TV; Ford Theater, NBC-TV

KARNS, ROSCOE

Rocky King, Detective DuMont

KARNS, TODD

Rocky King, Detective DuMont

KAYE, SAMMY

Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA Thesaurus

KEENE, WILLIAM

Studio, One, Search for Tomorrow, Man Behind the Badge, CBS-TV; World We Live In, WABC; Doctor 6 Gun, WNBC; Rocky King, DuMont

KEMMER, ED

Space Patrol ABC-TV

KENNEDY, BOB

Sense or Nonsense DuMont

KILGALLEN, DOROTHY

What's My Line CBS-TV

KING, JOE

Manhattan Crossroads Mutual

KINGSLEY, MARTIN

Sentenced Mutual

KINNE, KIT

Home NBC-TV

KIRCHNER, CLAUDE

Super Circus ABC-TV

KIRKWOOD, JOE

Joe Palooka Story DuMont

KOVACS, ERNIE

The Ernie Kovacs Show, DuMont TV

— L —

LACKLAND, BEN

Captain Video DuMont

LAINE, FRANKIE

B. March 30, Chicago, Ill. Frankie Laine Show, Syndicated; Columbia Pictures, Columbia Records

LARIE, JUDSON

Mama CBS-TV

LARKIN, JOHN

Right to Happiness NBC



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RADIO — TV
MOTION PICTURES

Slide Films
Columbia Recording Artists

LExington 2-1100



CHARLES IRVING

Producer - Director



HOLLIS IRVING

Radio - TV - Motion Pictures

— LE 2-1100 —



JAN MINER

MU 8-6600



TERRY O'SULLIVAN

LE 2-1100

BOTH COMMERCIAL ANNOUNCING AND DRAMATIC ACTING

LARSEN, KEITH

The Hunter
NBC-TV

LAWFORD, PETER

Dear Phoebe
NBC-TV

LeBOW, GUY

WPIX, New York, N. Y.

LEE, PINKY

The Pinky Lee Show
NBC-TV

LESCOULIE, JACK

The Jackie Gleason Show, CBS-TV; Today, NBC-TV

LEVENSON, SAM

B. Dec. 28, 1911, New York City.
This Is Show Business, Toast of the Town, CBS

LEWIS, FORREST

The Women in My House
NBC

LEWIS, JERRY

B. March 16, 1926, Newark, N. J.
Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.

B. April 5, 1921, New York City.
The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

LIBERACE

B. May 16, 1920, Milwaukee, Wis. The Liberace Show, Syndicated TV

LINKLETTER, ART

Art Linkletter's House Party.
People Are Funny
CBS-TV; NBC-TV

LIPTON, BILL

Road of Life
CBS-TV

LIPTON, JAMES

The Guiding Light
CBS-TV

LOCKHART, GENE

Who Said That?
NBC-TV

LOCKHART, JUNE

Who Said That?
NBC-TV

LORING, LYNN

Search for Tomorrow
CBS-TV

LORNE, MARION

Mr. Peepers
NBC-TV

LUPINO, IDA

Four Star Playhouse
CBS-TV

LYNCH, KEN

The Plainclothesman
DuMont

LYNCH, PEG

Ethel and Albert, NBC-TV

— Mc —

McBRIDE, JEAN

Love of Life
CBS-TV

McBRIDE, MARY MARGARET

Mary Margaret McBride Show,
Full NBC Radio Network

McCARTHY, JOSEPHINE

The Herb Sheldon Show
NBC-TV

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ALBERT”



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and
ALAN BUNCE

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PEG LYNCH

Directed by
WALTER HART

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McCAY, PEGGY
Love of Life
CBS-TV

McCONNELL, ED
Smilin' Ed's Gang
ABC-TV

**McCRARY, JINX
FALKENBURG**
The Tex and Jinx Show, NBC-TV

McCRARY, TEX
The Tex and Jinx Show, NBC-TV

McCULLOUGH
Movie Quick Quiz
DuMont

McDONNELL, CRAIG
Official Detective
Mutual

McELHONE, ELOISE
Modern Romances
ABC

McNEILL
Breakfast Club
ABC-TV

McNELLIS, MAGGI
B. June 1. Maggi McNellis Show,
Colonial Airlines, WABC-TV;
Maggi's Magazine, WABC; Leave
It to the Girls, ABC-TV; Sunny-
side of News for Coke, WOR

McQUADE, ARLINE
The Goldbergs
DuMont

McVEY, PATRICK
City Assignment
DuMont

McWATTERS, W. O.
Broadway Cop
Mutual

— M —

MacRAE, GORDON
B. March 12, 1921, East Orange,
N. J. Colgate Comedy Hour,
NBC-TV

MADISON, GUY
Wild Bill Hickok
DuMont, NBC-TV

MAGUIRE, KATHLEEN
Three Steps to Heaven
NBC-TV

MANION, CLARENCE E.
Forum of Opinion
Mutual

MANN, CLAIRE
Claire Mann Show, WABD-TV

MARTIN, DEAN
B. June 7, 1917, Steubenville,
Ohio. Colgate Comedy Hour,
NBC-TV

MARTIN, JEAN
The Jean Martin Show
WABC

MARTIN, LEILA
Golden Windows
NBC-TV

MARTINELLI, GIOVANNI
Opera Cameos
DuMont

MARX, GROUCHO
You Bet Your Life
NBC-TV

MAYER, KEN
Space Patrol
ABC-TV

MacALISTER, PAUL
Home
NBC-TV

MacDONALD, ROBERTA
The Paul Dixon Show
DuMont

MacLAUGHLIN, DON
Road of Life, Counterspy
CBS-TV; Mutual

MAYER, KEN
B. June 25, San Francisco, Calif.
Space Patrol, ABC-TV; Comedy
Hour, Texaco-Durante Show, The
Duke, The Soldiers, NBC-TV; Life
with Elizabeth, Syndicated

MEADOWS, AUDREY
What's Going On, Jackie Gleason
Show
ABC-TV, CBS-TV

MEADOWS, JAYNE
What's Going On?
ABC-TV

MEIKLE, PAT
Magic Cottage
DuMont

MENJOU, ADOLPH
My Favorite Story
NBC-TV

MERCER, JOHNNY
B. Nov. 18, 1909, Savannah, Ga.
Musical Chairs, KTTV & Syn-
dicated; The Johnny Mercer
Show, CBS

LEIGH KAMMAN

- disc jockey
- announcer
- narrator

PATRICIA McGOVERN

- singer
- lead singer
- voices

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JACK STERLING

"The Jack Sterling Show" — WCBS

"The Big Top" — CBS-TV

"Make Up Your Mind" — CBS



JOE SILVER

SU 7-5400

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YOUNG**

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— UA —

□ □ RADIO-TV ARTISTS □ □

- MERLIN, JAN**
Tom Corbett, Space Cadet
DuMont
- MERRILL, GARY**
Justice
NBC-TV
- MERRIMAN, RANDY**
The Big Payoff
CBS-TV
- MILANO, FRANK**
Rin Tin Tin
Mutual
- MILLAND, RAY**
The Ray Milland Show
CBS-TV
- MILLER, DEAN**
December Bride
CBS-TV
- MILLER, SID**
Texaco Star Theatre
NBC-TV
- MIMMS, MAVIS**
We Love Dogs
DuMont
- MINER, JAN**
Lux Video Theatre, Robert Mont-
gomery Presents, NBC-TV; This
Is Nora Drake, Hilltop House,
CBS
- MINTZ, ELI**
The Goldbergs
DuMont
- MILO, HENRY**
Travel Talks
WABC
- MISS FRANCES**
(Frances R. Horwich); Ding Dong
School, NBC-TV
- MITCHELL, THOMAS**
B. July 11, Elizabeth, N. J.
Mayor of the Town, Syndicated,
Light's Diamond Jubilee, All Net-
works; Ford Theater, NBC-TV;
Studio One, CBS-TV
- MONTGOMERY, ELIZABETH**
Your Lucky Strike Summer
Theatre
NBC-TV
- MONTGOMERY, ROBERT**
Presents Your Lucky Strike
Theatre. Presents the John-
son's Wax Program
NBC-TV
- MOORE, DEL**
Life With Elizabeth
DuMont
- MOORE, GARRY**
Garry Moore Show
CBS-TV
- MOORE, IDA**
The RCA Victor Show star-
ring Dennis Day
NBC-TV
- MORGAN, HARRY**
December Bride
CBS-TV
- MORGAN, WESLEY**
Life of Riley
NBC-TV
- MORRIS, HOWARD**
Caesar's Hour, Your Show of
Shows, NBC-TV
- MOWBRAY, ALAN**
Colonel Humphrey Flack
DuMont
- MURRAY, ARTHUR**
The Arthur Murray Party
NBC-TV



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and

"Luncheon at Sardi's"

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Personal Management

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MURRAY, JAN
Dollar a Second, ABC-TV; Jan Murray Time, NBC-TV

MURRAY, KATHRYN
The Arthur Murray Party
NBC-TV

MURRAY, KEN
B. July 14, 1903, New York City.
Where Were You, Syndicated Film

MYERSON, BESS
The Big Pay Off, CBS-TV

— N —

NASH, OGDEN
Masquerade Party
ABC-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, BARRY
The Hunter, My Favorite Husband
NBC-TV, CBS-TV

NELSON, HERB
The Guiding Light
CBS-TV

NELSON, JIMMY
Milton Berle Show, The Jimmy Nelson Show, NBC-TV

NELSON, OZZIE & HARRIET
The Adventures of Ozzie & Harriet
ABC-TV

NETTLETON, LOIS
The Brighter Day
CBS-TV

NEWLAND, JOHN
The Lucky Strike Summer Theatre
NBC-TV

NICHOLSON, BOB
Howdy Doody
NBC-TV

NIVEN, DAVID
Four Star Playhouse
CBS-TV

NOBLE, LEIGHTON
B. Dec. 25, Pasadena, Calif.
Bandstand Revue, KTLA

NOEL, DICK
Funny Bunny
DuMont

NORDINE, KEN
B. April 13, 1922.
Version Records

NORTON, CLIFF
What's Going On, The Dave Garroway Show
ABC-TV, NBC-TV

— O —

OAKLAND, SUZANNE
What's Going On
ABC-TV

O'BRIEN, JOE
Sports Final
NBC-TV

O'CONNOR, DONALD
B. Aug. 28, 1925, Chicago, Ill.
The Donald O'Connor Show, Colgate Comedy Hour, NBC-TV

O'HARA, PEGGY
Sense or Nonsense, Finders Keepers
DuMont

OLIVIER, SIR LAURENCE
Theatre Royal
NBC

ORRISON, JACK
The Plainclothesman
DuMont

OSBORN, LYNN
Space Patrol
ABC-TV

O'SHEA, MICHAEL
It's a Great Life
NBC-TV

O'SULLIVAN, TERRY
Search for Tomorrow, Omnibus, CBS-TV; NCAA Football, ABC-TV; Caesar's Hour, NBC-TV

OWENS, JACK
B. 1913, The Jack Owens Show, ABC, KABC-TV

— P —

PAAR, JACK
The Morning Show
CBS-TV



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Childs Restaurants
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NANCY CRAIG

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WITH
KNOW-HOW



MARY SHIPP



CLAIRE MANN

Beauty and Health
WABD-TV



RADIO AND TELEVISION ARTISTS



PALMER, BUD
Sports Final
NBC-TV

PARKER, DEAN
MGM Records; Finian's Rainbow; Your Show of Shows, NBC-TV; Arthur Godfrey and His Friends, Perry Como Show, CBS-TV

PARKS, BERT
Break the Bank, Stop the Music
ABC-TV

PARNELL, DENNIS
Love of Life
CBS-TV

PAUL, LES AND MARY FORD
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul and Mary Ford Show, Mutual; Rinso Jingle; Les Paul & Mary Ford at Home, TV Film

PEARL, MINNIE
Grand Ole Opry
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETERSON, CLIFF
Breakfast Club
ABC-TV

PETERSON, DAN
Farm Quiz
Mutual

POLESIE, HERB
Twenty Questions
DuMont

POPE, CARMELITA
Down You Go
DuMont

POWELL, DICK
Four Star Playhouse
CBS-TV

PRICE, ROGER
Doodles
NBC-TV

— R —

RABY, JOHN
Concerning Miss Marlowe
NBC-TV

RAEBURN, BRYNA
Gangbusters, Helen Trent, CBS; Big Story, Eternal Light, Barrie Craig, NBC; Official Detective, Nick Carter, Search That Never Ends, WOR

RAFFETTO, MICHAEL
One Man's Family
NBC

RAINES, ELLA
Janet Dean, Registered Nurse
NBC-TV

RANDALL, TONY
Mr. Peepers
NBC-TV

RAYBURN, GENE
The Name's the Same. Today, Tonight
ABC-TV, NBC-TV

RAYE, MARTHA
Martha Raye Show, NBC-TV

RAYMOND, GENE
Fireside Theatre, What's Coming On
NBC-TV, ABC-TV

REDDY, TOM
Journey Through Life
DuMont

REED, CAROL
Rain or Shine, WCBSTV

REEVES, GEORGE
Superman
NBC-TV

REINER, CARL
Caesar's Hour, Your Show of Shows, NBC-TV

REINHART, ALICE
The Women in My House
NBC

RETTIG, TOMMY
Lassie
CBS-TV

REYNOLDS, MARJORIE
Life of Riley
NBC-TV



"Miss" Sydney Smith

"BY LINE"

WRCA's

WOMAN'S EDITOR



RUTH ROMAN



PETER DONALD



BOB RUSSELL

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of

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"Miss Universe Pageant" Long Beach, Cal.

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"Big Top"—CBS-TV "Play Marko"—WFIL-TV
"Live Like a Millionaire"



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MARVIN KAPLAN

as "ALFRED"

in "MEET MILLIE" CBS

Management MEYER MISHKIN

RICHARD'S CAROL
The RCA Victor Show Star-
ring Dennis Day
NBC-TV

RICHARDSON, SIR RALPH
Theatre Royal
NBC

RIGGS, GLENN
My True Story
ABC

RINARD, FLORENCE
Twenty Questions
ABC-TV, DuMont

ROBBINS, FRED
Coke Time with Eddie Fisher.
The Bir Preview, Finders
Keepers
NBC, NBC-TV, DuMont

ROGERS, ROY
B. Nov. 5, 1905, Cincinnati, Ohio.
Roy Rogers Show, NBC, NBC-TV

ROMAN, RUTH
B. Dec. 23, Boston, Mass. Ford
Theater, Lux Video Theater,
NBC-TV; Lux Radio Theater,
NBC; Red Skelton Show, CBS-
TV

ROMER, TOMI
B. Dec. 6, 1925, Yonkers, N. Y.
Kraft Television Theatre, ABC-
TV; Justice, NBC-TV; Red Skel-
ton Show, CBS-TV; Second Mrs.
Burton, CBS

ROONEY, MICKEY
Hey Mulligan
NBC-TV

ROSS, DAVID
Golden Windows
NBC-TV

ROTH, JACK
Texaco Star Theatre
NBC-TV

ROXANNE
Beat the Clock
CBS-TV

ROY, MICHAEL
B. July 18, 1913, Hanaford, N. D.
Mike Roy's Key to the Kitchen,
KRCA, Los Angeles, Calif.

RUGGLES, CHARLIE
The World of Mr. Sweeney
NBC-TV

RUSSELL, BOB
Big Top, CBS-TV; Live Like a
Millionaire, NBC-TV

— S —

SAFRANSKI, EDDIE,
QUARTET
Wake Up Easy
NBC

SCHILDKRAUT, JOSEPH
DuMont

SCOTT, JANET
Modern Romances
NBC-TV

SCOTT, MARTHA
Modern Romances
NBC-TV

SHARBUTT, DEL
B. Feb. 16, 1913, Cleburne, Tex.
Betty White Show, NBC-TV

SHAWN, DICK
Color Spectaculars
NBC-TV

SHEEN, BISHOP FULTON J.
Life Is Worth Living
DuMont

SHELDON, HERB
The Herb Sheldon Show.
Egbert & Umanly
NBC, NBC-TV

SHRINER, HERB
Two for the Money
CBS-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill.
Imogene Coca Show, Red Buttons
Show, Norby Show, The Marriage,
NBC; Kraft Television Theatre,
ABC


SINATRA, FRANK
The Frank Sinatra Show.
Rooky Fortune
NBC

SINCLAIR, DIANE
The Dave Garroway Show
NBC-TV

SKELTON, RED
B. July 18, Vincennes, Ind. The
Red Skelton Show, CBS-TV; Syn-
dicated



JAY STEWART
M.C.
"It Pays To Be Married" NBC
"Townhall Party" KTTV



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LE. 2-1100

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in
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SKINNER, GEORGE
The George Skinner Show
CBS-TV

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour
NBC-TV

SMITH, SYDNEY
B. April 6, New York City. By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV

SMYTHE, ANTHONY
One Man's Family
NBC

SOTHERN, ANN
Private Secretary
CBS-TV

SPAULDING, KEN
The Dave Garroway Show
NBC-TV

SPIVAK, LAWRENCE E.
Meet the Press
NBC. NBC-TV

STANG, ARNOLD
The Name's the Same. Buick-Berle Show
ABC-TV. NBC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
The Jack Sterling Show, WCBS; The Big Top, CBS-TV; Make Up Your Mind, CBS

STERLING, ROBERT
Topper
CBS-TV

STEVENS, MARK
B. Dec. 13, Cleveland, Ohio. Big Town, Martin Kane, NBC-TV

STEWART, JAY
B. 1920, Sumitville, Ind. It Pays to Be Married, NBC; Townhall Party, KTTV

STEWART, JIMMY
Six Shooter
NBC

STODDARD, HAILA
The Secret Storm
CBS-TV

STOKEY, MIKE
Pantomime Quiz
DuMont

STORM, GALE
My Little Margie
NBC-TV

STUART, MARY
Search for Tomorrow
CBS-TV

SUDROW, LYLE
The Guiding Light
CBS-TV

SULLY, PAT
A Time to Live
NBC-TV

SWENSON, KARL
Lorenzo Jones, Portia Faces Life
NBC. CBS-TV

SWIFT, ALLEN
Howdy Doody
NBC-TV

— T —

TANDY, JESSICA
The Marriage
NBC-TV

TAYLOR, MARY LEE
The Mary Lee Taylor Show
NBC

TAYLOR, TOM
The Goldbergs
DuMont

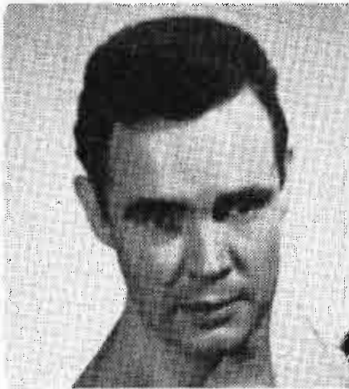
TETLEY, WALTER
The Great Gildersleeve
NBC

THOMAS, DANNY
B. Jan. 6, 1914, Deerfield, Mich. Make Room for Daddy, ABC-TV

THOMAS, FRANKIE
Tom Corbett, Space Cadet
DuMont

THORGERSEN, ED
Free-Lance, All networks

THORSON, RUSSELL
One Man's Family
NBC-TV



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ACTOR - ANNOUNCER
NARRATOR
REGISTRY - MU. 8-6600

TILLSTROM, BURR
Kukla, Fran & Ollie
ABC-TV

TOOMEY, REGIS
The Mickey Rooney Show
NBC-TV

TRIPP, PAUL
On the Carousel
CBS-TV

TULY, TOM
The Line Up
CBS-TV

TYLER, JANET
The Weather Girl
DuMont

— V —

VALENTINE, GRACE
Stella Dallas
NBC

VanDEVENTER, FRED
Twenty Questions
ABC-TV, DuMont

VERDUGO, ELENA
Meet Millie
CBS-TV

VON ELTZ, THEODOR
One Man's Family
NBC

VON ZELL, HARRY
B. July 11, Indianapolis, Ind.
Burns & Allen, CBS-TV; The
Jimmy Durante Show, The Don-
ald O'Connor Show, NBC-TV

— W —

WALL, LUCILLE
Lorenzo Jones
NBC

WARNER, GERTRUDE
Whispering Streets
ABC

WEBB, JACK
Dragnet
NBC-TV

WEBER, KARL
Dr. Six Gun
NBC

WEBSTER, CHUCK
Squad Room
Mutual

WENDELL, BILL
Mr. Adventure
DuMont

WEVER, NED
Young Widder Brown
NBC

WHITE, BETTY
The Betty White Show, Life
With Elizabeth
NBC-TV, DuMont

WHITFIELD, ANNE
One Man's Family
NBC-TV

WINCHELL, PAUL
The Paul Winchell Show
NBC-TV

WINCHELL, WALTER
ABC-TV

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIS, RICHARD
B. March 9, 1908, Baltimore, Md.
Here's Looking at You, NBC

WOOD, PEGGY
Mama
CBS-TV

WRAGGE, BETTY
Pepper Young's Family
NBC

WYATT, IANE
Father Knows Best
CBS-TV

— Y —

YOUNG, ALAN
B. Nov. 19, North Shield, North-
umberland, England. Saturday
Night Revue, NBC-TV

YOUNG, LORETTA
The Loretta Young Show
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC-TV

— Z —

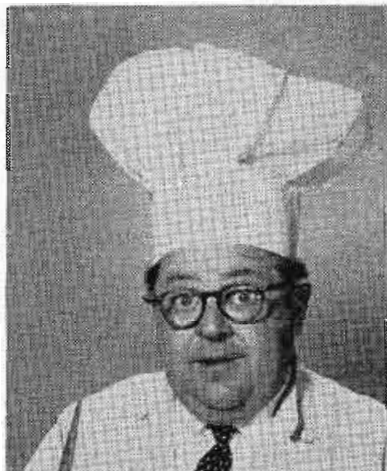
ZUCKERT, BILL
Squad Room
Mutual

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VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1954



— A —

ALBRECHT, PEGGY
WBNS-TV, Columbus, Ohio

AARON, ALLEN
Songs of the Soil
KWED, Seguin, Texas

ALLEN, FRED
Songs for You
WTRP, LaGrange, Ga.

ANDERSON, PAUL
WJTN, Jamestown, N. Y.

ANTHONY, MARK
WTVN-TV, Columbus, Ohio

APPLEWHITE, CHARLIE
The Buick-Berle Show
NBC-TV

ARCHER, GENE
WRC, Washington, D. C.

ARDEN, JAN
Robert Q. Lewis Show
CBS-TV

ARMFIELD, MARGARET
Jaybird Hour
WEZB, Birmingham, Ala.

ARMS, RUSSELL
Your Hit Parade
NBC-TV

ARMSTRONG, CAROL JEAN
Request From Home
KHOL-TV, Kearney, Nebr.

ARNOLD, EDDY
Out on the Farm
NBC-TV

ARSDALE, EILEEN VAN
Beantown Varieties
WFEL, Boston, Mass.

ARTHUR, GEORGE
WHOW, Clinton, Ill.

ARTHUR, MAUREEN
KWK-TV, St. Louis, Mo.

ASHBY, ALVAN
Toast 'n Coffee
WGBF, Evansville, Ind.

ATCHER, BOB
B. May 11, 1914, Hardin County,
Ky. Meadow Gold Ranch, WBKB-
TV; National Barn Dance, WLS;
Singing A Ranch, Best of the
West, Playtime, WGN-TV; Fault-
less Starch Time, NBC

ATKINSON, GENE
Starlight Serenade
WRUF, Gainesville, Fla.

ATTER, VIRGINIA
WMBR, Jacksonville, Fla.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, JO
KELO, KELO-TV, Sioux Falls,
S. Dak.

AYASH, GEORGE
Dreamtime
WLSE, Wallace, N. C.

AVERS, MASON
WNRV, Narrows, Va.

AZALEA TRIO
Beantown Varieties
WEET, Boston, Mass.

— B —

BABBITT, HARRY
KNX, Los Angeles, Calif.

BAILEY, LIZ
KWBU, Corpus Christi, Texas

BALDWIN, BILL
Stumpus Boys
KSO, Des Moines, Iowa

BALDWIN, PATTY
KPTV, Portland, Ore.

BARBERSHOPPERS
KVCV, Redding, Calif.

BARFIELD, WARREN
WPTF, Raleigh, N. C.

BARKER, ROD
KOIN-TV, Lincoln, Nebr.

BARNES, PAT
WMFD, Wilmington, N. C.

BARLOW, JERRY
KLOU, Lake Charles, La.

**BARRY SISTERS,
MERNA AND
CLAIRE**
Colgate Comedy Hour, Red Skel-
ton Show, Steve Allen Show,
Buick-Berle Show, NBC-TV; Red
Buttons Show, CBS-TV; Gloom
Dodgers, WMGM

BEACON LIGHT SINGERS
KNAL, Victoria, Texas

BEERS, BOBBY
KFEL-TV, Denver, Colo.

BENNETT, SUE
WBZ-TV, Boston, Mass.

BERGEN, POLLY
Your Hit Parade
NBC-TV

BEVERLY, ELAINE
WDTV, Pittsburgh, Pa.

BLACKWOOD BROTHERS
WMPS, Memphis, Tenn.

BLAKE, LOREN
WFIE-TV, Evansville, Ind.

BLAND, ARTIE
KWBU, Corpus Christi, Texas

BOBCATS
The Bob Crosby Show
CBS-TV

BOEHM, WILLIAM
Chicago Theater of the Air
Mutual

BOECK, LOUIS
Name the Song
WMTG, Vancelev, Ky.

BRAY, ALGER
WHBF-TV, Rock Island, Ill.

BRAUN, BOB
WCPO, Cincinnati, Ohio

BREES, BUD
WPEN, Philadelphia, Pa.

BRENO, MARILYN
KCEB-TV, Tulsa, Okla.

BRIGHT, WELDON
KGNC-TV, Amarillo, Tex.

BROCKMAN, ROY
WLBK, Lebanon, Ky.

BRONSON, MARILYN
KTBC-TV, Austin, Texas

BROOKS, JACK
WLAP, Lexington, Ky.

BROOKS, MAGGIE
WPSU-TV, New Orleans, La.

BROWN, ART
KQVR, Stockton, Calif.

BROWN, DOTTIE
Doin' the Town
KSL-TV, Salt Lake City, Utah

BRYAN, BETTY
"A Guy, A Gal and A Song"
WFND, Chicago, Ill.

BUCHANAN, DEAN
Doin' the Town
KSL-TV, Salt Lake City, Utah

BUFE, WADE
Starlight Serenade
WRUF, Gainesville, Fla.

— C —

CAHILL, BOB
WOW, Omaha, Nebr.

CALHOUN, ROBERT
WGV. Greenville, S. C.

CAMERON, BARBARA
WKRC, Cincinnati, Ohio

CAMPBELL, PEGGY HANEY
KECK, Odessa, Texas

CAMPO, PUPI
Morning Show
CBS-TV

CARI, JO
WCMB-TV, Harrisburg, Pa.

CAPO, BOBBY
WAPA-TV, San Juan, P. R.

CARAGHER, JIMMY
Morning Call
WMBD, Peoria, Ill.

CARLSON, BABE
KDIX, Dickinson, N. Dak.

CARLSON, BOB
KDIX, Dickinson, N. Dak.

CARR, NANCY
Chicago Theater of the Air
Mutual

CARSON, ANN
WLW-A, Atlanta, Ga.

CARSON, KEN
Garry Moore Show
CBS-TV

CARTER, JEFF
WHIO-TV, Dayton, Ohio

CASEY, CLAUDE
WFBC-TV, Greenville, S. C.

CAVANAUGH, RUTH
WLSE, Wallace, N. C.

CHAMBERS, MADELAINE
Chicago Theater of the Air
Mutual

CHAMBERS, SUE
WSAZ-TV, Huntington, W.
Va.

CHANDLER, MARLINE
WTTV, Bloomington, Ind.

CHORDETTES, THE
Robert Q. Lewis Show
CBS-TV

CLARK, AL
KOTA, Rapid City, S. Dak.

CLARK, BECKY
Golden Music
WESB, Bradford, Pa.

CLAYTON, NORMAN
WHBF, WHBF-TV, Rock
Island, Ill.

CLITES, MINOR
KJAY, Topeka, Kans.

CLOONEY, BETTY
Morning Show
CBS-TV

CLOUTIER, DICK
WWOR-TV, Worcester, Mass.

COBIA, VIRGIL
KXJB-TV, Valley City, N. D.

COLE, LYNN
Sunrise Serenade
KPRC, Houston, Texas

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COMO, PERRY
Perry Como Show, CBS-TV, CBS

CONLEY, JAMES
Lawrence County Ramblers
WRO, Ironton, Ohio

CONNOLLY, JOHN
WWJL-TV, Detroit, Mich.

COOK, JOE
Smile Award
KGGF Coffeyville Kans

COOK, LOIS
Smile Award
KGGF Coffeyville Kans

COREY JILL
The Dave Garroway Show
NBC-TV

COURY, ROSELLE
Peck's Party Room
WCOT Lewiston Me

COX, BETTY
8 Jan 23 George Skinner Show,
Look Up and Live, Arthur God-
frey and His Friends, Broadway
to Hollywood, CBS-TV, Music in
the Air, On A Sunday Afternoon,
CBS; Song for Sweethearts, Co-
lumbia Records

COX, BOB
WMAZ-TV Mason Ga

CRANE, DICK
KNEA Jonesboro Ark

CROFFORD, CLIFF
KBAK-TV Bakerfield Calif

CROSBY, BOB
Bob Crosby Show
CBS-TV

CROSBIE, PHIL
Hunt Time
KHQ Spokane Wash

CROWL, AIMA
WENA Charleston, Pa

CULLEN, STEVE
The Country Gentleman
WPCF Panama City Fla

CULVER, RANDY
Twenty Fingers
WEWS Cleveland Ohio

— D —

DALE, VIVIAN

Local Times
KVTY Sioux City Iowa

DANE, JEFF
WTAR-TV Norfolk Va

DANA, JOE
Sing the Favorites
KOV Phoenix Ariz

DAVIS, JANETTE
Arthur Godfrey Time Arthur
Godfrey & His Friends
CBS-TV

DAVIS, SHELBY
Florida Calling
Mutual

DAVN, MARION
WFBR Baltimore Md

DAVE, MARILYN
WLWC Columbus Ohio

DEAN, BILLY
Missouri Valley Barn Dance
WNAX Yankton S Dak

DEAN, JIMMIE
Town and Country Time
WART Arlington Va

DEAN, LARRY
WLS-D Big Stone Gap Va

DeCAMP, ARDEEN
KCBS San Francisco Calif

DELANEA, DEE
WAPQ Chattanooga Tenn

DeLON, JACK
Chicago Theater of the Air
Mutual

DeLUCA, CAMILLO
WSTV, WSTV-TV Seaboard
vib Ohio

DENNIS, CLARK
The Bob Smith Show
NBC-TV

DESMOND, JOHNNY
Breakfast Club
ABC-TV

DOLAN, JIMMIE
KTYW Tacoma Wash

DRESSLAK, LEN
In Town Tonight
WBHM-TV Chicago Ill

— E —

EDWARDS, JOAN
WCBS New York N Y

ELLIS, PEGGY ANN
Just Easy
ABC

ELIZEA, JEAN
KTBS Shreveport La

EMERY, RUSS
WJAR-TV Providence R I

EPPELSON, CHARLES
WDEF-TV Chattanooga Tenn

ERICKSON, HELENE
Lyrico-Spinto Soprano, Opera,
Concert, Radio, TV

ESCORTS, THE
WIP Philadelphia Pa

ESTES, DON
KPRC Houston Texas

EVANS, RAY
Florida Calling
Mutual

EVERETT, ROY
Seaboard
KCBQ San Diego Calif

— F —

FARENGA, MARY
KBTV Denver Colo

FERNANDEZ, ROSITA
KCOR San Antonio Tex

FERNGAL, NANCY
KDKA-TV Pittsburgh Pa

FINCH, JACK
KTVU, Stockton Calif

FISHER, EDDIE
8 Aug 10, 1928, Philadelphia,
Pa Coke Time Starring Eddie
Fisher, NBC-TV, MBS



WATCH FOR ANNOUNCEMENT OF NEW
BOB ATCHER TV FILM SERIES



HELENE W. ERICKSON
LYRICO-SPINTO SOPRANO
Opera, Concert, Radio, TV
Organizational Affairs
LE 2-1100

FITCH, MARCIE
KGIN, Glenwood Springs,
Colo.

FOOTE, BRUCE
Chicago Theater of the Air
Mutual

FOSTER, FRANCES
WLW, Cincinnati, Ohio

FOWLER, BETTY
KATV, Pine Bluff, Ark.

FRANKLIN, DON
WHBQ-TV, Memphis, Tenn.

FRANKLIN, JOE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

FRIAR, CHARLES
WIST, Charlotte, N. C.

FRITTS, ALICE
WNNJ, Newton, N. J.

FROMAN, JANE
Jane Froman Show
CBS-TV

FULLER, DIANNE
WDAK, Columbus, Ga.

FULLER, PHYLLIS
WSLB, Ogdensburg, N. Y.

FURTADO, TOMMY
Dancing Party, ABC; George
Skinner Show, CBS-TV

— G —

GAFFIGAN, ANNE
WICS, Springfield, Ill.

GARNAND, CARL
KNED, McAlester, Okla.

GARRI, NICK
WCAU, Philadelphia, Pa.

GATESS, SAMMY
Revival Time
WPAD, Paducah, Ky.

GEORGE, HELEN
Chicago Theater of the Air
Mutual

GIBSON, DON
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

GRAHAM, SCOTTY
KWHP, Cushing, Okla.

GRANT, HAL
WDBJ, Roanoke, Va.

GREGSON, JACK
Just Easy
ABC

GRISE, TONY
Mr. Nobody
WCCO, Minneapolis, Minn.

GROVE, BETTY ANN
The Big Payoff
CBS-TV

GORDON, JEAN
KTVQ, Oklahoma City, Okla.

GORDON, REV. I. H.
Golden Gospel Hour
WMRY, New Orleans, La.

GORME, EYDIE
The Steve Allen Show
NBC-TV

GOSDIN, FAMILY
WVOK, Birmingham, Ala.

— H —

HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.

HAGLER, DORRIS
WBTV, Charlotte, N. C.

HALELOKE
Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV

HAMILTON, DAVE
WLW, WLW-T, Cincinnati, O.

HAMMETT, BILLY
WKIK, Leonardtown, Md.

HAMMOND, PATTY
WSYR, WSYR-TV, Syracuse,
N. Y.

HANDY, LES
KRLD, Dallas, Tex.

HANNA, PHIL
Bride and Groom
NBC-TV

HANSEN, TED
KGTV, Des Moines, Iowa

HANSON, BURT
WCCO, Minneapolis, Minn.

HAPPY RHYTHM QUARTET
WLET, Toccoa, Ga.

HARMER, SHIRLEY
The Dave Garroway Show
NBC-TV

HARMONY BOYS
WNOK-TV, Columbia, S. C.

HARMONY BOYS, THE
WRAC, Racine, Wisc.

HASKELL, JACK
The Dave Garroway Show
NBC-TV

HAY, JAMES
KMOX, St. Louis, Mo.

HAYMES, BOB
Melody in the Night
WCBS, New York, N. Y.

HENDRICK, GLADYS
Words and Music
KWAL, Wallace, Idaho

HENSEN, HERB
KERO-TV, Bakersfield, Calif.

HILTS, JACK
WVHG, Hornell, N. Y.

HOLLOMAN, GLORIA
WDEF-TV, Chattanooga,
Tenn.

HOUSER, RAY
Take It Easy Time
WTON, Staunton, Va.

HUFFMAN, HELEN
Melody Time
KJAN, Atlantic, Iowa

HUFMAN, JULE
WSAZ-TV, Huntington, W. V.

HUGGLER, LYLE
Blue Mountain Boy
WKBI, St. Marys, Pa.

HULL, JUANITA
"Ruby Valentine"
WBMS, Boston, Mass.

HVDE, DICK
WABC-TV, New York, N. Y.

— I —

IDEN, JOAN
Mr. Nobody
WCCO, Minneapolis, Minn.

— J —

JACKSON, EVE
WEDO, McKeesport, Pa.

JAKE, COWBOY
The Carson Show
WIBV, Belleville, Ill.

JAMES, REGGIE
WCMB-TV, Harrisburg, Pa.

JENKINS, POLLY
WKTU, Utica, N. Y.

JETER, LEE
KSTV, Stephenville, Texas

JOBERT, CAVEL
WKNB-TV, New Britain,
Conn.

JOHNS, ROGER
KALB, Alexandria, La.

JOHNSON, CLIFF
WSPD-TV, Toledo, Ohio

JOHNSON, JUDY
Your Show of Shows
NBC-TV

JOHNSON, POLLY
KOTA Country Store
KOTA, Rapid City, S. Dak.

JONES, ALAN
WFAA-TV, Dallas, Tex.

JONES, HERBIE
Town and Country Time
WARL, Arlington, Va.

JORDAN, DIXIE BOY
KWFT, Wichita Falls, Texas

JORDAN, FRANK
WPKY, Frankfort, Ky.

— K —

KASTNER, DON
KDIX, Dickinson, N. Dak.

KASTNER, GENE
KDIX, Dickinson, N. Dak.

KELLY, BUDDY
Songs of the West
KSUN, Bisbee, Ariz.

KELLY, JUDITH
Stars Over Fall River
WALE, Fall River, Mass.

KENDALL, FRED
Guest House
WJR, Detroit, Mich.

KERN, GENETA
WKBV, Richmond, Ind.

KIBBLE, FRANCES
WDEF-TV, Chattanooga,
Tenn.

KIMBROUGH, KYLE
Bright and Blue
WIND, Chicago, Ill.

KING, WALTER WOOLF
Walter Woolf King Show
WABD, New York

KINSEY, CURLY
HH Roundup
WGTA, Summerville, Ga.

KIRBY, TED
WFFA, Fort Payne, Ala.

KIRBY, PAT
WCAU, Philadelphia, Pa.

KNORR, JOHNNY
Snore with Knorr
WKBI, St. Marys, Pa.

KRALL, BARBARA
WSPD-TV, Toledo, Ohio

— L —

LaFONTAINE, HENRY
WICH, Norwich, Conn.

LAINÉ, FRANKIE
B. March 30, Chicago, Ill.
Frankie Laine Show, Syndicated;
Columbia Pictures, Columbia
Records

LANE, FRANCEY
The Morey Amsterdam Show
NBC-TV; WABC-TV

LANG, GRACE
WWOR-TV, Worcester, Mass.

LANGLEY, WINNIE RUTH
Songs for You
WTRP, LaGrange, Ga.

LANSON, SNOOKY
Your Hit Parade
NBC-TV

LATULIPE, DON
WJDA, Quincy, Mass.

LAWRENCE, STEVE
The Steve Allen Show
NBC-TV

LAWWILL, MARVIN
KOTV, Tulsa, Okla.

LEACH, BILLY
WBBM, Chicago, Ill.

LEASE, GUS
KSJO, San Jose, Calif.

LEE, JANET
WNOP, Newport, Ky.

LeMASTER, MARY JANE
Morning Call
WMBD, Peoria, Ill.

LEVERTON, BUCK
Dinner Roundup
WHVF, Wausau, Wis.

LEWIS, DON
KCLV, Clovis, N. Mex.

LEWIS, MONICA
The Monica Lewis Show, WABC

LEWIS, NANCY
WFIL-TV, Philadelphia, Pa.

LINDBSEY, MORT, TRIO
George Skinner Show
CBS-TV

LINN, ROBERTA
KNX, Los Angeles, Calif.

LLOYD, JACK
KNIM, Maryville, Mo.

LOGAN, BARBARA
KUTV, Salt Lake City, Utah
LONDON, BOB
After Hours
WPEN, Philadelphia, Pa.
LOR, DENISE
Garry Moore Show
CBS-TV
LORD, CINDA
WBZ-TV Boston, Mass.
LOU, MARTHA
ABC
LOUVIN BROTHERS
WVOK, Birmingham, Ala.
LOVELL, MARILYNN
WLW-D, Dayton, Ohio
LUKE LARRY
The Duke of Song
WEZB, Birmingham, Ala.
LYNCH QUARTET
KTSB, Hobart, Ohio
LYNN, JACKIE
Morning Bandwagon
WTAM, Cleveland, Ohio

— **Mc** —

McCLARNEY, PAT
KTBC-TV Austin, Tex.
McCLELLAN, GENE
Stylings
WPMP, Pascagoula, Miss.
McCORMICK, LLOYD
WHIN, Gallatin, Tenn.
McCOY, MARY
KMCO, Comroe, Texas
McDONALD, BILL
Melody Time
WJML, Jackson, Miss.
McGOVERN, PATRICIA
Coke Time Starring Eddie Fisher,
NBC-TV, Summertime, U.S.A.
CBS-TV, Honey Dreamers

McGRAW, BILL
Join the Gang
KGO-TV, San Francisco, Calif.
McGURE SISTERS, THE
Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV
McINTIRE, FRAN
WSTP, Salisbury, N. C.
McKAY, RENEE
Guest House
WJR, Detroit, Mich.
McMULLEN, JIMMY
KLIJ-TV, Twin Falls, Idaho
McNETT, BOB
WLYC Jamboree
WLYC Williamsport, Pa.
McNETT, DEAN
WLYC Jamboree
WLYC Williamsport, Pa.
McRITCHIE, BARBARA
KGO-TV, San Francisco, Calif.
McVAY, KIMO
WVEC, WVEC-TV, Hampton,
Norfolk, Va.

— **M** —

MACK, DOTTIE
The Dottie Mack Show
ABC-TV
MACK, DOTTY
WCPO-TV, Cincinnati, Ohio
MacKENZIE, GISELE
You're Hit Parade
NBC-TV
MacRAE, GORDON
The Railroad Hour, Colgate
Comedy Hour
NBC, NBC-TV
MAIN, EVERETT
KLIJ-TV, Twin Falls, Idaho
MALONEY, ANNIE
WOW Calling
WOW, Omaha, Neb.
MALOOE, JIMMY
WEEK, Peoria, Ill.
MARCELL, MARVIN
WFTV, Bloomington, Ind.
MARINERS, THE
Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV
MARLOWE, MARION
Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV
MARSHALL, CHARLEY
KFBK, Sacramento, Calif.
MARSHALL, PAT
Tonight
NBC-TV
MARTIN, GEORGE
WOLK, Alton, Ill.
MARTIN, JEAN
B Dec. 6, 1926, Cisco, Tex.
Show Case, The Jean Martin
Show, WNBT
MARTIN, TONY
The Tony Martin Show
NBC-TV
MASON, LEE
Date Book
WCSH, Portland, Me.
MASSEY, ELONA
WARD, New York, N. Y.
MASSEY, VERA
WDSI-TV, New Orleans, La.
MATEO, BELVA
Continental Music
KOOR, San Antonio, Texas
MATHEWS, IRENE
Carousel
WART, Birmingham, Ala.
MAYS, ZILLA
Mystery Girl Show
WAOK, Atlanta, Ga.
MENNING, WALLA
KWRO, Coquille, Ore.



JIMMY WAKELY

MERRILL, ROBERT

RCA Victor Records, Metropolitan Opera

MILLS, BOB

Thy Neighbor's Voice
ABC

MILLS, VICKIE

Name That Tune
CBS-TV

MILNE, NANCY

WDBJ, Roanoke, Va.

MIZE, BILLY

Chuck Wagon Time
KBAK-TV, Bakersfield, Calif.

MODERNAIRES

Bob Crosby Show
CBS-TV

MOLASKEY, ED

KODI, Cody, Wyo.

MONTANA, TEX

WSLB, Ogdensburg, N. Y.

MOORE, BUD

WLW-A, Atlanta, Ga.

MOORE, HARRIET

WHO, WHO-TV, Des Moines,
Iowa

MOREHEAD, TOM

Musical Cloak
KTRH, Houston, Texas

MORGAN, J. P.

Robert Q. Lewis Show
CBS-TV

MYERS, ELIZABETH

Ramblings
WPMP, Pascagoula, Miss.

— N —

NELSON, BILL

KYAK, Yakima, Wash.

NELSON, JIMMY

Come Closer
ABC-TV

NELSON, MARILYN

KBTB, Denver, Colo.

NEW, AUDRE

WLW-D, Dayton, Ohio

NOONAN, STAN

KCBS, San Francisco, Calif.

NOVELAIRES

Music in the Morning
WISR, Butler, Pa.

— O —

O'BRIAN, JOAN

Bob Crosby Show
CBS-TV

O'BRIEN, MARY LOU

Street of Dreams
KENT, Shreveport, La.

O'HEREN, RICHARD

WEK, Cleveland, Ohio

OLSEN, PENNY

Johnny Olsen Show
Mutual

OLVIS, WILLIAM

Chicago Theater of the Air
Mutual

ORTIZ TRIO

KGGM-TV, Albuquerque,
N. Mex.

OSBORNE, BETTY

KDUB-TV, Lubbock, Tex.

OST, SHIRLEY JEANNE

WJHP-TV, Jacksonville, Fla.

OSTROM, BERNIE

Minnesota Woodchopper
KVXQ, Moorhead, Minn.

OWENS, HOMER

WBBS, Burlington, N. C.

OWENS, JIM

WVMI, Biloxi, Miss.

— P —

PALMER, JANIE

WWJ-TV, Detroit, Mich.

PALMER, SANNIE

4-C Showcase
KSCV, Richfield, Utah

PARCHMAN, EARLE

WJIM, Lansing, Mich.

PARKER, FREDNA

KMOX, St. Louis, Mo.

PARKER, MARION

KATV, Pine Bluff, Ark.

PARKER, RANDALL

KCID, Caldwell, Idaho

PARR, HAROLD

KBAK, Bakersfield, Calif.

PAYNE, LOU

WLBT, Jackson, Miss.

PEARSON, JEANNIE

KFBI, Wichita, Kans.

PEARSON, PATRICIA

Caronsel
WABT, Birmingham, Ala.

PERINE, CARROL

KYUM, Yuma, Ariz.

PETERSON, PATSY

KOTV, Tulsa, Okla.

PHILIPS, DUB

Charleston Hoedown
WHAN, Charleston, S. C.

PIAZZA, MARGUERITE

Your Show of Shows
NBC-TV

PICKENS, JANE

NBC Network, RCA Victor Rec-
ords

PIERSON, JEANNIE

KFBI, Wichita, Kans.

PIRINIE, DON

The Little Show
WWLP, Springfield, Mass.

PLAYBOYS, VIRGINIA

WLSD, Big Stone Gap, Va.

POESE, GIL

KNIM, Maryville, Mo.

POLERI, DAVID

Chicago Theater of the Air
Mutual

— R —

RAINE, NORMA

KCBD-TV, Lubbock, Tex.

RAINWATER, DEMPSEY

WMAZ-TV, Macon, Ga.

RAND, ELLS

WJDA, Quincy, Mass.

RAND, MILLIE

WJDA, Quincy, Mass.

RANCH GIRLS

Missouri Valley Barn Dance
WNAX, Yankton, S. Dak.

RAYE, RUTH

WTAR-TV, Norfolk, Va.

RETTIG, BARBARA

WHIO-TV, Dayton, Ohio

RHODES, HORTENSE

Rub 'n Scrub Music Club
WKOV, Wellston, Ohio

RHYTHM RASCALS, THE

WKIK, Leonardtown, Md.

RICHMOND, BOB

Marlingares
WREN, Topeka, Kans.

ROSS, LANNY

WCBS, New York, N. Y.

ROYALLAIRES

WVMC, Mt. Carmel, Ill.

ROZELLE, BETTY

WDAK-TV, Columbus, Ga.

RUSSELL, JACK

Your Show of Shows
NBC-TV

— S —

SARGENT, MICHAEL

WBW, Bedford, Ind.

SASSANO, IONE

KCEB-TV, Tulsa, Okla.

SCHACKNER, CATHY

WERI, Westerly, R. I.

SCHULTZ, EARLINE

Songs of the West
KBOL, Boulder, Colo.

SCOTT, BOB

The Tenor Who Sings with
the Records

KPOL, Los Angeles, Calif.

SCOTT, PAT

WBBM, Chicago, Ill.

SELF, JIMMY DEAN

KICA, Clovis, N. Mex.

SHASTONES, THE

KVCV, Redding, Calif.

SHETTERLY, SISTERS

WHO, Des Moines, Iowa

SHORE, DINAH

The Dinah Shore Show
NBC, NBC-TV

SIMMS, LU ANN

Arthur Godfrey Time, Arthur
Godfrey & His Friends
CBS-TV

STAFFORD, JO

Jo Stafford Show
CBS-TV

STEPHENS, GINNY

WCAU, Philadelphia, Pa.

STEVENS, GARRY

TV Showcase
WRGB, Schenectady, N. Y.

STRAETER, TED

The Ted Straeter Show
WABD, New York

— T —

TALLEY, JOHN

Melody Mountain Boys
WYVE, Wytheville, Va.

TATE, MERELYN

WBBM-TV, Chicago, Ill.

TAYLOR, JIMMY

WLBN, Lebanon, Ky.

TAYLOR, MORRIS

Sierra Melody Gang
KHSL-TV, Chico, Calif.

— V —

VALENTINO, BARRY

ABC

VALLI, JUNE

Close Up
WNBQ, Chicago, Ill.

— W —

WAAFIN, KEN

Rhythm Ranch
WPNX, Phenix City, Ala.

WAGONER, PORTER

KWTO, Springfield, Mo.

WAKELY, JIMMY

The Jimmy Wakely Show, CBS;
Coral Records

WALL, ARTHUR

Musical Roundup
WKRT, Cortland, N. Y.

WALLS, VIVIAN

KFDA-TV, Amarillo, Tex.

WALSH, FRAN

WSYR-TV, Syracuse, N. Y.

WAY, ADELAIDE VAN

WPNF, Brevard, N. C.

WEBB, HELEN

WKY, WKY-TV, Oklahoma
City, Okla.

WEINBURG, BETSEY

WCOS-TV, Columbia, S. C.

WEISS, DICK

The Minute Man
WFDF, Flint, Mich.

WELLS, CARL

WGAP, Maryville, Tenn.

WEST, JIMMY

Songs You Like Best
WNOW, York, Pa.

WEST, TED

Hitching Post
KKTU, Colorado Springs,
Colo.

WHITE, DON

KIMA-TV, Yakima, Wash.

— Z —

ZIMMERS, DON

KENS-TV, San Antonio, Tex.

BUDWEISER and ALL STATE INSURANCE
Who Co-Sponsor BILL STERN on Alternate Nights
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WPMT, Portland, Me.

ADAMS, TONY
WCAX, WMVT, Burlington, Vt.

ADAMS, WESLEY
Sports Show
WKRT, Cortland, N. Y.

ADELSON, JIM
KXJB-TV, Valley City, N. Dak.

AGRESTA, PHIL
WBT, WBTW, Charlotte, N. C.

ALBY, WYNN
Sports Pictorial
KECK, Odessa, Texas

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, MADLON
KFRU, Columbia, Mo.

ALEXANDER, ALEX
KREO, Indio, Calif.

ALEXANDER, CONNIE
Sports Call
KCRC, Enid, Okla.

ALEXANDER, ED
Gridiron Parade
KXOX, Sweetwater, Texas

ALLEN, HERB
WCKB, Dunn, N. C.

ALLAN, STAN
WPAC, Patehogue, N. Y.

ALLBRIGHT, NAT
Sprnts Highway
WEAM, Arlington, Va.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala. New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV, White Owl Sports Spot, CBS-TV; Sports Daily, NBC

ALLEN, STEVE
Sports Parade
KTCD, Spencer, Iowa

ALLDAY, JIM
Sports Parade
WOWL, Florence, Ala.

ALLINGER, RALPH
Sports Roundup
WIBX, Utica, N. Y.

ALSTON, J. ROBERT
WKOY, Bluefield, W. Va.

AMBROSE, JOHN V.
Speaking of Sports
WTAG, Worcester, Mass.

ANDERSON, ALLEN
WASA, Havre de Grace, Md.

ANDERSON, BOB
KCCC-TV, Sacramento, Calif.

ANDERSON, DOUG
KPYR-TV, Bismarck, N. Dak.

ANDERSON, KIRK
Spotlight on Sports
WFGM, Fitchburg, Mass.

ANDERSON, ROGER
KIVA, Yuma, Ariz.

ARBOGAST, BOB
WEAW, Evanston, Ill.

ARKINSON, JIM
Sports Beat
WALE, Fall River, Mass.

ARNOLD, FULTON
WTTM, Trenton, N. J.

ARO, SAM
Giant Jottings
WMCA, New York, N. Y.

ARTHUR, FRANK
KSNAN-TV, San Francisco, Calif.

ARTHUR, HARRY
KNOE-TV, Monroe, La.

ASHLEY, ERNIE
WOWO, Port Wayne, Ind.

ATWOOD, TED
WSOW, Saginaw, Mich.

AUSTIN, STEVE
Sports Page
WKID, Urbana, Ill.

AVILA, BILL
KXOA, Sacramento, Calif.

AZAR, RICK
Sports Program
WHLN, Niagara Falls, N. Y.

— B —

BACHRACH, TOM
Sports Headlines
KDHL, Fairbault, Minn.

BACON, DICK
KVIN, Coeur d'Alene, Idaho

BAGLI, GUY
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BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAIR, PAUL
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WEOA, Evansville, Ind.

BAKER, BILL
Today in Sports
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BAKER, DICK
WSAI, Cincinnati, Ohio

BAKER, NELSON
WWIN, Baltimore, Md.

BAKER, PAUL
WLAD, Danbury, Conn.

BAKER, ROGER
WGR, WGR-TV, Buffalo, N. Y.

BALANCE, BOB
Sports Digest

BALCER, FRANK
WMTE, Manistee, Mich.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDWIN, BILL
World of Sports
KRNR, Roseburg, Ore.

BALDWIN, FRANK
WJOY, Burlington, Vt.

BALDWIN, KEN
WCOS, Columbia, S. C.

BALLARD, CHARLES
Sports Final
WHAW, Weston, W. Va.

BALTER, SAM
KLAC, Los Angeles, Calif.

BANDY, JOHN
Race Results Resume
WUST, Bethesda, Md.

BANNETT, ELDEAN
KSL, Salt Lake City, Utah

BARGER, MEL
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WREB, Holyoke, Mass.

BARRON, STAN
Sports Extra
WKBW, Buffalo, N. Y.

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KCIM, Carroll, Iowa

BARRETT, DENNY
Final Sports Edition
WKBN, Youngstown, Ohio

BARRETT, TONY
Sports Column
KENT, Shreveport, La.

BARRINGTON, JAY
WDAF, WDAF-TV, Kansas City, Mo.

BARRUS, GABBY
KODI, Cody, Wyo.

BARRY, JACK
WGBS-TV, Miami, Fla.

BARRY, NORMAN
WMAQ, WNBQ, Chicago, Ill.

BATES, MARVIN
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WGBF, Evansville, Ind.

BATTEN, JIM
WPAI, Fayetteville, N. C.

BATTISTI, PAUL
KRSN, Los Alamos, N. Mex.

BEAN, DON
Let's Talk Sports
WFRP, Savannah, Ga.

BEATTY, ROSS
KCSI-TV, Pueblo, Colo.

BEAUCHAMP, JACK
Sports Camera
WSEE, Erie, Pa.

BECK, NORMAN
Sports Page of the Air
KGBX, Springfield, Mo.

BELCHER, ROD
KOL, Seattle, Wash.

BELL, GEORGE "GABBY"
The Sports Trail
WILD, Birmingham, Ala.

BELL, JACK
KDET, Center, Texas

BENDER, BOB
WRGB, Schenectady, N. Y.

BENNETT, GEORGE
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WMVO, Mount Vernon, Ohio

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KWSO, Wasco, Calif.

BERGESSON, CHUCK
WJBK, Detroit, Mich.

BERNARD, FRED
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WDNE, Elkins, W. Va.

BERRILL, LARRY
KBIG, Avalon, Calif.

BERRY, JERRY
Sportscast
KTTB, Rolla, Mo.

BERRYMAN, R. E.
WTAC, Flint, Mich.

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BITTERMAN, JACK
Sports Page of the Air
WABB, Mobile, Ala.

BIVENS, JAMES
Sports Time
WMOZ, Mobile, Ala.

BLAIR, MERLE
KIND, Independence, Kans.

BLACKBURN, BOB
KEX, Portland, Ore.

BLAKE, CHARLES A.
WTRL, Bradenton, Fla.

BLAKE, TOMMIE
KWHI, Brenham, Texas

BLALOCK, CHESTER
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BLOCK, JAMES
KGDM, Stockton, Calif.

BLOCK, JOHN
WTNJ, Trenton, N. J.

BLUE, IRA
Adventure in Sports
KNBC, San Francisco, Calif.

BLUM, BOB
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KEEN, San Jose, Calif.

BODA, LOU
WMBH, Joplin, Mo.

BODIE, ARMAND F.
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WSOC, Charlotte, N. C.

BOGDEN, HILARY
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BOHNHOFF, ED
KILQ, Grand Forks, N. Dak.

BOLAND, CHARLES H.
KGKO, Dallas, Texas

BOLAND, JOE
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BOLAND, JOE
WSBT, WSBT-TV, South Bend, Ind.

BONIN, DONALD
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KANE, New Iberia, La.

BOOTH, EDDIE
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KHSL, Chico, Calif.

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BOSSARD, PAUL
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BOULDIN, ARTHUR
KFAD, Fairfield, Iowa

BOURKE, FRANK
WDBC, Escanaba, Mich.

BOYE, DICK
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WJNC, Jacksonville, N. C.

BOWER, BOB
WTIP, Charleston, W. Va.

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KWWL, KWWL-TV, Waterloo, Iowa

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BOYD, DON
WCLO, Janesville, Wisc.

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Whirl Around the World of Sports
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KFMB, San Diego, Calif.

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KICK, Springfield, Mo.

BRADSHAW, JOHN
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BRANDENBERGER, MARION
Carnival of Sports
KAKE, Wichita, Kans.

BRANDT, JACK
WITZ, Jasper, Ind.

BRANSON, TODD
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WWCA, Gary, Ind.

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WKY, Cincinnati, Ohio

BRAZELL, JOHN
KSEK, Pittsburg, Kans.

BREAUX, JERRY
Outdoor Time
WLCS, Baton Rouge, La.

BRIGHT, LES
KBOR, Brownsville, Texas

BREMSE, LYELL
KFAB, Omaha, Nebr.

BRETAG, JERRY
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WLPO, LaSalle, Ill.

BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.

BRITTON, JACK
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KTRN, Wichita Falls, Tex.

BRODE, BUDDY
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WNAR, Norristown, Pa.

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WHIN, Gallatin, Tenn.

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BROWN, BURLIEGH
WWLP, Springfield, Mass.

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KBFS, Bakersfield, Calif.

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AL CIRILLO

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Sports Scoreboard
KGNC, KGNC-TV Amarillo
Texas

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WGKC, Louisville Ky

BROWN, JOHNNY
WCOH, Newnan Ga

BROWN, LARRY
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WHTN, Huntington W. Va.

BROWN, LARRY
WPNF, Brevard, N. C.

BROWN, PAUL E. X.
Sportoptics
WERD, Atlanta Ga.

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WELM, Elmira, N. Y.

BROWN, R. FRED, JR.
WLOS, WLOS-TV Asheville
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WIST, Charlotte, N. C.

BRUNER, WALLY
WFTE-TV, Evansville Ind.

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BUCK, KEITH
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WTCO, Campbellville Ky

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WMSB, North Adams Mass

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KCBC, Des Moines, Iowa

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WSAI, WSAI-TV Wausau,
Wise

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KWAL, Wallace, Idaho

BURGESS, RALPH
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WIDEN-TV Syracuse N. Y.

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WHD, Dayton Ohio

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KORC, Mineral Wells Texas

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BURTON, JOE
WTUS, Tuskegee Ala

BUSH, OWEN
WDAY-TV, Kansas City Mo

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WLOU, Louisville, Ky

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CAPPELL, BOOTSEY
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WHAT, Philadelphia Pa

CARLSON, WARREN
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WPME, Pimox-stawney Pa

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KWK, KWK-TV, St. Louis
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CARNEAL, HERB
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KYW, Philadelphia Pa

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Sports Eye, Sports Fund
WFRM, WEBM-TV, Indianapolis
Ind



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WAAM, Baltimore, Md.**CHILDS, JELAND**
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Antonio, Tex.**CLAYTON, DEAN**
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WABT, Birmingham, Ala.**DANIELSON, BILL**
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Sports Afield with Bob Edge
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WTNT, Tallahassee, Fla.**EDWARDS, BILL**
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ELLIOTT, HANK

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WORL, Boston, Mass.

ELLIOTT, WIN

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ENGBRETTSON, HAU

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ENNIS, BILL

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ENROTH, DICK

WCOO, WCCO-TV, Minneapolis, Minn.

ERDMAN, WOODY

Sports Front
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— F —**FABRE, DOC**

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FAULCONER, J. B.

WLAP, Lexington, Ky.

FAY, HAINES

KVOS, Bellingham, Wash.

FIELDS, CHUCK

KGVO-TV, Missoula, Mont.

FINLAYSON, JOHN

KRDO, KRDO-TV, Colorado Springs, Colo.

FINNEGAN, BOB

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ABC

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FINNERTY, BUGH

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FISHER, HOWARD

WLSF, Wallace, N. C.

FITZ, STEPHEN

WSNY, Schenectady, N. Y.

FITZGERALD, LARRY

KRRR, Abilene, Texas

— G —**GAGE, FRED**

Sports Final
WBIA, Madison, Wis.

GAINES, CHUCK

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GALLETTE, DICK

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WGMA, Hollywood, Fla.

GALLAGHER, BOB

Sports Today
WAMS, Wilmington, Del.

GALLAGHER, BOB

Sports Journal
WNER, Worcester, Mass.

GALVIN, BILL

WKOX Sports Show
WKOX, Frammingham, Mass.

GALVIN, VINCE

KISD, Sioux Falls, S. Dak.

GARDNER, BILL

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WMTS, Ruffleshorn, Tenn.

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WPTT, Putnam, Conn.

GELLERS, DON

KCLS Sports
KCLS, Flagstaff, Ariz.

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RTTC, Tucson, Ariz.

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Strictly Sports
KQMS, Sacramento, Calif.

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WJDA, Quincy, Mass.

GILO, BARNEY

KWKH, Shreveport, La.

GIBBS, LAWRENCE

KMLB, Monroe, La.

GIBBS, RONALD

WTAX, Springfield, Ill.

GIBBONS, JAMES

WMAL, WMAL-TV, Washington, D. C.

GILBERT, TOMMY

Sports Today
WPMP, Pascagoula, Miss.

GILLESPIE, EARL

World Championship Football Mutual

GILLIGAN, NEIL

KVOZ, Laredo, Texas

GIMSONDI, JIM

Sports Today
WMBE, Uniontown, Pa.

GIROUX, LEE

KGO-TV, San Francisco, Calif.

GILSTRAP, J. E., JR.

WDEC, Americus, Ga.

GLAZER, PETE

WPAR-TV, Norfolk, Va.

GLEESON, ART

Game of the Day, Game of the Week, Blue Gray, Gator Bowl

GLENN, RALPH

Sports Digest
WMB, Altoona, City, N. J.

GLICKMAN, MARTY

WMGM, New York, N. Y.

GODDARD, TRACE

KATE, Albert Lea, Minn.

GOESER, JOE

Gazing at Sports
KEFZ, Fond Du Lac, Wis.

GOLDEN, RAY

KSTN, Stockton, Calif.

GOMEZ, LEFTY

WKNB-TV, New Britain, Conn.

GONION, LEON

KBOJ, Boise, Idaho

GOODE, MAL

Sports Arcade
WHOD, Homestead, Pa.

GOODING, RALPH

WRFW, Eau Claire, Wis.

GOODRICH, BILL

Sports World
WORD, Spartanburg, S. C.

GOODWIN, GERALD

WVVG, Fingray Springs, N. C.

GORDON, JIM

Sports Review
KDMS, El Dorado, Ark.

GORDON, JIM

WMGM, New York, N. Y.

GORDON, KEN

Sports Review
WETR, Front Royal, Va.

GORDON, FLOYD

Sports Special
WESB, Bradford, Pa.

GORDON, MITCH

WVTV, Cadillac, Mich.

GORE, DEL

KJEO-TV, Fresno, Calif.

GORE, DEREK B.

WKWK, Wheeling, W. Va.

GOSB, WALEY

WMAR-TV, Baltimore, Md.

GOUGH, GLENN

WMSA, Massena, N. Y.

GRAHAM, BILL

Sports Belites
WAZL, Hazelton, Pa.

GRAHAM, DON

KSWI, Council Bluffs, Iowa

GRAHAM, WALTER

WRBL, Columbus, Ga.

GRANGE, JERRY

KWBE, Beatrice, Nebr.

GRANER, JIM

WJW, Cleveland, Ohio

GRANEY, JACK

WEWS, Cleveland, Ohio

GRANT, KEN

KNEZ, Houston, Texas

GRAY, GEORGE

World of Sports
WHOP, Hopkinsville, Ky.

GRAYSON, SID

KMID-TV, Midland, Texas

GREBE, JAMES

KSL-TV, Salt Lake City, Utah

GREEN, DON

Spotlight on Sports
WSVS, Crewe, Va.

GREEN, JOHNNY

KPHO, KPHO-TV, Phoenix,
Ariz.

GREENBERGER, JOHN B.

WBOC-TV, Salisbury, Md.

GREENWAY, ELLIS

Sports at a Glance

WHKY, Hickory, N. C.

GREGGORY, WILLIAM D.

WERH, Hamilton, Ala.

GREHAN, JAMES

Sports Parade
WLNA, Peekskill, N. Y.

GRIESER, EMIL

KTJS, Hobart, Okla.

— H —**HAASE, BOB**

WMAM, Marinette, Wisc.

HAINES, MARLIN L.

Sportsreel
KEPO, El Paso, Texas

HALL, HALSEY

WCCO, Minneapolis, Minn.

HALPERN, WILLIAM

Sports Parade
WCOJ, Coatesville, Pa.

HALYARD, O. C.

WEKY, Richmond, Ky.

HAMILTON, KEN

WEBQ, Harrisburg, Ill.

HAMILTON, WILLIAM

Sports Roundup
KONP, Port Angeles, Wash.

HAMLIN, TOM

WLOK-TV, Lima, Ohio

HANAN, MARC

Sports Roundup
KXO, El Centro, Calif.

HANDLEY, LEE

KDKA, Pittsburgh, Pa.

HANEY, BOB

WSFC, Somerset, Ky.

HANLON, TOM

Sports Scoreboard
KNX, Los Angeles, Calif.

HANNA, BUD

Coach's Corner

HAUGHEE, JOHN

WIPC, Lake Wales, Fla.

HAWKINS, NAPPY

Sports Parade
WPTX, Lexington Park, Md.

HAWKINS, VERN

Spotlight on Sports
KWTO, Springfield, Mo.

HAYDEN, FRANK

KFOR, Lincoln, Nebr.

HAYES, PAT

KIRO, Seattle, Wash.

HAYS, JAMES W.

KVOA, KVOA-TV, Tucson,
Ariz.

HAZLEWOOD, LEE

Coors Parade of Sports
KCKY, Coolidge, Ariz.

HEALY, CHUCK

WBEN-TV, Buffalo, N. Y.

HEALY, DAN

WMGT, Pittsfield, Mass.

HEARN, CHICK

WEEK, WEEK-TV, Peoria,
Ill.

HEETLAND, JOHN

KLYN, Amarillo, Texas

HEILBRONER, LEW

Sports Parade

WCPS, Tarboro, N. C.

HELPER, AL

World Series, All-Star Base-
ball, Game of the Day, Game
of the Week, Blue-Gray

Sports Time

Mutual

HELLOMS, LYMAN

WSLI-TV, Jackson, Miss.

HELLUM, LYMAN

World of Sports
WSLI, Jackson, Miss.

HENDERSHOTT, BOB

Pigskin Preview
KFJI, Klamath Falls, Ore.

HENRIKSON, LES

World of Sports
WAGA, Atlanta, Ga.

HENRY, JOHN

KOA, KOA-TV, Denver, Colo.

HENSON, DOUG

Speedway

WJMJ, Philadelphia, Pa.

HERGET, JOE

WKNA, Charleston, W. Va.

HERMANN, CLEVE

B. March 18, Peoria, Ill. Cleve
Herman Sports, Sea, Hear, Direc-
tor of Sports, KRCA, Los Angeles,
Calif.

HERRIOTT, GENE

KEDD, Wichita, Kans.

HESS, BILL

Football Predictions
WPMP, Pascagoula, Miss.

HEWEY, IRA I.

Spotlighting the Sportlight
WHAI, Greenfield, Mass.

HICKEY, BILL

WCBS-TV, New York, N. Y.

HICKMAN, HERMAN

WCBS, New York, N. Y.

HICKOK, BILL

WHIS, Bluefield, W. Va.

HILDEBRAND, KEN

KDKA, Pittsburgh, Pa.

HILGENDORF, BOB

KVGB, Great Bend, Kans.

HILL, BOB

Parade of Sports
WANE, Fort Wayne, Ind.

HILL, DAVE

KIUP, Durango, Colo.

HILL, EDDIE

WRR, Dallas, Texas

HILL, JOE

WTVN, WTVN-TV, Columbus,
Ohio

HINKLE, CHARLES

WHIO-TV, Dayton, Ohio

HINNERS, BOB

WLEC, Sandusky, Ohio

HIXSON, GLEN

Sports Roundup
WJAG, Norfolk, Nebr.

HOAG, HOWARD

The Sports Room
KJEP, Jennings, La.

HODGES, RUSS

WPIX, WCBS-TV; WMCA,
New York, N. Y.

HOFFMAN, JERRY

WNDR, Syracuse, N. Y.

HOGAN, BILL

Sports Final
WEWO, Laurinburg, N. C.

HOECK, ANDY

WICA-TV, Ashtabula, Ohio

HOKAMP, DUTCH

Plug 'N Trigger
KWED, Seguin, Texas

HOLMES, JOHNNY

KSWM-TV, Joplin, Mo.

HOOPER, JACK

WHGB, Harrisburg, Pa.

HOOPER, DON

KWBB, Wichita, Kans.

HOOVER, TOM

Home Town Sports
KTLL, Tillamook, Ore.

HOPPE, HENRY

WUSN-TV, Charleston, S. C.

HORNBECKER, HARRY

KOKX, Keokuk, Iowa

HORNER, ALBERT E.

KJCK, Junction City, Kans.

HORSTMAN, BOB

Locker Room
KFEQ-TV, St. Joseph, Mo.

HORTON, THAD

WGST, Atlanta, Ga.

HOSKINS, JACK

Parade of Sports
WHLN, Harlan, Ky.

HOUGH, BOB

Sports Eye View
KVNI, Coeur d'Alene, Idaho

HOWARD, BOB

WVKO, Columbus, Ohio

— I —**ISON, HAP**

Sports Review
WORZ, Orlando, Fla.

— J —**JABERG, EUGENE**

Sports Parade
WHBL, Sheboygan, Wisc.

JACKSON, DICK

WSAL, Logansport, Ind.

JACKSON, GLENN

World in Sports
WAVU, Albertville, Ala.

JACKSON, JIM

WIS-TV, Columbia, S. C.

JACKSON, KEITH

Sport Spots
KLER, Lewiston, Idaho

JACKSON, WAYNE

Sports Today
WMPD, Wilmington, N. C.

JACOBS, SEB

WKYR, Keyser, W. Va.

JACOBSON, "SPECS"

WTSV, Claremont, N. H.

JACOBSON, WALLY

World of Sports
WATW, Ashland, Wisc.

JAFFE, SYDNEY

WNHC-TV, New Haven, Conn.

JAMES, KEN

WOW-TV, Omaha, Nebr.

JAMES, PAUL

KTVT, Salt Lake City, Utah

JAMES, TONY

Sports Roundup
WSSC, Sumter, S. C.

JANSEN, WIFF

KIDO, Boise, Idaho

JARSTAD, JOHN

KOMO-TV, Seattle, Wash.

JAY, BILL

Sports Parade
WNOX, Knoxville, Tenn.

JEFFERS, ARNOLD P.

KVOA-TV, Tucson, Ariz.

JENNINGS, AL

Coastal Sports Club
WCCP, Savannah, Ga.

JEWELL, WAYNE

WBBC, Flint, Mich.

JOE, DON

KMA, Shenandoah, Iowa

JOHNSON, ART

WCRB, Waltham, Mass.

JOHNSON, BILL

Time Out for Sports
WROL, Knoxville, Tenn.

JOHNSON, BOB

KCAP, Helena, Mont.

JOHNSON, BOB

World of Sports
WDLB, Marshfield, Wisc.

— K —

KABER, RUSS
Today in Sports
ROVC, Valley City, N. Dak.

KALLAY, ED
WAVE WAVE-TV, Louisville, Ky.

KANAKALS, JOE
WREL, Lexington, Va.

KANN, MEL
WMTF, Miami, Fla.

KARL, TED
KTAQ, Tacoma, Wash.

KARMEN, JACK
WCOF, Lewiston, Me.

KASSERA, L. G.
WBIZ, Eau Claire, Wis.

KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.

KAYE, DENNY
WSBA, York, Pa.

KEARNS, CHARLES R.
WKTY, LaCrosse, Wis.

KEATING, BILL
WHYN, WHYN-TV, Springfield, Mass.

KECK, BILL
KEYS, Corpus Christi, Texas

KEELING, JOHN O., JR.
Sports Books
WTRR, Sanford, Fla.

KEITZER, LES
Sports Wire
WINS, New York, N. Y.

KELLER, BOB
WLBR, Lebanon, Pa.

KELLEY, BOB
KMPA, Los Angeles, Calif.

KELLEY, BOB
Professional Football
DuMont

KELLY, BILL
WCH, Norwich, Conn.

KELLY, MORRIS
KWBG, Boone, Iowa.

KELLY, THOMAS J.
KGTV, Des Moines, Iowa.

KEMPER, WARREN
Sports Roundup
KLOG, Reno, Wash.

KENNEDY, ED
WKRC WKRC-TV, Cincinnati, Ohio.

KENNY, JACK
WEAR-TV, Pensacola, Fla.

KESSLER, ROBERT
Sports Afield
WLBN, Lebanon, Ky.

KEYS, BILL
Sports Final
KSPV, Artesia, N. Mex.

KULKENNY, CHARLES
Sportscope
WMVO, Mount Vernon, Ohio.

KINCAID, FRED
Sports Extra
KPLT, Paris, Texas.

KING, BILL
KOIN KOIN-TV, Lincoln, Nebr.

KINNEY, ABBOTT
Sports Roundup
KVSA, McGeech, Ark.

KINSER, JOE
KBAK-TV, Bakersfield, Calif.

KIRBY, BOB
WOOD-TV, Grand Rapids, Mich.

KLEMP, LLOYD
KUBA, Yuba City, Calif.

KLING, DICK
WMAN, Mansfield, Ohio.

KNAPP, ROBERT
WRVA, Richmond, Va.

KOESTER, TONY
KFBK, Sacramento, Calif.

KOPERA, JOHN
Sports Review
WNCC, Barnesboro, Pa.

KOPPEL, ROBERT
Sports Review
WAVY, Portsmouth, Va.

KORZELIUS, EUGENE L.
WBNY, Buffalo, N. Y.

KOZAK, CHET
Bud's Sports Shorts
KULO, Leavenworth, Kans.

KRAFT, ARKY
WDRR, Chester, Pa.

KREUGER, LEE
Sportlites of the Day
KDI'Z, Hutchinson, Minn.

KROEN, ED
WKPA, New Kensington, Pa.

KRUPP, LARRY
JWV, Cleveland, Ohio.

KUSHIEL, MEL
WNOW-TV, York, Pa.

KUTAN, DICK
Sports Special
WBUT, Butler, Pa.

— L —

LACEY, JIM
Round-Up Time
WDOB, Jackson, Miss.

LAFLIN, JOHN C.
Sports Corner
WESB, Bradford, Pa.

LaFRANCIGNE, CHARLES
Sports Highlights
KPOL, Portland, Ore.

LAING, ART
CKLW, CKLW-TV, Detroit-Windsor, Mich.

LaMEAR, DOUG
KVAN, Vancouver, Wash.

LANDMAN, LOU
SportsScene
WMTV, Madison, Wis.

LANE, EDDIE
WFMJ, WFMJ-TV, Youngstown, Ohio.

LANGE, BEL
The Outdoor-man
KOVR, Stockton, Calif.

LANSING, RAYMOND
Sports Today
KGOS, Torrington, Wyo.

LAURIE, BEN ERLE
KEBE, Jacksonville, Texas.

LAVANAWAY, AL
The Sports Whirl
KURE, Crescent City, Calif.

LAWLESS, ROBERT
WIKK, Newport, Vt.

LAWRENCE, BILL
Sports Card
KRXX, Rexburg, Idaho.

LAWRENCE, JIMMY
KOVO, Provo, Utah.

LAWRENCE, KEN
Tops in Sports
KXGF, Ft. Madison, Ia.

LAWS, BILL
Sports Roundup
KLX, Oakland, Calif.

LAWSON, JACK
KXOA, Sacramento, Calif.

LAWSON, JIM
KCSB, San Bernardino, Calif.

LAYER, BRUCE
Sports Parade
KPRC, Houston, Texas.

LEAMING, JIM
Sport Shots
WIP, Philadelphia, Pa.

LEAVITT, MEL
WDSU, WDSI-TV, New Orleans, La.

LECTUS, EDWARD
WOTW, Nashua, N. H.

LECKMAN, H. T.
World of Sports
KBMX, Coalinga, Calif.

LEDET, LESTER
KPAC, Port Arthur, Texas.

LEE, BARNEY
Sports Roundup
WJLB, Detroit, Mich.

LEE, BERT, JR.
WJMG, New York, N. Y.

LEE, BILL
WLCS, Baton Rouge, La.

LEE, BOB
KUCB, Springfield, Mo.

LEE, FRANK
Sports Journal
WMMM, Fairmont, W. Va.

LEE, JACK
KBNZ, LaJunta, Colo.

LEEDS, LYLE
KOIM, Havre, Mont.

LEHMAN, JOHN
Today in Sports
WEZB, Birmingham, Ala.

LEIGHTON, AL
KLIZ, Beaumont, Minn.

LENSON, PAUL
Let's Talk Sports
WPTV, Bloomington, Ind.

LENOX, JOHN
KGRB, Tyler, Texas.

LEONARD, ED
Spotlight on Sports
WJCH, Norwich, Conn.

LEONARD, HOWIE
WFOR, Portland, Me.

LESTER, TOM
Sports Roundup
WESX, Salem, Mass.

LEWIS, BARNEY
Sports Reporter
WLDS, Jacksonville, Ill.

LEWIS, BOB
KBBS, Hot Springs, Ark.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIEBOWITZ, BILL
Inside of Sports
WMAN, Marmette, Wis.

— Mc —

McALEECE, RED
Sideline Sports Chatter
KUDH, Dubuque, Iowa.

McALLISTER, DON
WDBO-TV, Orlando, Fla.

McALLISTER, GRADY
WKKO, Cocoa, Fla.

McALLISTER, ROY
WTRD, Tuscaloosa, Ala.

McCANN, BOB
KBMV, Billings, Mont.

McARTHUR, DICK
WKNY, WKNY-TV, Kingston, N. Y.

McARTHUR, JIM
WBRE, WBRE-TV, Wilkes-Barre, Pa.

McCASKILL, DUDLEY
Sports Special
WFOM, Marietta, Ga.

McCOLGAN, BILL
Speaking of Sports
WGAR, Cleveland, Ohio.

McCONAGHY, REED
WEAT, West Palm Beach, Fla.

McCORMACK, FRANK
WTFB, Rutland, Vt.

McCORMICK, CARLOS
KEVT, Tucson, Ariz.

McCORMICK, JOHN
KVEN, Ventura, Calif.

McDONALD, ARCH
Speaking of Sports
WTOP, Washington, D. C.

McDONEL, WILLIAM
WCEN, Mt. Pleasant, Mich.

McFADDEN, RAY
WPEL, Philadelphia, Pa.

McGEARY, CLINK
KFYR-TV, Bismarck, N. Dak.

- McGRATH, ED**
WSPA, Spartanburg, S. C.
- McGRAW, MAC**
KFTM, Ft. Morgan, Colo.
- McINTYRE, JIM**
WLNW, Louisville, Ky.
- McINTYRE, MAL**
KCCC-TV, Sacramento, Calif.
- McKAY, JIM**
Six O'Clock Report
WCBS-TV, CBS-TV
- McKECHNIE, JAMES**
WDR, Syracuse, N. Y.
- McKELLAR, DON**
WBC, Bloomington, Ill.
- McKEOWN, GEORGE**
WEKZ, Monroe, Wis.
- McKINLEY, LARRY**
WMRY, New Orleans, La.
- McKINSTRY, JIM**
WCIL, Carbondale, Ill.
- McKNIGHT, WES**
Sportviews
CFRB, Toronto, Ont., Can.
- McLAUGHLIN, JAMES H.**
WSHB, Stillwater, Minn.
- McLAUGHLIN, TOMMY**
WTBC, Tuscaloosa, Ala.
- McLEAN, JACK**
Sketch Book of Sports
WJPS, Evansville, Ind.
- McLENDON, GORDON B.**
KLIF, Dallas, Tex.
- McMULLEN, DICK**
World of Sports
WKRK, Mobile, Ala.
- M —
- MASON, AL**
Today in Sports
KVOU, Uvalde, Texas
- MASON, ART**
KPMC, Bakersfield, Calif.
- MASON, BILL**
KDIX, Dickinson, N. D.
- MASON, FRANK**
WSLB, Ogdensburg, N. Y.
- MASON, JOE**
Climax in Sports
WLEE, Richmond, Va.
- MASTERS, JOHN**
Sports Spotlight
WDOV, Dover, Del.
- MASTERS, LEN**
Schoolboy Sports
WCOP, Boston, Mass.
- MAXWELL, JOCKO**
Football Scoreboard
WWRU, New York, N. Y.
- MAYS, BOB**
Oklahoma Outdoors
KTVX, Muskogee, Okla.
- MAYS, BOB**
KTUL, Tulsa, Okla.
- MAZER, BILL**
WGR, WGR-TV, Buffalo, N. Y.
- MEEKINS, CLAIR**
WFIN, Pindlay, Ohio
- MEHAFFEY, JAY**
Hi-Lites in Sports
KOSA, Odessa, Texas
- MELTZER, AL**
WHEN, Syracuse, N. Y.
- MENDELL, HOWARD**
Sports Roundup
WWCO, Waterbury, Conn.
- MERCER, BILL**
KRLD, Dallas, Texas
- MERCIER, WOODROW**
WRIM, Rumford, Me.
- MERRIMAN, DONALD**
Sports Page
WHDL, Olean, N. Y.
- MERTHENY, TERRELL**
KFPW, Ft. Smith, Ark.
- METHVEN, JEFF**
KPLT, Paris, Texas
- METZLER, ART**
Sports Look
WATE-TV, Knoxville, Tenn.
- MICELI, BABE**
Sports Parade
WJNC, Jacksonville, N. C.
- MICHAEL, RAY**
WRC, WRC-TV, Washington, D. C.
- MUKKALSON, BOB**
WLX, LaCrosse, Wis.
- MILLER, BILL**
WETB, Johnson City, Tenn.
- MILLER, DICK**
WJEF, Grand Rapids, Mich.
- MILLER, GARY**
Spotlight on Sports
WKXL, Concord, N. H.
- MILLER, HACK**
KSL-TV, Salt Lake City, Utah
- MILLER, JACK**
What's the Score
KAKE-TV, Wichita, Kans.
- MILLER, PHIL**
WKEL, Kewanee, Ill.
- MILLER, REG**
KOMO, Seattle, Wash.
- MILLER, RON**
WRMN, Elgin, Ill.
- MILLER, STRETCH**
WTVI, Belleville, Ill.
- MILLER, VAN**
WFCB, Dunkirk, N. Y.
- MILLS, BILL**
WPTW, Piqua, Ohio
- MINNIX, DARRELL B.**
World of Sports
KWHP, Cushing, Okla.
- MISTOVICH, MIKE**
Sports Mike
KORA, Bryan, Texas
- MITCHELL, DON**
KZTV, Reno, Nev.
- MITCHELL, JACK**
Sport Log
KSYC, Yreka, Calif.
- MITCHELL, TED**
KTIM, San Rafael, Calif.
- MITCHELL, TOM**
Sports Review
WANT, Richmond, Va.
- MITTAN, RAY**
WHFB, Benton Harbor, Mich.
- MIZELLE, GEORGE**
Strictly Sports
WMEV, Marion, Va.
- MOEN, JOE**
WBEL, Beloit, Wis.
- MOFIELD, RAY**
Sports Hi-Lites
WPAD, Paducah, Ky.
- MOHATT, SKIP**
KROG, Sonora, Calif.
- MOLEN, SAM**
KMBC-TV, Kansas City, Mo.
- MONSON, REED**
KBLI, Blackfoot, Idaho
- MOORE, MONTE**
KSWO, Lawton, Okla.
- MOORE, REX**
WISE-TV, Asheville, N. C.
- MOORE, TED**
Sports HiLites
WNAM, Neenah-Menasha, Wis.
- MOST, JOHNNY**
WMGM, New York, N. Y.
- MOSTELLER, JERRY**
Sports Roundup
WAKE, Greenville, S. C.
- MOTTLOW, RED**
WLOL, Minneapolis, Minn.
- MOCZON, H. D.**
KMAE, McKinney, Texas
- MOYER, CHUCK**
WEDO, McKeesport, Pa.
- MULHERIN, PAT**
WBBQ, Augusta, Ga.
- MULLEN, JAY**
Spotlight on Sports
WCSC, Charleston, S. C.
- MULLINAX, ED**
Sports Revue
WLAG, LaGrange, Ga.
- MULLINAX, WALLY**
Sport Scoreboard
WESC, Greenville, S. C.
- MULYHILL, JOE**
WNBK, Cleveland, Ohio
- MUNSON, LARRY**
WSIX, WSIX-TV, Nashville, Tenn.
- MURDOCK, HOWARD**
WIMS, Michigan City, Ind.
- MURPHY, DAN**
Riley's Sports Roundup
KDSH, Boise, Idaho
- MURPHY, ED**
Sports Page
WWHG, Hornell, N. Y.
- MURRAY, DON**
Sportslants
WDBJ, Roanoke, Va.
- N —
- NAFSINGER, DICK**
KCID, Caldwell, Idaho
- NAGLER, AL**
WJBK, Detroit, Mich.
- NASSAU, ROY**
WTPA, Harrisburg, Pa.
- NATALE, JOE DI**
The Sports Parade
KODY, North Platte, Nebr.
- NATION, HERSHEL**
WDEF-TV, Chattanooga, Tenn.
- NAVARRO, AUGIE**
Speaking on Sports
KLO, Ogden, Utah
- NEAL, BOB**
Professional Football
Dumont
- NEAL, TOM**
Let's Talk Sports
WTAP, Parkersburg, W. Va.
- NELSON, CONRAD**
Time Out for Sports
WMIQ, Iron Mountain, Mich.
- NESBITT, DICK**
WJJD, Chicago, Ill.
- NEWBOLD, DICK**
KICO, Calexico, Calif.
- NEWELL, HAL**
WM1N, St. Paul, Minn.
- NEWMAN, JACK**
Sports Parade
WLBA, Madison, Wis.
- NICHOLS, DENO**
KWRF, Warren, Ark.
- NICHOLSON, JAMES**
Sports Review
WMGW, Meadville, Pa.
- NOLAN, TONY**
Roundup of Sports
WIBV, Belleville, Ill.
- NORMAN, DON**
KFAB, Omaha, Nebr.
- NORMAN, NEIL**
HiLites in the World of Sports
WTMV, East St. Louis, Ill.
- NORMAN, STAN**
Sportrail
KCBQ, San Diego, Calif.
- NORTON, DON**
Journal of Sports
KNET, Palestine, Texas
- NORWIG, GEORGE**
WCSC-TV, Charleston, S. C.
- O —
- OBIE, DON**
KRIB, Mason City, Iowa
- O'BRIEN, JERRY**
WNET, Providence, R. I.
- O'BRIEN, SHERRY**
WDAS, Philadelphia, Pa.

O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.
ODOM, RAY
KRUX, Glendale, Ariz.
ODOM, RAY
Hear This
KCBQ, San Diego, Calif.
O'DONNELL, BILL MARTIN
WSYR, WSYR-TV, Syracuse, N. Y.
O'DONNELL, ODIE
WJRH, Gallopolis, Ohio

— P —

PALMER, BUD
Sports from Madison Square Garden, WPIX; U. S. Open Golf Tournament, NBC; Holiday Festival, NBC-TV; Sports Final, WRCA-TV; Sports Color Telecast, CBS; Information Please, CBS
PARKER, CHARLES
WTAW, College Station, Tex.
PARKER, JIM
WCIN, Cincinnati, Ohio
PARKER, JOHN
KERO KERO-TV, Bakersfield, Calif.
PARKER, TONY
WTVH, Peoria, Ill.
PARKER, VIRGIL
KORE, Eugene, Ore.
PARKS, DARYL
WKRE-TV, Cincinnati, Ohio
PARLE, PAUL
WKTG, Thomasville, Ga.
PARSONS, MARSHALL
WQAM, Miami, Fla.
PARTAIN, JIM
Sports Parade
WFBC, Greenville, S. C.
PARTON, RED
Sportscop
WOLP, Syracuse, N. Y.
PASEK, CHARLES
KYSM, Mankato, Minn.
PASERO, JOE
KDMC, Fort Bragg, Calif.
PASSE, NOEL
KTRE, Lublin, Texas
PASSE, LOEL
KTHP, Houston, Texas
PATE, JOE
Sports Spotlight
KNED, McAlester, Okla.
PATILLO, BOB
WNDB, Daytona Beach, Fla.
PATRICK, VAN
Professional Football
DuMont
PATRICK, VAN
Thanksgiving Day Pro
Football
Mutual
PATTON, PAT
Sport Special
WKLI, Sparta, Wis.
PAUL, LEROY
WSEF, Montgomery, Ala.
PAUL, ROD
KBLM, Eureka, Calif.
PAULIN, ED
Sports Notebook
WMRN, Marion, Ohio
PAYNE, ALLEN
World of Sports
WPTD, Piedmont, Ala.
PAYNE, E. MAURAY
World of Sports
KSTB, Cedar City, Utah
PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.
PEELE, BILLY E.
Sports of the Week
WFMO, Farmington, N. C.
PEISS, ED
KOOK, KOOK-TV, Beltsville, Mont.

PENFIELD, ADD
WBIG, Greensboro, N. C.
PERICOLA, FRANK
WDLP, Panama City, Fla.
PERLIN, BERNIE
KOPQ-TV, Tucson, Ariz.
PERRIE, DON
World of Sports
WJBO, Baton Rouge, La.
PERRION, JOHN
KWRE, Warrenton, Mo.
PETERS, BOB
WAEB, WAEB-TV, Baton Rouge, La.
PETERSON, PHIL
In the Sportsfield
WFNS, Burlington, N. C.
PETERSON, ROLLIE
KQJB, KQJB-TV, Minot, N. Dak.
PETTI, RALPH A., JR.
KCTA, Charles City, Iowa
PFIFFER, RUDY
KGOX, Oregon City, Ore.
PHILAN, JOHN
KTSM, KTSM-TV, El Paso, Texas
PHILIPS, ROBERT
The Sportsman
WISD, Kinston, N. C.
PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, DALE
KXOA, Sacramento, Calif.
PHILLIPS, DARELL
KTHR, Turlock, Calif.
PHILLIPS, JOHN
KCLL, Beaumont, La.
PHILLIPS, LEE
Sportsland, U.S.A.
WIOD, Miami, Fla.
PHILIPPSON, JOE
KIOA, Des Moines, Iowa
PIERCE, HARRY
Sports Parade
KLRA, Little Rock, Ark.
PIERRO, LOU
WHYC, Hampson, N. H.
PIKE, CHET
WTMA, Charleston, S. C.
PINE, ALLAN
Sports Roundup
WBLL, Hemet, N. Y.
PINION, CLOVIS
KSSP, Sulphur Springs, Tex.
PIPPER, BILL
WURL, Peoria, Ill.
PLATT, BILL
WBRE, Pomeroy, Ohio
POLITZ, J. C.
Sports Review
WJBR, Baton Rouge, La.
POPE, BILL
Sports Extra
WARY, Albany, N. Y.
POWELL, JOHN
WPRS, Paris, Ill.
POWELL, CHARLES
Sports Eye
WTTY, Bloomington, Ind.
POWELL, DON
Sports News
KLCB, Libby, Mont.
POWERS, JIMMY
WPIX, New York, N. Y.
POWERS, TED
Sports Final
WDEV, Waterbury, Vt.
PRESTON, H. A. "SKEET"
KLAN, Atlantic, Iowa
PRIEST, DON
Sports Reporter
WSPR, Spassport, Ill.
PRIME, WILLIAM A.
Sports Bench
KULX, Clovis, N. Mex.
PRITCHARD, BOB
Sports Page
WIBG, Philadelphia, Pa.

PRYOR, BILL
WSEB, WSEB-TV, Houghston, N. Y.
PYLES, DAVE
WMOA, Marietta, Ohio

— Q —

QUIGLEY, DON
KWEI, Weiser, Idaho
QUILLEN, TED
WACO, Waco, Texas
QUINTAN, JACK
Sports Forecast
WIND, Chicago, Ill.

— R —

RABER, ALAN
Sports Digest
WKAP, Allentown, Pa.
RAHBER, EARL
Sports Review
WLAK, Lakeland, Fla.
RAINEL, LEE
WHIN, Gallatin, Tenn.
RAMPTON, CLARE
KWVL, KWVL-TV, Waterloo, Iowa
RAMSAY, BILL
Sports Parade
WVOT, Wilson, N. C.
RANEV, REX
Football Prophet
WBIR, Knoxville, Tenn.
RANGER, JIM
Time Out for Sports
KWG, Stockton, Calif.
RASH, LESTER R.
Morning Sports Review
KQOS, Torrington, Wyo.
RASK, PAUL
Sports Page Final
KGV, Portland, Ore.
RASKIN, RICHARD
WGNV, Newburgh, N. Y.
RATHBIE, ROY
Today in Sports
WPRF, Prestonburg, Ky.
RAY, L. CLINTON
WKBI, St. Marys, Pa.
RAY, LARRY
WBH, Kansas City, Mo.
RAYBURN, JOHNNAE
Sports Final
WJBD, Peoria, Ill.
RAYMON, PAUL
WLAC-TV, Nashville, Tenn.
RIND, JULES
Speaking of Sports
WPHN, Philadelphia, Pa.
RINEHART, TED
WFBG-TV, Allouez, Pa.
RINGQUIST, LEN
WJDA, Quincy, Mass.
RITZERT, ROBERT
Sport Page of the Air
WNAW, Bridgeport, Conn.
RIZZO, HENRY
Sports Roundup
WWSR, St. Albans, Vt.
ROBERTS, DON
Sports Extra
WKNE, Keene, N. H.
ROBERTS, DONALD
WCOL, Lewiston, Me.
ROBERTS, STAN
WARK, Hagerstown, Md.
ROBERTSON, BOB
KMO, Tacoma, Wash.
ROBINSON, JERRY
Sports Roundup
KELA, Centralia, Clatsop, Wash.
ROBINSON, JOHN
Sports Report
WDFN, Gainesville, Fla.
ROBINSON, MAN
Sports Roundup
WPTN, Jampshowing, N. Y.

- ROBY, CLIFTON VAN**
Sports Roundup
WCCM, Cumberland, Md.
- ROCKWOOD, LYNN**
Sportlite
KIXX, Provo, Utah
- RODRICK, BOB**
KQTV, Fort Dodge, Iowa
- ROEWE, PHILIP**
Sports Line-Up
WMOK, Metropolis, Ill.
- ROMERO, FRED**
KCOR, San Antonio, Texas
- ROPER, DON**
Time Out for Sports
KBOL, Boulder, Colo.
- ROPER, KEITH**
Sports Slants
WABJ, Adrian, Mich.
- ROSCOE, PAUL**
Speaking of Sports
KJAY, Topeka, Kans.
- ROSEHILL, DAVE**
Sports First on Long Island
WGSM, Huntington, N. Y.
- ROSELLE, JIM**
WWTN, Jamestown, N. Y.
- ROSS, CHARLES**
Sports Review
WMOU, Berlin, N. H.
- ROSS, KAL**
WCAN-TV, Milwaukee, Wis.
- ROWLANDSON, HUGH**
WTVL, Waterville, Me.
- RUCKLE, ROBERT**
Sports Roundup
WRDW, Augusta, Ga.
- RUSH, RED**
KCSB, San Bernardino, Calif.
- RUSHTON, RAY**
WINA, Charlottesville, Va.
- RUSSELL, DAVE**
KFDM, Beaumont, Texas
- RUSSELL, LANCE**
WDXI, Jackson, Tenn
- RUST, BILL**
KGVU, Greenville, Texas
- RYAN, JIM**
Speaking of Sports
KWPC, Muscatine, Iowa
- RYAN, JOE**
Sports Roundup
WALL, Middletown, N. Y.
- RYAN, MIKE**
Sports Review
WCOL, Columbus, Ohio
- S —
- SAAM, BYRON**
Professional Football
DuMont
- SABEAN, SAM**
WCOW, Saint Paul, Minn.
- SAGE, DICK**
Sport Report
KBRS, Springdale, Ark.
- SAIDT, BUS**
WBUD, Trenton, N. J.
- SANDLER, JACK**
The Sports Hour
KOWH, Omaha, Nebr.
- SANDS, GEORGE**
WMA5, Springfield, Mass.
- SAUNDERS, ALLEN**
WCHA, Chambersburg, Pa.
- SAUNDERS, ERNIE**
WCHS, WCHS-TV, Charleston,
W. Va.
- SAVAGE, BOB**
WMAZ, Macon, Ga.
- SAXTON, JAKE**
Sports Digest
KHUZ, Borger, Texas
- SCEARCE, BOB**
WAFB, Baton Rouge, La.
- SCHENKEL, CHRIS**
WABD, New York, N. Y.
- SCHENKEL, CHRIS**
World Championship Football
Mutual
- SCHENKEL, CHRIS**
Professional Football and
Boxing, Ringside Interviews,
Sports Picture
DuMont
- SCHMITT, DON**
WISC, Madison, Wis.
- SCHNUELLE, BOB**
Sportscope
KHOL-TV, Kearney, Nebr.
- SCHOENDIENST, TOM**
Points on Sports
WSOY, Decatur, Ill.
- SCHOOLEY, JOHN**
WIOU, Kokomo, Ind.
- SCHREIBER, MARK**
KTIN, Denver, Colo.
- SCHROEDER, PAUL**
WTMS, Michigan City, Ind.
- SCHWARTZ, HENRY**
Sports Revue
WDLC, Port Jervis, N. Y.
- SCOTT, RAY**
WDTV, Pittsburgh, Pa.
- SCOTT, WALLY**
WREX-TV, Rockford, Ill.
- SEATON, DEAN**
KXOA, Sacramento, Calif.
- SEDGWICK, SEDGE**
WMTG, Pittsfield, Mass.
- SEE, JACK**
WTAP, Parkersburg, W. Va.
- SENYCZKO, ED**
Sports Parade
WTHH, Port Huron, Mich.
- SHACKELFORD, ROSS**
Sports Parade
WGAU, Athens, Ga.
- SHAFFER, MAX**
WDFN, WDAN-TV, Danville,
Ill.
- SHARPE, JACK**
WEBR, Buffalo, N. Y.
- SHAYER, DANNY**
The Sportsman
WHHH, Warren, Ohio
- SHEPARD, STEVE**
KMTV, Omaha, Nebr.
- SHEPHERD, BOB**
WGBB, Freeport, N. Y.
- SHEPHERD, CHARLIE**
WWNC, Asheville, N. C.
- SHERBAUN, DICK**
Inside Story in Sports
WLAN, Lancaster, Pa.
- SHERIDAN, BILL**
Football Quiz
WPME, Punxsutawney, Pa.
- SHERMAN, BARRY**
Sports Parade
WSCR, Scranton, Pa.
- SHERMAN, BARRY**
WBRE-TV, Wilkes-Barre, Pa.
- SHERMAN, DICK**
Sports Talk
KBIZ, Ottumwa, Iowa
- SHERMAN, JACK**
KTVQ, Oklaboma City, Okla.
- SHORT, SELDON**
Sportlight
WMTG, Vaneleve, Ky.
- SHIDELER, HAL**
Today in Sports
KFOX, Long Beach, Calif.
- SHILYOCK, DICK**
Sportscasters Club
KASL, Newcastle, Wyo.
- SHIVELY, DICK**
WSM-TV, Nashville, Tenn.
- SHUDD, ROY**
Sports
WTRY, Troy, N. Y.
- SHUMATE, GENE**
Sports Desk
KSO, Des Moines, Iowa
- SIDES, BILL**
Spotlight on Sports
WWNS, Statesboro, Ga.
- SIEGEL, MORRIE**
WTOP-TV, Washington, D. C.
- SIEGRIST, BOB**
WEAS, Decatur, Ga.
- SIMPSON, JIM**
WNAO, WNAO-TV, Raleigh,
N. C.
- SIMPSON, JIM**
WTTG, Washington, D. C.
- SIMS, FRANK**
WKMH, Dearborn, Mich.
- SINGLETARY, CRAIG**
Sports Review
KMCM, McMinnville, Ore.
- SINIONTON, RED**
KYUM, Yuma, Ariz.
- SIPHERD, ART**
In the Sportlight
KCMJ, Palm Springs, Calif.
- SJOLANDER, HERB**
Sarasota Angler
WSPB, Sarasota, Fla.
- SKEITH, BILL**
KTMC, McAlester, Okla.
- SKINNER, MERRILL**
Sports Review
KRXX, Rexburg, Idaho
- SLACK, VAN L.**
Sports Review
WSMT, Sparta, Tenn.
- SLATER, MANNING**
WICC, WICC-TV, Bridgeport,
Conn.
- SLOAN, DICK**
WOHP, Bellefontaine, Ohio
- SLYCKE, HARRY VAN**
KRGV-TV, Waco, Texas
- SMITH, AL**
Sportsmen's Corner
WHOL, Allentown, Pa.
- SMITH, BOB**
WOXF, Oxford, N. C.
- SMITH, BOB**
Sports Desk
DuMont
- SMITH, BOB**
KKTU, Colorado Springs,
Colo.
- SMITH, BOCKY**
Today in Sports
WLOF, Orlando, Fla.
- SMITH, FLETCHER**
Sports Review
WGBG, Greensboro, N. C.
- SMITH, FRANK**
KHUM, Eureka, Calif.
- SMITH, FRED B.**
Sportscast
KTXJ, Jasper, Texas
- SMITH, JIM**
WBOK, New Orleans, La.
- SMITH, JOHNNY**
Sports News
KTRH, Houston, Texas
- SMITH, LESTER**
WNAC, Boston, Mass.
- SMITH, LOREN C.**
Parade Sports
WTSA, Brattleboro, Vt.
- SMITH, M. J. "CLIPPER"**
WTCN, Minneapolis, Minn.
- SMITH, ROGER**
Sports Review
WJBB, Haleyville, Ala.
- SMITH, WILLARD**
KTOE, Mankato, Minn.
- SMITH, WILLIAM**
Sports Review
WMFR, High Point, N. C.
- SNOWDEN, CHARLES T.**
Sports Parade
WLSI, Pikeville, Ky.
- SNYDER, DWIGHT**
Sports Final
WJAY, Mullins, S. C.

- SNYDER, ED**
Sports Spotlight
WDAK, Columbus, Ga.
- SOBOL, JOHN**
WILK-TV, Wilkes-Barre, Pa.
- SOLLIE, GORDON**
WPLA, Plant City, Fla.
- SOMMERKAMP, PAUL**
WCKY, Cincinnati, Ohio
- SORRELL, BILL**
WOKF, Oak Ridge, Tenn.
- SPAINHOWER, DON**
KVNK, Logan, Utah
- SPARKS, JAMES H.**
WLAY, Muscle Shoals, Ala.
- SPECTALE, JOHN**
Sports Special
KGBC, Galveston, Texas
- SPENCER, DONN**
Sports Report
KWIZ, Santa Ana, Calif.
- SPEER, NORMAN**
WARD, New York, N. Y.
- SPINN, GERRY**
WTMA, Charleston, S. C.
- SPRACKLIN, JIM**
Sports Parade
KWYO, Sheridan, Wyo.
- SPRAGUE, ED**
Warm-Up Time
KTMS, Santa Barbara, Calif.
- STANFIELD, RAY**
Spotlighting Sports
WIS, Columbia, S. C.
- STARK, CHUCK**
Spectator
KDRS, Paragould, Ark.
- STATZ, DICK**
Sportscenter
WJON, St. Cloud, Minn.
- STEDMAN, RICHARD**
Sports Page
WKMI, Kalamazoo, Mich.
- STEELE, BOB**
Spirited Sports
WTFB, Hartford, Conn.
- STEELE, JIMMY**
Sports Call
WNOE, New Orleans, La.
- STEFER, BURTON**
WWSG, Glens Falls, N. Y.
- STENKAMP, JOHN**
Sports Whirl
KIMA-TV, Yakima, Wash.
- STERN, BILL**
TV Game of the Week, Bill Stern Show
ABC-TV, ABC
- STEVENS, CARL**
Spotlight on Sports
WNAV, Annapolis, Md.
- STEVENS, ELBY**
WTVN, St. Johnsbury, Vt.
- STIEGLER, ERNIE**
WAFB, Allentown, Pa.
- STINSON, JOHNNY**
WJHP, WJHP-TV, Jacksonville, Fla.
- STOGENER, EARL**
WDVA, Danville, Va.
- STONE, CLAIR**
WBAY-TV, Green Bay, Wis.
- STONE, ROCKY**
Sports Spotlight
WOPF, Bristol, Tenn.
- SWANSON, CARL**
WIDE, Biddeford, Me.
- SWEENEY, DICK**
Sports Review
WGWR, Ashboro, N. C.
- SWEENEY, WILLIAM R.**
WARE, Ware, Mass.
- SWITZER, FRED**
KTAE, Taylor, Texas
- TANNER, JOE**
Speaking of Sports
WJCR, Torrington, Conn.
- TAPLER, VINCE**
Sports Spotlight
WTMS, Jackson, Tenn.
- TAPLEY, CHARLES**
WALA, WALA-TV, Mobile, Ala.
- TARELTON, SAM**
World of Sports
KPLC, Lake Charles, La.
- TASNADY, JOHN**
Sports Final
KOOS, Coos Bay, Ore.
- TATE, VERNER**
WFBZ-TV, Greenville, S. C.
- TAYLOR, CHARLIE**
Sports Review
WPMO, Fairmont, N. C.
- TAYLOR, CRAWFORD**
KTFY, Brownfield, Texas.
- TAYLOR, WATT**
WMPA, Aberdeen, Miss.
- TCHUMY, GEORGE J. JR.**
KTKR, Taft, Calif.
- TEAS, CHARLIE**
KOB, Albuquerque, N. Mex.
- TEGMEIER, DOUG**
KTRF, Thief River Falls, Minn.
- TEMPLETON, DINK**
Sports This Week
KPRC, San Francisco, Calif.
- TERMINE, JIM**
Sports Today
WTTX, Wilmington, Del.
- THACKER, JIM**
Time for Sports
W5AZ-TV, Huntington, W. Va.
- THAMES, BAXLEY**
Sports Roundup
RAPH, Minden, La.
- THOMAS, DAVE**
Carolina Sports
WJMX, Florence, S. C.
- THOMAS, ED**
WSLS, WSLS-TV, Roanoke, Va.
- THOMAS, GLENN**
WFEJ, Hagerstown, Md.
- THOMAS, JERRY**
KVEN, Ventura, Calif.
- THOMAS, ROLLIE**
Sports News
KPL, Los Angeles, Calif.
- THOMPSON, BEN**
Sports World
WION, Topeka, Mich.
- THOMPSON, BOB**
WCOG, Greensboro, N. C.
- THOMPSON, CHUCK**
Professional Football
DuMont
- THOMPSON, JIM**
Sports Final
WJLL, Nazareth Falls, N. Y.
- THOMPSON, TALMADGE**
KPNP, Shenandoah, Iowa.
- THOMPSON, TINY**
WLOH, Princeton, W. Va.
- THILENIUS, ED**
Sportscape
WRPE, Athens, Ga.
- THORNTON, HARRY**
WAGC, Chattanooga, Tenn.
- THORPE, BILL**
WFBI, Syracuse, N. Y.
- TIERNO, GENE**
WHJB, Greensburg, Pa.
- TIGHE, RON**
KSDJ Sports Parade
KSDJ, Sidney, Neb.
- TOLBERT, JERRY**
WSON, Henderson, Ky.
- TOPINKA, BOB**
WHVF, Wauson, Wis.
- TORGERSON, STAN**
WUBQ, WUBQ-TV, Memphis, Tenn.
- TOSTI, PHILIP**
WKAL, Rome, N. Y.
- TOWNSEND, CHEP**
WJPF, Herron, Ill.
- TRABER, JIMMY**
Sport Shorts
KSNL, Victoria, Texas.
- TRAEGER, JOHN**
Sports Roundup
KWEI, Seagrass, Texas.
- TRAP, BILL**
WRBZ, Muskegon, Mich.
- TRAVNOR, PIE**
KQV, Pittsburgh, Pa.
- TREDWAY, BILL**
KIJV, Baron, S. Dak.
- TROTT, TERRY**
WTKM, Hartford, Wis.
- TRUSSELL, JAKE**
Daily Sports Column
KTNE, Kingsville, Texas.
- TUBELLE, LARRY**
Sport-book
KRAT, Craig, Colo.
- TUCKER, JOE**
WWSW, Pittsburgh, Pa.
- TUCKER, JOE**
Professional Football
DuMont
- TUOHY, JERRY**
WDBQ, Dubuque, Iowa.
- TURNER, BOB**
WHAM, WHAM-TV, Rochester, N. Y.
- TURNER, JIM**
WSTP, Salisbury, N. C.
- TURNER, RAY**
WTAR-TV, Norfolk, Va.
- TWERRELL, BRUCE**
Mountain Sports
KMON, Great Falls, Mont.
- TWIGGS, BRANCH**
WBUY, Lexington, N. C.
- U —
- UNDERWOOD, RALPH**
WCNB, Connersville, Ind.
- UNGER, DICK**
WWPP, Palatka, Fla.
- V —
- VAGNER, JACK C.**
KRAL, Rawlins, Wyo.
- VALE, FRANK**
KLMX, Clayton, N. Mex.
- VALLICENTI, JOE**
Sports Parade
WBBW, Youngstown, Ohio.
- VANDERHEIDEN, ROBERT**
WSPF, Stamford, Conn.
- VAZQUEZ, PEDRO**
WAPA, WAPA-TV, San Juan, P. R.
- VEACH, BOB**
WFRX, West Frankfort, Ill.
- VEIDT, KILL**
WBSY, Hattiesburg, Miss.
- VENNER, FRANK**
WSPD-TV, Toledo, Ohio.
- VENTER, MEL**
East-West Game
Mutual
- VENTRELLA, TONY**
WEDC, Chicago, Ill.
- VESTRO, ALBERT**
WATR, WATR-TV, Waterbury, Conn.
- VICK, RICHARD V.**
KGEZ, Kalspell, Mont.
- VILLANI, J.**
WELC, Welch, W. Va.
- VIRGILIO, NICK**
Sports of the Day
WCMC, Wildwood, N. J.
- VITTO, LORRY**
Sports Reports
KPLJ, Klamath Falls, Ore.
- VOELKER, HARRY**
KTBC-TV, Austin, Tex.

VOGEL, PHIL
 Today in Sports
 WRON, Ronceverte, W. Va.

VOORHIS, VAN
 WLBR, Lebanon, Pa.

— W —

WAGNER, BOB
 WHIZ, WHIZ-TV, Zanesville, Ohio

WAITE, DAVE
 Speaking of Sports
 WFOR, Hattiesburg, Miss.

WAINES, DeWITT (JIM)
 KBLO, Hot Springs, Ark.

WALDEN, WARREN
 WJAR, WJAR-TV, Providence, R. I.

WALESKI, EDDIE
 WSBA-TV, York, Pa.

WALLIS, DAVE
 KCLA, Pine Bluff, Ark.

WALKER, HAL
 WCAN-TV, Milwaukee, Wis.

WALKER, BOB
 Sports Byline
 WSL-TV, Harrisburg, Ill.

WALKER, LLOYD
 KFTM, Ft. Morgan, Colo.

WALLIS, DAVE
 The Sportsman
 KCLA, Pine Bluff, Ark.

WALSH, FRANK J.
 WBCM, Bay City, Mich.

WALSHAK, DAVID
 Cavalcade of Sports
 KOTI, Gonzales, Texas

WALTHALL, CLYDE
 Morning Line
 KGGF, Coffeyville, Kans.

WALTON, EARL
 Sports Roundup
 WJZM, Clarksville, Tenn.

WALTON, LUKE
 WISH, Indianapolis, Ind.

WALTON, RAY
 Sports-A-Time
 WIBG, Philadelphia, Pa.

WANGER, JOHN
 KALI, Pasadena, Calif.

WARD, ASHBY
 Sports Scoreboard
 WMYB, Myrtle Beach, S. C.

WARD, ASHBY
 Scoreboard
 WJOT, Lake City, S. C.

WARD, BILL
 WBT, WBT-TV, Charlotte, N. C.

WARD, BILL
 KOXY, Oklahoma City, Okla.

WARD, GORDON
 WTAM, Cleveland, Ohio

WARNER, DICK
 WRDW-TV, Augusta, Ga.

WARREN, JIM
 KUDU, Ventura, Calif.

WARREN, MERT
 WLOE, Leaksville, N. C.

WATERMAN, BERNIE
 WICS, Springfield, Ill.

WATSON, JERRY
 WKTM, Mayfield, Ky.

WATTRICK, DON
 WXYZ, WXYZ-TV, Detroit, Mich.

WAYCASEY, MILTON
 Sportlite
 KIXX, Provo, Utah

WEATHERLY, ROBERT L.
 Sports Roundup
 WTAN, Clearwater, Fla.

WEAVER, RICK
 WGEM, WGEM-TV, Quincy, Ill.

WEBB, BERT
 Pecan Valley Sports
 KFAN, Brownwood, Texas

WEISER, DAVE
 In the Locker Room
 KEYY, Provo, Utah

WELLS, LINN
 WGAN, WGAN-TV, Portland, Me.

WEST, BOB
 WMPD, WMFD-TV, Wilmington, N. C.

WEST, JACK
 WLBT, Jackson, Miss.

WESTERVELT, DICK
 WJBS, Deland, Fla.

WESTHALL, JIM
 Sports Parade
 WLNH, Laconia, N. H.

WESTON, DON
 KGVO, Missoula, Mont.

WHALEN, JOSEPH
 Sports Desk
 WPPO, Stroudsburg, Pa.

WHEELER, RON
 Musical Scoreboard
 KTAT, Frederick, Okla.

WHITAKER, JACK
 WCAU-TV, Philadelphia, Pa.

WHITEHEAD, BOB
 WBAX, Wilkes-Barre, Pa.

WHITLEY, TOM
 WBRC-TV, Birmingham, Ala.

WHITTIER, CHUCK
 WILK, WILK-TV, Wilkes-Barre, Pa.

WIBLE, DARI
 Sports Desk
 WBOV, Terre Haute, Ind.

WIGGINS, JIM
 KENS, San Antonio, Texas

WIGGINS, JIM
 KGBS, San Antonio, Texas

WILCOX, PAUL
 WGAR, Cleveland, Ohio

WILCOX, PAUL
 WEWS, Cleveland, Ohio

WILE, OTIS
 KSPI, Stillwater, Okla.

WILLIAMS, AL
 WEVE, Eveleth, Minn.

WILLIAMS, CHUCK
 Mikeside of Sports
 KWNO, Winona, Minn.

WILLIAMS, GARNET
 Today in Sports
 WPIW, Fairfield, Ill.

WILLIAMS, GENE
 KMOD, Modesto, Calif.

WILLIAMS, OMAR
 WILD-D, Dayton, Ohio

WILLIAMSON, DICK
 Sports Final
 WDSR, Lake City, Fla.

WILLOUGHBY, JACK
 KVLH, Pauls Valley, Okla.

WILSON, BERT
 WIND, Chicago, Ill.

WILSON, BOB
 WADC, Akron, Ohio

WILSON, BOB
 KTIV, Sioux City, Iowa

WILSON, CHUCK
 Sportreel
 WBVP, Beaver Falls, Pa.

WILSON, DAVE
 All About Sports
 KANS, Wichita, Kans.

WILSON, DEAN
 Highlights in the World of Sports
 WMMB, Melbourne, Fla.

WILSON, GLEN
 WLW-T, Cincinnati, Ohio

WILSON, JAMES
 WSBT, South Bend, Ind.

WILSON, JOE
 WMAQ, Chicago, Ill.

WILSON, JOE
 WNBQ, Chicago, Ill.

WILSON, JOHN
 WKOV, Wellston, Ohio

WISER, DON
 WTSR, Butler, Pa.

WINK, JACK
 Meet the Coach
 WMNE, Menomonie, Wis.

WISEMAN, CLYDE
 WOKZ, Allton, Ill.

WISMER, HARRY
 Sports Director, General Sports Time, Harry Wismer Sports, Mutual; General Sports TV, WOR and Coast-to-Coast

WITTE, BUD
 WBAY, Green Bay, Wis.

WITTER, STAN
 World of Sports
 KAPA, Raymond, Wash.

WOLF, BOB
 WWDC, Washington, D. C.

WOLF, HAL
 KNBC, San Francisco, Calif.

WOLFE, ART
 Sports Digest
 WPAM, Pottsville, Pa.

WOLFE, TED
 World of Sports
 WMON, Montgomery, W. Va.

WOLFF, BOB
 Gator Bowl
 Mutual

WOODARD, JIMMY
 KATV, Pine Bluff, Ark.

WOODHOUSE, WOODY
 WDNC, Durham, N. C.

WOODS, JIM
 Sports Page
 WGAJ, Elizabeth City, N. C.

WOODS, JIM
 WINS, New York, N. Y.

WOODSIDE, SAM
 WHCU, Ithaca, N. Y.

WOODY, BILL
 Look at the Record
 WEZB, Birmingham, Ala.

WORNER, MURRY
 KFDA, KFDA-TV, Amarillo, Texas

WEATHER, LOU
 Sports Spotlight
 WENK, Union City, Tenn.

WRIGHT, BILL
 WGLV, Easton, Pa.

WRIGHT, DICK
 KHQ, Spokane, Wash.

WRIGHT, JEFF
 Wright's Sportfolio
 WKCT, Bowling Green, Ky.

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YANICH, BOB
 Sports Final
 WHGB, Harrisburg, Pa.

YELLAND, STARR
 KLZ, KLZ-TV, Denver, Colo.

YORK, TOM
 Sportsmen's Corner
 WJOI, Florence, Ala.

YOUNG, JAY
 Sports Review
 WERC, Erie, Pa.

YOUNGBLOOD, WES
 KSEL, Lubbock, Texas

— Z —

ZABEL, JIM
 WHO, WHO-TV, Des Moines, Iowa

ZEGARSKIE, ED
 Speaking of Sports
 WHUB, Cookeville, Tenn.

ZEIDMAN, IRV
 Sports Beat
 KENT, Shreveport, La.

ZEILMANN, JACK
 Sports Spotlight
 WCAW, Charleston, W. Va.

ZIMMERMAN, ROBERT
 KOEL, Oelwein, Iowa

ZUCHELLI, ED
 KXOB, Stockton, Calif.



BEN GRAUER

NBC

Radio

TV



DOUGLAS EDWARDS

CBS News Reporter



KENNETH BANGHART

N. B. C.
NEWSCASTER

RADIO

TELEVISION

CI 7-8300

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1954



— A —

ABBOTT, TOM
WNOE, New Orleans, La.

ABELS, ED
Comments on Local Affairs
KLWN, Lawrence, Kans.

ABNER, A. K.
Round Town Reporter
KFJL, Klamath Falls, Oreg.

ADAMS, CEDRIC
WCCO-TV, Minneapolis, Minn.

ADAMS, CLARENCE
Morning Herald
KBTM, Jonesboro, Ark.

ADAMS, JIM
WTAR-TV, Norfolk, Va.

ADAMS, PHIL
WBQC-TV, Salisbury, Md.

AGRONSKY, MARTIN
ABC

ALCOTT, CARROLL
KNX, Los Angeles, Calif.

ALEXANDER, PAUL
KSL-TV, Salt Lake City, Utah

ALLEN, DON
KLIX-TV, Twin Falls, Idaho

ALLEN, ED
WDOB, Sturgeon Bay, Wis.

ALLEN, PHIL
KMMT, Austin, Minn.

ALLEN, SPENCER
WGN, WGN-TV, Chicago, Ill.

ALLEN, TONY
WUSJ, Lockport, N. Y.

ALM, ROSS C.
KBIM, Roswell, N. Mex.

ALVES, BOB
KZTV, Reno, Nev.

AMBROSE, ROY
WBKV, West Bend, Wis.

ANDERSON, BOB
KVAL-TV, Eugene, Oreg.

ANGELL, JACK
WNBQ, Chicago, Ill.

ANDERSON, JOHN
Local News
WPNE, Brevard, N. C.

ANDREWS, H. G.
Dispelling the Fog
WARD, Johnstown, Pa.

ANDREWS, M. CARL
Over the Editor's Desk
WDBJ, Roanoke, Va.

ANTHONY, DICK
KDAL, Duluth, Minn.

ANTHONY, GEORGE
WOND, Pleasantville, N. J.

ANTHONY, WILLIAM
KJEO-TV, Fresno, Calif.

ARCHER, JOHN
WCMB-TV, Harrisburg, Pa.

ARMFIELD, IRA
WPNF, Brevard, N. C.

ARTHUR, BOB
WEEK-TV, Peoria, Ill.

ARTHUR, FRANK
KSAN, KSAN-TV,
San Francisco, Calif.

ASH, MERRILL
KOMO, Seattle, Wash.

ASHLEY, CHARLES
WEEI, Boston, Mass.

ATWATER, F. KENT
WJRI, Lenoir, N. C.

— B —

BACKUS, ED
WHFB, Benton Harbor, Mich.

RAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y.

BAHNS, PROF. ALVIN C. W.
Let's Look at the United
Nations
WWRL, New York, N. Y.

BANDELL, MURRAY
WMMW, Meriden, Conn.

BANGHART, KENNETH
NBC, NBC-TV

RARER, BERT
WAEB, Allentown, Pa.

BARKER, EDDIE
KRLD, Dallas, Texas

BARRETT, MELVIN F.
WLOH, Princeton, W. Va.

BARRETT, RICK
Today in Town
KDB, Santa Barbara, Calif.

BARRETT, WILLIAM
WNA-TV, Charleston, W. Va.

BARRETTE, GEORGE W.
WIRL, Peoria, Ill.

BARTHOLOMEW, JOHN
BRYSON
KKTU, Colorado Springs, Colo.

BARTLEY, JIM
WMMN, Fairmont, W. Va.

BARRY, LES
KIMN, Denver, Colo.

BASSO, NICK
WSAZ-TV, Huntington, W. Va.

BATE, RICHARD
WMMB, World News
WMMB, Melbourne, Fla.

BATES, JACK
KFOR, Lincoln, Nebr.

BATSON, GAY
WDSU, New Orleans, La.

BAUGESS, BOBBY
KOLS, Pryor, Okla.

BAUGHN, TED
WRGB, Schenectady, N. Y.

BAYER, BILL
WITV, Miami, Fla.

BEAITY, MORGAN
News of the World
NBC, Morgan Beatty and the
News, DuMont

BEAUMONT, JOE
WWGS, Tifton, Ga.

BELCHER, ROD
Blue Streak Bulletins
KOL, Seattle, Wash.

BELKNAP, AL
WESX, Salem, Mass.

BELL, GENE
KYOS, Merced, Calif.

BELL, NICHOLAS
WGUU, Bangor, Maine

BENESHI, FRANK
WNEM-TV, Bay City, Mich.

BENGSTON, CHARLES
WATR-TV, Waterbury, Conn.

BENNETT, LEN
Morning News
KOBK, Owatonna, Minn.

BENTLEY, JULIAN
WBBM, WBBM-TV,
Chicago, Ill.

BERDAN, BIRD
Wiry Reporter
WIRY, Plattsburg, N. Y.

BERGEN, VON, JOHN
Evening Edition
WARM, WARM-TV, Scranton,
Pa.

BERGER, GENE
WOL, Washington, D. C.

BERNHARD, PAT
Town Topics
WFOY, St. Augustine, Fla.

BURNS, HANK
WKAT, Miami Beach, Fla.

BEST, VICTOR
WBZ-TV, Boston, Mass.

BETTS, BOB
KQTV, Fort Dodge, Iowa

BICHL, KEN
WDOK, Cleveland, Ohio

BIGBEE, NELL
WOWL, Florence, Ala.

BIGLER, TOM
WILK-TV, Wilkes-Barre, Pa.

BILIMAN, BOB
KCSJ-TV, Pueblo, Colo.

BISHOP, PAT
KFI, Los Angeles, Calif.

BLAIR, CURT
12:30 News
WPID, Piedmont, Ala.

BLAIR, ED
Georgia Panorama
WAGA, Atlanta, Ga.

BLAIR, FRANK
Today
NBC-TV

BLANKS, VICTOR
KFBK, Sacramento, Calif.

BLECKLEY, W. JOHN
Capitol Coverage
WJBO, Baton Rouge, La.

BOGGS, HOWARD
WKOV, Wellston, Ohio

ROLLINGER, GENE
Carolina News
WJAN, Spartanburg, S. C.

BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.

BONKOSKY, BEN
Community News
WJKO, Springfield, Mass.

BORMANN, JIM
WCCO, Minneapolis, Minn.

BOSLEY, LYLE
The World Tonight
WKTV, Utica, N. Y.

BOURGHOLTZER, FRANK
NBC

BOWERS, BILL
KJTS, Springfield, Mo.

BOYD, DR. W. M.
WERD, Atlanta, Ga.

BOYETTE, PAT
KENS-TV, San Antonio, Tex.

BRADFORD, BILL
Week in Revue
KSST, Sulphur Springs, Texas

BRADFORD, BOB
WREL, Lexington, Va.

BRADLEY, RULON L.
Intermountain News
KSL, Salt Lake City, Utah

BRAGG, MARY
WJAT, Swainsboro, Ga.



JOHN TILLMAN

WPIX

Roving Reporter

"On the Scene" — "On the Screen"

BRANSON, GLASCO P.

Between the Lines
KMCM, McMinnville, Ore.

BRANUM, CHARLES

WEBQ, Harrisburg, Ill.

BREEDIN, J. K.

WNOK, Columbia, S. C.

BRENNAN, DAN

WBAM, Montgomery, Ala.

BRENNER, SID

It Happened Today
WLBR-TV, Lebanon, Pa.

BREZNEY, STEVE

W.A.J.R., Morgantown, W. Va.

BRIDGES, JONAS

World Pictures
WKMT, Kings Mountain, N. C.

BRIGHT, KEITH

WJRC, Bloomington, Ill.

BRINKLEY, DAVID

NBC

BRISBANE, DR. R. H.

WERD, Atlanta, Ga.

BRISCOE, ROY

WSTV-TV, Steubenville, Ohio

BROADLEY, KARL

News at High Noon
WPTN, Huntington, W. Va.

BROCK, ARTHUR

WFSN-TV, Charleston, S. C.

BRODIE, MACE

WFIE-TV, Evansville, Ind.

BROOK, PHIL

WDRO-TV, Orlando, Fla.

BROOKS, CLIFF

Our Town
WGBF, Evansville, Ind.

BROOKS, NED

Sunoco Three Six Extra
NBC

BROOKINS, DON

WDLF, Panama City, Fla.



ALEX DREIER

NBC RADIO-TV

BROPHY, FRED
WHIO, Dayton, Ohio

BROUGHMAN, GLEN
WRBL, WRBL-TV,
Columbus, Ga.

BROWN, BOB
WEEB, Southern Pines, N. C.

BROWN, CECIL
WOR, New York, N. Y.

BROWN, FRANK
KHUM, Eureka, Calif.

BROWN, GLENN
Today's News in Central
Wisconsin
WDLB, Marshfield, Wis.

BROWN, HOWARD
WTVJ, Miami, Fla.

BROWN, LYMAN
Day in Review
KEAN, Brownwood, Texas

BROWN, PHIL
WCRT, Birmingham, Ala.

BROWN, ROBERT
WMAV, Springfield, Ill.

BROWNELL, JIM
WALM, Anderson, S. C.

BROWNING, BOB
WKNY, WKNY-TV,
Kingston, N. Y.

BRUSH, DICK
KFGO, Fargo, N. D.

BRYAN, BILL
KTOK, Oklahoma City, Okla.

BRYSON, CONREY
KTSM, KTSM-TV,
El Paso, Tex.

BURDA, ORVILLE F.
Background of the News
KDIX, Dickinson, N. Dak.

BURDETT, WINSTON
UN in Action
CBS-TV

BURDICK, DON
WMIQ, Iron Mountain, Mich.

BURK, S. A.
KIRX Newsreel
KIRX, Kirksville, Mo.

BURKE, MERLE
Highlights from the Headlines
WLPO, LaSalle, Ill.

BURKES, WALTER
KGTV, Des Moines, Iowa

BURNS, BILL
WDTV, Pittsburgh, Pa.

BURNS, JOSEPH
WNHC-TV, New Haven, Conn.

BURRUS, GENE
News Capsules
KRUX, Glendale, Ariz.

BURWELL, E. L.
WTYC, Rock Hill, S. C.

BUTLER, HOMER
WEBQ, Harrisburg, Ill.

BYRD, JIM
KTBC-TV, Austin, Tex.

BYRNS, JIM
KSWO, Lawton, Okla.

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CADDELL, RAYMOND
WHSC, Hartsville, S. C.

CAHILL, JACK
KLX, Oakland, Calif.

CALDWELL, HOWARD
WTHI, WTHI-TV,
Terre Haute, Ind.

CALHOUN, ALLSTON
Americanism Preferred
WFPM, Fort Valley, Ga.

CALHOUN, ALLSTON
WGSW, Greenwood, S. C.

CALLISON, GEORGE
WGBS, Miami, Fla.

CALMER, NED
Six O'Clock Report
CBS-TV

CAMEKON, BOB
KWKH, Shreveport, La.

CAMPBELL, GEORGE
WHLD, Niagara Falls, N. Y.

CAMPBELL, MALCOLM
Green Spring News
WNAV, Annapolis, Md.

CANEDO, L. C.
WORZ, Orlando, Fla.

CANHAM, ERWIN
Christian Science Monitor
Views the News
ABC

CHERVERTON, DICK
WMT, Cedar Rapids, Iowa

CHILDS, RALPH
KMA, Shenandoah, Iowa

CHILSEN, WALTER JOHN
WSAU, WSAU-TV,
Wausan, Wis.

CHRISTENSEN, FRED
KTUR, Turlock, Calif.

CHRISTIAN, RALPH
WSM-TV, Nashville, Tenn.

CHRISTIE, GEORGE
Old Crusader
WFEA, Manchester, N. H.

CLARK, DALE
WAGA, Atlanta, Ga.

CLARK, HAL
KWIE, Kennewick, Wash.

CLARK, J. B.
Carolina Story
WBT, Charlotte, N. C.

CLARK, RAY
WOW, WOW-TV, Omaha, Neb.

CLARK, W. ROCKWELL
WNHC, New Haven, Conn.

CLAUSSEN, GENE
KXIC, Iowa City, Iowa

CLAYTON, WILLIAM
KPTV, Portland, Ore.

CLEAR, BILL
WRTA, Altoona, Pa.

CLEARY, J. M.
News Review
WESB, Bradford, Pa.

CLEMENTS, JACK
WWNC, Asheville, N. C.

CLIFTON, CHARLES
KRKD, Los Angeles, Calif.

CLINE, KEN
WJBK-TV, Detroit, Mich.

CLOCK, JOHN
KGGM-TV, Albuquerque,
N. Mex.

CLOS, JEAN
Clos Looks at the News
WKLO, Louisville, Ky.

CLOSE, BILL
KYMA, Yuma, Ariz.

CLYDE, BOB
WREX-TV, Rockford, Ill.

CLYNE, WYNE
Labor Views the News
WHLS, Port Huron, Mich.

COBURN, JOHN
WAFB-TV, Baton Rouge, La.

COCHRAN, RON
News of the Night
CBS-TV

COCHRAN, RON
WTOP-TV, Washington, D. C.

COGGINS, JAMES F.
World News
WKDK, Newberry, S. C.

COLE, CHRIS
KOPO-TV, Tucson, Ariz.

COLEY, HAL
KMCO, Conroe, Texas

COLLIER, EVERETT
Today's Trends
KTRH, Houston, Texas

COLLIER, JOHN
WFBM-TV, Indianapolis, Ind.

COLLINS, JUD
WSM-TV, Nashville, Tenn.

COLLEYER, RICHARD
WARK, Hagerstown, Md.

COLLINS, REID
KWKH, Shreveport, La.

COLVIN, BILL
Editor Speaks
KMAN, Manhattan, Kans.

COMBS, GEORGE H.
Spotlight New York
ABC

COMBES, RALPH
KFEE-TV, St. Joseph, Mo.

CONAWAY, RAY
KTHT, Houston, Texas

CONDON, GLENN
KRMG, Tulsa, Okla.

CONNELLY, WILLIAM
WBRE-TV, Wilkes-Barre, Pa.

CONNER, GEORGE
Your Man Next Door
KVAN, Vancouver, Wash.

CONSIDINE, BOB
On the Line
Mutual

COOK, ED
WMBM, Miami Beach, Fla.

COOMBES, GEORGE
WABC, New York, N. Y.

CORCORAN, JOHN
WPEN, Philadelphia, Pa.

CRONKITE, WALTER
Sunday News Special
CBS-TV

CROOKS, BILL
WPMJ, Youngstown, Ohio

CRUMP, GEORGE
WARR, Arlington, Va.

CUNNINGHAM, BILL
WOR, New York, N. Y.

CUMMISKEY, JOE
WHEN, Syracuse, N. Y.

CHRFMAN, DEAN
KTVH, Hutchinson, Kans.

CUTLER, JACK
WEOK, Poughkeepsie, N. Y.

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DAIGRE, ROLAND
WAFB-TV, Baton Rouge, La.

DABNEY, B. M., JR.
Footprints of Time
WACR, Columbus, Miss.

DALTON, KENNETH
1460 Commentator
WBET, Brockton, Mass.

DALY, JOHN
John Daly and the News
ABC-TV

DANES, SPENCER
WKEY, Richmond, Ind.

D'ANGELO, MICHAEL
WIMGW, Meadville, Pa.

DANHEIM, DAVID
KSFA, Nacogdoches, Tex.

DARBY, JOE
KBRZ, Freeport, Texas

DAVIDSON, W. R.
Between The Lines
WAKN, Aiken, S. C.

DAVIS, ELMER
ABC

DAVIS, L. WAYNE
Shell News-Sports
WESC, Greenville, S. C.

DAVIS, REX
KMOX, St. Louis, Mo.

DAVIS, SIDNEY
WKBN, WKBN-TV,
Youngstown, Ohio

DAVIS, WAYNE
Hometown Reporter
KIDO, Boise, Idaho

DAY, CHARLES R.
WGAR, Cleveland, Ohio

DEBMAN, W. E.
WPTF, Raleigh, N. C.

DEIBERT, LENORD
WPIK, Alexandria, Va.

DELANEY, ED
Views on the News
KWKW, Pasadena, Calif.

DENMARK, E. T.
Marianna and Jackson County
News
WOOF, Dothan, Ala.

DENNETT, JACK
CFRB, Toronto, Ont., Canada

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DENTLER, WARREN
KNAL, Victoria, Texas

DePEW, ART
KGST, Fresno, Calif

DESMOND, JERRY
KGVO, Missoula, Mont.

DeVITA, NICHOLAS
WNNJ, Newton, N. J.

DeWEENE, DALLAS
WLW, Cincinnati, Ohio

DIAB, GEORGE
Headlines Now
WTRX, Jellison, Ohio

DIAB, GEORGE
WTRF-TV, Wheeling, W. Va.

DIMEO, JOHN
Week in Review
KPUG, Bellingham, Wash

DINSMORE, ED
WBEN-TV, Buffalo, N. Y.

DOLL, BOB
WEKY, Richmond, Ky.

DOOLEY, JACK W.
WGAR, Cleveland, Ohio

DORMAN, PAUL
WHBQ, WHBQ-TV,
Memphis, Tenn.

DOUGLAS, LES
WPCF, Putnam, Conn.

DOUGLASS, GEORGE
Local News
WDSR, Lake City, Fla.

DOW, BOB
Television Journal
WHFP-TV, Jacksonville, Fla.

DOWNEA, GEORGE
WAAB, Worcester, Mass.

DOYLE, TOM
Orlando News
WLOF, Orlando, Fla.

DREIER, ALEX
Skelley Oil Company, Man On the Go, NBC; Home Federal Savings & Loan, Alex Dreier and the News, WNBO

DREW, A. L.
Between the Lines
WEVA, Euphoria, Va.

DRISCOLL, CASSIDY
WICH, Norwich, Conn.

DRURY, RAY
WWLP, Springfield, Mass.

DUGGAN, NORMAN
KFDX-TV, Wichita Falls, Tex.

DUNPHY, JERRY
KEDD, Wichita, Kans.

DUPLECHAIN, CHRIS
News Between the Lines
KYPI, Ville Platte, La.

DWYER, DANIEL
Tri States News
WDLG, Port Jervis, N. Y.

DWYER, FRED
WHYN-TV, Springfield, Mass.

DAKE, VAN, RUSS
KRNT, Des Moines, Iowa

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EADIE, DEANE
The Bystander
WNNJ, Bridgeton, N. J.

EARLE, GLENN
KPAC, Hot Springs, Ark.

EDGAR, NEAL
News Summary
WENT, Gloversville, N. Y.

EDMONDS, JAMES E.
WLOS, WLOS-TV,
Asheville, N. C.

EDWARDS, BILL
WJDA, Quincy, Mass.

EDWARDS, CHARLIE
WAGA-TV, Atlanta, Ga.

EDWARDS, DOUGLAS
Douglas Edwards and the News,
CBS, CBS-TV

EDWARDS, GLENN
RYUM, Yuma, Ariz.

EDWARDS, JOHN
ABC

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FABRE, DOC
WVVW, Fairmont, W. Va.

FABRE, NUMA
Noon Edition
WVVW, Fairmont, W. Va.

FACENDA, JOHN
WCAU-TV, Philadelphia, Pa.

FAGAN, PAT
WGR-TV, Buffalo, N. Y.

FITZGERALD, WILLIAM
NBC

FITZGIBBONS, JACK
WAKR-TV, Akron, Ohio

FLAHERTY, PAT
KPRC, Houston, Texas

FLANAGAN, JAMES F.
WOLF, Oxford, N. C.

FLANNERY, HARRY
WOR, New York, N. Y.

FLANSBURG, RAY O.
WRAC, Racine, Wis.

FLAXINGTON, WARD B.
Plum Thoughts of a Plum
Citizen
WWHG, Hornell, N. Y.

FLEMING, JAMES
NBC

FLETCHER, TOM
WHK, Cleveland, Ohio

FLETCHER, WARREN
Breakfast Bylines
KSL, TV, Salt Lake City, Utah

FLYNN, ARTHUR
Assignment Haverhill
WHAV, Haverhill, Mass.

FLYNN, JOHN T.
Mutual

FLYNN, PAT
KLYN, Amarillo, Texas

FOGARTY, JACK
WCPO, Cincinnati, Ohio

FORBES, GILBERT
WFBM, WFBM-TV,
Indianapolis, Ind.

FORD, DOUG
Nogu News
WOAY, Oak Hill, W. Va.

FOSTER, CEDRIC
Mutual

FRAZIER, GORDON
WABC

FRAZIER, ROBERT
World News
WVVW, Fairmont, W. Va.

FREDLOCK, ARMISTEAD
WDNE, Ekins, W. Va.

FREDERICK, PAULINE
NBC

FREDERICK, RALPH
Tri-States News
WDLG, Port Jervis, N. Y.

FREDRICKS, FRANK
WBCT-TV, Buffalo, N. Y.

FRELMUTH, BOB
Texas Roundup
KVIC, Victoria, Texas

FRENCH, JACK
KWK, St. Louis, Mo.

FRICKE, ROGER
Bedford Story
WHW, Bedford, Ind.

FRIDGE, JOHN E.
WGBB, Freeport, N. Y.

FRYE, JAYE ALLEN
Hub City Hub Bub
KRKI, Alice, Texas

FUCHS, A. R.
KTSJ, Hobart, Okla.

FUCHS, LAWRENCE
WCRB, Boston, Mass.

FULDHEIM, DOROTHY
WEWS, Cleveland, Ohio

FULTON, DAVE
WEAR-TV, Pensacola, Fla.

FURNISS, WALTER
Cause for News
WCOL, Columbia, Ohio

GAAL, FRANK
WKMH, Dearborn, Mich.

GAILLARD, MARSHALL
WAIM-TV, Anderson, S. C.

GAMMACK, GORDON
KRNT, Des Moines, Iowa

GARCIA, CARLOS
KCOR, San Antonio, Texas

GARDINER, DON
WABC

GARNER, PAT
KFPW, Ft. Smith, Ark.

GAYMAN, L. VAUGHN
WDBQ, Dubuque, Iowa

GEAR, WILLIAM
KRDO, Colorado Springs, Colo.

GEHR, SANDY
WALT, Tampa, Fla.

GEHRT, WILLIAM
WTIX, Wilmington, Del.

GELATT, ROD
WHO, WHO-TV,
Des Moines, Iowa

GENDRON, CLEM
WHYN, Springfield, Mass.

GENTRY, BILL
WCHV, Charlottesville, Va.

GEORGE, LEE
WMBH, Joplin, Mo.

GEORGE, NICK
KWVL, KWVL-TV,
Waterloo, Iowa

GEORGE, PHIL
KVAL-TV, Eugene, Oreg.

GERAGHTY, LARRY
City Report
WCSH, Portland, Maine

GIANARIS, HARRY
WCSC, WCSC-TV,
Charleston, S. C.

GIBSON, PHIL
Peoria Reporter
WMBD, Peoria, Ill.

GIBSON, TOM
Avisco News
WFTR, Front Royal, Va.

GIFFORD, ALEC
Plays in the News
KLEF, Dallas, Texas

GILBERT, JACK
KHOL-TV, Kearney, Nebr.

GILLELAND, JAMES
WGCS, Miami, Fla.

GIRARD, CARM
KGLL, Miami, Okla.

GIVNEY, JOHN J.
WTRV, Troy, N. Y.

GLACKEN, ED
WFMZ-TV, Allentown, Pa.

GLADDING, ALBERT
WNOW, WNOW-TV,
York, Pa.

GLADSTONE, HENRY
WOR, New York, N. Y.

GLEASON, JOHN H.
WTMS, Michigan City, Ind.

GLOVER, JOHN
WKNA-TV, Charleston, W. Va.

GOBBLE, JACK
KID-TV, Idaho Falls, Idaho

GODDARD, DON
ABC-TV

GODWIN, EARL
WRC, Washington, D. C.

GOLDER, HARRY
KMPA, Los Angeles, Calif.

GOODE, MAL
WROD, Homestead, Pa.

GOODHOPE, BILL
KID-TV, Idaho Falls, Idaho

GOODMAN, GEORGE W.
Community News
WLIB, New York, N. Y.

GOODMAN, JUANITA
KICA, Clovis, N. Mex.

GOODWIN, EARL
NBC

GOODWIN, GLENN
KSO, Des Moines, Iowa

GORDON, G. B.
WICS, Springfield, Ill.

GORDON, L. P.
Past and Present
WESB, Bradford, Pa.

GORDON, RAY
KGEB-TV, Harlingen, Tex.

GOSA, JIM
KJAY, Topeka, Kans.

GOULD, DOROTHY R.
New River Note Book
WJNC, Jacksonville, N. C.

GOW, GEORGE
Alarm Clock
KANS, Wichita, Kans.

GRAHAM, GORDON
WIBC, Indianapolis, Ind.

GRANT, AUSTIN
CKLW-CKLV-TV,
Detroit-Windsor, Mich.

GRANT, PETER
WLW, WLW-T, Cincinnati, O.

GRANT, TOM
WGLV, Easton, Pa.

GRAUER, BEN
B. June 2, 1908, New York City.
March of Medicine, Citizen's
Searchlight, NBC-TV; Boston
Symphony, News with Ben Grauer,
Senior Ben, NBC

GRAVES, KATHRYN H.
Our Town
WCMA, Corinth, Miss.

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HADLEY, BILL
KATV, Pine Bluff, Ark.

HAEBERLE, FLORENCE
WHA1, Greenfield, Mass.

HARKNESS, RICHARD
NBC

HARKNESS, RICHARD
WRC-TV, Washington, D. C.

HARRIER, BOYD
WTAR-TV, Norfolk, Va.

HARRINGTON, JAMES
WEAW, Evanston, Ill.

HARRIS, ART
WHYN-TV, Springfield, Mass.

HARRIS, BOB
Blue Streak Bulletins
KOL, Seattle, Wash.

HARRISON, CHARLES
WJIM-TV, Lansing, Mich.

HARRISON, CHARLES
WFIL, WFIL-TV,
Philadelphia, Pa.

HARRISON, JOHN
Mid-Day Edition
KEPO, El Paso, Tex.

HARRISON, ROBERT
WHNC, Henderson, N. C.

HARSCH, JOSEPH C.
Background
NBC-TV

HARTLEY, HOWARD
Hitting the Headlines
WTAN, Clearwater, Fla.

HARVEY, BOYD
WKNX-TV, Saginaw, Mich.

HARVEY, HENRY W.
A Look at the World
KFBI, Wichita, Kans.

HARVEY, PAUL
Paul Harvey News, Paul
Harvey Comments
ABC

HARVEY, PAUL
WLS, Chicago, Ill.

HAUSMAN, KEN
WKNB-TV, New Britain,
Conn

HAWFELY, ROBERT
WJNO, West Palm Beach, Fla.

HAWLEY, DICK
WMCT, Memphis, Tenn.

HAWORTH, BILL
KFI, Los Angeles, Calif.

HAYES, GEORGE
Farm News
WABC

HAYES, SAM
Headline News
Mutual

HAYWARD, BRUCE
WTVI, Belleville, Ill.

HEATON, JIM
KVG B, Great Bend, Kans.

HEATTER, BASIL
Mutual

HEATTER, GABRIEL
WOR, New York, N. Y.

HEFFNER, RICHARD
History in the News
WMCA, New York, N. Y.

HEINBACH, HAROLD
News Interpretations
WDOV, Dover, Del.

HEMPHILL, PHIL
WOAI-TV, San Antonio, Tex.

HENDRICKSON, BOB
WLW-A, Atlanta, Ga.

HENLE, RAY
Sunoco Three Star Extra
NBC

HENNESSEY, HARRY
WOR, New York, N. Y.

HENRY, BILL
WOR, New York, N. Y.

HENR, JACK
KQV, Pittsburgh 19, Pa.

HENRY, DR. HARRY D.
What's Good in the News
WHKY, Hickory, N. C.

HERGET, J. J.
News at Noon
WKNA, Charleston, W. Va.

HERMAN, GEORGE
WTOP, Washington, D. C.

HERRIN, ROBERT S.
KIRK, Kirksville, Mo.

HESTER, JEFF
WSLI, Jackson, Miss.

HICKS, GEORGE
ABC

HIPPS, TOM
KSET, El Paso, Tex.

HITES, WARREN
WRDW-TV, Augusta, Ga.

HOBBS, JAMES J., JR.
WSPA, Spartanburg, S. C.

HOFFMAN, GIBBY
Noon Commentary
WKBI, St. Marys, Pa.

HOLCOMB, GRANT
Panorama Pacific
KNXT, Los Angeles, Calif.

HOLDER, H. RANDOLPH
Tomorrow's Headlines
WRFC, Athens, Ga.

HOLLENSWORTH, MAYME
KWRF, Warren, Ark.

HOLMAN, AL
WALA-TV, Mobile, Ala.

HOMAN, HENRY
WLBR, Lebanon, Pa.

HOOLEY, JACK
WHAM, Rochester, N. Y.

HOOPER, JACK
WHGB, Harrisburg, Pa.

HOOPER, CORKY
WKSR, Pulaski, Tenn.

HORN, GEORGE, VAN
WKY, Evansville, Ind.

HOSS, DAVE
Editorially Speaking
KSLM, Salem, Oreg.

HOUP, WILLIAM
WDAN-TV, Danville, Ill.

HOUSER, G. R.
WSBT, WSBT-TV,
South Bend, Ind.

HOWARD, MARC
KBUR, Burlington, Iowa

HOWE, LEN
WHO-TV, Des Moines, Iowa

HOWE, QUINCY
A Week of the World with
Quincy Howe
ABC

HOWELL, HENRY
WOAI, San Antonio, Tex.

HOYT, ROBERT
WSBT-TV, South Bend, Ind.

HUDDY, WILLIAM
KEYT, Santa Barbara, Calif.

HUEY, DOWNEY
Seven O'Clock News
WEEK, Peoria, Ill.

HUGHES, DON
KRMG, Tulsa, Okla.

HUGHES, JOHN B.
WABD, New York

HUGHES, JOHN J.
KMMO, Marshall, Mo.

HUMPHREYS, DAN
WPF6, Middletown, Ohio

HUNTLEY, CHET
ABC

HUNT, RAY
KONO, San Antonio, Tex.

HURD, JOHN
News to Now
WMBS, Uniontown, Pa.

HURLBUT, JIM
WMAQ, Chicago, Ill.

HURLEIGH, ROBERT
Mutual

HUTCHISON, ROBERT
KXIC, Iowa City, Iowa

HYDEN, ROY
Talk of the Town
WBIW, Bedford, Ind.

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IDE, CAROL
WDTV, Pittsburgh, Pa.

IONNE, JOE
Neighborhood News
WMRN, Marion, Ohio

IRELAND, MILLARD
KOMO, Seattle, Wash.

ISAACS, JIMMIE
KDUB-TV, Lubbock, Tex.

IZZARD, BOB
KGNC, KGNC-TV,
Amarillo, Tex.

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JACKSON, BERT
WKEI, Kewanee, Ill.

JACKSON, HARRY
Jackson Views the News
KNGS, Hanford, Calif.

JACKSON, J. B.
KVOS, Bellingham, Wash.

JACKSON, KEITH
KLER, Lewiston, Idaho

JAFFE, ARNOLD
WL1B, New York, N. Y.

JAFFEE, TED
WAAM, Baltimore, Md.

JANES, DOLPH
KORE, Eugene, Oreg.

JANKE, HAROLD
WBIZ, Eau Claire, Wis.

JARRELL, MRS. W. W.
News Priorities
WKTG, Thomasville, Ga.

JARRETT, HUGH
WHIN, Gallatin, Tenn.

JEFFERIES, RICHARD
WJEF, Grand Rapids, Mich.

JENNEWAIN, PAUL
WMFD, WMFD-TV,
Wilmington, N. C.

JENNINGS, JAMES J.
WILK, Wilkes-Barre, Pa.

JESSEE, RANDALL
WDAF-TV, Kansas City, Mo.

JESTER, LEWIS T.
WVEC, WVEC-TV,
Hampton-Norfolk, Va.

JOHNS, BULL
KFDA, KFDA-TV,
Amarillo, Tex.

JOHNSON, ARVID
KXJB-TV, Valley City,
N. Dak.

JOHNSON, BOB
WMT-TV, Cedar Rapids, Iowa

JOHNSON, DAVE
KDSH, Boise, Idaho

JOHNSON, HERR
WMAZ-TV, Macon, Ga.

JOHNSON, JERRY
KSRW, Salinas, Calif.

JOHNSON, RON
WHOK, Lancaster, Ohio

JOLLY, RUSS
KFBI Wichita Kans.

JONES, E. Z.
WBRR, Burlington, N. Y.

JONES, FRANK
Tops in News
WREN, Topeka, Kans.

JORGENSEN, CARL
WIBC, Indianapolis, Ind.

JULIUS, IRVIN
Sunday News
KMAN, Manhattan, Kans.

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KALBER, FLOYD
KMTV, Omaha, Neb.

KALFENBORN, H. V.
Who Said That?
NBC, NBC-TV

KAHN, STAN
News Capsules
KRUX, Glendale, Ariz.

KANE, DAVE
KRCK, Jamestown City, Kans.

KATZMAN, ROBERT
WISN, Butler, Pa.

KEATH, ED
KWK-TV, St. Louis, Mo.

KECKI, MICHAEL
WLIB, New York, N. Y.

KEDDIE, HOWARD
Home on the Ranch
KCBQ, San Diego, Calif.

KEEN, HAROLD
KFMB, KFMRTV
San Diego, Calif.

KETTU, CAROL
Atlanta News Time
WLAG, LaGrange, Ga.

KEITH, JERRY P.
WBOB, Jackson, Miss.

KELLY, DON
WLOL, Minneapolis, Minn.

KELLY, EARL R.
WVNY, Watertown, N. Y.

KELLY, ROLAND
WSBT, South Bend, Ind.

KENNEALLY, WILLIAM
Today in L. A.
KXX, Los Angeles, Calif.

KENNEDY, JACK
WISN-TV, St. Petersburg, Fla.

KENNEDY, KEVIN
WPIX, New York, N. Y.

KENNEDY, WILLIAM
KNXT, Los Angeles, Calif.

KENSGOTT, A. G., JR.
WLAC-TV, Nashville, Tenn.

KENSON, LEN
Around Town
KICK, Springfield, Mo.

KENNA, JOE
WCAN-TV, Milwaukee, Wis.

KENT, JIM
WSIX-TV, Nashville, Tenn.

KERLIN, J. C.
What Goes on Here?
WGBF, Evansville, Ind.

KERNS, ROY
WGR-TV, Buffalo, N. Y.

KESLER, DAVID E.
WHAM, Rochester, N. Y.

KIDNEY, DICK
WVEC-TV, Hampton-Norfolk, Va.

KILMER, WAYNE
News Headlines
KALE, Richland, Wash.

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LADD, GRANT
KLPR, Oklahoma City 9, Okla.

LAMOTIS, ALEN
WGVA, Geneva, N. Y.

LAND, ALLAN
WHIZ-TV, Zanesville, Ohio

LANE, BILL
KGNC-TV, Amarillo, Tex.

LANJAM, GEORGE
KRES, St. Joseph, Mo.

LANHAM, GEORGE S.
World and Oklahoma
KWHF, Cushing, Okla.

LANSING, GERRA
KGKB, Tyler, Tex.

LAPE, ROBERT
WCUE, Akron, Ohio

LARSON, BEN
WOW-TV, Omaha, Neb.

LEVINE, IRVING R.
World News Roundup
NBC

LEVINSON, LES
WEIM, Fitchburg, Mass.

LEWIS, CHARLES
WWJ, Detroit, Mich.

LEWIS, DAVID
WTTV, Bloomington, Ind.

LEWIS, FULTON, JR.
WOR, New York, N. Y.

LIESER, F. GILBERT
KJUN, Redmond, Oreg.

LINDHOLM, BILL
WQCA, Moline, Ill.

LINDMAN, STUART A.
WMLN-TV, St. Paul, Minn.

LINDSAY, WILLIAM
WFMJ, WFMJ-TV
Youngstown, Ohio

LINN, CASEY
KGUL-TV, Galveston, Tex.

LITTLE, JAMES G.
Views of the News
WTAG, Worcester, Mass.

LIVEZEY, TOM
WAEF, Allentown, Pa.

LOGAN, GLENN
WJOL, Johnst, Ill.

LOHMAN, P. H.
An Economist Views the News
WJOY, Burlington, Vt.

LOMBARDY, DON
WPAQ, Patchogue, N. Y.

LONG, CHET
WBNS, WBNS-TV
Columbus, Ohio

LORD, GEORGE
The World on Parade
WCAU, Philadelphia, Pa.

LOUIS, JOHN
WLAW, WLAW-TV, Cincinnati, O.

LOVE, DAN
KTBC, Austin, Tex.

LOWDER, C. W.
33 Top Stories
KIMN, Denver, Colo.

LOWE, DON
WABC

LOWE, JIMMY
WRR, Dallas, Tex.

LOWERY, JAMES
WGH, East Liverpool, Ohio

LUCIDON, FRANK
WFMZ-TV, Allentown, Pa.

LUETJEN, JACK
KVAN, Vancouver, Wash.

LUENBERG, VIC
KTUL, Tulsa, Okla.

LUSFORD, BRUCE
Ware Newsman
WARE, Ware, Mass.

LYNOTT, BOB
KOIN, Portland, Oreg.

— Mc —

McBRIDE, CLAY
WAFB, Wilmington, N. C.

McCAFFERY, JOHN K. M.
NBC-TV

McCAFFERY, JOHN K. M.
WRCA-TV, New York, N. Y.

McCANN, DICK
KBON, Omaha, Neb.

McARTHUR, CHARLES
WABC, New York, N. Y.

McARTHUR, JOE
KXJB-TV, Valley City, N. Dak.

McCLAY, PAUL
WTVL, Waterbury, Maine

McCLINTON, BILL
WSTV, Streubenville, Ohio

McCORMACK, FRANK
WHWB, Rutland, Vt.

McCOY, HUGH
KFAB, Omaha, Neb.

McCUE, CHARLES
WCCO-TV, Minneapolis, Minn.

McDONALD, BEN
WNCN, Greenville, N. C.

McDONALD, ED
WARK, Akron, Ohio

McDONALD, IRVING T.
More Light on the News
WEEL, Boston, Mass.

McDOWELL, AL
WEDO, McKeesport, Pa.

McFARLAND, CHARLES
KCEB-TV, Tulsa, Okla.

McGIBENY, DONALD
KXEL, Waterloo, Iowa

McGOVERN, JIM
KEYD, Minneapolis, Minn.

McGOWAN, GEORGE
KEX, Portland, Oreg.

McGINNESS, PAT
KFMB, San Diego, Calif.

McINTARE, FRANK
Kigtored
KLIX, Twin Falls, Idaho

McKEE, BOB
WBOF, Virginia Beach, Va.

McKEE, ROY
KTUL, Tulsa, Okla.

McLEOD, DON
WJBK, Detroit, Mich.

McLEOD, HARRY
WCBY, Cheshygan, Mich.

McMARTIN, COLE
WMT, Cedar Rapids, Iowa

McMILLEN, GENE
KRAL, Rawlins, Wyo.

McMILLEN, JOHN
WPCF, Panama City, Fla.

McMURRAY, SCOTT
WSTV, WSTV-TV
Streubenville, Ohio

McMURTRIE, BURT
It Seems to Me
KPAQ, Tacoma, Wash.

McNAMARA, JAMES
KLAQ, Los Angeles, Calif.

McPHERSON, PHIL
KJEO-TV, Fresno, Calif.

McSHERRY, HARRY C.
Capitol Comments
WDOV, Dover, Del.

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MABRY, JOE
News to Now
WHDB, Cookeville, Tenn.

McARTHUR, ARTHUR
WTOG, Worthington, Ohio

McCUMBER, JERRY
News-paper of the Air
KHQ-TV, Spokane, Wash.

MARBLE, HARRY
News of New York
CBS-TV

MARTEL, HAZEL
Mutual

MARQUARDT, MAXNARD
KATY, San Luis Obispo, Calif.

MARR, DALE
WJR, Detroit, Mich.

MARSHALL, VENNIX
WFDF, Flint, Mich.

MARTIN, BILL
WHY'S, Springfield, Mass.

MARTIN, CLAUDE
WILK-TV, Wilkes-Barre, Pa.

MARTIN, DON
Newsreel of the Air
WHCU, Ithaca, N. Y.

MARTIN, JIM W.
WGAR, Cleveland, Ohio

MARTIN, LUTHER W.
One Man's Opinton
KTTR, Rolla, Mo.

MASON, AL
Uvalde Today
KVOU, Uvalde, Tex.

MASON, BILL
WQUA, Moline, Ill.

MASON, JESS
KGW, Portland, Oreg.

MATHERS, BILL
World in Review
KENM, Portales, N. Mex.

MATLOCK, STAN
WKRC-TV, Cincinnati, Ohio

MATT, LEONARD M.
Column on the Air
WDAS, Philadelphia, Pa.

MATTHEWS, FRANK
WOAI, WOAI-TV,
San Antonio, Tex.

MAUGANS, BILL
WBBZ, Ponca City, Okla.

MAURER, JAMES
U.P. Commentary
KLCB, Libby, Mont.

MAYER, KEN
WBZ, Boston, Mass.

MAYES, DOUG
Synopsis
WBTW, Charlotte, N. C.

MEIER, EVANS
Voice of the People
WLAG, Norfolk, Nebr.

MELTON, E. T., JR.
Carolina News Roundup
WJMX, Florence, S. C.

MENARD, RALPH
Public Forum
KCBQ, San Diego, Calif.

MENEFEE, BOB
WIP, Philadelphia, Pa.

MERRYMAN, PHILIP
WICC, WICC-TV,
Bridgeport, Conn.

METCALF, ELLIOTT
Our Town
KTAC, Tacoma, Wash.

METCALF, JAMES
WOAI, WOAI-TV,
San Antonio, Tex.

MEYER, SYLVAN
WGGG, Gainesville, Ga.

MEYERING, LARRY
KFPM, San Bernardino, Calif.

MEYNERS, JOSE ARNALDO
Observatorio Mundial
WAPA, San Juan, Puerto Rico

MICHAELS, PAT, AND THE LADIES
KWIZ, Santa Ana, Calif.

MICHELSEN, BILL
KBTW, Denver, Colo.

MIDDLETON, ROBERT
WWSC, Glens Falls, N. Y.

MILLER, DAVE
WMIE, Miami, Fla.

MILLER, GEORGE, JR.
KTEN, Ada, Okla.

MILLER, HARVEY
WBRE, Wilkes-Barre, Pa.

MILIMAN, SANDY KEITH
WKIP, Poughkeepsie, N. Y.

MILLS, RALPH
KBEL, Idabel, Okla.

MITCHELL, FORD
KENS, San Antonio, Tex.

MOEGLE, FRED
KWK, St. Louis, Mo.

MOFFATT, JOE
WLSL, Roanoke, Va.

MOLL, ALLAN
KTVT, Salt Lake City, Utah

MOLLENHOUR, WILLIAM
News Behind the Headlines
WRSW, Warsaw, Ind.

MONROE, BILL
WDSU-TV, New Orleans, La.

MONROE, HARRY
WRVA, Richmond, Va.

MOORE, JIM
WTRF-TV, Wheeling, W. Va.

MORGAN, EDWARD P.
Edward P. Morgan and the
News
ABC

MORGAN, JAMES
Gulf News
WHLN, Harlan, Ky.

MORGAN, RICHARD
WSEE, Erie, Pa.

MURPHY, JIMMY
WBYS, Canton, Ill.

MURPHY, WILLIAM B.
WGMA, Hollywood, Fla.

MURROW, EDWARD R.
Person to Person, See It Now
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NAVEN, DEAN
KMA, Shenandoah, Iowa

NELLY, BOB
WHO-TV, Des Moines, Iowa

NELSON, GENE
WLCS, Baton Rouge, La.

NELSON, GENE
KFAM, St. Cloud, Minn.

NELSEN, MEL
WHO-TV, Des Moines, Iowa

NELSON, MERLIN
KVNI, Coeur d'Alene, Idaho

NELSON, ROBERT
WSYR, Syracuse, N. Y.

NICHOLS, DAVE
WHLW-C, Columbus, Ohio

NICODEMUS, WARREN
KOLS, Pryor, Okla.

NIHAY, ED
Preview of Tomorrow
KEYY, Provo, Utah

NIXON, MILT
WDRF, Chester, Pa.

NORMAN, NEIL
News of the Day
WMTV, East St. Louis, Ill.

NORTON, DON
KOTV, Tulsa, Okla.

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O'BRIEN, LEE
KIUP, Durango, Colo.

O'BRIEN, LEO
WRGB, Schenectady, N. Y.

O'BRIEN, PAT
KIUP, Lurango, Colo.

O'CONNOR, ED
WKXL News
Concord, N. H.

O'CONNOR, JOHN M.
Community News
KCRF, Trinidad, Colo.

O'DELL, TERRENCE
CKLW, Detroit, Mich.

O'DONNELL, HAL
KFRE, Fresno, Calif.

OFFICER, JIM
KTKT, Tucson, Ariz.

OLDS, MIKE
WGEM, Quincy, Ill.

OLIPHANT, H. DUNCAN
WGAN, WGAN-TV,
Portland, Maine

OLSON, BOB
WJMS, Ironwood, Mich.

O'MEARA, DAN
WIOU, Kokomo, Ind.

ONCAY, WILLIAM
WBAX, Wilkes-Barre, Pa.

OSGOOD, DICK
Show World
WXYZ, Detroit, Mich.

O'SHEA, JOHN
WHUC, Hudson, N. Y.

OTTO, BOB
WCPO, Cincinnati, Ohio

OWEN, GORDON
Today in Pictures
KTVT, Salt Lake City, Utah

OWENS, FRANK
WTWN, St. Johnsbury, Vt.

OWENS, PAUL
Local News
WLBN, Lebanon, Ky.

OWENS, RAY
Today in Syracuse
WFBL, Syracuse, N. Y.

O'WRIL, ROBERT
WPOR, Portland, Maine

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PACK, BILL
Sunday Comment
WTYC, Rock Hill, S. C.

PADACE, JAMES
Around the Town
WICH, Norwich, Conn.

PAGE, NORM
Noon Day News Review
WMIN, St. Paul, Minn.

PALMER, GEORGE
WKRC-TV, Cincinnati, Ohio

PARENT, HERSHELL
KVSA, McGehee, Ark.

PARKER, CHARLES K.
Magic Word
WBEZ, Pittsfield, Mass.

PARTRIDGE, GEORGE S.
WINN, Louisville, Ky.

PASSAGE, GEORGE
WRVA, Richmond, Va.

PATRICK, LARRY
Between the Lines
WAIR, Winston-Salem, N. C.

PATEN, ROBERT H.
WABI-TV, Bangor, Maine

PATTON, RALPH A.
WKMI, Kalamazoo, Mich.

PATRICK, GEORGE
WSRS, Cleveland, Ohio

PAULE, VERNE
News for You
WJPS, Evansville, Ind.

PAVEY, RICHARD
12 o'Clock News
WJLB, Detroit, Mich.

PEACOCK, CLETUS
WBBB, Burlington, N. C.

PEARSON, DREW
Washington Merry-Go-Round
KEEN, San Jose, Calif.

PELHAM, GLENN
WGRA, Cairo, Ga.

PELZER, JACK
Farm Hour
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POWELL, TOM
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POWERS, DON
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PRICE, GRANT
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PRICE, JOHN
Headline News
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PRICE, JOHN
WKAT, Miami Beach, Fla.

PRIOR, HARRY
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WTAN, Clearwater, Fla.

PYKA, LOU
KICA, Clovis, N. Mex.

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RAASCH, EDDIE
KWBU, Corpus Christi, Tex.

RADENZEL, ED
KNBC, San Francisco, Calif.

RALEIGH, JOHN
KYW, Philadelphia, Pa.

- RAMOS, RALPH**
KOGT, Orange, Tex
- RANDALL, JOHN**
WXLW, Indianapolis, Ind.
- RANDELL, RICHARD**
WMAL, Washington D. C.
- RANGEL, ELAIA**
KCOB, San Antonio, Tex
- RASCH, BOB**
WVMI, Biloxi, Miss
- RASCO, JOHN E.**
The Editor Speaks
KGW, Portland, Ore.
- RASCO, LARRY**
KRFD, Dallas, Texas
- RASH, BRAYSON**
WMAL, WMAL-TV,
Washington, D. C.
- RAY, BOB**
WWPG, West Palm Beach, Fla
- READ, RAY, JR.**
KSFJ, Nacogdoches, Tex
- REDABAUGH, HAROLD**
KRDO-TV, Colorado Springs,
Colo.
- REEVES, BILL**
WJOL, Florence, Ala.
- RENDELL, RICHARD**
WMAL-TV, Washington, D. C.
- RENICK, RALPH A.**
WTVJ, Miami, Fla
- REISS, REV. BASIL**
WBAV, WBAV-TV,
Green Bay, Wis.
- REVELLE, ORVILLE**
WFTL, Ft. Lauderdale, Fla.
- REX, JOE**
WLOR-TV, Lima, Ohio
- REYNOLDS, FRANK**
WBBM-TV, Chicago, Ill.
- RHOADES, PAUL**
KRNT, Des Moines, Iowa
- RICE, CONRAD C.**
Sarasota Speaks
WSPB, Sarasota, Fla
- RICE, JOHN D.**
WKJL, Sparta, Wis.
- RICE, PHIL**
This is Washington
WJOT, Lake City, S. C.
- ROBERTS, DON**
WCOU, Lewiston, Maine
- ROBERTS, MORGAN**
KTOW, Oklahoma City, Okla.
- ROBERTS, PETER**
WINS, New York, N. Y.
- ROBERTS, SID**
WJDD, Chicago, Ill.
- ROBERTSON, BILL**
KXMO, Mexico, Mo.
- ROBINSON, HERB**
KOMO-TV, Seattle, Wash.
- ROBINSON, JIM**
KPMO, Pomona, Calif.
- ROBINSON, PRESCOTT**
WOR, New York, N. Y.
- ROCK, ALAN**
Open Mike
WFEA, Manchester, N. H.
- ROEWE, PHILIP**
News Analysts
WMOK, Metropolis, Ill.
- ROLEFSON, JOHN**
WMAL-TV, Washington, D. C.
- ROLLISON, FRED**
WFIE-TV, Evansville, Ind.
- ROMAN, ROY**
WMBG, Richmond, Va.
- ROMAN, ROY**
WTVR, Richmond, Va.
- ROPER, GENE**
WBBQ, WBBQ-TV,
Memphis, Tenn.
- ROPP, JOHN**
WCOS, Columbia, S. C.
- ROSCOE, JOHN**
Behind World News
KYOB, Greeley, Colo.
- ROSE, CARL**
WKNA, Charleston, W. Va.
- ROSS, JACK**
WBAM, Rochester, N. Y.
- ROSS, JOSEPH**
WIBX, Erie, N. Y.
- ROTH, HENRY**
WGCT, Gettysburg, Pa.
- ROTH, JOE, JR.**
KWPC, Muscatine, Iowa
- ROTHAFEL, ART**
Review by ROY
WLNH, Laguna, N. H.
- ROWAN, STEVE**
Today's News
WMIX, Mt. Vernon, Ill.
- ROWE, AL**
10 o'Clock News
WSOY, Decatur, Ill.
- ROWLAND, JAMES H.**
WVNR, Beckley, W. Va.
- ROWLAND, KOLL**
KWAK, Stuttgart, Ark.
- ROULEAU, GREG**
From Page of the Air
KXGI, Fort Madison, Iowa
- RUCKLE, ROBERT**
Noon News
WRDW, Augusta, Ga.
- RUDDLOFF, EVERETT**
As I See It
WJLK, Asbury Park, N. J.
- RUGHL, VIC**
The News at Noon
KHB, Watsonville, Calif.
- RUBLE, PAUL**
WKYW, Louisville, Ky.
- RUAMINGER, ELMER**
Let's Look at This Week
WMLC, Greenville, S. C.
- RUNNION, GUY**
Newsreel
KAKE-TV, Wichita, Kans.
- RUNYON, BOB**
WOOD, WOOD-TV,
Grand Rapids, Mich.
- RUSH, JIM**
WBB, Flint, Mich.
- RUSSELL, CHUCK**
KTVH, Hutchinson, Kans.
- RUSSELL, DAVE**
KFDM, Bennington, Tex.
- RUSSELL, DON**
News Tonight with Don Russell,
Morgan Beatty and the News—
N. Y. Cut In, Presidential Press
Conference, News and Special
Events, DuMont; General Motors
Show, NBC-TV.
- RUSSELL, ROGER**
KELO-TV, Sioux Falls,
S. Dak.
- RUTLEDGE, CHARLES**
The News Today
WPTX, Lexington Park, Md.
- RYAN, BILL**
Story of a Day
WKBW, Buffalo, N. Y.
- RYAN, RED**
WMGY, Montgomery, Ala.

— S —

- ST. JOHN, AL**
KVON, Napa, Calif.
- SALISBURY, JOHN**
KUTV, Salt Lake City, Utah
- SANDERS, DICK**
WJDX, Jackson, Miss.
- SEVAREID, ERIC**
American Week
CBS-TV.
- SEVAREID, PAUL**
WTCN, Minneapolis, Minn.
- SEXTON, JESSE**
KALB, Alexandria, La.
- SHANER, BUD**
KHOL-TV, Kearney, Neb.
- SHANNON, WILLIAM**
Noon News
WHAT, Marion, Ind.
- SHAW, CHARLES**
The World Today
WCAE, Philadelphia, Pa.
- SHAW, GORDON**
Herald Reporter
WQAM, Miami, Fla.
- SHAW, JOSEPH V.**
Speak Up
WTSV, Claremont, N. H.
- SHAWVER, WILL**
WARN, Fort Pierce, Fla.
- SHEEHAN, WILLIAM**
WJR, Detroit, Mich.
- SHELL, TED**
WRNS, Columbus, Ohio
- SHELLEY, JACK**
WHEE-TV, Des Moines, Iowa
- SHERMAN, JACK**
KTVQ, Oklahoma City, Okla.
- SHERMAN, JOHN, HOUR**
Week's News Review
WFIG, Sumter, S. C.
- SHERMAN, RAY**
WLEK, Sandusky, Ohio
- SHERWOOD, DON**
WIMA, Lima, Ohio
- SHERWOOD, RALPH**
WKBI, St. Marys, Pa.
- SHEVYIN, JIM**
Lake Charles Today
KPLC, Lake Charles, La.
- SIDDELER, HAL**
Special News Events
KFOX, Long Beach, Calif.
- SIELDS, A. T.**
KAFP, Petaluma, Calif.
- SHINN, JUNEAU**
KLIX, KLIX-TV,
Twin Falls, Idaho
- SHIPLEY, BOB**
KENT, Shreveport, La.
- SHIPPEE, ROBERT E.**
Indiana Story
WJCB, Seymour, Ind.
- SILVERS, ESTERS**
On the Floor
WGLS, Decatur, Ga.
- SIOEMAKER, JACK**
WWIN, Baltimore, Md.
- SIORTER, JACK**
Forum of the Air
WHAT, Philadelphia, Pa.
- SIROYER, LAWRENCE**
WPRC, Lincoln, Ill.
- SIU BEL, DICK**
News Views
WJIM, Lansing, Mich.
- SILMATE, TOM**
Eye Journal
KICD, Spencer, Iowa
- SILMWAY, HI**
WFAM-TV, Lafayette, Ind.
- SIDES, WILLIAM**
WEIQ, Tupelo, Miss.
- SIEGRIST, BOB**
WEAS, Decatur, Ga.
- SIGL, AL**
WHEC, WHEC-TV,
Rochester, N. Y.
- SIGURDSON, JACK**
World Today
KPIG, Bellingham, Wash.
- SIMPSON, JACK**
WSIX, Nashville, Tenn.
- SIMMS, JAY**
WABD, New York
- SINCLAIR, GORDON**
CFRB, Toronto, Ont., Canada
- SINGISER, FRANK**
Headline News
Mutual
- SKINNER, PAUL E.**
Good News
WBHL, Sheboygan, Wis.
- SLACK, BEN L., JR.**
KVOA, KVOA-TV,
Tucson, Ariz.
- SLACK, HARRY AAN**
KRGV-TV, Westaco, Tex.
- SMITH, ART**
WPRO, Fremont, Ohio
- SMITH, BRAD**
KRGV-TV, Westaco, Tex.

SMITH, DAVE
Texas Roundup
KVET, Austin, Tex.

SMITH, DAVENPORT
WBRC, WBRC-TV,
Birmingham, Ala.

SMITH, DICK
KXOL, Fort Worth, Tex.

SMITH, DONALD G.
KFBK, Sacramento, Calif.

SMITH, F. COURTNEY
WEOA, Evansville, Ind.

SMITH, GEORGE W., JR.
KMAE, McKinney, Tex.

SMITH, HARRY H.
KVOA-TV, Tucson, Ariz.

SMITH, JAMES W.
WLAY, Muscle Shoals, Ala.

SMITH, LEON
WBTM-TV, Danville, Va.

SMITH, MARGARET
Woman's World
WIRC, Hickory, N. C.

SMITH, RALPH
WIRL, Peoria, Ill.

SMITH, RON
WETB, Johnson City, Tenn.

SMITH, STARR
WJRD, Tuscaloosa, Ala.

SMITS, LEE
WXYZ, Detroit, Mich.

SNYDER, ARNOLD
WTTM, Trenton, N. J.

SNYDER, DWIGHT
News Commentary
WJAY, Mullins, S. C.

SOKOLSKY, GEORGE
ABC

SOLIDAY, DON
KRNT, Des Moines, Iowa

SONNIER, ALDEN
KSIG, Crowley, La.

SOWELL, F. C.
What's Happening
WLAC, Nashville, Tenn.

SPARKS, FLOYD
KASL, Newcastle, Wyo.

SPENGLER, KEN
WICS, Springfield, Ill.

SPRAGG, GRAYDON H.
WHA1, Greenfield, Mass.

SPRAGUE, WILLIAM
World News Roundup
NBC

STACK, JIM
KCLX, Colfax, Wash.

STANSELL, CHARLES V.
WDAF, Kansas City, Mo.

STAPLES, GEORGE
Background for Peace and
War
KSVG, Richfield, Utah

STARIN, GENE
WKBN, WKBN-TV,
Youngstown, Ohio

STARNES, JACK
WFNS, Burlington, N. C.

STEELE, JOHN
WPBR, Baltimore, Md.

STEINBERGER, ESTELLE M.
You and the News
WL1B, New York, N. Y.

STEPHENSON, BOB
WEVG, Fuquay Springs, N. C.

STEWART, DICK
WREB, Holyoke, Mass.

STEWART, JACK
The Stewart Slant
WADK, Newport, R. I.

STEWART, PHIL
KFXM, San Bernardino, Calif.

STEWART, WILLIAM G.
Congressional Highlights
KFKA, Greeley, Colo.

STICKLE, DAVID
WMAR-TV, Baltimore, Md.

STILLE, BERT
WTVN, Columbus, Ohio

STINSON, BILL
News Digest
KWTX, Waco, Tex.

SWAYZE, JOHN CAMERON
Camel News Caravan
NBC-TV

SWEENEY, GEORGE
WJDA, Quincy, Mass.

SWENSON, JACK
KFEL-TV, Denver, Colo.

— T —

TALBOT, BILL
KMTV, Omaha, Nebr.

TAYLOR, BOB
KOLN-TV, Lincoln, Nebr.

TAYLOR, DEAN
WBFF, Rochester, N. Y.

TAYLOR, PAUL
KYW, Philadelphia, Pa.

TAYLOR, S. BRYDEN
WVPO, Stroudsburg, Pa.

TAYLOR, SAM
WCHA, Chambersburg, Pa.

TAYLOR, VESTAL C.
WFNC, Fayetteville, N. C.

TEASE, G. O.
WHAP, Hopewell, Va.

TEMBY, BRITT
WKXN-TV, Saginaw, Mich.

TERRY, JOHN
WVQO, Columbus, Ohio

TERWEY, TYS
WMPSS, Memphis, Tenn.

THOMAS, BOB
Radio Feature Story
WJAG, Norfolk, Nebr.

THOMAS, ED
WLSL, Roanoke, Va.

THOMAS, JERRY
KVEN, Ventura, Calif.

THOMAS, LYNN C.
KWRO, Coquille, Oreg.

THOMAS, MIKE
WSAM, Saginaw, Mich.

THOMPSON, BOB, SR.
Home Town News
WVNS, Statesboro, Ga.

THOMPSON, JIM
News of Niagara
WJLL, Niagara Falls, N. Y.

THOMPSON, RAY
KROC-TV, Rochester, Minn.

THORGERSEN, ED
Free-Lance, CBS, WOR, WPIX,
DuMont

THORNLEY, HENRY
KROY, Sacramento, Calif.

TILLMAN, JOHN
Roving Reporter, WPIX, New
York, N. Y.

TINNEY, CAL
KTQV, Oklahoma City, Okla.

TITCHENER, DOROTHY
Your Opinion, Please
WENE, Binghamton-Endicott,
N. Y.

TOBEL, PHILIP VON
WATR, Waterbury, Conn.

TOBIAS, RICHARD
The News 4 Times a Day
WCL1, Corning, N. Y.

— U —

UEBELHART, JAMES
WSPD-TV, Toledo, Ohio

ULLIS, P. J.
KGBX, Springfield, Mo.

UNDERHILL, GARDNER
Noun News
KLOU, Lake Charles, La.

UNDSETH, JOHN
KLIZ, Braintree, Minn.

UPCHURCH, B. L.
Meet Your Neighbor
WSMT, Sparta, Tenn.

— V —

VABER, LAUGHAN
WBRK, Pittsfield, Mass.

VACCA, JOHN
Behind World Headlines
KOSA, Odessa, Tex.

VALE, FRANK
KLMX, Clayton, N. Mex.

VALENTINE, LOU
KMAC, San Antonio, Tex.

VAN, LYLE
The Esso Reporter
Mutual

VANDERCOOK, JOHN W.
ABC

— W —

WALKER, BOB
WSIL-TV, Harrisburg, Ill.

WALL, JOHN
WMPM, Smithfield, N. C.

WALLACE, ED
WNBK, Cleveland, Ohio

WICKENBERG, CHARLES
WMSC, Columbia, S. C.

WICKSTROM, WILLIAM
WMUS, Muskegon, Mich.

WIGGINTON, BILL
KJEO, Sioux Falls, S. Dak.

WILKINS, PATRICK
Report to the Valley
KSRV, Ontario, Oreg.

WILLIAMS, DOC
WADC, Akron, Ohio

WILLIAMS, GLENN
WNRD, Syracuse, N. Y.

WILLIAMS, JACK
Arizona Confidential
KOY, Phoenix, Ariz.

WILLIAMS, KNOX
KTXL-TV, San Angelo, Tex.

WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.

WILLIAMS, VINCE
KERO-TV, Bakersfield, Calif.

WILLIAMSON, MAX
Commentarily Yours
WHLM, Bloomsburg, Pa.

WILLMAN, JOHN
Man About Town
WVPA, Williamsport, Pa.

WILLS, HARRY
WHLB, Virginia, Minn.

WINGATE, JOHN
WRCA-TV, New York, N. Y.

WINTER, MAX
WTY, Danville, Ill.

WINTER, WILLIAM
KPIX, San Francisco, Calif.

WINTERS, WILLIAM
Farm Facts
KVCV, Redding, Calif.

WISE, WES
KRIC, Beaumont, Texas

WOLF, JOHN ALLEN
WSPA, Montgomery, Ala.

WOODARD, JACK
KSTN, Stockton, Calif.

WOODING, FRANK
WKNB-TV, New Britain, Conn.

WORKHOVEN, MERRILL
WOW, Omaha, Nebr.

WORKMAN, W. D., JR.
Carolina Digest
WIS, Columbia, S. C.

WRIGHT, DICK
WQAM, Miami, Fla.

WRIGHT, ROBERT
WSIV, Elkhart, Ind.

WRITNAUER, BARRY
WKRT, Cortland, N. Y.

— Y —

YOAKAM, RICHARD D.
KCRG, Cedar Rapids, Iowa

YORK, JOHN
WBR, Dallas, Texas

YORK, TOM
WJOI, Florence, Ala.

YOUNG, PAUL
KEYS, Corpus Christie, Texas

— Z —

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.



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ANNOUNCERS—MC'S

RADIO AND TELEVISION

—their work during 1954



— A —

ABEYTA, LESH
KCRT, Trinidad, Colo.

ABLEMAN, BERWYN
Party Line
WPDR, Portage, Wis.

AGA, ERCEL
KXRA, Alexandria, Minn.

AKERS, CARL
KLZ, Denver, Colo.

ALARIE, RICHARD
Morning Serenade
WPCT, Putnam, Conn.

ALBERTSON, BOB
KHSL-TV, Chico, Calif.

ALDA, ROBERT
What's Your Bid
DuMont

ALEXANDER, JACK
KOTV, Tulsa, Okla.

ALEXANDER, JACK
WDSU-TV, New Orleans, La.

ALEXANDER, LARRY
WLS, Chicago, Ill.

ALLARD
KCRG, Cedar Rapids, Iowa

ALLBAUGH, BILL
WFO-TV, Des Moines, Iowa

ALLEN, BILL
Today's Top Five
WLAC, Nashville, Tenn.

ALLEN, DAVE
KWK, St. Louis, Mo.

ALLEN, DAVE
Rise and Shine
WJEJ, Hagerstown, Md.

ALLEN, DON
Klix Kiddie Carnival
KLIX, Twin Falls, Idaho

ALLEN, JOHNNY
Musical Grab Bag
KRBC, Abilene, Tex.

ALLEN, STEVE
WIMJ, Jackson, Ohio

ALLEN, STEVE
WRCA-TV, New York, N. Y.

ASTOL, LALO
KCOR, San Antonio, Texas

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Born Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

ATCHISON, WENDELL
KOTN, Pine Bluff, Ark.

AUSLEY, WALLACE
WTK, Durham, N. C.

AVALON, AL A.
B. Aug. 10, 1928, Boston, Mass. Morey Amsterdam Show, Ern Westmore Show, Joe Franklin Show, Hopalong Cassidy, WABC-TV

AVERY, BEN
KOA-TV, Denver, Colo.

— B —

BACK, PEDER
WRJN, Racine, Wis.

BACKS, HENRY
Midday Musicals
WVLL, New York, N. Y.

BACON, DICK
Frolie Time
KVNI, Coeur d'Alene, Idaho

BAILEY, BILL
WLW-D, Dayton, Ohio

BAILEY, DAVE
Speak Up West Virginia
WCAW, Charleston, W. Va.

BAILEY, GENE
Trading Post
KGBC, Galveston, Texas

BAILEY, NORMAN
Smile Awhile
WKBR, Manchester, N. H.

BAILEY, NORMAN
WMB, North Adams, Mass.

BAILEY, RUSS
WNAX, Yankton, S. Dak.

BAILY, JACK
Queen for a Day
Mutual

BAIN, BUDDY
WCMA, Corinth, Miss.

BAKER, ART
B. Jan. 7, 1898, New York City. You Asked for It, ABC-TV; Dinah Shore Show, NBC-TV

BAKER, BILL
WIOU, Kokomo, Ind.

BAKER, GEORGE
WESA, Charleroi, Pa.

BAKER, HAROLD
WTRB, Ripley, Tenn.

BAKER, PAUL
Rise and Shine
WLAD, Danbury, Conn.

BANKS, LEW
WBHP, Huntsville, Ala.

BANN, BOB
KWSO, Wasco, Calif.

BARBER, DON
WGBS-TV, Miami, Fla.

BARBOUR, HERSHELL
Wake Up and Smile
WCKB, Dunn, N. C.

BARIL, GENE
WJEF, Grand Rapids, Mich.

BARRIS, BRUCE
Musical Clock
KTRH, Houston, Texas

BARLOW, JOHN C., JR.
KSL, Salt Lake City, Utah

BARNES, TEDDY
Morning Melodies
WEKR, Fayetteville, Tenn.

BARNUM, ED
WSDR, Sterling, Ill.

BARON, EDDIE
WHHH, Warron, Ohio

BARRON, KARL
KTIM, San Rafael, Calif.

BARRY, BERT
Mid-Morning Melodies
KGMS, Sacramento, Calif.

BARRY, BOB
WCEN, Mt. Pleasant, Mich.

BARRY, JACK
Life Begins at Eighty
DuMont

BARRY, MARVIN
Town and Country Varieties
WSLI, Jackson, Miss.

BARTLETT, TOMMY
Welcome Travelers
CBS-TV

BARTON, JOHN
WHOM, Clinton, Ill.

BASELEON, GEORGE
Supper Club
WEEK, Peoria, Ill.

BATTERSEA, WES
Family Fun Time
KNXT, Los Angeles, Calif.

BAXTER, DEAN
Kiddie Party
WWSN, Statesboro, Ga.

BAY, DICK
KFEQ-TV, St. Joseph, Mo.

BEARD, SAM
Time Out
WPTF, Raleigh, N. C.

BECK, JACKSON
B. July 23, 1912, New York City. U. S. Steel Hour, ABC-TV; FBI in Peace and War, CBS; Search That Never Ends, MBS; Ever Since Eve, ABC; Howard Clothes Spots

BECKER, BOB
Farm Fair
WBKV, West Bend, Wis.

BECKER, GEORGE
Music for You
WEDC, Chicago, Ill.

BECKMAN, SPOOK
WTFN-TV, Columbus, Ohio

BECKTEL, EARL
Pick the Champ
WMD, Atlantic City, N. J.

BEE, ALON
WLBT, Jackson, Miss.

BEECHER, DON
Daytime
WEOA, Evansville, Ind.

BELK, BILL
Platter Party
WTCY, Rock Hill, S. C.

BELL, BOB
WLW, Cincinnati, Ohio

BELL, DON
KRNT, Des Moines, Iowa

BELL, DOUG
Coffee Call
WSOC, Charlotte, N. C.

BELL, JIMMY
KMAC, San Antonio, Texas

BELL, JACK
KDET, Center, Texas

BELL, JOHN
Matinee Melodies
KUBA, Yuba City, Calif.

BELL, WALTER
Toast & Coffee
WAIR, Winston-Salem, N. C.

BOLTON, JOE
WPIX

BOONE, RICHARD
Medic
NBC-TV

BOREN, C. C., JR.
WELO, Tupelo, Miss.

BORRELLI, RALPH
WJMJ, Philadelphia, Pa.

BOULDEN, ART
CKLW-TV, Detroit-Windsor, Mich.

BOULDIN, ARTHUR
KFAD, Fairfield, Iowa

BOULTON, MILO
Rod and Gun Club
Mutual

BOURG, TONY
Wake-Up Time
WIBG, Philadelphia, Pa.



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Announcer - M.C.

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BOURQUE, WARREN
WERI, Westerley, R. I.

BOVARD, BOB
KPIX, San Francisco, Calif.

BOVE, DICK
Platter Parade
WJNC, Jacksonville, N. C.

BOWEN, GENE
WMOA, Marietta, Ohio

BOWSER, BUDDY
WLIB, New York, N. Y.

BOYD, DUSTY
Chuck Wagon Tales
WMVT, Burlington, Vt.

BOYD, MILTON
WHBF-TV, Rock Island, Ill.

BOYNTON, DICK
KFMB, San Diego, Calif.

BOYSEN, JIM
WTCN, Minneapolis, Minn.

BRACH, HENRY C.
Special Events
WBNY, Buffalo, N. Y.

BRADFORD, JOHN
WINS, New York, N. Y.

BRADLEY, BOB
Breakfast on Broadway
WGBA, Columbus, Ga.

BRADLEY, DON
WJOL, Joliet, Ill.

BRADLEY, WES
Yawn Patrol
KRDO, Colorado Springs, Colo.

BRADSHAW, THOMAS R.
KSL-TV, Salt Lake City, Utah

BRADWAY, HARRY
WFAM-TV, Lafayette, Ind.

BRADY, DICK
WCBY, Cheboygan, Mich.

BRAGG, NELSON
WBZ-TV, Boston, Mass.

BRANDT, RON
Music 'till Nine
KLSM, Lincoln, Nebr.

BRANT, BILL
WJAS, Pittsburgh, Pa.

BRAVO, JOSE E.
KNOG, Nogales, Ariz.

BRAY, BOB
WKNB-TV, New Britain, Conn.

BRENDLER, GENE
KPTV, Portland, Oreg.

BRENN, TOMMY
KPBM, Carlsbad, N. Mex.

BRENNAN, DAN
Dixie Jamboree
WXOK, Birmingham, Ala.

BRINKLEY, JACK
WLS, Chicago, Ill.

BRINNON, VIRGIL
WJW, Cleveland, Ohio

BRISTOW, BOB
Operation Moonbeam
KTMC, McAlester, Okla.

BRITTON, BILL
Wheel of Fortune
WPCF, Panama City, Fla.

BRITTON, JACK
KTRN, Wichita Falls, Texas

BROCK, BILL
WLEC, Sandusky, Ohio

BRODIE, EARLE
Tune Tavern
WAKN, Aiken, S. C.

BROKAW, JIM
High Five
WCOP, Boston, Mass.

BROOKS, DON
Big Ten
KXOX, Sweetwater, Texas

BROOKS, ED
WBBB, Burlington, N. C.

BROOKS, FOSTER
WAVE, WAVE-TV, Louisville, Ky.

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THE UNITED STATES STEEL HOUR

THE ELGIN HOUR

*Walter Winchell — AM
For Webster Cigars*

NARRATOR

THE SEARCH THAT NEVER ENDS

ACTOR

THE FBI IN PEACE AND WAR

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HOWARD CLOTHES

DR. CALDWELL SYRUP PEPSIN

RADIO TV FILMS

MUrray Hill 8-6600

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JOHNNY



PENNY



AND

OLSEN
CI. 7-7517

BROOKS, IKE
WTYC, Rock Hill, S. C.

BROOKS, KEN
KWRO, Coquille, Oreg.

BROOKS, PHIL
KMPA, Los Angeles, Calif.

BROPHY, BILL
Spin 'Em Again
WTIC, Hartford, Conn.

BROUGHEY, ED
WAAB, Worcester, Mass.

BROWN, ART
KOVR, Stockton, Calif.

BROWN, ART
WWDG, Washington, D. C.

BROWN, DAVE
WARN, Fort Pierce, Fla.

BROWN, DAVID A.
KCVR, Lodi, Calif.

BROWN, DICK
WVNR, Beckley, W. Va.

BROWN, DON
KWFT-TV, Wichita Falls, Tex.

BROWN, JERRY
You Name It
KYOR, Blythe, Calif.

BROWN, PAUL E. X.
Sweet Chariot
WERD, Atlanta, Ga.

BROWN, PAUL
WVGW, Meadville, Pa.

BROWN, PEN
WWOR-TV, Worcester, Mass.

BROWN, R. C. (BOB)
Open House
WLBK, DeKalb, Ill.

BROWN, SAM
WARL, Arlington, Va.

BROWN, TED
KRES, St. Joseph, Mo.

BROWN, TED
The Phrase That Pays
NBC

BROWNE, TOM
Haysced Frolics
WIST, Charlotte, N. C.

BROWNE, WAYNE
WRXO, Roxboro, N. C.

BROWNING, DOUG
ABC, ABC-TV

BROWNING, DOUG
Sammy Kaye, Doug Brownin
Saturday Record Show
ABC

BURNS, STAN
The Stan Burns Show, The Record
Breaker
WINS

BURROUGHS, LARRY
WDBA-TV, Danville, Ill.

BUTTRAM, JACK
Luncheon Lyrics
WMUU, Greenville, S. C.

BUTTS, RAY
Night Owl
WREB, Athens, Ga.

BYARS, JOE
Kiddie Show
WDAK, Columbus, Ga.

BYERS, WAYNE
WATG, Ashland, Ohio

CAMPBELL, OLIN
Dawnbusters
WPNS, Burlington, N. C.

CAMPBELL, REX L.
KSL, Salt Lake City, Utah

CAMPOS, LALO
KTXN, Austin, Texas

CANE, LENNIE
WENT, Gloversville, N. Y.

CANNON, STEVE
WMIN, St. Paul, Minn.

CANTY, JOHN R.
WOTW, Nashua, N. H.

CAPLE, JOHN
KHQ-TV, Spokane, Wash.

CAPRAL, ED
Bandstand Matinee
WLW-A, Atlanta, Ga.

CARDILLE, BILL
WICU, Erie, Pa.

CAREY, STAN
Hi Neighbor
WGAC, Augusta, Ga.

CARLE, LARRY
Carnival of Music
WOND, Pleasantville, N. J.

CARLSON, BOB
Top 'O the Morning
KIRX, Kirksville, Mo.

CARLTON, BOB
WMBD, Peoria, Ill.

CARNEGIE, JACK
KOOL-TV, Phoenix, Ariz.

CARNEY, BILL
WBUY, Lexington, N. C.

CARNEY, JACK
Make Mine Music
KPHO, Phoenix, Ariz.

CARPENTER, BOB
WAAF, Chicago, Ill.

CARPENTER, ROBERT E.
WDBQ, Dubuque, Iowa

CARR, EDNA T.
KGFX, Pierre, S. Dak.

CARR, JOHN
WOKE, Oak Ridge, Tenn.

— C —

CALABRESE, RAY
Mem-O-Ray
WHLM, Bloomsburg, Pa.

CALDWELL, LARRY
KCSJ-TV, Pueblo, Colo.

CALE, FRED
WKEI, Kewanee, Ill.

CALHOUN, ROBERT
WGYL, Greenville, S. C.

CAMERON, DAVE
WRGB, Schenectady, N. Y.

CAMERON, FRANK
Readin, Ritin, Rhythm
WHOP, Hopkinsville, Ky.

CAMPBELL, BOB
KGIL, San Fernando, Calif.



Big Story
NBC

Lone Ranger
ABC

Silver Eagle
ABC

Halls of Ivy
NBC-TV

John Daly News
ABC-TV

Igor Cassini
NBC-TV

CY HARRICE

LE. 2-1100

BILL LAZAR

RADIO
TELEVISION
FILMS

MUrray Hill 8-6600



KEVIN KENNEDY

NEWS AT — 7:00-7:10 P.M.
YOUR MOBILGAS DEALER
EVERY NIGHT

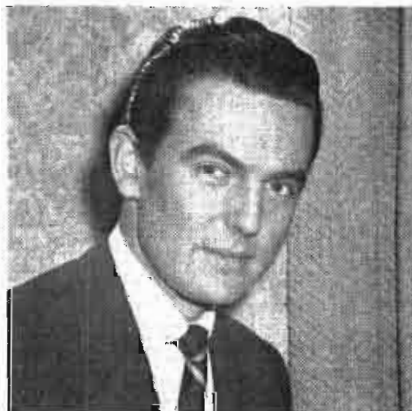
TV
ANNOUNCER

Jackie Gleason Show
Colgate Comedy Hour
Paul Whiteman Show
Madison Square Garden
Events
Big Payoff
Sid Caesar Show
Hy Gardner Show

FILM

Narration
Curtis Wright, Noma
Liqui-Moly

WPIX



MUrray Hill 2-6500

TV
SALESMAN

Piel's Beer
Quaker Oats
Clorets
Colgate-Falmolive
Arnold Cookies
Halo Shampoo
Gallo Wine
Sweet Orr

CARR, LARRY
WMPM, Smithfield, N. C.

CARR, ROY
WLOL, Minneapolis, Minn.

CARRIKER, OLLIE
KORC, Mineral Wells, Texas

CARSON, JIM
KWBM, Williston, N. Dak.

CARSON, TOM
WJW, Cleveland, Ohio

CARTER, JANIS
Feather Your Nest
NBC-TV

CARTER, ROGER
WADC, Akron, Ohio

CARVER, JOHN
KBON, Omaha, Nebr.

CARY, TOM
KMTV, Omaha, Nebr.

CASE, ED
KTHT, Houston, Texas

CASE, NELSON
Red Buttons Show, P & G Summer Playhouse, NBC-TV; Road of Life, CBS, CBS-TV; Omnibus, CBS-TV; NBC Symphony, Backstage Wife, NBC

CASSELLMAN, JERRY
KA VR, Apple Valley, Calif.

CATO, EVELYN
WMFS, Chattanooga, Tenn.

CAUDLE, BOB
WMFD-TV, Wilmington, N. C.

CERAR, JOE
WEVE, Eveleth, Minn.

CHAMBERLAIN, STEWART
KGAK, Gallup, N. Mex.

CHAMBERS, BOB
WEBK, Tampa, Fla.

CHAMBERS, ROBERT
Greater Utah Valley
KIXX, Provo, Utah

CHAMES, NICK
KMOR, Oroville, Calif.

CHANDLER, JEFF
KKTU, Colorado Springs, Colo.

CHANDLER, WARREN
KLZ, Denver, Colo.

CHAPIN, JACK
WJER, Dover, Ohio

CHAPMAN, FRED
WBRE-TV, Wilkes-Barre, Pa.

CHAPMAN, FRED
WSCR, Scranton, Pa.

CHARLES, BRUCE
WHK, Cleveland, Ohio

CHARLES, PRESTON
WAGA, Atlanta, Ga.

CHASE, BOB
WOWO, Fort Wayne, Ind.

CHASE, BUD
WKRC-TV, Cincinnati, Ohio

COLLINGWOOD, CHARLES
Adventure
CBS-TV

COLLINS, AL
WJOL, Joliet, Ill.

COLLINS, FRED
KLPR, Oklahoma City, Okla.

COLLINS, PAUL
Coffee Capers
KFRD, Rosenberg, Texas

COLLYER, BUD
B. New York City. Beat the Clock. CBS; Break the Bank, NBC

COLOSTON, JIM
KXIC, Iowa City, Iowa

COMO, HUNTER
KDAL, Karnival
KDAL, Duluth, Minn.

COMPTON, AL
Dixie Jamboree
WMFD, Wilmington, N. C.

CONDON, ED
Magic Cottage, Marge and Jeff DuMont

CONFER, BILL
WJAC-TV, Johnstown, Pa.

CONKLIN, ROGER
WIOD, Miami, Fla.

CONOHAN, CLIFF
WISC, Madison, Wis.

CONRAD, GENE
Johnny Midnight
WERC, Erie, Pa.

CONRAD, JOHN
WNBQ, Chicago, Ill.

CONRAD, STEVE
Phone Forum
WAPO, Chattanooga, Tenn.

CONWAY, JIM
WBBM, WBBM-TV, CBS
CONWAY, KEN
Travel Time
KRIB, Mason City, Iowa

COOK, BOB
WPTW, Piqua, Ohio

COOK, JACK
WNOK-TV, Columbia, S. C.

COOKE, ALSTAIR
Omnibus
CBS-TV

CROSS, DICK
KORE, Eugene, Oreg.

CROSS, MILTON
ABC, ABC-TV

CROSS, MILTON
Great Moments with Great Composers, Metropolitan Opera, Sunday Weekend News ABC

CROUCH, PAUL
WYOT, Wilson, N. C.


CROY, ALAN
WKST-TV, New Castle, Pa.

CULLEN, BILL
I've Got a Secret, CBS-TV; Stop the Music, CBS; Road Show, NBC; It Happens Every Day

CULVER, CAL
Keyboard Kapers
KPYR-TV, Bismarek, N. Dak.



GENE HAMILTON
"Dr. Gino"
NBC



WALTER HERLIHY

CUMMINS, CHARLOTTE
WROY Carmi Ill
CURL, HARRY
WOXF Oxford N C
CURLEE, DICK
Luncheon Lyrics
WSOC, Charlotte N C
CURRY, RAY
Kiddies' Korner
KVON Napa Calif
CURTIS, RON
WFBL Syracuse N Y
CUTSHALL, HANK
WMBL Miami Fla

— D —

DADAY, JOHN
WGPA, Bethlehem Pa
DADE, ERNIE
KTVH Hutchinson Kans
DAILY, JOHN
What's My Line
CBS-TV
DANA, ALEC
Concert Series
WGAT Utica N Y
DANAHER, TOM
Club House
WJVA South Bend Ind
DAVIS, ROY
Stamps for Shoppers
KDAY, Lubbock Tex
DAVIS, WILLIAM E., JR.
WCOH Newman Co
DAUGHERTY, DOC
WNOX-TV, York Pa
DAWKINS, ANDREW
Sugar Daddy
WBGO, Bessemer Ala
DAWS, HOBSON
WTRB Ripley Tenn
DAWSON, BOB
KGTV, Des Moines Iowa
DAY, GEORGE
KERO-TV, Bakerfield Calif

DAY, LOUISE
Daily Doings
WRFS, Alexander City Ala
DEAN, DAVE
KIMO Klock
KIMO Independence Mo
DEAN, LARRY
WCIN Cincinnati Ohio
DEANE, JOE
Morning Mayor
KQV Pittsburgh Pa
DEBEAC, LAWRENCE
WTAC Flint Mich
DECK, PAUL
KJSK Columbus Neb
DEDRICK, DAVE
KELO-TV, Sioux Falls S Dak
DELANCEY, CHARLES
Red Barn
WGAT, Utica N Y
DELAND, JIM
WWJ Detroit Mich
DELINE, JIM
WSYR-TV, Syracuse N Y
DEMING, CHARLIE
Gloom Chaser
WKPT, Kingsport Tenn
DENT, LARRY
Nightcap
WMAN, Mansfield Ohio
DENTON, CLYDE E
Mailbox Roundup
WSEF Somerset Ky
DANAHER, D. D., JR.
KFEQ, St Joseph Mo
DeYOUNG, JOHN
Talkin' Time
WGL, Fort Wayne Ind
DIBERT, SAM
Time for Music
WWL-TV, Detroit Mich
DICK, BILL
WIRY Plattsburg N Y
DICKERMAN, CARL
WEEK, Boston Mass

DICKERSON, DALE
Party Line
KATE Albert Lea Minn
DIETRICH, RAYMOND
KEY T Santa Barbara Calif
DILLEY, DON
Platter Panty
KYOU, Greeley, Colo
DILSON, BERNARD
KMBC-TV, Kansas City Mo
DISALVO, HUGO
WJOL Kokomo Ind
DIXON, BOB
Perry Mason, Edward R Murrow, CBS; Person to Person, On Your Account, CBS-TV
DIXON, MASON
Merry-Go-Round
KICD Spencer Iowa

— E —

EARLE, GEORGE
KWTO Springfield Mo
EARLES, BARRARA
WLOE, Leaksville N C
EARLY, DUWARD
KXIC, Iowa City Iowa
EASTON, JOHN
WNOP Newport Ky
ECHOLS, ODIS L., JR
Wheel of Fortune
KCLV Clovis N Mex
ECHOLS, ODIS L. SR
Breakfast Club
KCLV Clovis N Mex
EDELL, BOB
Ring the Bell
WROK, Rockford Ill
EDEB, HARRY
KCVR, Lodi Calif
EDINGTON, JOHN
KJAS, Las Vegas N V
EDWARDS, GENE
KJLB, Dallas Texas



BUD COLLYER

Greetings from
STAN BURNS

EDWARDS, GEORGE
Bright and Early
WQXR, New York, N. Y.

EDWARDS, HERB
Homemaking is Fun
WBDO-TV, Orlando, Fla.

EDWARDS, HOWARD
KONO, San Antonio, Tex.

EDWARDS, K.
WEAR-TV, Pensacola, Fla.

EDWARDS, MACK
WAAM, Baltimore, Md.

EDWARDS, ROBERT O.
KLER, Lewiston, Idaho

EDWARDS, WEB
Hawaii Calls
Mutual

EGGERT, GEORGE
Dawn Patrol
WFBG, Altoona, Pa.

EISENHAUER, JOHN
WCMB, Harrisburg, Pa.

ELLIOT, LOU
WCAM, Camden, N. J.

ELLIOTT, BILL
WNOE, New Orleans, La.

ELLIOTT, CHUCK
WMGY, Montgomery, Ala.

ELLETT, DUANE
WHO-TV, Des Moines, Iowa

ELLIOT, BRUCE
Movie Quick Quiz
DuMont

ELLOIT, WIN
On Your Account
NBC-TV

ELLIOTT, DOYCE
KOSA, Odessa, Tex.

ELLIOTT, GLENN
WANE, Fort Wayne, Ind.

ELLIOTT, JACQUE
KRGV-TV, Weslaco, Tex.

ELLS, DICK
WKPT, Kingsport, Tenn.

ELLS, LEE
KOMU-TV, Columbia, Mo.

ELLIS, PETER
WENE, Binghamton-Endicott,
N. Y.

ELLSWORTH, HARVEY
KUBC, Montrose, Colo.

EIMORE, CLYDE
1400 Club
WTRR, Sanford, Fla.

ELVOT, GENE
KLAS, Las Vegas, Nev.

EMERY, RALPH
Farm Hour
WSIX, Nashville, Tenn.

EMM, LOU
WHIO-TV, Dayton, Ohio

ENGBRETSON, HAL
All-Time Hit Parade
KGYW, Vallejo, Calif.

ENRIQUEZ, GIL
KREO, Indio, Calif.

EPTON, LOU
KGTU, Des Moines, Iowa

ERBE, DICK
KUBC, Montrose, Colo.

ESSEX, LOU
WMSC, Columbia, S. C.

ETON, JERRY
1290 Club
WFIG, Sumter, S. C.

EVANS, BERGEN
Down You Go
DnMont

EVANS, CLAUDE
Rise 'N Shine
WKRK, Mobile, Ala.

EVANS, GREGORY
Personality Time
WFAU, Augusta, Maine

EVANS, JEFF
WUSN-TV, Charleston, S. C.

EVANS, MARK
WTOP-TV, Washington, D. C.

EVERSON, CHRIS
Wake Up Time
WCBI, Columbus, Miss.

EVENSON, PETE
KCJB-TV, Minot, N. Dak.

EWING, TOM
KIMA-TV, Yakima, Wash.

— F —

FACEMIRE, ROY
WSNJ, Bridgeton, N. J.

FAHRENBRUCH, JERRY
Evening Shadows
KVGB, Great Bend, Kans.

FAIRBURN, TED
WLDS, Jacksonville, Ill.

FAIRCHILD, JOHNNY
Music 'Til One
WORZ, Orlando, Fla.

FARMER, JON
WAGA, WAGA-TV, Atlanta,
Ga.

FARO, FRANK
KGOB, Oregon City, Oreg.

FARRAR, WAYNE
WRR, Dallas, Tex.

FARREL, REED
KGBC, Galveston, Tex.

FAUGHT, FREDDIE
Bummin' Around
WMPA, Aberdeen, Miss.

FAULK, A. L.
Cape Fear Capers
WCKB, Duno, N. C.

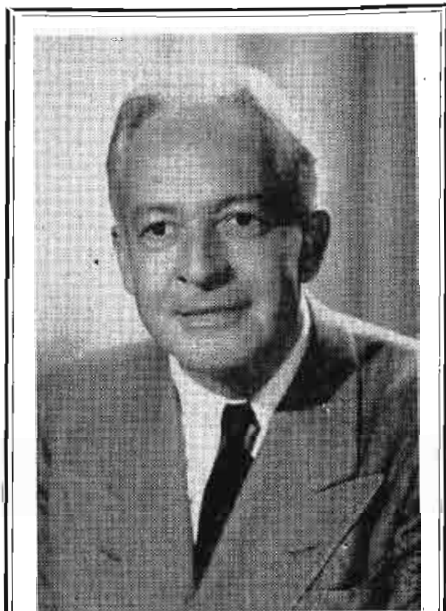
FAXON, DICK
Variety Time
WATW, Ashland, Wis.

FEGER, GEORGE, JR.
WDLF, Panama City, Fla.

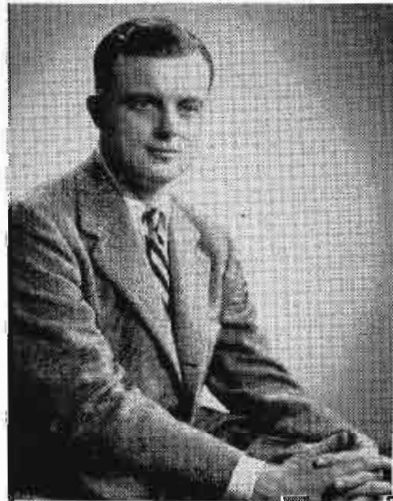
FELMSTER, RED
Smash the Jackpot
WKMT, Kings Mountain,
N. C.

FELACK, MIKE
WKPA, New Kensington, Pa.

FELIMER, FRANK
Music Box
WMTR, Morristown, N. J.



ART BAKER



JIM CONWAY
WBBM — WBBM-TV
CBS CHICAGO
TALENT, INC.

FENNELL, DICK
WRDQ TV Augusta Ga

FENNELMAN, GEORGE
You Bet Your Life
NBC TV

FERRISI, GARY
KSRW TV Sahuas Calif

FRANCIS, AL
WRST New Castle Pa

FRANCIS, JACK
WISE TV Asheville N C

FRANCIS, KRITH
KMAE McKinney Tex

FRANDSEN, TOM
KBCA Los Angeles Calif

FRANKLIN, ALAN
KPHO TV Phoenix Ariz

FRANKLIN, BOB
KGGE Coffeyville, Kans

FRANKLIN, DON
WBBQ-TV, Memphis Tenn

FRANKLIN, JOE
WABC TV, New York N Y

FREDERICKS, DIRK
The Mail Story
ABC ABC TV

FREDERICKS, TED
Just Before Tonight
WOAI TV San Antonio Tex

FREEMAN, CLAUDE
Kitchen Kapers
WPEC Greenville S C

FREEMAN, WALTER F.
WFLA Eutaw Ala

FREMAULT, LEON
WVDA Boston Mass

FREBE, BOB
KRGV TV Washoe Tex

FRIELING, JIM
Platter Parade
WXXA Buffalo-Kennmore,
N Y

FRISCH, FRANKIE
Junior Sport Session
CBS TV

FRITZ, JOHN
Weather Get Together
WFMJ TV Youngstown Ohio

FROELICH, DR.
What in the World
CBS TV

FROOME, JOHN
WeatherScope
KAKE TV Wichita Kans

FRY, JACK
WLCN Ladrosse Wis

FRAVR, HAL
WPMJ TV Youngstown Ohio

FULLER, JERRA
KSST Sulphur Springs Tex

FULLER ROY
WIRY Plattsburgh N Y

FULTON, ROBERT
Ladies Boutique
KEEG Eugene Oreg.

FURNELL, BILL
KCCC TV Sacramento Calif

— G —

GAIL, CLAIR
KREM TV Spokane Wash

GAINES, BILL
Music Tell Meand
WIXN Louisville Ky

GAINES, FOSTER
WLYC Williamsport Pa

GAINES, FRANK
WAIM Anderson S C

GAINES, HARRY
KTAE Taylor Tex

GAINES, JERRA
WHAT Philadelphia Pa

GALE, EDDIE
KBUR Burlington Iowa

GALER, BRAD
1100 Club
WSLB Ogdensburg, N Y.

GALLANT, EDDIE
20 Top Times
WRFC Rutherford Maine

GALAIN, BILL
WROX Frammingham Mass

GAMMILL, BILL
KTS, Hobart Okla

GANDER, DARRELL
Waltz Up Parade
KDLZ Hutchinson Minn

GARCIA, GENE
WALT Tampa Fla

GARCIA, JOSE JAIME
KTNB Austin Tex

GARCIA, TONY
KALI Pasadena Calif

GARDINER, DON
Companion Monday Mornin.
Headline, Don Gardiner 7 A M
News Three City By Line
Horizons
ABC ABC TV

GARDINER, DON
WABC New York N Y

GARDNER, J. W.
WVIM Vicksburg Miss

GOVE, ELLIOTT
WSYR Syracuse N Y

GRABER, HOWARD
KCJB TV Minot N Dak

GRAHAM, BILL
Afternoon Ballroom
WAZL Hazleton Pa

GRAHAM, BOB
WHO-TV Des Moines Iowa

GRAHAM, VIRGINIA
Summer in the Park
DuMont

GRANT, BRUCE
Resort Shop
WGRD Grand Rapids Mich

GRANT, WAYNE
KSMN, Mason City Iowa

GRAUER, BEN
8 June 2, 1908, New York City
March of Medicine, Citizen's
Searchlight, NBC-TV, Boston



RALPH PAUL

Lexington 2-1100



DON MORROW

Announcer — Narrator — M. C.

The Sunday News Special with
Walter Cronkite

MU 8-6600

Symphony, News with Ben Grauer,
Senior Ben, NBC
GRAULICH, BERT
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.
GRAVES, DON
KLAS-TV, Las Vegas, Nev.
GRAY, BARRY
WMCA, New York, N. Y.
GRAZAN, JOE
WBVP, Beaver Falls, Pa.
GREEN, EARL
Home Theatre
WTVN-TV, Columbus, Ohio
GREEN, LOU
Commuter's Special
WSAR, Fall River, Mass.
GREENE, CARL
WLOS-TV, Asheville, N. C.
GREENE, GIL
Silhouette and Song
WSIX-TV, Nashville, Tenn.
GREENUP, GRANDPAPPY
Pap's Jamboree
WWKO, Ashland, Ky.
GREENWOOD, DEL
Toast 'n Coffee
WGBF, Evansville, Ind.
GREGORY, GREG
KSET, El Paso, Texas
GREGORY, SHAF
WBRC-TV, Birmingham, Ala.
GREGSON, JACK
Morning Show, Just Easy, ABC;
Saturday Night Fights, ABC-TV
GRIFFIN, GENE
"Pork Chops"
KSIQ, Crowley, La.

HADLEY, DOUG
Off the Record
WANE, ED
Fort Wayne, Ind.
HADLEY, ED
WCLO, Janesville, Wis.
HADLEY, MERRITT D.
KFMB, San Diego, Calif.
HAINES, FRANK
KVEN, Ventura, Calif.
HALBURNT, JOE
Musical Guest Book
WATE-TV, Knoxville, Tenn.
HALE, PHILIP
Jigsaw Quiz
WKNB-TV, New Britain, Conn.
HALEY, TOM
WNBK, Cleveland, Ohio
HALL, ED
Early Express
KELD, El Dorado, Ark.
HALL, FRED
KVEN, Ventura, Calif.
HALL, HAYNIE H.
KTEM, Temple, Texas
HALL, HOWARD
WOW, Omaha, Nebr.
HALL, JOHN
1490 Club
WESB, Bradford, Pa.
HALL, MEL
WABB, Mobile, Ala.
HALL, THOM
Cornbread Matinee
WKYW, Louisville, Ky.

HAMILTON, GENE
American Inventory, NBC Opera
Theatre, NBC-TV; Boston Sym-
phony, Henry J. Taylor, NBC;
Music of America, WRCA
HAMILTON, STAN
Good Music Cafe
WGMS, Washington, D. C.
HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMLYN, ED
KWFT, Wichita Falls, Texas
HAMMETT, ROD
KTAC, Tacoma, Wash.
HANCOCK, AL
KLPR, Oklahoma City, Okla.
HANCOCK, JOHN
WLCC, LaCrosse, Wis.
HANKIN, WALLY
WGH, Newport News, Va.
HANNAHER, TOM
KVOX, Moorhead, Minn.
HANSHAW, JAY
Ye Olde Jaybird
WAYZ, Waynesboro, Pa.
HARDEBECK, HARRY
Turntable Time
KTTR, Rolla, Mo.
HARDEN, FRANK
WMAL, Washington, D. C.
HARDT, BILL
Sage Brush Corral
KIMO, Independence, Mo.
HARDWICK, CAL
WTSB, Lumberton, N. C.
HAREN, HERB
KATV, Pine Bluff, Ark.
HARLING, HUGH
Whistle While You Work
KATY, San Luis Obispo, Calif.
HARPER, ANN
KRBC-TV, Abilene, Tex.
HARPER, JIMMIE
Swap Shop
WBE, Atlanta, Ga.

HARRICE, CY
Big Story, Cavalcade of America,
NBC; Halls of Ivy, NBC-TV; Igor
Cassini Show, WRCA-TV
HARVEY, MARILYN
B. March 19, 1929. Danger, CBS-
TV; Morey Amsterdam Show, Ern
Westmore Show, Joe Franklin
Show, ABC-TV; Man Behind the
Badge, NBC-TV

— H —

HAACKE, LAUREN
Hobby Shop
KDIX, Dickinson, N. D.



MARILYN HARVEY
Announcer-M. C.
FO. 4-4520



SIDNEY PAUL
Announcer-Actor-Narrator
SU 7-5400

HARVEY, RON
KFIZ, Fond Du Lac, Wis.

HARWELL, GENE
WMSL, Decatur, Ala.

HASTINGS, JACK
WPBC, Minneapolis, Minn.

HATCH, DUANE
Hometown Parade
WSAV, Savannah, Ga.

HATCH, ED
WWLP, Springfield, Mass.

BATTENBACH, ALVIN
WBW, Bedford, Ind.

HAUSER, JERRA
KAPF, Peabody, Conn.

HAWKINS, LEM
KFGO, Fargo, N. D.

HAWTHORNE, BEN
WHAY, New Britain, Conn.

HAYES, BRUCE
Sunny Side Up
KLIF, Dallas, Texas.

HAYES, GEORGE
ABC, ABC-TV

HAYES, GEORGE
Weather Report
WABC, New York, N. Y.

HAYNES, JERRY
WFAA-TV, Dallas, Tex.

HAYS, FRED F.
KLIR, Denver, Colo.

HAYWORTH, LES
Saturday Date
KFXM, San Bernardino, Calif.

HERRON, EARL
Relay Quiz
KUL, Houma, La.

HENRY, JULES
WMBS, Untonstown, Pa.

HEYDE, BUDD
KNBC, San Francisco, Calif.

HEENAN, TOM
Party Line
WJLK, Wilkes-Barre, Pa.

HESS, BOB
KATV, Pine Bluff, Ark.

HENDRIX, CLIFF
KCSJ-TV, Pueblo, Colo.

HERLIHY, WALTER F.
Kraft Television Theatre, Music
From Meadowbrook, ABC-TV;
Dianne Lucas Show, Gloria De-
Hoven Show, WABC-TV

HESS, BOB
KATV, Pine Bluff, Ark.

HESTERMAN, BILL
KNAR, Salt Lake City, Utah

HEARTLY, JIM
WMIE, Miami, Fla.

HERSON, BILL
Timekeeper Show
WTRL, Bradenton, Fla.

HECHESKY, HARRY
WMMN, Fairmont, W. Va.

HEADRICK, KEN
KFGT, Fremont, Neb.

HEALD, JIM
RSVP, Artesia, N. Mex.

HELLHAKE, DICK
1230 Matinee
WHYF, Wausau, Wis.

HERNANDEZ, OSCAR
KLYL, Pasadena, Tex.

HENNESSY, FRANK
WDR, Syracuse, N. Y.

HENDRIX, JEWEL
Rhythm and Blues Express
KGST, Fresno, Calif.

HEATHERTON, RAY
Lunchroom at Sande
Matinee

HERLIHY, ED
Born & Hardart Children's
Hour Weekend
NBC, NBC-TV

HEMA, GENE
Maze of Music
WPAC, Patchogue, N. Y.

HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.

HEALAN, RED
Chuck Wagon
WRFC, Athens, Ga.

HEATON, JACK
KLEA, Livingston, N. Mex.

HENLEY, HAROLD
Platter Parade
WOPF, Bristol, Tenn.

HENRY, FRANCIS
July Box
WJKO, Springfield, Mass.

HICKS, BOB
Merry-Go-Round
KLRA, Little Rock, Ark.

HICKS, JOHN
ABC, ABC-TV

HURLEIGH, ROBERT F.
Reporters' Roundup
Mutual

HIDDLESTON, JOHNNY
KTRN, Wichita, Falls, Tex.

HULL, WARREN
Strike D Roll
CBS-TV

HURLBUT, JIM
Zoo Parade
NBR-TV

— I —

INGRAM, DAN
Baton of Bay Shore
WALK, Patchogue, N. Y.

INGSTAD, BOB
Noon Variety
KQVC, Valley City, N. Dak.

IRVINE, PAUL
WMTR, Morristown, N. J.

IRVING, RICHARD
KRES, St. Joseph, Mo.

ISON, HAP
Orange Blossom Special
WORZ, Orlando, Fla.

IVORY, ED
WACH-TV, Newport News, Va.



TODD RUSSELL

Represented By
Martin Goodman



PHIL TONKEN

ACTOR-ANNOUNCER-M.C.

INNER SANCTUM — TV
PARAGON PLAYHOUSE — TV
THE BIG PICTURE — TV
FAMOUS PLAYHOUSE — TV
THE GREATEST DRAMA — TV
ALLAN GRANGER — RADIO PLAYHOUSE

RADIO REGISTRY MU 8-6600 TV

— J —

JABERG, EUGENE
Sheboygan Merry-Go-Round
WHBL, Sheboygan, Wis.

JACK, JOCKEY
WERD, Atlanta, Ga.

JACKSON, BILL
Get Together Records
KVIC, Victoria, Texas

JACKSON, GLENN
Easy Listening
WAYD, Albertville, Ala.

JACKSON, JAY
Twenty Questions
DuMont

JACKSON, MAURICE
WKVO, Columbus, Ohio

JACKSON, WAYNE
WMFD-TV, Wilmington, N C

JACOBS, BOB
WSSC Dancing Party
WSSC, Smtter, S. C

JACOBS, JOHN
Mystery Voice
WDUN, Gainesville Ga

JACOBS, JOHNNY
Matinee
KNX, Los Angeles Calif.

JACOBS, RAY
KJEO-TV, Fresno, Calif

JAMERSON, PETER
WTTG, Washington, D. C

JAMES, ANDY
Waltz Time
KWKW, Pasadena Calif.

JAMES, DENNIS
On Your Account
CBS-TV

JOHNSON, GEORGE
Sunrise Sereade
WMFG, Hibbing, Minn

JOHNSON, JAMES
Checkerboard Jamboree
KMCM, McMinnville, Oreg

JOHNSON, WALLY
KFBO-TV, St. Joseph, Mo

JOHNSTON, HERB
KSLM, Salem, Oreg

JOHNSTON, JIM
WLS, Chicago, Ill.

JONES, DALTON
Brazos Valley Roundup
KMLW, Marlin, Texas

JONES, DAN
Western Roundup
KTAT, Frederick, Okla

JONES, DON
Spotlight
WFEA, Manchester, N H

JONES, PAUL
WSA, Cincinnati, Ohio

JONES, ROD
1240 Club
WJNC, Jacksonville, N. C.

JONES, TED
PNX Jamboree
WPNX, Phenix City, Ala

JONES, VERN
Musical Clock
WREB, Holyoke, Mass.

JORDAN, ED
WFBM-TV, Indianapolis Ind.

JORDAN, MURRY
Murry Jordan Show, Ridin' High,
WLIB; Spotlight on Value, WPIX;
WOR-TV; WNBT

JORDAN, DAVE
WWKO, Ashland, Ky.

JORGENSEN, FRED
KGO-TV, San Francisco, Calif.

JOSEPH, EDDY
Morning Show
WHLD, Niagara Falls, N Y.

— K —

KABER, RUSS
KOVC, Valley City, N Dak

KANE, BOB
WRCO, Richland Center, Wis

KARNES, G. H.
WLBN, Lebanon, Ky.

KASSEL, CY
WCCM, Lawrence, Mass

KAVANAGH, AL
Musical Matinee
WSAV, Savannah, Ga

KAY, BOB
WAVE, Louisville, Ky.

KAYE, BARRY
WJAS, Pittsburgh, Pa.

KEARNEY, GERRY
WMUR-TV, Manchester, N. H.

KEATHLEY, HAMPTON
KTRE, Lufkin, Texas

KEATON, BILL
WGR-TV, Buffalo, N. Y.

KEECH, KELVIN
ABC

KEECH, KELVIN
ABC, ABC-TV

KEEFE, BOB
WHAM, Rochester, N Y.

KEELER, DANIEL A.
Sagebrush Playhouse
KSL-TV, Salt Lake City, Utah

KEELING, JOHN
Bar None Ranch
WTRR, Sanford, Fla.

KEITH, DEANE
Phone-o-Quest
KNED, McAlester, Okla.

KELLY, DAROLD
KBTU, Denver, Colo.

KELLY, GENE
WEBR, Buffalo, N. Y.

KELLY, JOE, JR.
WGBT-TV, South Bend, Ind.

KELLY, WARREN MICHAEL
WXYZ-TV, Detroit, Mich.

KELPE, HENRY
KMTV, Omaha, Nebr.

KENNEDY, BOB
Sense or Nonsense
WABD, New York



AL AVALON
Announcer-M. C.
FO. 4-4520



NELSON CASE
Mgt.: Carl Eastman
270 Park Ave. PLaza 8-1357

KENNEDY, KEN
KPHO-TV Phoenix Ariz.

KENNEDY, KEVIN
B Sept 23, 1922, New York.
7 P.M. News, Madison Square
Garden, WPIX, Sid Caesar Show,
Colgate Comedy Hour, WRCA-
TV, Big Payoff, WCBS-TV

KENNEDY, ROGER
Collector's Item
NBC

KEOWN, JOE
WAFB-TV Baton Rouge La

KEPLINGER, DICK
KOMO-TV Seattle Wash

KERR, BOB
WDAF-TV Kansas City Mo

KERWOOD, ORIE
Hi Neighbor
KMMJ Grand Island Nebr

KEYES, MICHAEL
WJNO West Palm Beach Fla

KEYS, RICHARD
Sunrise Serenade
WOHL East Liverpool Ohio

KIEHL, IRWIN
Supper Club
KHUB Watsonville Calif

KIERNAN, WALTER
Who Said That?
NBC-TV

KILGO, JIM
WIST Charlotte N C

KILIAN, JIM
WAAM Baltimore Md

KIMBLE, WESTLEY
Rise 'n Shine
WGVA Geneva N Y

KINDER, ROD
WNAR Norristown Pa

KINER, DEAN
KAYR Apple Valley Calif

KING, BILL
Round Business
KSVU Richfield Utah

KING, BOB
WFAA-TV Dallas Tex

KING, BOB
WRAP Norfolk Va

KING, HAL
WHO-TV Des Moines Iowa

KING, JACK
KHOL-TV Kenney Neb

KING, JOHN REED
Have a Heart
Matinal

KOVACS, ERNIE
Time Will Tell
DuMont

KRAEHLING, BUD
WCCO-TV Minneapolis Minn

KREIGER, JOE
KCEB-TV Tulsa Okla

KROLL, JAY
WNCT Greenville N C

KRUEGER, RALPH
Day Dreamer Show
WJLL Niagara Falls N Y

KURTZ, JOHN
WTVD Durham, N C

— L —

LACY, JOHN
Happiness Exchange
KNOE Monroe La

LADENBURG, RICHARD
WNET Providence R I

LAHR, GUY
WTVI Belleville Ill

LAMB, ART
WTTG Washington D C

LAMBERT, KEN
Budget Basket
WJDS Jacksonville Ill

LAN, TED
WSDR Sterling Ill

LANCASTER, BOYCE
KTVX Muskogee Okla

LANDELL, GRAN
WWOR-TV Worcester Mass

LANDFEAR, DEAN
Voice of Iowa
WMT Cedar Rapids Iowa

LANDRY, JIM
WHYL Carlisle Pa

LANSING, RAYMOND
KGO's Torrington Wyo

LARSON, GUS
You Asked For It
WDSR Lake City Fla

LARUE, DICK
KMAN Manhattan Kans

LASHER, SID
KATV Pine Bluff Ark

LASKO, E S
WSDV Elkhart Ind

LAUB, DARYL
Coffee Club
KICB Libby Mont

LAUGHNER, ROL
Arizona Hi Lates
KTAR Phoenix Ariz

LAURE, NICK
WPEB Middletown Ohio

LAVENDER, RALPH
WNEK-TV Macon, Ga.

LAVERN, GENE
WFEA Manchester N H

LAWFORD, VINCENT
WNLK Norwalk Conn

LAWLER, DAN
Recipe Roundup
WLEO Lasalle Ill

LAWRENCE, ELLIOT
Melody Street
DuMont

LAWRENCE, KEN
WNEM-TV Bay City Mich

LAWRENCE, MORT
B Dec 4, 1914, Philadelphia, Pa
The Big Payoff, Strike It Rich,
CBS-TV, Storytime, Nick Carter,
MBS, Radio Novels, Syndicated

BOB DIXON



REX MARSHALL

LAWSON, KEN
KVTV, Sioux City, Iowa

LAYMAN, EARLE
WPRC, Lincoln, Ill.

LAZAR, WILLIAM T.
B. July 8, 1921, Appleton, Wis.
Pepper Young's Family, NBC;
NCAA Football Games, ABC-TV;
Search for Tomorrow, Masquerade
Party, CBS-TV; Welcome Traveler,
Paul Winchell Show, NBC-TV

LAZICH, BOB
KXLL, Missoula, Mont.

LEA, DAVID
WRBL, Columbus, Ga.

LEACH, BOB
Clockwatcher
WRUF, Gainesville, Fla.

LEAKE, LEON
Mobile Matinee
WKRQ, Mobile, Ala.

LeDESMA, HECTOR
KEVT, Tucson, Ariz.

LEE, DON
Morning Musicale
WGGA, Gainesville, Ga.

LEE, GARY
WCOS, Columbia, S. C.

LEE, MEL
KICK, Springfield, Mo.

LEEDS, DAVID
WMCA, New York, N. Y.

LEEMON, BILL
WJPF, Herrin, Ill.

LEHNHOFF, HENRY
KWED, Seguin, Texas

LEIKER, JIM
Informally Yours
WKBZ, Muskegon, Mich.

LEMKE, DAVE
KTSM, El Paso, Texas

LEONARD, BOB
Turntable Terrace
WMMN, Fairmont, W. Va.

LESCOULIE, JACK
The Jackie Gleason Show, CBS-TV;
Today, NBC-TV

LESTER, BILL
Friends and Neighbors
KOY, Phoenix, Ariz.

LESTER, DON
WLW, Cincinnati, Ohio

LESTER, LARRY
Sports Roundup
KVAS, Astoria, Oreg.

LEWIS, BILL
KLEP, Minot, N. Dak.

LEWIS, BILL
WLMJ, Jackson, Ohio

LEWIS, DICK
KOAT-TV, Albuquerque, N. Mex.

LEWIS, GEORGE
Carnival of Music
WOND, Pleasantville, N. J.

LEWIS, JOHN C.
Sunset Symphony
KPAM, Portland, Oreg.

LEWIS, JOHN
WCAO, Baltimore, Md.

LEWIS, MILT
WTV, Bloomington, Ind.

LEWIS, WALTER
L. I. Music Hall
WHLL, Hempstead, N. Y.

LONGWORTH, WILLIAM
WGBI, Scranton, Pa.

LOVELESS, MARYGAYLE
KTVH, Hutchinson, Kans.

LOVETT, NIEL
KCHA, Charles City, Iowa

LOWE, DON
Camaratta, Living Room
Frolics, Strictly from Dixie,
Don Lowe Local News
ABC

LUDDEN, ALLEN
College Quiz Bowl, Mind Your
Manners
NBC, NBC-TV

LUMPKIN, LEE
Dedicated to You
WDCS, Dillon, S. C.

LUNDBOM, DEL
KODC, Boise, Idaho

LUNDIGAN, WILLIAM
Climax, Shower of Stars
CBS-TV

LYNN, JIMMY
WDRF, Chester, Pa.

LYON, JOHN
WBBQ, Augusta, Ga.

— Mc —

McALLISTER, BOB
WVEC-TV, Hampton-Norfolk, Va.

MacANDREW, JAMES
Camera Three
CBS-TV

MacFAYDEN, TONY
KEAR, San Francisco, Calif.

MacFEE, DAVE
Morning Almanac
WBTN, Bennington, Vt.

MacKAY, JIM
ABC, ABC-TV

MacKELVIE, ART
Wake Up Time
KHQ, Spokane, Wash.

MacLAUGHLIN, SEVERNE S.
WTFB, Westminster, Md.

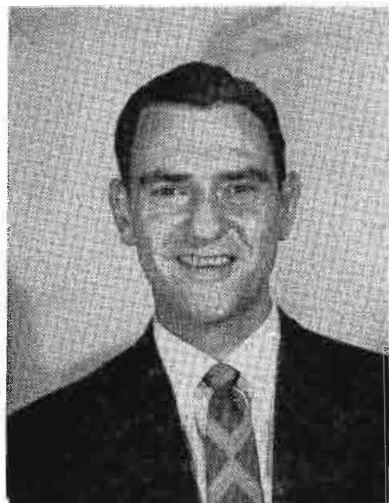
MacNEILL, DAVID
WCRB, Waltham, Mass.

MacPHERSON, MONROE
Breakfast Party
WION, Ionia, Mich.

MacROBERTS, EARL
Around the Town
KCBQ, San Diego, Calif.

McBRIDE, BOB
WMBH, Joplin, Mo.

McBRIDE, CLAY
WMFD, Wilmington, N. C.

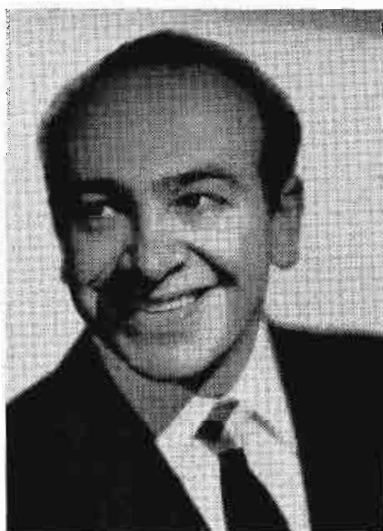


MORT LAWRENCE

ANNOUNCER

"The Big Payoff"—CBS-TV

Represented by Frank Cooper Assoc.



**MURRY
JORDAN**

announcer • narrator

McAFFREY, FRED
KGGM-TV, Albuquerque
N. Mex.

McALL, GEORGE
WEEU, Reading, Pa.

McALL, JACK
KALB, Alexandria, La.

McALL, JOHN
WTOJ, Coatesville, Pa.

McALLISTER, PAUL
KMOD, Modesto, Calif.

McARTHUR, JACK
WPIX, New York, N. Y.

McARTHUR, RICHARD
WKNY, Kingston, N. Y.

McARTNEY, DICK
KOTL, Fort Worth, Tex.

McCAUGHEY, EARL
KIBR, Burlington, Iowa

McCAULEY, ELLIOTT
WGJS-TV, Miami, Fla.

McCAULEY, JOE
Kitchen Kapers
WIP, Philadelphia, Pa.

McCAULEY, MAC
WTPA, Harrisburg, Pa.

McCLANAHAN, STEELE
Morning Show
KBOR, Brownsville, Texas

McCLURE, ED
Mr. X
WBGO, Bessemer, Ala.

McCLURE, HERSCHEL
KTVE, Longview, Tex.

McCOURT, BOB
WYFF, Hampton, Va.

McCOURT, BOB
WVEC-TV, Hampton, Norfolk, Va.

McCOY, KEN
Best Buys
KWIL, Albany, Ore.

McCOY, RONNIE
KIMN, Denver, Colo.

McCULLOUGH, DAN
Moyle Quick Quiz
DuMont

McCULLOUGH, EMERY
Sun Up Jamboree
WTRP, LaGrange, Ga.

McDONNELL, STU
Mad Irishman
WIMS, Michigan City, Ind.

McEACHERN, LEE
WBHQ-TV, Memphis, Tenn.

McELROY, ED
KGW, Portland, Ore.

McFARLIN, JOE
KDVL, Duluth, Minn.

McGARRY, MAC
WRC, Washington, D. C.

— M —

MACK, DOTTA
WJPO-TV, Cincinnati, Ohio

MACK, TED
Ted Mack's Original Amateur Hour
NBC-TV

MADDON, ED
Swing Session
WARM-TV, Scranton, Pa.

MADER, JIM
1310 Club
WIBA, Madison, Wis.

MAGERA, GEORGE
WJAY, Mullins, S. C.

MALE, COLIN
WCFO-TV, Cincinnati, Ohio

MALLETTE, LLOYD
Listen Ladies
KXGI, Fort Madison, Iowa

MALONE, BOB
Music till Midnight
WAGC, Chattanooga, Tenn.

MALONEY, JERRY
WTRC, Elkhart, Ind.

MANGUN, TED
Melody Matinee
KLCR, Libby, Mont.

MANLEY, KEN
WGUY Calling
WGUY, Bangor, Maine

MANN, JOE
WDTV, Pittsburgh, Pa.

MANNING, DAVE
KGFJ, Hollywood, Calif.

MANSFIELD, CHARLIE
WESX, Salem, Mass.

MAPES, GLEN
WWTW, Cadillac, Mich.

MARDIS, BILL
WTGO, Campbellsville, Ky.

MARLOWE, BILL
Rendezvous with You
WCOP, Boston, Mass.

MARLOWE, OWEN
WALK, Patchogue, N. Y.

MARS, LEE
KTBS, Shreveport, La.

MARSHALL, BOB
WGBS-TV, Miami, Fla.

MARSHALL, REX
B. Jan. 10, 1919, New Jersey.
Mr. Peepers, NBC; December
Bride, CBS; Break the Bank,
Masquerade Party, ABC

MARSHALL, STAN
KSTN, Stockton, Calif.

MARTELL, TONY
WQAN, Scranton, Pa.

MARTIN, BOB
KGYN, Guyton, Okla.


MARTIN, BOB
KOAT-TV, Albuquerque, N. Mex.

MARTIN, CLIF
WMRP, Flint, Mich.

MARTIN, CORA
Hour of Spirituals
KWKW, Pasadena, Calif.

MARTIN, FRANK
WIOS, Springfield, Ill.

MARTIN, GEORGE
WTHI, Terre Haute, Ind.



JACK GREGSON

Morning Show — ABC

"Just Easy" — ABC

"Saturday Night Fights" — ABC-TV

- MARTIN, JOHN**
Breakfast Melodies
KLIZ, Brainerd, Minn.
- MARTIN, PETER**
KXOK, St. Louis, Mo.
- MARTIN, ROY C.**
WREL, Lexington, Va.
- MARTIN, WILLIE**
WMOZ, Mobile, Ala.
- MARTINDALE, WINK**
Clockwatchers
WHBQ, Memphis, Tenn.
- MARTINEZ, AL**
WKIP, Poughkeepsie, N. Y.
- MARTINI, MARTY**
Opera On the Air
KTMS, Santa Barbara, Calif.
- MARVIN, EDWARD**
Cape Cod Merry-Go-Round
WOCB, West Yarmouth, Mass.
- MASINGILL, LUTHER**
Sun Dial
WDEF, WDEF-TV, Chattanooga, Tenn.
- MASON, JAMES**
Lux Video Theatre
NBC-TV
- MEYERS, DUTCH**
KTIV, Sioux City, Iowa
- MEYERS, ERNIE**
Koffee Klotch
KCBQ, San Diego, Calif.
- MEYERS, HARLOW**
After Hours
KVEC, San Luis Obispo, Calif.
- MICHAEL, ED**
Critics Choice,
George Sokolsky, ABC
- MITCHELL, EVERETT**
National Farm & Home Hour
NBC
- MITCHELL, GILBERT H.**
KBRL, McCook, Nebr.
- MITCHELL, HARRY**
KFMB-TV, San Diego, Calif.
- MITCHELL, ROY**
KCMC-TV, Texarkana, Tex.
- MITCHUM, MARTIN M.**
Behind the Headlines
KTTR, Rolla, Mo.
- MIX, GALE "GUP"**
Community Calendar
KRPL, Moscow, Idaho
- MIX, JOHN**
Auction Party
KRPL, Moscow, Idaho
- MIZELLE, GEORGE**
Shopper's Guide
WMEV, Marion, Va.
- MOAN, HAL**
KOMO, Seattle, Wash.
- MOFFETT, JERRY**
KTPI, Twin Falls, Idaho
- MOFFETT, RAYMOND R.**
WCAO, Baltimore, Md.
- MOINKERN, LEN**
Crossroads
WHHH, Warren, Ohio
- MOLL, SAM**
Meet the Classics
KMUR, Murray, Utah
- MONGOLD, ROBERT**
Club 1230
WISP, Kingston, N. C.
- MONROE, LARRY**
WTVB, Elmira, N. Y.
- MONSON, PAUL**
WSPB, Springfield, Mass.
- MONTANO, CHARLES F.**
KNOG, Nogales, Ariz.
- MONTGOMERY, DEAN**
WCCO, Minneapolis, Minn.
- MOORE, BOB**
KXEO, Mexico, Mo.
- MOORE, CARL**
Beantown Varieties
WEEL, Boston, Mass.
- MOORE, GARRY**
I've Got a Secret
CBS-TV
- MOORE, JERRY**
WKOK, Sunbury, Pa.
- MOORE, TOM**
Florida Calling, True or False
Mutual
- MORROW, DON**
B. Jan. 29, 1925, Stamford, Conn.
Guy Lombardo Show, NBC-TV;
Sunday News Special, What's My
Line, Masquerade Party, CBS-
TV; Sammy Kaye Show, ABC-TV;
Key Witness, DuMont
- MORROW, FRANK**
KTUL, Tulsa, Okla.
- MORROW, JACK**
Country Carnival
WIBC, Indianapolis, Ind.
- MORSE, OTIS**
WSBA-TV, York, Pa.
- MOSS, DAN**
Lions Den
WWGP, Sanford, N. C.
- MOYER, AL**
Top of the Morning
WCMC, Wildwood, N. J.
- MOYS, JACK**
Shooting for 100
KPOJ, Portland, Oreg.
- MUELLER, VERN**
On the Record
KPOI, Portland, Oreg.
- MULLIGAN, RAY**
Mulligan's Stew
WPAM, Pottsville, Pa.
- MUNCK, ELROY**
KASL Korral
KASL, Newcastle, Wyo.
- MUNZELL, SPECS**
Man About Town
WIS-TV, Columbia, S. C.
- MURPHEY, CHARLES**
WSLS, Roanoke, Va.
- MURPHY, BOB**
Redhead
WBNS, Columbus, Ohio
- MURPHY, DAN**
KBOI, Boise, Idaho
- MURPHY, HARVEY**
WWPG, West Palm Beach,
Fla.
- MURPHY, MICKEY**
KOUL, Fort Worth, Tex.
- MURPHY, REX**
Teen Timers
KVTV, Sioux City, Iowa
- MURRAY, JAN**
Dollar a Second, ABC-TV; Jan
Murray Time, NBC-TV
- MURRAY, MARTIN**
KPBM, Carlsbad, N. Mex.
- MURRY, JACK**
WFMT, Portland, Maine
- MUSSER, WALTER J.**
WBCM, Bay City, Mich.
- N —
- NABER, JULIEN A.**
Manchester News
KOTA, Rapid City, S. Dak.
- NABORS, TED**
Top O' the Morning
KTHT, Houston, Texas
- NAGLESTAD, FRED**
WOW-TV, Omaha, Nebr.
- NAPIER, BYRON**
Band Wagon
KCRK, Enid, Okla.
- NARZ, JIM**
Merchants Quiz
KPOJ, Los Angeles, Calif.
- NASH, JERGEN**
WCCO, Minneapolis, Minn.
- NIMMO, BILL**
Pabst Blue Ribbon Boxing Bout,
Schick Jackie Gleason Show,
CBS-TV; Schick Professional
Football, DuMont
- NOBLE, DICK**
WMAQ, Chicago, Ill.
- NOEL, DICK**
It's a Mystery
WABD, New York
- NOLAN, TERRY**
KHSL, Chico, Calif.
- NOLAN, TOM**
Crossroad Store
WGLS, Decatur, Ga.
- NOLAN, TONY**
WIBV, Belleville, Ill.
- NOLEN, GEORGE**
KFDA-TV, Amarillo, Tex.
- NOLTE, MURRAY**
WDAF-TV, Kansas City, Mo.
- NORDINE, HOWARD**
Record Parade
KDUZ, Hutchinson, Minn.
- NORGARD, BOB**
Polka Parade
WPRO, Fremont, Ohio
- NORMAN, HAL**
Reveille Review
WRIC, Beaumont, Texas
- NORMAN, JERRY**
Melody Roundup
WSYD, Mt. Airy, N. C.
- NORRIS, BOB**
The Clock
WGUY, Bangor, Maine
- NORRIS, RANDY**
Melody Mart
KEYD, Minneapolis, Minn.
- NORTON, DICK**
1430 Club
WNAV, Annapolis, Md.
- NORTON, DON**
KNET, Palestine, Texas
- NOVELLO, MIKE**
Party Line
WJLS, Beckley, W. Va.
- NORWOOD, BILL**
WNCT, Greenville, N. C.
- O —
- OBERST, NORM**
KMED, Medford, Oreg.
- O'BRIEN, JOHN**
KTEM, Temple, Texas
- O'CONNELL, JIM**
On the Beam
KORA, Bryan, Texas
- O'DELL, STUART**
WRON, Ronceverte, W. Va.
- ODOM, RAY**
Hillbilly Hits
KRUX, Glendale, Ariz.
- O'HARA, RICHARD S., JR.**
WHAJ, Greenfield, Mass.
- O'HARA, PAT**
WBAY, Green Bay, Wis.
- OHRT, EV**
Auswer & Win
KSUM, Fairmont, Minn.
- OHN, BURT**
KMMT, Austin, Minn.
- O'KEEFE, PUYLLIS**
For Kids Only
KGNC-TV, Amarillo, Texas
- O'LEARY, JIM**
KBIG, Avaton, Calif.
- OLIVE, GRAY**
WMSC, Columbia, S. C.
- OLIVER, BILL**
Sing It or Else
WBBM, Chicago, Ill.
- OLIVER, LLOYD**
KIOA, Des Moines, Iowa
- OLSEN, JOHNNY**
Break the Bank, Masquerade
Party, WABC-TV; Name That
Tune, WCBS-TV; Second Chance,
NBC; Johnny Olsen Show, Mutual
- OLSEN, PENNY**
Break the Bank, Masquerade
Party, WABC-TV; Name That
Tune, WCBS-TV; Second Chance,
NBC; Johnny Olsen Show, Mutual
- OLSON, HARVEY**
Shopper's Special
WDRS, Hartford, Conn.



OLSON, LEO
WRCO, Richland Center, Wis.

OLSON, SHERM
WMAV, Springfield, Ill.

ORLAND, GENE
Polka Hop
WHAY, New Britain, Conn.

O'Rourke, JOHN
Night Mayor
WHAV, Haverhill, Mass.

ORTIZ, CARLOS R.
WAPA-TV, San Juan
Puerto Rico

OSBORN, RICHARD
KXLL, Missoula, Mont.

OST, CHARLES
WJHP-TV, Jacksonville, Fla.

O'TOOLE, BILL
Life Is Worth Living, Enders-
Keepers, DuMont

OVIATT, HERBERT
WFHR, Wisconsin Rapids,
Wis.

OWEN, AL
Homemakers Houseparty
WMLD, Atlantic City, N. J.

OWENS, JACK
WMAZ-TV, Macon, Ga.

OWENSBY, BILL
WBRM, Marion, N. C.

— P —

PAGE, ELIOT S.
WSKL, Montpelier, Vt.

PAGE, FRANK
Louisiana Hayride
KWKH, Shreveport, La.

PAGE, SAM
Music Room
WDSU, New Orleans, La.

PALL, ROY
Hillbilly Jamboree
WROY, Carmi, Ill.

PALMER, JOHN
WKNY-TV, Kingston, N. Y.

PALMQUIST, JAMES R.
KLIR, Denver, Colo.

PARKER, AL
Anything Goes
WJJD, Chicago, Ill.

PARKER, DICK
WKIP, Poughkeepsie, N. Y.

PARKER, ED
KHSL-TV, Chico, Calif.

PARKER, JIM
How Went the Week
WBIS, Bristol, Conn.

PARKES, HAL
Breakfast in Bed
KEYY, Provo, Utah

PARKS, DEL
WDRP, Chester, Pa.

PARSONS, CLAUDE
WBIV, Bedford, Ind.

PATRICK, LARRY
Musical Hayloft
WABR, Winston-Salem, N. C.

PATRICK, PAT
WERD, Atlanta, Ga.

PAUL, NICK
WOAL, San Antonio, Texas

PAUL, RALPH D., JR.
Strike It Rich, CBS, CBS-TV;
Sound Stage, NBC-TV

PAUL, SIDNEY
Independent Announcer

PAXTON, TOM
WKY-TV, Oklahoma City,
Okla.

PRESTON, ART
WSPR, Springfield, Mass.

PRESTON, BARRY
Monroe County Hoedown
WMPA, Aberdeen, Miss.

PRICE, BILL
WCOJ, Cokesville, Pa.

PRICE, JAMES
KOWH, Omaha, Neb.

PRINCE, JIM
WBRM, Marion, N. C.

PRITCHARD, WAYNE
Top O' the Morning
KHO, Sioux Falls, S. Dak.

PROCTOR, HARLAN
WCAO, Baltimore, Md.

PROVENCE, BOB
WJAW, Cincinnati, Ohio

PRYOR, CACTUS
KTHC-TV, Austin, Texas

PUFFER, GEORGE
WCLL, Corning, N. Y.

PURCELL, CHARLES W.
WCAO, Baltimore, Md.

PUTMAN, DON
WBBZ, Ponca City, Okla.

PYKA, LOU
KICA, Clovis, N. Mex.

— Q —

QUATTRINI, PETER L.
KGOS, Torrington, Wyo.

QUAYE, MACKIE
WIS, Columbia, S. C.

QUENELLE, TOMMIE
WMSL-TV, Decatur, Ala.

QUINLAN, TOM
KWBG, Boone, Iowa

— R —

RADZINSKI, STANLEY
WJMJ, Philadelphia, Pa.

RAE, BOB
KBS, Bakersfield, Calif.

RAHE, JOHN
WBOC-TV, Salisbury, Md.

RAINS, CAL
WIRL, Peoria, Ill.

RAINS, JACK
Music All Night
KSET, El Paso, Texas

RAMAY, JOE S.
The Top Ten
KLYN, Amarillo, Texas

RAMOS, RUBEN CORA
WAPA, San Juan, Puerto Rico

RAMPY, C. W.
KMAE, McKinney, Texas

RAMSBURG, JAMES
KLLI, Estherville, Iowa

RAMSEY, RAY
KREM-TV, Spokane, Wash.

RANDALL, DALE
KWVL, Waterloo, Iowa

RANDALL, WILLIAM E.
WHAI, Greenfield, Mass.

RAPCHAK, MIKE
WAAF, Chicago, Ill.

RASBERG, CHARLES
Music Hall
KDRS, Paragould, Ark.

RASCUI, BOB
WVMI, Biloxi, Miss.

RASKIN, RICHARD
WGNV, Newburgh, N. Y.

RATHBUN, JACK
WDAK-TV, Columbus, Ga.

RATLIFF, CLAUDE
KOMF-TV, Columbia, Mo.

RATTIGAN, JACK
WGJN, Easton, Pa.

RAVEN, GEORGE
KYJC, Medford, Oreg.

RAY, CURT
KMOX, St. Louis, Mo.

RAYCEE, DEL
Marnee Ballroom
WICV, Malone, N. Y.

RAYMOND, OLLIE
KMOX, St. Louis, Mo.

RAYNER, RAY
WBBM-TV, Chicago, Ill.

REAGAN, RONALD
General Electric Theater
CBS-TV

REDABAGH, HAROLD
Mainly for the Mrs.
KRDO, Colorado Springs, Colo.

REDDY, TOM
WABD, New York, N. Y.

REDMOND, DON
Record Room
WPAC, Patchogue, N. Y.

REDUS, JACK
Must of West
KEKA, Greeley, Ohio

REED, DON
KWBF, Corpus Christi, Texas

REED, JIM
Teen Times
KMD-TV, Midland, Texas

RIDGE, ROY
WKBY, Richmond, Ind.

RIDGEWAY, JIM
KRBC, Abilene, Texas

RIGGS, BUTCH
Sandman Serenade
WIRO, Ironton, Ohio

RIGGS, DON
Armchair Theatre
WBNS-TV, Columbus, Ohio

RILEY, BILL
KRNT, Des Moines, Iowa

RILEY, DICK
KCAT, Helena, Mont.

ROBBINS, FREDDIE
Coke Time, Mutual

ROBITSCHER, LARRY
Music 'Til Midnight
KXNO, Winona, Minn.

ROCKWELL, AL
KRNT, Des Moines, Iowa

ROCKWELL, JACK
KFLI, Klamath Falls, Oreg.

RODDA, WALT
Through Years
WKAT, Miami Beach, Fla.

RODEWALD, DON
Wasco Calling
KWSO, Wasco, Calif.

RODMAN, DAVE
WEIM, Fitchburg, Mass.

ROESER, LARRY
KYUM, Yuma, Ariz.

ROEWE, PHILIP
WMOK, Metropolis, Ill.

ROGERS, ART
Morning Glory
KDRS, Paragould, Ark.

ROGERS, BILL
WRBL-TV, Columbus, Ga.

ROGERS, DON
Star Wagon
WRIB, Providence, R. I.

ROGERS, GEORGE
WMAR-TV, Baltimore, Md.

ROGERS, KEN
Hillbilly Jamboree
KCL, Honma, La.

ROGERS, LANDIS
Old Granddaddy
WACR, Columbus, Miss.

ROGERS, LEW
Early, Early Show
WBIS, Bristol, Conn.

ROHN, JIM
KXJB-TV, Valley City, N. Dak.

ROLIH, JOHN
KSAN, San Francisco, Calif.

ROLLINS, BILL
WAYS-TV, Charlotte, N. C.

ROLLINS, CHAP
KICQ, Calexico, Calif.

ROMANO, PAT
WNET, Providence, R. I.

ROMANO, THOMAS
WNBC-TV, New Haven, Conn.

ROMERO, FRED
RCOR, San Antonio, Texas

ROMINE, CHARLES
The Search, CBS-TV

RONALD, STAN
WKAN, Kankakee, Ill.

ROPPOLO, JOE
KFPW, Ft. Smith, Ark.

ROSE, CARL
WKNA, Charleston, W. Va.

ROSE, PHIL
Rose Room
KRCR, Enid, Okla.

ROSS, BILL
WIOD, Miami, Fla.

ROSS, CULLEN
WCHV, Charlottesville, Va.

ROSS, DON
What's New
KGFJ, Hollywood, Calif.

ROSS, STEVE
WCMB-TV, Harrisburg, Pa.

ROSSITER, FRANK
WKAN, Kankakee, Ill.

ROSSMAN, MERLE
Merle's Pearls
KHUB, Watonsville, Calif.

ROTH, DON
Early Birds
WEOA, Evansville, Ind.

ROUTH, BILL
Pixie Panel
WNOK-TV, Columbia, S. C.

ROWE, RED
KNXT, Los Angeles, Calif.

RUEBS, JIM
WSPD-TV, Toledo, Ohio

RUETZ, ED
Coffee Time
WRAC, Racine, Wis.

RUSK, CLAY
WHO-TV, Des Moines, Iowa

RUSSELL, DON
News Tonight with Don Russell,
Morgan Beatty and the News—
N. Y. Cut In, Presidential Press
Conference, News and Special
Events, DuMont; General Motors
Show, NBC-TV

RUSSELL, FRAN
WCYB, Bristol, Va.

RUSSELL, FRANK
Coffee Cup Time
KITO, San Bernardino, Calif.

RUSSELL, TODD
B. April 16, 1913, Manchester,
England. Rottie Kazootie, NBC-
TV; ABC-TV; Wheel of Fortune,
CBS-TV; Treasury Men in Action,
Sherlock Holmes, NBC-TV

RUSSELL, WEBB
KGW, Portland, Ore.

RUTLEDGE, BILL
Young Americans Club
KENT, Shreveport, La.

RYALL, DICK
KEEP, Twin Falls, Idaho

RYAN, TED
WHIO-TV, Dayton, Ohio

RYAN, THOMAS
All the News First
WSNY, Schenectady, N. Y.

RYE, JACK
KTSM-TV, El Paso, Texas

RYERSE, JAY
KVAL-TV, Eugene, Ore.

— S —

SAINT, TERRY
WJNO-TV, Palm Beach, Fla.

SALES, SOUPY
WXYZ-TV, Detroit, Mich.

SALOMON, MICHAEL
Take It Easy
WISR, Butler, Pa.

SALTSMAN, DAYTON
Keyboard & Console
WSUN, St. Petersburg, Fla.

SAND, LES
WOL, Washington, D. C.

SANDEFUR, BILL
WBTM-TV, Danville, Va.

SANDERS, GEORGE
KRKD, Los Angeles, Calif.

SANDERS, HANK
KBLO, Hot Springs, Ark.

SCOTT, JOHN
Wonderful City, Mutual

SCOTT, LEE
Coeur d'Alene Today
KVEN, Coeur d'Alene, Idaho

SCOTT, RAY
WKPA, New Kensington, Pa.

SCOTT, WILLARD
WRC, Washington, D. C.

SCRIVNER, BILL
KELD, El Dorado, Ark.

SCRUGGS, BUGS
WCIN, Cincinnati, Ohio

SEABORN, JIMMY
WPCF, Panama City, Fla.

SEANEY, E. JAMES
WDZ, Decatur, Ill.

SEARLS, TOM
KSWI, Council Bluffs, Iowa

SEAVY, CECIL
KKTU, Colorado Springs, Colo.

SEED, RICHARD
WSMI, Litchfield, Ill.

SEEDS, WALLY
KGLC, Miami, Okla.

SKELEY, RALPH
KCBC, Des Moines, Iowa

SEIFERT, FRANK
WMIN-TV, St. Paul, Minn.

SELBY, NORM
KROC-TV, Rochester, Minn.

SELF, JIMMY
KICA, Clovis, N. Mex.

SELVA, FLORENCIO
KLVL, Pasadena, Texas

SESSIONS, CLIFF
Off the Record
WFOR, Hattiesburg, Miss.

SEVCIK, H. A.
Czech Hour
KULP, El Campo, Texas

SHALLENBERGER, DAVE
WARD, Johnstown, Pa.

SHANNON, GEORGE
WTOC, Meridian, Miss.

SHAPIRO, JACK
WXLW, Indianapolis, Ind.

SHARBUTT, DEL
B. Feb. 16, 1913, Cleburne, Tex.
Betty White Show, NBC-TV

SHARP, IRVING
Daily Dozen
WDBJ, Roanoke, Va.

SHAW, CHARLES
Sunrise Serenade
WOLF, Syracuse, N. Y.

SHAW, HUGH
KWFT, Wichita Falls, Texas

SHAYNE, KARL
101 Ranch Show
WLAN, Lancaster, Pa.

SHEFFER, GLENN
Teen Quiz
WLBR, Lebanon, Pa.

SHEFRIN, JACK ALLEN
Morning Serenade
WRNY, Rochester, N. Y.

SHELDON, HERB
Herb Sheldon Show, WRCA

SHELL, JAMES
WLSL, Roanoke, Va.

SHELLEY, BOB
WFBC, Greenville, S. C.

SHELTON, JIM
Pick-a-Pocket
WIBC, Indianapolis, Ind.

SHEPPE, BOB
WFOY, St. Augustine, Fla.

SHERIDAN, BILL
Sandman Chaser
WADK, Newport, R. I.

SHERMERHORN, RICHARD E.
Hospitality House
KSBW, Salinas, Calif.

SHERWOOD, BOBBY
Stars on Parade, DuMont

SHEWKY, CHUCK
Music in the Nite
WEKR, Fayetteville, Tenn.

SHIELD, MIKE
Grable-James Show
WMIX, Mt. Vernon, Ill.

SHELDON, LARRY
KFMB-TV, San Diego, Calif.

SHELDON, TOM
Platter Party
WCPS, Tarboro, N. C.

SHIPLEY, JIM
Request Review
WJER, Dover, Ohio

SHOAFF, BOB
WGVL, Greenville, S. C.

SHOEMACHER, DAVE
WEAW, Evanston, Ill.

SHOOK, CAL
Bar Six Ranch
WJIM-TV, Lansing, Mich.

SHOR, MARK
WAGM, Presque Isle, Maine

SHREVE, LEN
KGW, Portland, Ore.

SHRINER, HERB
Two for the Money, CBS-TV

SHRIVER, BOB
KFEL-TV, Denver, Colo.

SHROYER, KEN
WPTW, Piqua, Ohio

SICKLESTEEL, TOM
2nd Supper Club
WELS, Port Huron, Mich.

SIEGEL, MORT
WHCU, Ithaca, N. Y.

SIEVERS, BOB
WOWO, Fort Wayne, Ind.

SIGMON, BARNEY
WHKY, Hickory, N. C.

SILBERT, BILL
B. Jan. 1, Detroit, Mich. Bill
Silbert Show, Saints and Spin-
ners Club, WMGM; Red Buttons
Show, NBC-TV

SMITH, BILL
KWEI, Weiser, Idaho

SMITH, BILL
WFTL, Ft. Lauderdale, Fla.

SMITH, BILL
Family Hour
WPEN, Philadelphia, Pa.

SMITH, BOB
KNAL, Victoria, Texas

SMITH, BOB
WMCT, Memphis, Tenn.

SMITH, BOB
WOXF, Oxford, N. C.

SMITH, BRYANT
KCOY, Santa Maria, Calif.

SMITH, CHARLES C.
WDEC, Americus, Ga.

SMITH, CLAYTON
WAGM, Presque Isle, Maine

SMITH, DON
Sleepy Time
KLIZ, Brainerd, Minn.

SMITH, DON
KMED, Medford, Ore.

SMITH, ED
Wake Up and Live
KGKB, Tyler, Texas

SMITH, FRED B.
Hour of Charm
KTXJ, Jasper, Texas

SMITH, GREG
WXLW, Indianapolis, Ind.

SMITH, HANK
WFPA, Fort Payne, Ala.

SMITH, JERRY
KGVO, Missoula, Mont.

SMITH, JOE
Record Rack
WARD, Johnstown, Pa.

SMITH, MAX
Dance Time
KOY, Phoenix, Ariz.

SMITH, PIERCE
KVTU, Sioux City, Iowa

SMITH, RALPH
Music to Read By
WIPS, Evansville, Ind.

SMITH, ROBERT E.
Theatre of Melody
WVIC, Hartford, Conn.

SMITH, ROBERT H.
WGET, Gettysburg, Pa.

SMITH, ROWLSTON
WICA-TV, Ashtabula, Ohio

SMITH, RUDY
WVWV, Fairmount, W. Va.

SNELGROVE, CARL
WOOF, Dohlan, Ala

SNIDER, PAUL
Musical Comedy Theater
KPOL, Los Angeles Calif.

SNOW, BOB
WEEK-TV, Peoria, Ill.

SNYDER, BOB
WABY, WPTR, Albany, N. Y.

SNYDER, PEG
KIVA, Yuma, Ariz.

SOBEL, JOHNNY
Teletest
WILK, Wilkes-Barre Pa

SOUTHARD, BOB
WMAM, WBWY-TV, Mari-
nette, Wis.

SOUTHWOOD, TOMMY
WSON, Henderson Ky

SOWARDS, JOHN
WCMJ, Ashland, Ky

SPAINHOWER, DON
Operation Melody
KXNV, Logan, Utah

SPANGLER, DAN
WJOL, Florence, Ala.

SPIEGLE, STAN
Doodlebub
KXRO, Aberdeen, Wash.

SPIRO, WALT
WCOV, Montgomery Ala

SPONGBERG, ROLLIE
WREX-TV, Rockford, Ill.

STALLINGS, CURT
Spotlite on Melody
KLIK, Jefferson City, Mo.

STAMBERGER, JACK
WLOS-TV, Asheville, N. C.

STAMPER, WARNER
WEBK, Tampa, Fla.

STAMPS, MACK
WFNC, Fayetteville, N. C.

STANLEY, BILL
Happiness Exchange
WNOE, New Orleans, La.

STANLEY, ROY
KWBB, Wichita, Kans.

STANLEY, WARREN
KOBK, Owatonna, Minn.

STANTON, PAT
WJML, Philadelphia Pa.

STAPLETON, JACK
News and Music
WROX, Clarksdale, Miss.

STARBUCK, BERYL
WMT, Cedar Rapids, Iowa

STARKEA, DALE
KXLY-TV, Spokane, Wash.

STARKEY, JED
KMBC-TV, Kansas City, Mo.

STARVALA, STANLEY
Polka Time
WJKO, Springfield, Mass.

STARNES, GENE
Gospel Gems
WAVC, Albertville, Ala.

STARR, RAY
KWWL-TV, Waterloo, Iowa

STEARNS, CLIFF
WVNY, Watertown, N. Y.

STEBBINS, ROGER
1260 Club
WERC, Erie, Pa.

STEELE, DONALD
WJEP, Grand Rapids, Mich.

STEELE, JIM
KTVX, Muskogee, Okla.

STEEN, HERBERT
Hi Neighbor
WDLC, Port Jervis, N. Y.

STEER, JAMES
KOBK, Owatonna, Minn.

STEIN, LES
WJBW, New Orleans, La.

STELLIGES, DON
Favourite Music
KEX, Portland, Oreg.

STENGEL, DAN
WTMV, East St. Louis, Ill.

STEPHANIDIES, STEVE
Hellenic Echoes
WJKO, Springfield, Mass.

STERLING, LAD
Mail Box
WLEE, Richmond, Va.

STERN, DUKE
KSLA, Shreveport, La.

STEVENS, ARTHUR
Musical Nightcap
WFAI, Augusta, Maine.

STEVENS, CHUCK
WNET, Providence, R. I.

STEVENS, DON
Music Before Midnight
WBRB, Wilkes-Barre, Pa.

STEVENS, FRANK
WVVA, Wheeling, W. Va.

STEVENS, JIM
WLLB, Lowell-Lawrence,
Mass.

STEVENS, OSCAR II
KEVT, Tucson, Ariz.

STEWART, BOB
Desert Riders
KRUX, Glendale, Ariz.

STEWART, BOB
Hit the Deck
WBRY, Waterbury, Conn.

STEWART, DON
WEKY, Richmond, Ky.

STEWART, DON
WVTV, Cadillac, Mich.

STEWART, JAY
B. 1920, Summitville, Ind. It Pays
to Be Married, NBC; Townhall
Party, KTTV

ST. GEORGE, DORIAN
All League Clubhouse The
World We Live In, Just Easy
Indoors Unlimited Latin
Quarter Mameo, ABC, ABC-
TV

STILWILL, JACK
WLS, Chicago, Ill.

STINEHART, JIM
KVED, Fort Dodge, Iowa

STITCH, BOB
WMPB, Memphis, Tenn.

SPITES, MARVIN
KGYN, Guyton, Okla.

SPOHIL, HENRY
WOTV, Pittsburgh, Pa.

STOKLEY, MIKE
Pantomime Quiz DuMont

STONE, BOB
WRGB, Schenectady, N. Y.

STONE, DOUG
Matinee
KBOE, Oskaloosa, Iowa

STONE, ERNIE
WMAA, New York, N. Y.

STONE, JIM
WMPB, Memphis, Tenn.

STONE, ROCKY
Allegri Clock Club
WOPJ, Bristol, Tenn.

STOREY, ROY
KSAN-TV, San Francisco,
Calif.

STOUT, ALLEN
WLW, Cincinnati, Ohio

STRATTON, LOU
WRDW-TV, Augusta, Ga.

SULLIVAN, ED
Toast of the Town, CBS-TV

TONKEN, PHILIP
B. April 13, 1919, Hartford,
Conn. The Big Picture, The
Greatest Drama, All TV Net-
works, Greatest Fights of Cen-
tury, ABC; Radio Playhouse,
NEMO Weather Reporter, Man
from Times Square, Mutual

TOWNSEND, DUDLEY
Musical Clock
WBBJ, Roanoke, Va.

TRACEWELL, JIM
Morning Varieties
KUSB, San Bernardino, Calif.

TREBOR, ROBERT
WVET-TV, Rochester, N. Y.

TRIM, PAUL
WHSV, Hattiesburg, Miss.

TRIPP, PAUL
On the Canvas, CBS-TV

TROMPETER, JAY
The Record Shop
WIND, Chicago, Ill.

TROWBRIDGE, BILL
Top of the Morning
WPRO, Dayton, Ohio

TRUDEAU, NED
Sunrise Symphony
WABY, Albany, N. Y.

TRUMBULL, BILL
Music Hall
WREB, Holyoke, Mass.

TUCHOLKA, ED
WEBR, Buffalo, N. Y.

TUCKER, GORDON
Times for Teens
WCOV, Montgomery, Ala.

TUCKWOOD, DON
WFMZ-TV, Albion, Pa.

TUFTS, PETER
Family Fair
KFTC, Tucson, Ariz.

TURNER, DEAN
KOTV, Tulsa, Okla.

TURNER, JOHN
Tune Time
KQMA, Magnolia, Ark.

TURNER, RAY
WHBF, Benton Harbor, Mich.

TURNSTALL, BILL
WEBB, Southern Pines, N. C.

TUTT, BOB
KPX, San Francisco, Calif.

TWOMEY, MORRY
KNOE-TV, Monroe, La.

TALFER, HUGH
WFTM, Mayesville, Ky.

TAYLER, FRANK
Relaxing Time
KVAN, Vancouver, Wash.

— U —

ULLAS, P. J.
Everybody's Show
KGBX, Springfield, Mo.

UNDERWOOD, GENE
WJIM, Vicksburg, Miss.

UPTON, DON
WIS-TV, Columbia, S. C.

— V —

VALLEJO, L. JR.
KFLP, El Campo, Texas

VANER, GEORGE
WREN, Topeka, Kans.

VANCE, JOHN
WLAU, Laurel, Miss.

VANDERHOOF, BRUCE
KTYT, Salt Lake City, Utah

VAN DE VELDE, JAMES
WSEE, Erie, Pa.

VAN STEENBURGH, BILL
Sunshine Club
WIPC, Lake Wales, Fla.

VASEN, WARREN
Breakfast Set
WOC, Davenport, Iowa

VAVGHN, BOB
WSPA, Spartanburg, S. C.

VAUGHN, REESE
Melody Lane
WAUG, Augusta, Ga.

VENTER, MEL
Breakfast Gang
KFRC, San Francisco, Calif.

VERNON, WES
KLO, Ogden, Utah

VESTAL, STAN
Parade of Hits
KNGS, Hanford, Calif.

VIKEN, HOWARD
WCCO, Minneapolis, Minn.

VINGI, RAY
WKWK, Wheeling, W. Va.

VITTO, LORRY
KFJI, Klamath Falls, Oreg.

VOGT, KEN
Talent Unlimited
WCAN-TV, Milwaukee, Wis.

VON ZELL, HARRY
B. July 11, Indianapolis, Ind.
Burns & Allen, CBS-TV; The
Jimmy Durante Show, The Donald
O'Connor Show, NBC-TV

VOSBURGH, HERMAN
Farm Front
KTAT, Frederick, Okla.

— W —

WADE, OZZIE
Sunrise Srenade
WKNE, Keene, N. H.

WAGNER, GENE
Ticket to Tacoma
KTAC, Tacoma, Wash.

WAGNER, ILSE
Invitation to Entertainment
WWRL, New York, N. Y.

WAIN, NORMAN
WDOK, Cleveland, Ohio

WAINER, STEVE
Hi Neighbor
WFMD, Frederick, Md.

WALES, DALLAS
KNOE-TV, Monroe, La.

WALK, LEONARD
Homestead Calling
WHOD, Homestead, Pa.

WALKER, CAS
WIVK, Knoxville, Tenn.

WALKER, DEAN
KWBW, Corpus Christi, Tex.

WALKER, DREW
At Your Command
KWRO, Coquille, Oreg.

WALKER, FRANKIE
WFOY, St. Augustine, Fla.

WALL, ARTHUR
WKRT, Cortland, N. Y.

WALLACE, TOM, JR.
KTKT, Tucson, Ariz.

WALLACE, TOM, SR.
KTKT, Tucson, Ariz.

WALLGREN, REX
KLO, Ogden, Utah

WALROD, TRUMAN
WCEN, Mt. Pleasant, Mich.

WALSHAK, DAVID
KCTI, Gonzales, Texas

WALTERS, BUCKEY
Tune Time
WEEK, Peoria, Ill.

WALTERS, DICK
Hi Neighbor
WKLJ, Sparta, Wis.

WAMBACH, PETE
WCMB-TV, Harrisburg, Pa.

WANGER, JOHN
KALL, Pasadena, Calif.

WARD, BILL
WHOW, Clinton, Ill.

WARD, JIM
Music Masters
WITV, Miami, Fla.

WARD, JIM
WILK-TV, Wilkes-Barre, Pa.

WARD, LARRY
WTVI, Belleville, Ill.

WARE, JACK
KCRG, Cedar Rapids, Iowa

WARNER, DICK
WRDW, Augusta, Ga.

WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.

WATERS, CHUCK
KTXL-TV, San Angelo, Tex.

WATKINS, TOM
KALL, Salt Lake City, Utah

WATSON, JIM
Packhouse Jamboree
WGTM, Wilson, N. C.

WATSON, ROBERT
WQXI, Atlanta, Ga.

WAYNE, LARRY
KREL, Baytown, Texas

WEATHERS, RUPERT
WFTV, Fuquay Springs, N. C.

WEAVER, BOB
Weaver with Music
KXO, El Centro, Calif.

WEAYER, JACKSON
WMAL-TV, Washington, D. C.

WEAYER, ROBYN
WIRL, Peoria, Ill.

WEBB, CHARLES T.
KVOA-TV, Tucson, Ariz.

WEBB, RALPH
KTSM-TV, El Paso, Tex.

WEBER, ROGER
KVFD, Fort Dodge, Iowa

WEBSTER, DAVE
WJNO, West Palm Beach, Fla.

WEGELAND, ROBERT
KBLI, Blackfoot, Idaho

WEITZEL, J. KENYON
WGET, Gettysburg, Pa.

WELCH, ED
WMCA, New York, N. Y.

WELCH, EDDIE
Breakfast Special
KBTM, Jonesboro, Ark.

WELCH, MARV
WXYZ, Detroit, Mich.

WELCH, RICHARD
WJPD, Ishpening, Mich.

WELLER, ROSS
Cinderella Weekend
WHAM, Rochester, N. Y.

WELLS, EARL
WSPD-TV, Toledo, Ohio

WELLS, JOHN
WLBR-TV, Lebanon, Pa.

WELLS, THAD
KRIO, McAllen, Texas

WENDELL, BILL
Letter to Joe Graham, Joe
Palooka Story, Life with Eliza-
beth, Mono-Drama Theatre
WABD, New York

WENTE, BILL
KBIM, Roswell, N. Mex.

WERNER, KURT
WHO-TV, Des Moines, Iowa

WERTENBAKER, T. J.
WNBZ, Saranac Lake, N. Y.

WERTZ, RANDY
Yawn Patrol
WISR, Butler, Pa.

WESTBROOK, BILL
KREL, Farmington, Mo.

WESLEY, JOSEPH
WIBV, Belleville, Ill.

WEST, OLIVER
Man on the Street
WTKM, Hartford, Wis.

WESTERN, CACTUS JIM
KUTV, Salt Lake City, Utah

WHEELER, DON
The Bandstand
WFKY, Frankfort, Ky.

WHITACRE, HAROLD
KWPC, Muscatine, Iowa

WHITE, FRANCES
WUST, Bethesda, Md.

WHITE, HENRY
Clockwatcher
WDOV, Dover, Del.

WHITE, MORGAN
Campus Capers
KVNU, Logan, Utah

WHITE, TED
Friendly Neighbor
WARE, Ware, Mass.

WHITE, WAYMAN
Duke of Wax
WAUG, Augusta, Ga.

WHITLOCK, J. T.
Community Service Hour
WLBN, Lebanon, Ky.

WHITMORE, TOM
WWGA, Gary, Ind.

WHITTAKER, JACK
KOVO, Provo, Utah

WHITTLE, JIMMIE
Dawnbusters
KPHO, Phoenix, Ariz.

WICKS, JAMES
WSHB, Stillwater, Minn.

WIDDER, DAVE
WDAF, Kansas City, Mo.

WIGGS, BILL
Sunday Evening Hymntime
WFMC, Goldsboro, N. C.

WILLIS, FORREST
Musical Clock
WTRY, Troy, N. Y.

WILLY, GUY
Coffee Club
WPTX, Lexington Park, Md.

WILSON, ANDY
Platterama
KOPO-TV, Tucson, Ariz.

WILSON, ARNOLD
KNM, Maryville, Mo.

WILSON, BOB
KNM, Maryville, Mo.

WILSON, GENE
KLER, Lewiston, Idaho

WILSON, JACK
Sunnyside
WARM, Scranton, Pa.

WILSON, JACK
All Request Hour
WLBK, DeKalb, Ill.

WILSON, JIM
WBUD, Trenton, N. J.

WILSON, STU
WKBN-TV, Youngstown, Ohio

WILSON, WARD
Can You Top This?
NBC

WUELINER, FRED
WRBL-TV, Columbus, Ga.

WYLER, JIM
The Adventures of Hopalong Cas-
sidy, WABC-TV; The Traveler

— Y —

YATES, JOHN
Musical Clock
KFEQ, St. Joseph, Mo.

YAWS, HOWARD
KMAC, San Antonio, Texas

YAZELL, GEORGE
Saturday Rural Hour
WHAW, Weston, W. Va.

YEARICK, DAVE
Sunday School Lesson
WUUU, Greenville, S. C.

VORK, PRESTON
Marching to Zion
WAOK, Atlanta, Ga.

YOUNG, JOE
KCRB, Chanute, Kans.

YOUNG, O. C.
Rise and Shine
WHIS, Bluefield, W. Va.

YOUNGBLOOD, HARLEY
Payless Parlyline
KOOS, Coos Bay, Oreg.

— Z —

ZEKE, COUSIN
Morning Jamboree
WMEV, Marion, Va.

ZIMMERMAN, HARRY
Town Crier Special
WTCN, Minneapolis, Minn.



BILL SILBERT

CI 5-4577

Thursday, February 10, 1955

RADIO DAILY—TELEVISION DAILY

TV Reviews

"Strictly Informal"

• One of the top variety shows on the West Coast is this weekly ninety minutes presented on KTLA, Los Angeles, by Larry Finley and his associates including Murray Arnold's Orchestra. Finley as an MC has warmth and showmanship, and this unbeatable combination along with an excellent choice of variety acts, add up to delightful entertainment. Informality, as the title implies, is the keynote, but there's no striving for it, it seems to happen naturally as a result of Finley's unaffected geniality. Program maintains high standards whether the guest list is studded with names such as Vic Damone, Jeff Chandler, Kirk Douglas, and other top film and record luminaries, or comparative unknowns, June Christy, Gary Crosby, Paul Gilbert, the Wanda Smith Cover Girls, Scatman Crothers, the Dooley Sisters, and Bobby Milano were caught on this entertaining segment.

THANKS!

Larry Finley

And . . .

KFWB

54 Hours

Weekly

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1954



— A —

ABBOTT, JIM
Money for Music
KFDA, Amarillo, Texas

ABBOTT, WALT
Sentimental Journey
KFOX, Long Beach, Calif.

ABELL, FRAN
KMOD, Modesto, Calif.

ACREE, JIMMY
The Wax Works
WAGF, Dothan, Ala.

ACHOR, DAVE
Plow Jockey
WBEX, Chillicothe, Ohio

ADAMS, CHARLES
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, JAMES
Daybreaker
WSTV, Steubenville, Ohio

ADDINGTON, DON
Sandman Serenade
WHTB, Talladega, Ala.

ADELL, RAY
Journey Into Melody
WGSM, Huntington, N. Y.

ADKINS, BOB
Western Requests
KLER, Lewiston, Idaho

AGEE, BOB
WBIR, Knoxville, Tenn.

A'HEARN, RICHARD
Bandstand
WKRT, Cortland, N. Y.

AKEL, DICK
KTFY, Brownfield, Texas

ALBERT, BILL
WLS, Chicago, Ill.

ALBRIGHT, DAVE
KCRG, Cedar Rapids, Iowa

ALDRIDGE, CHARLIE
WCBS, Greenwood, S. C.

ALEXANDER, KURT
Roll Jordan
WEAS, Decatur, Ga.

ALFORD, DICK
KXLR, Little Rock, Ark.

ALLAN, MARK
Wake Up Atlanta
WAOK, Atlanta, Ga.

ALLAN, STAN
This is Music
WPAC, Patchogue, N. Y.

ALLEN, AL
KXLR, Little Rock, Ark.

ALLEN, BETTYE
WCMI, Ashland, Ky.

ALLEN, BILL
WHTC, Holland, Mich.

ALLEN, BOB
Radio Ranch
KPAS, Bauning, Calif.

ALLEN, BOB
630 Club
KMAC, San Antonio, Texas

ALLEN, CARL
Musical Clock
WLBK, DeKalb, Ill.

ALLEN, DELL
KSO, Des Moines, Iowa

ALLEN, DON
Alarm Clock Club
KMOD, Modesto, Calif.

ALLEN, FRANK
All Set for Music
WOW, Omaha, Nebr.

ALLEN, GENE
Turntable Terrace
WTAN, Clearwater, Fla.

ALLEN, GEORGE
Listen While You Work
WBVP, Beaver Falls, Pa.

ALLEN, JIM
Nite Cap
KCJB, Minot, N. Dak.

ALLEN, LEN
Dawn Busters
KLO, Ogden, Utah

ALLEN, ROBERT
Music in the Air
KOVE, Lander, Wyo.

ALLEN, TOM
OK Ballroom
WOKZ, Alton, Ill.

ALLREDGE, JAY
Today's Top Five
WBRC, Birmingham, Ala.

AMECHE, JIM
KLAG, Los Angeles, Calif.

ANDERSON, ANDY
Starline Swingtime
KCM, Carroll, Iowa

ANDERSON, BOB
Harmony House
KWIE, Kennewick, Wash.

ANDERSON, GARY
1430 Club
WLAK, Lakeland, Fla.

ANDERSON, K. L.
WPBC, Minneapolis, Minn.

ANDERSON, MILLARD
Breakfast Time
WRKD, Rockland, Maine

ANDERSON, SAM
Music Matinee
WNAE, Norristown, Pa.

ANDRE, JAN
WPIT, Pittsburgh, Pa.

ANDRES, JAY
Music 'Til Dawn
WBBM, Chicago, Ill.

ANDREWS, DON
Country Junction
WSGW, Saginaw, Mich.

ANDREWS, NICK
Music on the Sunny Side
WNRC, New Rochelle, N. Y.

ANDREWS, PERRY
Open Road, USA
KYW, Philadelphia, Pa.

ANDRICK, BILL
Lampighter's Serenade
WPAR, Parkersburg, W. Va.

ANNE, LILLIE
Carolina Barndance
WIRC, Hickory, N. C.

ANSON, BILL
WAIT, Chicago, Ill.

ANSON, BILL
WAIT, Chicago, Ill.

ANTHONY, MARV
WDLB, Marshfield, Wis.

ARANZAMENDI, FRANCISCO
WAPA, San Juan, Puerto Rico

ARGUMENTO, OSCAR
KCOR, San Antonio, Texas

ARMBRISTER, RANDY
WYVE, Wytheville, Va.

ARMSTRONG, TOM
WGAR, Cleveland, Ohio

ART, BOBBY
Country Clubhouse
WRFW, Eau Claire, Wis.

ARTHUR, DOUG
Dancecland
WIBG, Philadelphia, Pa.

ARTHUR, FRED
KVOE, Casper, Wyo.

ARTHUR, GEORGE
WHOW, Clinton, Ill.

ASKEY, BOB
KFOR, Lincoln, Nebr.

ASKINS, ALLEN
Savannah River Rag
WAKN, Aiken, S. C.

ATKINS, BILL
KFRD, Rosenberg, Texas

ATKINS, EDDIE
WJEH, Gallipolis, Ohio

ATTEBERRY, TERRY
Teen-Age Tunes
KCOL, Fort Collins, Colo.

AUSTIN, DON
WHOW, Clinton, Ill.

AVERY, CHUCK
Top of the Morning
WLNK, Peekskill, N. Y.

AVILA, JOSE
KSBW, Salinas, Calif.

— B —

BACHO, BOB
Memorable Music
WNCC, Barnesboro, Pa.

BAILEY, CARL
KBIG, Avalon, Calif.

BAILEY, DON LEE
WESC, Greenville, S. C.

BAILEY, JIM
KBIF, Fresno, Calif.

BAILEY, MITZI
Time for Milady
KMUR, Murray, Utah

BAILEY, NORMAN
WKBR, Manchester, N. H.

BAILEY, WILLIAM C.
WIBV, Belleville, Ill.

BAINTER, BILL
KIT, Yakima, Wash.

BAINTER, JACK
Lucky Dance Time
KHQ, Spokane, Wash.

BAKER, ALAN
Platter Party
WLEN, Lebanon, Ky.

BAKER, ALAN
WNOK, Columbia, S. C.

BAKER, DICK
WPIN, St. Petersburg, Fla.

BAKER, GORDIE
WSFR, Springfield, Mass.

BAKER, JIM
Stroll Through the Village
KVOE, Casper, Wyo.

BAKKE, HAL
KGGK, Dallas, Texas

BALDING, CHUCK
Juke Box Review
WOAY, Oak Hill, W. Va.

BALDWIN, BRUCE
Western Jamboree
KCRG, Enid, Okla.

BALDWIN, DICK
Melody Corner
WJOY, Burlington, Vt.

BALDWIN, MEL
KNX, Los Angeles, Calif.

BALE, NORM
Ark-La-Tex Jubilee
KWKH, Shreveport, La.

BALL, NOEL
 Night Ball Show
 WSLX Nashville Tenn

BANTON, BILL
 Starlight Souyemes
 KSBW, Sabinas Colo

BARBER, DON
 WGBS Miami, Fla

BARIL, GENE
 Midnight Matinee
 WJBF Grand Rapids Mich

BARILE, LOU
 WKAL Rome N Y

BARKER, KERMIT
 Mamma Seneade
 KCHR Charleston, Maine

BARKER, FRED
 Parade of Hits
 WJOY Burlington Vt

BARLOW, JACK
 WQVA Mobile Ill

BARLOW, JAY
 Mantrip
 WILN Harlan Ky

BARR, B
 WKMI Kalamazoo Mich

BARR, FRED
 Spiritual Time
 WWRL New York N Y

BARRETT, JOHN
 Music Out of the Night
 KJMS Lincoln Neb

BARKON, TOMMY
 KTEM Temple Texas

BARRA, DONALD J
 Sandman's Matinee
 WJKE Newport Vt

BARRA, GUY
 Spinner Sincum
 WLAN Leesester Pa

BARTL, BOB
 Sub Patrol
 WFMH Frederick Md

BARTLETT, BOB
 KEDJ Klamath Falls Ore

BARTON, JOHN
 WHOW Clinton Mo

BARTYER, BOB
 Musical Varieties
 KNEX McPherson Kans

BAUM, ROBERT
 WOKW Sturgeon Bay, Wis

BAUMANN, GEORGE
 WJMD Baltimore Md

BAXTER, GORDON JR
 KPAC Port Arthur Tex

BAXTER, ROY
 WBNA New York N Y

BAV, PETER
 Spotlighting the Stars
 KVCV Reading Calif

BEAL, CLADE
 Operation Music
 WCPM Cumberland Ky

BEALS, RAY
 Sammy Dick Show
 KVGH Grand Bend Kans

BEAN, DON
 Matinee Ballroom
 WTRP Savannah Ga

BEASLEY, RAY
 Western Hits
 KGVJ Greenville Tex

BECK, DON
 At the Inn
 KAYR Apple Valley Calif

BECKER, HARRA L.
 KIMO Independence Mo

BECKWITH, SAM
 KEEN San Jose Calif

BEKAS, TONY
 Shellie Shack
 WKAP Allentown Pa

BELL, BILLY
 WHBP Huntsville Ala

BELL, GLENN
 KGMF Englewood Colo

BELL, MONTE
 KARA All Ohi

BELMAN, JERRY
 1350 Club
 WDDR Portage Wis

BELSON, GORDON
 Party Line
 KXO El Centro Calif

BENNETT, ELDEAN
 KSL Salt Lake City Utah

BENNETT, JAY
 Roundup Ranch
 KGAR Garden City Kans

BENNETT, MARGARET
 Tiny Tot Time
 WESQ Greenville S C

BENOIST, BILL
 Country Music Time
 WBSI Bennettsville S C

BENSON, BOB
 KYW Philadelphia Pa

BENSON, GORDON
 Hits for the Mps
 KEEN San Jose Calif

BERGSON, CLARKE
 Request Club
 WJON Ionia Mich

BERGNER, CARL O.
 Early and Late Risers
 WLAJ Grand Rapids Mich

BERGQUIST, DEWEY
 Deweys Follies
 KYOX Moorhead Minn

BERLIN, PAUL
 Mission in Music
 KNI Z Houston Texas

BERNARD, CHARLES
 Harmony Hall
 KPOJ Portland Oreg

BERNARD, FRED
 1240 Club
 WDNE Elkins W Va

BERNARDY, JEROY
 Four 4's
 KLB B Luby Mont

BERRIS, KEN
 WKAN Kankakee Ill



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Grin and Berry It
WFIW, Fairfield, Ill.

BERRY, JACK
Berry-Go-Round
WIOD, Miami, Fla.

BERRY, ROBERT E.
WOTW, Nashua, N. H.

BILLINGSLEY, BOB
K-Bar Roundup
KVET, Austin, Tex.

BINGHAM, DICK
Alarm Klock Klub
KEEP, Twin Falls, Idaho

BIONDI, DICK
The Timekeeper
KSYL, Alexandria, La.

BIRD, AL
Early Bird Serenade
WJAC, Johnstown, Pa.

BIRDAS, GEORGE
Record Varieties
WLNA, Peekskill, N. Y.

BISHOP, KEN
Show Time
KFDA, Amarillo, Texas

BISHOP, STAN
Platter Palace
KDIX, Dickinson, N. Dak.

BLACK, DAVE
Record Room
WLET, Tooeba, Ga.

BLACK, ED
KBMV, Billings, Mont.

BLAIR, DON
WOC, Davenport, Iowa

BLAIR, HARRY
WGL, Fort Wayne, Ind.

BLAIR, KENNY
Noontime Tunes
WKBI, St. Marys, Pa.

BLAIR, RAY
Night Watch Show
WLAV, Grand Rapids, Mich.

BLAKE, ALIX
Stardreams
WABY, Albany, N. Y.

BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.

BLANCHARD, RED
WLS, Chicago, Ill.

BLASKE, ART
KFAM, St. Cloud, Minn.

BLESSEY, EARL
WVMI, Biloxi, Miss.

BLESSING, SAM
Top Rail
KMAN, Manhattan, Kans.

BLIZZARD, JUNIOR
Mail Train
WMJM, Cordele, Ga.

BLOCK, MARTIN
Make Believe Ballroom
ABC Radio Network

BLOOM, MAURY
WKRA, Buffalo-Kenmore, N. Y.

BLOWER, CHUCK
KTKT, Tucson, Ariz.

BOARDMAN, BARRY
Dance on the Down Beat
WKOZ, Kosciusko, Miss.

BODDEN, HILARY
Old Timer's Party
WJAS, Pittsburgh, Pa.

BONAPART, ALLEN
This Afternoon
WIBX, Utica, N. Y.

BONNEAU, ROBIN
WTSV, Claremont, N. H.

BONNER, ED
KXOK, St. Louis, Mo.

BONNET, JOHN
Dial for Music
KPHO, Phoenix, Ariz.

BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.

BOSSE, BILL
KWHI, Brenham, Texas

BOSWORTH, CHET
Alarm Clock Club
WIRY, Plattsburg, N. Y.

BOUNERBA, DICK
WNLK, Norwalk, Conn.

BOWERS, NEWTON
WAAB, Worcester, Mass.

BOWERS, TOM
Little 'Ole Opry
WLAG, LaGrange, Ga.

BOWKILL, BILL
WALB, Albany, Ga.

BOWKER, GARTH
T.N.T.
WPDR, Portage, Wis.

BOWLES, ALAN
Musical Notes
KDB, Santa Barbara, Calif.

BOWLES, BOBBY
Teen-Time Tunes
KVON, Napa, Calif.

BOWMAN, DEE
KVSP, Lubbock, Texas

BOWMAN, DICK
Working People
WELS, Kingston, N. C.

BOWMAN, WILLIAM M.
Spiritual Parade
WOIC, Columbia, S. C.

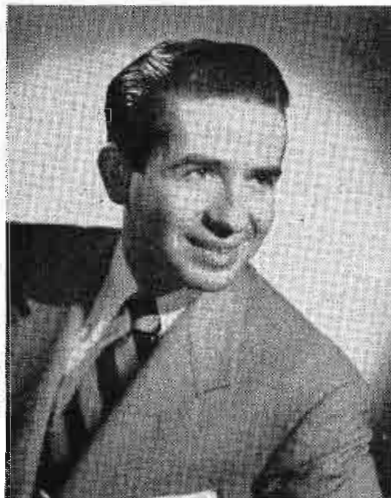
BOYD, JO
Listen Ladies
WMFA, Aberdeen, Miss.

BOYLE, ED
Romance in the Night
KBIZ, Ottumwa, Iowa

BRABSON, BILL
WVVO, Columbus, Ohio

BRACKEN, DENNIS
Jukebox Serenade
WOLF, Syracuse, N. Y.

BRADLEY, BOB
WLWL, Minneapolis, Minn.



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BRADLEY, CURT
WMIX, Mt. Vernon, Ill.

BRADLEY, GEORGE
Hits and Encores
KTUC, Tucson, Ariz.

BRADSHAW, JOHN
Melody Mart
WIRK, West Palm Beach, Fla.

BRADY, JOSH
WBRM, Chicago, Ill.

BRAGG, NELSON
WBZ, Boston, Mass.

BRAMHALL, BILL
WEMP, Milwaukee, Wis.

BRANCU, GEORGE
Fuzzie and Blues
WELG, Welch, W. Va.

BRANCH, NEAL
WHR, Knoxville, Tenn.

BRAND, PAUL
Dance Time
WKNY, Kingston, N. Y.

BRANDT, JACK
Club Matinee
WTPZ, Jasper, Ind.

BRANSON, BRUCE
KXOA, Sacramento, Calif.

BRASHER, JAMES
Radio Ranch Roundup
KTXJ, Jasper, Tex.

BRAUN, JEROME
KXRA, Alexandria, Minn.

BRAY, ED
Sunrise Serenade
WKTG, Thomasville, Ga.

BREECE, CHUCK
WFEM, Indianapolis, Ind.

BRENNAN, BOB
Morning Line
KYMA, Yuma, Ariz.

BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.

BRENT, BLACKIE
Man About the House
WKBW, Buffalo, N. Y.

BRINGER, ERNEST
WTRY, New Orleans, La.

BRINKLEY, JACK
Stars of the Bar Dance
WLS, Chicago, Ill.

BRINNON, VIRGIL
Moon Dog Matinee
WJW, Cleveland, Ohio

BRISQOE, WALLY
KCLA, Pine Bluff, Ark.

BRITTON, JACK
KTRN, Wichita Falls, Tex.

BRITTON, RED
KCSB, San Bernardino, Calif.

BRODEY, SHERM
WKAL, Rome, N. Y.

BROOKS, AL
Late Date
WIBC, Indianapolis, Ind.

BROOKS, JACK
Make Mine Music
WCCO, Hartford, Conn.

BROOKS, PHIL
WKPA, New Kensington, Pa.

BROOKS, TEX
Top Tunes
WJLI, Jackson, Miss.

BROSCHKE, HANK
Party Line
WKCT, Bowling Green, Ky.

BROSNIAN, JACK
WMBO, Auburn, N. Y.

BROWN, AL
WICC, Bridgeport, Conn.

BROWN, BERNIE
Atlanta Carousel
WGST, Atlanta, Ga.

BROWN, BILL
Melody-Go-Round
WJAC, Johnstown, Pa.

BROWN, BILL
WNEB, Worcester, Mass.

BROWN, BOB
KRAL, Craig, Colo.

BROWN, CLARE
WTHH, Port Huron, Mich.

BROWN, ED
Boogie Man
WCOV, Montgomery, Ala.

BROWN, HARRY
WHUC, Hudson, N. Y.

BROWN, PAT
Quartet Time
KAPK, Minden, La.

BROWN, PAT
University Hour
KVET, Austin, Texas

BROWN, RHODA
WMGM, New York, N. Y.

BROWN, SAM
Music Hall
WARK, Arlington, Va.

BROWN, TED
KRES, St. Joseph, Mo.

BROWN, TED
WMGM, New York, N. Y.

BROWNELL, LARRY
Easy Does It
WKGW, Buffalo, N. Y.

BROWNING, DOUG
The Young Browning Show
WAHC

BRUCE, JACK
WNAX, Yankton, S. Dak.

BRYANT, BRISTOE
Hub Cap Caravan
WJLB, Detroit, Mich.

BRYANT, WILLIE
After Hours Swing Session
WHOM, New York, N. Y.

BRVDEN, KEITH
KUCB, Montrose, Colo.

BUCK, GEORGE, JR.
WJNO, West Palm Beach, Fla.

BUCK, KEITH
WTGO, Campbellsville, Ky.

BUCKLEY, NIEL
Tailgate Ramblings
WPFH, Middletown, Ohio

BUCKLEY, THAD
KBAK, Bakersfield, Calif.

BUFFINGTON, H. E.
WTWA, Thomson, Ga.

BULLOCK, SHELDON
WWSG, Glens Falls, N. Y.

BUMP, ROGER A.
WOTW, Nashua, N. H.

BUNS, BILL
Bum's Bunny Hop
WGTM, Wilson, N. C.

BURCH, LEO
KORC, Mineral Wells, Tex.

BURFORD, BILL
Morning on the Mahoning
WHHH, Warren, Ohio

BURFORD, KEN
Come On, Coffee's On
KWIL, Albany, Oreg.

BURGE, DALE
KWBG, Boone, Iowa

BURGE, RALPH
Breakfast with Burge
WIBB, Bates, Konge, La.

BURGESS, DAN
Heil the Humakers
WMSA, Massena, N. Y.

BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.

BURGESS, RALPH
WGBA, Columbus, Ga.

BURKE, SHELDON
Invitation
WNAM, Nacenan-Moconaha, Wis.

BURNS, BILL
Jukebox Serenade
WQAM, Miami, Fla.

BURNS, GENE
Music 'Til Midnight
KICK, Springfield, Mo.

BURNS, HAL
Wild Birmingham, Ala.

BURNS, RAY
Record Review
KVRG, Arkadelphia, Ark.

BURROUGHS, LARRY
WDAN, Danville, Ill.

BURROUGHS, TOM
Clubtime
KUNA, Tucson, Ariz.

BURTON, BOB
620 Jamboree
KNGS, Hanford, Calif.

BUSSE, HENRY, JR.
Music Shop
KYSM, Mankato, Minn.

BUTLER, FRANK
Record Room
WRFK, Athens, Ga.

BUTLER, JIM
KMOX, St. Louis, Mo.

BUTTON, DAVE
KSNP, Artesia, N. Mex.

BVRD, JIM
KTBC, Austin, Texas

BVRD, TED
WCIN, Cincinnati, Ohio

— C —

CALDWELL, CHARLES
Music Unlimited
WSPS, Evansville, Ind.

CALDWELL, LAMAR
Romantic Rendezvous
WHSC, Hartsville, S. C.

CALDWELL, MERLE
KOLS, Pryor, Okla.

CALLAHAN, CHARLES
Lucky Seven
WESB, Bradford, Pa.

CALKIN, BOB
WMCB, New York, N. Y.

CALVERT, BOB
WTMA, Charleston, S. C.

CAMACHO, CESAR
KCOR, San Antonio, Tex.

CAMERON, JOHN
Kise and Shine
KWFC, Pendleton, Oreg.

CAMPBELL, ALEX
WASA, Havre de Grace, Md.

CAMPBELL, BILL
Quiet Vulture
WCMF, Ashland, Ky.

CAMPBELL, DICK
Top of the Morning
WBYA, Danville, Va.

CAMPBELL, JACK
KGHF, Pueblo, Colo.

CAMPBELL, JACK
WRAT, Marion, Ind.

CAMPEN, LARRY
Music 'Til Midnight
KYAK, Yakima, Wash.

CANE, LENNIE
The Party Line
WENT, Gloversville, N. Y.

CANNON, WYN
KPQ, Wenatchee, Wash.

CAPPELT, DOUG
KREO, Indio, Calif.

CAPPS, BOB
Night Riders
KOY, Phoenix, Ariz.

CAPPS, JIMMY
Our Best to You
WPTF, Raleigh, N. C.

CAPUTO, EDWARD
Top Twenty Club
WNEC, New Haven, Conn.

CARDEN, JOHN
Owl Club
WROK, Rockford, Ill.

CAREY, BILL
Cocktail Capers
KFIZ, Fond Du Lac, Wis.

CARFA, RON
KYOD, Denver, Colo.

CARLETON, LAD
WFGM, Fitchburg, Mass.

CARLEY, JIM
WFIN, St. Petersburg, Fla.

CARLSEN, IRV
High Time
KATO, Reno, Nev.

DISC JOCKEYS—RADIO-TELEVISION

- CARTON, JOHN**
WERC, Erie, Pa.
- CARMAN, ED**
WPRS, Paris, Ill.
- CARMEN, JOE**
KWFT, Wichita Falls, Texas
- CARNEGIE, JACK**
KOOL, Phoenix, Ariz.
- CAROTHERS, LARRY**
All Nite Serenade
KONO, San Antonio, Texas
- CARRIGAN, JIM**
WKRM, Columbia, Tenn.
- CARRIKER, OLIE**
Hillbilly Hits
KORC, Mineral Wells, Texas
- CARROLL, JIM**
KBRZ, Freeport, Texas
- CARROLL, RALPH**
Musical Mailbox
KISD, Sioux Falls, S. Dak.
- CARROLL, RAY**
WMCA, New York, N. Y.
- CARROLL, VINCE**
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
- CARSON, BOB**
KSMN, Mason City, Iowa
- CARSON, KIT**
Late Dancing Party
WFEB, Sylacauga, Ala.
- CARTER, AL**
Platter Playhouse
WHAU, Haverhill, Mass.
- CARTER, ED**
WACE, Springfield-Chicopee, Mass.
- CARTER, LEROY**
KCTX, Childress, Texas
- CARTER, JAMES**
WLou, Louisville, Ky.
- CARTER, WINFRED**
Diamonds Dither
WMPF, High Point, N. C.
- CARY, EDDIE**
WKLJ, Sparta, Wis.
- CASE, GEORGE**
WSAI, Cincinnati, Ohio
- CASE, MARILU**
WSAI, Cincinnati, Ohio
- CASPERSON, CARL**
Friendly Time
KDAL, Duluth, Minn.
- CASSIDY, BILL**
Dial "M" for Music
KLRA, Little Rock, Ark.
- CASTRODALE, DAVID**
WDBQ, Dubuque, Iowa
- CAUDILL, CARL**
Coffee Shoppe
WGNI, Wilmington, N. C.
- CAUSEY, BID**
KMLB, Monroe, La.
- CHAMBERS, BOB**
WEBK, Tampa, Fla.
- CHAMPION, NED**
WPTF, Raleigh, N. C.
- CHANDLER, GRAY**
WLSD, Big Stone Gap, Va.
- CHAPEAU, TED**
WMBR, Jacksonville, Fla.
- CHAPMAN, CHUCKLES**
WISH, Indianapolis, Ind.
- CHAPMAN, DAVE**
KNOE, Monroe, La.
- CHAPMAN, DAVE**
KFOR, Lincoln, Nebr.
- CHAPMAN, GLENN**
Country Concert
KOLS, Pryor, Okla.
- CHAPMAN, RALPH**
Call to Breakfast
WHAU, Haverhill, Mass.
- CHARLES, AL**
WAYB, Waynesboro, Va.
- CHARLES, BRUCE**
Man of Music
WHK, Cleveland, Ohio
- CHASE, EDDIE**
CKLW, Detroit, Mich.
- CHATTON, SYD**
KFRG, San Francisco, Calif.
- CHEDWICK, POBKY**
WHOD, Homestead, Pa.
- CHENOWETH, JACK**
Platter Matinee
WCUE, Akron, Ohio
- CHINN, BILL**
Hillbilly Holiday
KGEC, Galveston, Texas
- CHRISTIAN, JERRY**
Western Hit Parade
KGYW, Vallejo, Calif.
- CHRISTIANSEN, CHRIS**
WOHP, Bellefontaine, Ohio
- CHURCHES, GLENN**
Jazz, Rhythm and Blues
KGRA, Sacramento, Calif.
- CITRO, VINCE**
Polka Party
WAZL, Hazleton, Pa.
- CLARK, CHRIS**
1230 Club
WBSM, New Bedford, Mass.
- CLARK, DICK**
Caravan of Music
WFIL, Philadelphia, Pa.
- CLARK, GORDON**
KRIC, Beaumont, Texas
- CLARK, JACK**
WDBL, Springfield, Tenn.
- CLARK, JIM**
WFMO, Fairmont, N. C.
- CLARK, JIMMY**
Breakfast Express
WBLJ, Dalton, Ga.
- CLARK, JOHN**
WPRC, Lincoln, Ill.
- CLARK, JON**
Music Off the Record
WTRL, Bradenton, Fla.
- CLAYTON, BOB**
WHDH, Boston, Mass.
- CLAYTON, BOB**
WPIN, St. Petersburg, Fla.
- CLAYTON, DEAN**
KDKD, Clinton, Mo.
- COBB, AL**
KELP, El Paso, Texas
- COBURN, HUGH**
WBML, Macon, Ga.
- COBURN, PAUL**
KNAK, Salt Lake City, Utah
- COCKRAN, DAVE**
Tops in Pops
WBFB, Burlington, N. C.
- CODDAIRE, WILLIAM**
1400 Club
WSTC, Stamford, Conn.
- CODY, WAYNE**
KALL, Salt Lake City, Utah
- CODY, WAYNE**
KNEB, Scottsbluff, Nebr.
- COGGINS, JAMES F.**
Wake Up and Sing
WKDK, Newberry, S. C.
- COLDWELL, CLAY**
KATY, San Luis Obispo, Calif
- COLE, FRANK**
Rhythm Roundup
WHTB, Talladega, Ala.
- COLE, PETER**
WEAT, West Palm Beach, Fla.
- COLE, ROBERT**
WPRC, Lincoln, Ill.
- COLE, RUSS**
Music is Magic
KIEM, Eureka, Calif.
- COLEMAN, CHARLES**
WKNA, Charleston, W. Va.
- COLEMAN, RALPH**
KGKB, Tyler, Texas
- COLEMAN, VERNON**
WOCB, West Yarmouth, Mass
- COLLINGSWORTH, JACK**
Jive 'Thl Five
WLAG, LaGrange, Ga.
- COLLINS, AL**
WNEW, New York, N. Y.
- COLLINS, DAVE**
Mood for Music
WRFD, Worthington, Ohio
- COLLINS, DON**
Top Pop Roundup
KTRH, Houston, Texas
- COLLINS, JERRY**
Bloomington Ballroom
WJBC, Bloomington, Ill.
- COLLINS, ROBERT**
KGAK, Gallup, N. Mex.
- COLLINS, TEX**
Nightly Serenade
WAZL, Hazleton, Pa.
- COLLINS, TIM**
KENS, San Antonio, Texas.
- COLLINS, TIM**
680 Sun Dial
KGBS, San Antonio, Texas
- CONKLIN, MIKE**
Conklin's Corner
WBYS, Canton, Ill.
- CONNOR, TOM**
Hour of Dreams
WTBO, Cumberland, Maryland
- CONOHAN, CLIFF**
WISC, Madison, Wisc.
- CONOVER, WILLIS**
WEAM, Arlington, Va.
- CONRAD, JOHN**
WHLI, Niagara Falls, N. Y.
- CONRAD, RUSS**
KEX, Portland, Ore.
- CONTRERAS, JESUS**
Saludos Amigos
KCLS, Flagstaff, Ariz.
- COOK, DEL**
KANS, Wichita, Kans.
- COOK, DICK**
Cookie's Capers
WBRN, Big Rapids, Mich.
- COOK, IRA**
KMPA, Los Angeles, Calif.
- COOK, JACK**
Melody Madhouse
WNOK, Columbia, S. C.
- COOK, MAL**
Ebony Bandstand
WAUG, Augusta, Ga.
- COOK, VERN**
Time Keeper
WTRY, Troy, N. Y.
- COONEY, JIM**
Make Way for Music
WRSW, Warsaw, Ind.
- COOPER, ALEX**
KLAC, Los Angeles, Calif.
- COOPER, LARRY**
WLSL, Roanoke, Va.
- CORBIN, SLIM**
Hillbilly Hoedown
KITFY, Brownfield, Texas
- CORBETT, KENNETH**
WTIK, Durham, N. C.
- CORRICK, BILL**
WRCO, Richland Center, Wis.
- COSSITOR, DON**
WTIK, Altoona, Pa.
- COSTIN, PHIL**
Night Session
WBML, Macon, Ga.
- COTTONGIM, EARL K.**
Saturday Night Session
WSPC, Somerset, Ky.
- COUGHLIN, LEW**
WELM, Elmira, N. Y.
- COVINGTON, BUDDY**
123 Ranch
KNUZ, Honston, Texas
- COVINGTON, DICK**
WHBQ, Memphis, Tenn.
- COVINGTON, FRED**
WCOG, Greensboro, N. C.
- COWELL, ED**
WE'F, Johnson City, Tenn.
- COY, JIMMY**
WRCA, New York, N. Y.
- COYLE, BERT**
WHBO, Tampa, Fla.
- CRAFT, LARRY**
KTMC, McAlester, Okla.

CRAGER, BOB
Melody Matinee
WWCO, Waterbury, Conn.

CRANE, DICK
KNEA, Jonesboro, Ark.

CRAWFORD, DAN
KVLG, Little Rock, Ark.

CRAWFORD, JOHN
Musical Jamboree
KJNK, Rexburg, Idaho

CREASY, GENE
Teast and Coffee
WWOD, Lynchburg, Va.

CRISWELL, D.
WKMI, Kalamazoo, Mich.

CRISTUL, JACK
Rhythm at Random
WROX, Clarksdale, Miss.

CROHAN, JOHN F.
Hospitality House
WICE, Providence, R. I.

CROUCH, AL
Coffee Time
WBJO, Baton Rouge, La.

CROUTER, WALLY
Top of the Morning
CFRB, Toronto, Ont., Canada

CROWLEY, DICK
WSAM, Saginaw, Mich.

CUDABAC, BILL
Happy Habit
KENT, Shreveport, La.

CUMMINGS, TONY
Twilight Time
WIKK, Erie, Pa.

CUMMINS, CHARLIE
KURV, Edinburg, Tex.

CURL, HART
WONF, Oxford, N. C.

CURTIS, BILL
Moonlight
KALL, Salt Lake City, Utah

CURTIS, BILL
Timekeeper
WRAP, Norfolk, Va.

— D —

DABECO, HENRY
Musical Magic
WJAS, Pittsburg, Pa.

DABOL, JOE
TNT Show
WJKO, Springfield, Mass.

DAHL, DON
Open House
KDAL, Duluth, Minn.

DAILEY, DICK
KPQ, Wenatchee, Wash.

DAMIRE, ROLAND
Top Twenty
WAFB, Baton Rouge, La.

DALE, BILLA
WTAO, Cambridge, Mass.

DALE, JEFF
KENT, Shreveport, La.

DALE, REX
WCKY, Cincinnati, Ohio

DALEY, JACK
WSIX, Nashville, Tenn.

DAZZELL, JOHN
Saturday Nite Juke Box
WOWO, Fort Wayne, Ind.

DANCA, BILL
Late Date
WOAY, Oak Hill, W. Va.

DANE, DUDLEY
Melody Corner
KFFI, Twin Falls, Idaho

DANHEIM, DAVID
KSPA, Nacogdoches, Texas

DANIELS, BOB
Paint Parade
WFRB, Wisconsin Rapids, Wis.

DARIEN, FRANK
KSJO, San Jose, Calif.

DARY, ALAN
WORL, Boston, Mass.

DARA, DAVE
KMAN, Manhattan, Kans.

DAUGHERTY, DICK
Coffee Time
WFIN, Findlay, Ohio

DAUGHERTY, DOC
J250 Luncheon Club
WNOV, York, Pa.

DAUGHERTY, JIM
Pop Parade
KWPC, Muscatine, Iowa

DAVID, TOBY
CKLW, Detroit, Mich.

DAVIDSON, HERB
KWLL, Albany, Oreg.

DAVIS, ART
WKKO, Coosa, Fla.

DAVIS, BOB
WGMS, Washington, D. C.

DAVIS, CHUCK
WBRN, Big Rapids, Mich.

DAVIS, GENE
Request Review and Matinee
WAKR, Akron, Ohio

DAVIS, HERB
WEAM, Arlington, Va.

DAVIS, LAMAN
KJON, Modesto, Calif.

DAWES, BILL
WUPO, Cincinnati, Ohio

DAWSON, BILL
Burnt Toast and Coffee Time
WXXT, Portsmouth, Ohio

DAWSON, BILL
Dudm' Dawson
WAKE, Greenville, S. C.

DAWSON, DALE
Nite Watch
WSAL, Logansport, Ind.

DAWSON, DICK
KELA, Centralia, Chehalis Wash.

DAWSON, JACK
Music Ball
WWIN, Baltimore, Md.

DAV, GEORGE
KERO, Bakerfield, Calif.

DAYLES, HOLMES
Daddy-O Show
WATF, Chicago, Ill.

DEAL, BILL
Swingtime in the Groove
WCAM, Camden, N. J.

DEAL, JACK
WOCF, Ithaca, N. Y.

DEAN, JOHN W.
Alarm Clock Club
WDNC, Durham, N. C.

DEAN, PAUL
WJR, Detroit, Mich.

DEANE, JOE
KQV, Pittsburg, Pa.

DEATON, WENDELL
Wax Works
KTMN, Treumont, N. Mex.

DECK, PAUL
KASK, Columbus, Nebr.

DEE, MARY
WHOD, Homestead, Pa.

DeFAA, DICK
WTVH, Peoria, Ill.

DEGORIO, AL
WJRL, Lenox, N. C.

DeHAYEN, BOB
WUO, Minneapolis, Minn.

DEITH, BOB
WLOF, Orlando, Fla.

DeJLLO, ED
KUCB, Montrose, Colo.

DEKALE, BEN H.
Yawnin' in the Morning
WGSW, Greenwood, S. C.

DELAQUOURT, TOM E.
Morning Digest
WLSL, Roanoke, Va.

DELFINO, FRANK
The Man Around the House
WICF, Bridgeport, Conn.

DELLINGER, JOHN
WPNE, Brevard, N. C.

DELPERDANG, CHARLES
Fun with the Classics
KSUM, Fannont, Minn.

DELZEL, BELL
Club Time
KMMJ, Grand Island, Nebr.

DENNIS, LOUIS
Afternoon Dancing Party
WCOU, Lewiston, Maine

DENNISTON, DAVE
WRTA, Altoona, Pa.

DERRICK, JIM
Swing Out Sweet Music
WPLA, Plant City, Fla.

DESMOND, ED
WINA, Charlottesville, Va.

DeSUZE, CARL
WBZ, Boston, Mass.

DEVEL, BILL
Music Room
WLYC, Williamsport, Pa.

DEVON, PRU
Nights to Latin America
WQXR, New York, N. Y.

DICKERSON, DALE
Easy Time
KATE, Albert Lea, Minn.

DICKLER, SID
WEDO, McKeesport, Pa.

DICKSON, JOHN
KBON, Omaha, Nebr.

DIETH, BILL
WMIN, St. Paul, Minn.

DIETZ, LARRY
WPAR, Parkersburg, W. Va.

DILL, GLEN
The Sunday
WTS-P, St. Petersburg, Fla.

DILL, JACK
WKHM, Jackson, Mich.

DILLON, EDDIE
Moods in Music
WHJB, Greensburg, Pa.

DINNERIN, ROBERT
Tune Time
WVWV, Fairmont, W. Va.

DIXON, DAVE
Rhythm & Blues Show
KSTL, St. Louis, Mo.

DIXON, GEORGE
620 Club
WROL, Knoxville, Tenn.

DIXON, JOHN
WALA, Mobile, Ala.

DIXON, PAUL
The Paul Dixon Show
Du Mont

DIXON, KANDY
Ebony Hall of Fame
WDAS, Philadelphia, Pa.

DOAN, BOB
KWPC, Muscatine, Iowa

DOBSON, GEORGE
Reveille Round up
KTEF, Texarkana, Texas

DOCKERY, DONALD
WJVR, Jacksonville Beach, Fla.

DODDS, DAR
Top of the Morning
KDSH, Boise, Idaho

DOSON, ROBERT
Breakfast in Texas
KURV, Edinburg, Texas

DOLAN, TOM
Boots and Wings
WJZM, Clarksville, Tenn.

DONAHUE, BILL
Afternoon Encore
KYOR, Blythe, Calif.

DONAHUE, PAT
Moly Dick Club
WALE, Fall River, Mass.

DONALDSON, FRANK
Ladies Matinee
WLEE, Richmond, Va.

DONALDSON, SAM
KEPO, El Paso, Tex.

DONOGHUE, STEVE
WSPK, Springfield, Mass.

DORAN, KEVIN
Melody Time
WVHG, Hornell, N. Y.

DORAN, RUSS
KUGN, Eugene, Ore.

DORON, TOM
Housewives Houseparty
WSFA, Montgomery, Ala.

DORRIS, LEE
Rock and Rise
WILY, Pittsburg, Pa.

DORSEY, JOE
Wire Request
WEMP, Milwaukee, Wis.

DORSEY, ROD
Night Owl Serenade
WJNC, Jacksonville, N. C.

DOSS, HENRY
WJEH, Gallipolis, Ohio

DOTY, BILL
WENY, Elmira, N. Y.

DOTY, DICK
WHAM, Rochester, N. Y.

DOUGHERTY, JIM
Morning Show
WHOL, Allentown, Pa.

DOUGLAS, CAL
WAPI, Birmingham, Ala.

DOUGLAS, LOU
WHUC, Hudson, N. Y.

DOUGLAS, ROD
Juke Box
KSDN, Aberdeen, S. Dak.

DOUGLAS, WALLY
1050 Club
WNV, Norton, Va.

DOVE, CARTER
Platter Paradise
WGSV, Guntersville, Ala.

DOW, W. C.
Saturday Platter Parade
WCAX, Burlington, Vt.

DOWNNEY, GEORGE
WAAB, Worcester, Mass.

DRENNAN, JAY
Western Roundup
KSEL, Lubbock, Tex.

DRENNAN, LEE
Number Please
KCLV, Clovis, N. Mex.

DREW, DAVE
WTAX, Springfield, Ill.

DREYER, PETER
Turntable Terrace
WENT, Gloversville, N. Y.

DRUM, DEWEY
Early Riser's Club
WSOC, Charlotte, N. C.

DUBOIS, BILL
WTNS, Coshocton, Ohio

DUCK, TOMMY
Mail Order Music
WTBF, Troy, Ala.

DUDLEY, LEON
KGHF, Pueblo, Colo.

DUFFY JON
Rhythm in the Rockies
KDYL, Salt Lake City, Utah

DUGGAN, JOE
WVOP, Vidalia, Ga.

DUKE, JIM
Club 1310
WGAT, Utica, N. Y.

DULANE, CHUCK
WGAY, Silver Spring, Md.

DUMOND, JOE, JR.
KXEL, Waterloo, Iowa

DUNBAR, JERRY
Just For You
WMIX, Mt. Vernon, Ill.

DUNBAR, JIM
WJIM, Lansing, Mich.

DUNCAN, HIPOCKETS
Western Roundup
KDAV, Lubbock, Texas

DUNN, BOB
KLX, Oakland, Calif.

DUNN, RON
Here's To My Lady
WSBA, York, Pa.

DUPREE, WILLIAM DR.
Jazz Show
WMFS, Chattanooga, Tenn.

DUPUY, MONTY
WFBC, Greenville, S. C.

DURAND, TOM
WTTM, Trenton, N. J.

DURHAM, DEAN
Let's Get Together with
Records
KOGT, Orange, Texas

DURHAM, ERNIE
Records with Ernie
WMRP, Flint, Mich.

DWELLEY, DALE
Cheerful Earful
KATO, Reno, Nev.

DYE, TOM
Morning Melodies
KTRR, Rolla Mo.

DYER, JOHN
Record Review
KSTV, Stephenville, Tex.

DZIEDZIC, MIKE
Polka Time
WGAT, Utica, N. Y.

— E —

EARLE, DON
Turntable Terrace
WBET, Brookton, Mass.

EARLY, BOB
Record Revue
WALK, Patchogue, N. Y.

EASIN, DICK
Top Tunes of the Day
KPRC, Houston, Texas

EAST, LEN
Minute Man
KIOA, Des Moines, Iowa

EASTMAN, JOHN
KKIC, Iowa City, Iowa

EATON, DICK
940 Club
KIOA, Des Moines, Iowa

EATON, GORDON
WCCO, Minneapolis, Minn.

EDGAR, BILL
Hillbilly Hits
KTRN, Wichita Falls, Texas

EDINGBURG, TED
WJLB, Detroit, Mich.

EDINGTON, BOB
Redskin Rhapsodies
KGYW, Vallejo, Calif.

EDWARDS, A. C.
KWCB, Searcy, Ark.

EDWARDS, ALLAN
WRCA, New York, N. Y.

EDWARDS, CHUCK
Recordially Yours
WZZ, Streator, Ill.

EDWARDS, JIM
WMTS, Murfreesboro, Tenn.

EDWARDS, MERLE
Caravan
WMIN, St. Paul, Minn.

EGGERT, GEORGE
WFBG, Altoona, Pa.

EHRUCH, BOB
Dance Party
KPHO, Phoenix, Ariz.

ELLIOTT, BILL
KXOA, Sacramento, Calif.

ELLIOTT, BOB
Night Beat
KENT, Shreveport, La.

ELLIOT, BRUCE
Bruce & Dan Show
Mutual

ELLIOTT, SAM
Tea Dance Party
WPAD, Paducah, Ky.

ELLIS, PETER
WENE, Binghamton-Endicott,
N. Y.

ELLSWORTH, JACK
Memories in Melody
WALK, Patchogue, N. Y.

ELOE, CECIL
Lamppliter
KWBE, Beatrice, Nebr.

ELWELL, ROY
WPTX, Lexington Park, Md.

ELWOOD, DON
WJON, St. Cloud, Minn.

EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kans.

EMBRY, DINK
Early Byrd Show
WHOP, Hopkinsville, Ky.

EMM, LOU
Breakfast in Bedlam
WHIO, Dayton, Ohio

ENO, JACK
Musical Food Basket
WEBR, Buffalo, N. Y.

ERICKSON, ROBERT
WDAN, Danville, Ill.

ERTEL, PAUL
WCHV, Charlottesville, Va.

ESTES, DAVE
KWTO, Springfield, Mo.

EUNICE, LARRY
KANE, New Iberia, La.

EVANS, FRANK
Musical Clock
KRSN, Los Alamos, N. Mex.

EVANS, MEL
WGAC, Augusta, Ga.

EVERS, CHARLES
WHOC, Philadelphia, Miss.

EVERSON, CHRIS
Wakeup Time
WCBI, Columbus, Miss.

— F —

FAHEY, JOHN
Melody Matinee
KHQ, Spokane, Wash.

FAIRCLOTH, PEANUT
WRDW, Augusta, Ga.

FANT, JULIAN
Breakfast Party
WFOY, St. Augustine, Fla.

FARLOW, STUBBY
Four Corners Rodeo
KIUP, Durango, Colo.

FARR, JIM
Platter Parade
KSTV, Stephenville, Tex.

FARRAR, JACK
Kilo-cycle Klambake
KTFI, Twin Falls, Idaho

FARREL, REED
Spins and Needles
KGCBC, Galveston, Texas

FARRELL, LOYAL
KICD, Spencer, Iowa

FAULCONER, FRANC
Three & Easy
WLAP, Lexington, Ky.

FAULKNER, BILL
WISH, Indianapolis, Ind.

FAYE, MARTY
WAAF, Chicago, Ill.

FEGER, GEORGE
Morning Jamboree
WDLP, Panama City, Fla.

FELIX, HANS
The Baron Show
KBKI, Alice, Texas

FENDER, DENTON
Red Cedar Reveille
WMNE, Menomonie, Wis.

FENSTERMACHER, BRUCE
WGPA, Bethlehem, Pa.

FERRIS, TOMMY
1350 Club
WPCT, Putnam, Conn.

FIDLER, MARK
Sam's Songs
WJBC, Bloomington, Ill.

FIELD, ELLIOT
WKAT, Miami Beach, Fla.

FIELD, ERIC
WNDR, Syracuse, N. Y.

FIGUERAS, BOB
Musical Clock
WWPA, Williamsport, Pa.

FIGUEROA, CONRAD
Morning Serenade
KYOR, Blythe, Calif.

FILE, AUGUST A., JR.
Top of the Dial
WLOX, Biloxi, Miss.

FILES, BERT
Off the Record
WCAW, Charleston, W. Va.

FINCH, J. E.
KVOD, Denver, Colo.

FINGER, FRED
Triple T Time
WTFN, Trenton, N. J.

FINKLEA, JERRY
Patio Party
KROG, Sonoma, Calif.

FINLEY, LARRY
Strictly Informal
KTLA, Los Angeles, Calif.

FINN, GREG
Turntable Terrace
WBET, Brockton, Mass.

FISCHER, JIM
KXIC, Iowa City, Iowa

FISHER, GEORGE
WRBQ, Augusta, Ga.

FISHER, LEE
Night Train
WAMS, Wilmington, Del.

FISHER, ROBYN
WBBQ, Augusta, Ga.

FITTS, LEW
Mostly Music
KSPV, Artesia, N. Mex.

FITZGERALD, JIM
Good Morning to You
WWSW, Pittsburgh, Pa.

FLANAGAN, PAUL
WTRY, Troy, N. Y.

FLANDERS, GUY, JR.
WIAT, Swainsboro, Ga.

FLEMING, NEDD
D. J. Club
WEST, Easton, Pa.

FLEMING, ROBERT
KIFL, Idaho Falls, Idaho

FLETCHER, FRED
Tempus Fugit
WRAL, Raleigh, N. C.

FLOOD, JOE
KTLN, Denver, Colo.

FLYNN, JOHN
Hired Hand
WICY, Malone, N. Y.

FOLAND, MYLES
WCOL, Columbus, Ohio

FONTAINE, HERB
WEOU, Lewiston, Maine

FORBES, JERRY
WHYN, Springfield, Mass.

FORD, ART
Milkman's Matinee
WNEW, New York

FORD, CLIFF
KLRA, Little Rock, Ark.

FORD, MILTON Q.
WMAL, Washington, D. C.

FORMAN, DON
Luncheon Melodies
WMPD, Wilmington, N. C.

FORMAN, DON
Magical Carpet of Music
WMPD, Wilmington, N. C.

FORREST, FLIP
KMAC, San Antonio, Texas

FORREST, JOHNNY
KOL, Seattle, Wash.

FORTE, SALLY
WSSC, Charlotte, N. C.

FOWLER, CECIL
Musical Clock
WGPC, Albany, Ga.

FOWLER, J. B.
After Hours
WKYB, Paducah, Ky.

FOWLER, JIM
The Stars Sing
WGPC, Albany, Ga.

FOX, VERNON
Toast and Tunes
WTYC, Rock Hill, S. C.

FRANK, BEECHER
Showcase
WKLO, Louisville, Ky.

FRANK, SID
Wayside-Type-Inn
WICH, Norwich, Conn.

FRANKLIN, BILL
Jazz Jamboree
KNIM, Maryland, Mo.

FRANKLIN, JOE
Memory Lane, WABC-TV

FRANZ, DONALD
Hit Tune Parade
KATE, Albert Lea, Minn.

FRAY, JACQUES
WQXR, New York, N. Y.

FRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.

FREDERICKS, JOE
Daily Hit Parade
WPDJ, Clarksburg, W. Va.

FRED, ALAN "MOONDOG"
WINS, New York, N. Y.

FREEMAN, CARTER
Teen Pan Alley
WTRP, LaGrange, Ga.

FREGOSO, TEDDY
KWKW, Pasadena, Calif.

FRENCH, DON
KFGO, Fargo, N. D.

FRENCH, NED
WOND, Pleasantville, N. J.

FRIARY, GEORGE
WIDE, Biddeford, Maine

FRICKE, ROGER
Bedford Bandstand
WBW, Bedford, Ind.

FRIEND, GEORGE
Morning Gospel Music
WFLA, Plant City, Fla.

FRITZ, JOHN
WPMJ, Youngstown, Ohio

FROEMKE, RICH
Million Dollar Ballroom
KTLN, Denver, Colo.

FROST, DON
Turntable Parade
WLPQ, LaSalle, Ill.

FRONT, JACK
KAVR, Apple Valley, Calif.

FULLEN, GENE
WBNS, Columbus, Ohio

FULLER, LARRY
Gospel Train
WLIB, New York, N. Y.

FULLER, RONALD
Owl's Nest
WOWL, Florence, Ala.

FUSCO, ALBERT
Pop Shop
WPME, Punxsutawney, Pa.

— G —

GAMMON, JIM
Early Bird
KOKO, Warrensburg, Mo.

GARDNER, MIKE
1340 Klub
KSID, Sidney, Nebr.

GARGANO, BILL
Sunnyside of the Street
WHTE, Holland, Mich.

GARLAND, KEN
WFOR Night Club
WFOR, Portland, Maine

CARLINGER, GEORGE
WPAW, Pawtucket, R. I.

GARR, BILL
KWKW, Pasadena, Calif.

GARRITY, VINCE
WAAP, Chicago, Ill.

GAY, DON
Pleasure Time
KDSH, Boise, Idaho

GEER, STEVE
Music for You
WPK, Alexandria, Va.

GEHL, DICK
KWBM, Williston, N. Dak.

GEIGER, JACK
Geiger Counter
WAYZ, Waynesboro, Pa.

GEORDAN, NORM
WFMJ, Youngstown, Ohio

GEORGE, JOHN
WAOV, Vincennes, Ind.

GEORGE, WALLY
KHUM, Eureka, Calif.

GERMAN, LOU
WLEC, Rochester, N. Y.

GETCHELL, LARRY
KFGT, Fremont, Nebr.

GETER, CHARLES
WTNJ, Trenton, N. J.

GIBBON, WILLIAM
WANT, Richmond, Va.

GIBBONS, JAMES
WMAL, Washington, D. C.

GIBBONS, LLOYD
KWON, Napa, Calif.

GIBBS, JIM
Around the Clock
KIVY, Crockett, Texas

GOENEY, JOE
KJIX, Twin Falls, Idaho

GIBSON, JIM
KTRF, Thief River Falls, Minn.

GIBSON, PAT
Record Rack
WELS, Kinston, N. C.

GILBERT, BOB
KWBM, Williston, N. Dak.

GILBERT, DICK
KTYL, Mesa, Ariz.

GILBERT, TOMMY
Record Rack
WPMP, Pascagoula, Miss.

GILLIAM, RAY
Hillbilly Harmony
WKDR, Newberry, S. C.

GILUM, BOB
Freshly Time
KWNO, Winona, Minn.

GILMAN, HAL
WSLB, Ozarksburg, N. Y.

GILMORE, BRUCE
WGH, Newport News, Va.

GILBERTH, HOWARD
Hoodlows Party
WYOE, Vidalia, Ga.

GILSON, HAL
Sarebush Serenade
KEEP, Twin Falls, Idaho

GILSON, RED
Campus Club
KDR, Santa Barbara, Calif.

GLACY, BOB
WGR, Buffalo, N. Y.

GLEASON, STEVE
KFGO, Fargo, N. D.

GLOVER, ART
Music 'Til Midnight
WJLS, Beckley, W. Va.

GLYNN, JOHN
WWSC, Glens Falls, N. Y.

GODFREY, MERLE
Sweet and Lovely
WDOB, Jackson, Miss.

GOHM, JAKE
Platter Party
WLMJ, Jackson, Ohio

GOMEZ, HAROLD
Ladies First
WJBW, New Orleans, La.

GONZALES, RAY
KUDU, Ventura, Calif.

GOODMAN, JOHNNY
Dustpan Alley
KTHF, Houston, Tex.

GOODWIN, ART
WHEN, Syracuse, N. Y.

GOODWIN, GERALD
WVFG, Fuquay Springs, N. C.

GOODWIN, JIM
Greek's Grotto
WEBQ, Harrisburg, Ill.

GOODWIN, JOE
Hillbilly Heaven
WALB, Albany, Ga.

GOODWIN, RALPH
Late Date
WRUF, Gainesville, Fla.

GORDON, BILL
WHK, Cleveland, Ohio

GORDON, DWIGHT
WOKZ, Alton, Ill.

GORDON, JOHN
Night Train
KGON, Oregon City, Ore.

GORDON, LEE
Turntable Inn
WABY, Albany, N. Y.

GOTTHILF, ERNEST
WTHH, Port Huron, Mich.

GOULD, WILLIAM
Harmony Lane
KODL, The Dalles, Ore.

GOURLIE, CHARLES
Music That Wins
WJPG, Green Bay, Wis.

GOW, ART
KLZ, Denver, Colo.

GRAD, HANK
WORZ, Orlando, Fla.

GRADY, JOE
WPEN, Philadelphia, Pa.

GRAHAM, DICK
WAMS, Wilmington, Del.

GRAHAM, JERRY E.
The Bandstand
KSVC, Richfield, Utah

GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.

GRANT, CHARLIE
Musical Matinee
WESX, Salem, Mass.

GRANT, JOHNNY
KMPA, Los Angeles, Calif.

GRANT, MILT
WOL, Washington, D. C.

GRAUER, ANDY
Boggie and Blues
WKIN, Kingsport, Tenn.

GRAVES, JIM
Morning Down South
WRBL, Columbus, Ga.

GRAY, JOHN
WSYR, Syracuse, N. Y.

GREEN, ART
Make Believe Ballroom
WKAT, Miami Beach, Fla.

GREEN, BILL
WFDF, Flint, Mich.

GREEN, HAL
WBAC, Cleveland, Tenn.

GREEN, RALPH
Silver Dollar Time
KFKA, Greeley, Colo.

GREENHOW, TOMMY
Top of the Morning
KMUR, Murray, Utah

GREENWAY, ELLIS
Supper-time Serenade
WHKY, Hickory, N. C.

GREENWOOD, WARREN
WERI, Westerly, R. I.

GREER, JIM
Melody Roundup
KMON, Great Falls, Mont.

GREGSON, JACK
The Jack Gregson Show
WABC

GREY, TOM
WWGP, Sanford, N. C.

GRIBBEN, BOB
KDTH, Dubuque, Iowa

GRIFFIN, DEAN
WHSY, Hattiesburg, Miss.

GRIFFIN, JAMES
WLOU, Louisville, Ky.

GRIFFIN, JERRY
Music Room
WDOS, Oneonta, N. Y.

GRIFFITH, DALE
WENE, Binghamton-Endicott,
N. Y.

GRIMM, GENE
KAKE, Wichita, Kans.

GRISWOLD, JOHN
KOB, Albuquerque, N. Mex.

GROCE, ROCKY
WFEC, Miami, Fla.

GROVE, BOB
Tunc Shop
WVEC, Hampton, Va.

GROVE, MONTE
Disc Date
WLYC, Williamsport, Pa.

GROVES, WOODROW
KBIM, Roswell, N. Mex.

GRUENWALD, ART
WCPM, Cumberland, Ky.

GRUNFELD, FRED
Musical Almanac
Mutual

GURRERO, SALVADOR
Mexico Slugs
KECK, Odessa, Texas

GUNETSKY, HOWARD
WSAU, Wausau, Wis.

GUNTER, HARDROCK
Jaunboree Matinee
WWVA, Wheeling, W. Va.

GUNTHER, TED
Rumpus Room
WFCB, Duukirk, N. Y.

GUTHRIE, ED
Matinee Showcase
KORA, Bryan, Texas

GUTHRIE, RICHARD
Kule Club
KULE, Ephrata, Wash.

GUY, AUBREY
WMPS, Memphis, Tenn.

GWYNN, EASY
Easy Does It
WIBC, Indianapolis, Ind.

— H —

HADAWAY, EMMETT
WMBC, Macon, Miss.

HAIT, MAL
WEOK, Poughkeepsie, N. Y.

HALE, BILL
WBEJ, Elizabethton, Tenn.

HALE, PHIL
WKNB, New Britain, Conn.

HALL, BUDDY
WSM, Nashville, Tenn.

HALL, HERB
Hotcakes and Coffee
KONP, Port Angeles, Wash.

HALL, JAMES
WLSD, Big Stone Gap, Va.

HALL, JIMMY
WLAY, Muscle Shoals, Ala.

HALLAMAN, AL
Valley Special
WBVP, Beaver Falls, Pa.

HAMRICK, HAL
Off the Record
WAIR, Winston-Salem, N. C.

HANCOCK, FRANK
KYUM, Yuma, Ariz.

HANCOCK, HUNTER
KGJF, Hollywood, Calif.

HANLEY, DON
Best on Wax
KFEQ, St. Joseph, Mo.

HANNA, EARL
WJAM, Marion, Ala.

HANNA, RICK
Coffee Time
WBUT, Butler, Pa.

HANNON, JACK
Saturday Matinee
WNAX, Yankton, S. Dak.

HANSEN, BOB
Just Jazz
KWG, Stockton, Calif.

HANSEN, MILLARD
WKAN, Kankakee, Ill.

HANSON, KEN
WPBC, Minneapolis, Minn.

HARDEMAN, BEN
Shut In Program
WMGY, Montgomery, Ala.

HARDIE, JIM
Rustic Room
KLIK, Jefferson City, Mo.

HARDIN, JOSH
Melodytime
KGBX, Springfield, Mo.

HARDY, HONEYBOY
"Sweet Chariot"
WBOK, New Orleans, La.

HARRAL, S. A.
KBIM, Roswell, N. Mex.

HARRELL, BOB
Homemaker's Matinee
WGAI, Elizabeth City, N. C.

HARRILL, NELSON J.
Good Neighbor Time
WGWR, Asheboro, N. C.

HARRINGTON, BILL
Moon Dial
WAJR, Morgantown, W. Va.

HARRINGTON, GENE
Delta Rhythm
WGVM, Greenville, Miss.

HARRIS, BOB
Rhumba Rendezvous
WYNX, Newark, N. J.

HARRIS, BRAD
WOHP, Bellefontaine, Ohio

HARRIS, BUDDY
KGKO, Dallas, Tex.

HARRIS, G. WAYNE
WACR, Columbus, Miss.

HARRIS, HERB
WQXI, Atlanta, Ga.

HARRISON, BOB
WAYZ, Waynesboro, Pa.

HARRISON, HARRY
Coffee Time
WPEO, Peoria, Ill.

HARRISON, JACK
WLAV, Grand Rapids, Mich.

HARRISON, JACK
Woodchopper's Ball
KTRE, Lufkin, Texas

HART, LLOYD
WHEP, Foley, Ala.

HARTLEY, JIM
Alarm Clock Club
WDUN, Gainesville, Ga.

HARVEY, HANK
Hillbilly Hop
KVMA, Magnolia, Ark.

HARVEY, RON
Yawn Patrol
KFIZ, Fond Du Lac, Wis.

HATFIELD, PAUL E.
Uncle Ned
WULA, Eufaula, Ala.

HAWKINS, ARNOLD
Western Shindig
KCRT, Trinidad, Colo.

HAWKINS, NAPPY
92 Club
WPTX, Lexington Park, Md.

HAWKINS, ROSS
Tops in Pops
WAJE, Decatur, Ala.

HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.

HAYDEN, JIM
KPBC, Bakersfield, Calif.

HAYDEN, JIM
KRIS, Bakersfield, Calif.

HAYES, PAUL
Sharecroppers Roundup
WJMJ, Cordele, Ga.

HAYES, RICHARD
Richard Hayes Show
Mutual

HAYNES, DICK
KLAC, Los Angeles, Calif.

HAZLEWOOD, LEE
Hillbilly Heaven
KCKY, Coolidge, Ariz.

HEAD, BA
The Kool Klock
KOH, Omaha, Neb.

HEARLE, PERCY
WAGA, Atlanta, Ga.

HECKMAN, FRED
WCRS, Greenwood, S. C.

HECKNER, HOWARD
Radio Vahpo
WMS, Michigan City, Ind.

HEERMAN, HANK
Musical Clock
KGBX, Springfield, Mo.

HEFFERNAN, W. B.
Make Mine Music
KNTZ, Houston, Texas.

HELMAN, HARRY
Best on Wax
KBMN, Bozeman, Mont.

HELTON, BOB
Cowtown Rodeo
WMCY, Montgomery, Ala.

HENDERSON, JIM
WBZZ, Ponce City, Okla.

HENDERSON, JOCKO
Big Swing Train
WDBS, Philadelphia, Pa.

HENRY, CARL
WRBC, Providence, R. I.

HENRY, JULES
Top Twenty
WMB, Uniontown, Pa.

HENRY, MIKE
KCOG, Centerville, Iowa.

HENSON, DOUG
Wike Up and Smoke
WJMJ, Philadelphia, Pa.

HEPTNER, JERRY
Platter Parade
KBMX, Coalinga, Calif.

HERBERT, WALTER, JR.
Western Roundup
KBMX, Lytle, Texas.

HERMAN, CHARLEY
Prize Roundup
WBAM, Montgomery, Mo.

HERNANDEZ, SALVADOR S.
KALL, Pasadena, Calif.

HERRING, BILL
Hall of Melody
KWTX, Waco, Texas.

HERRINGTON, HUGH
WPTW, Piqua, Ohio.

HESS, JAMES P., JR.
WVX, Knoxville, Tenn.

HESS, ROBERT
KEYO, Lubbock, Texas.

HETROCK, WAYNE
WAEV, Alton, Pa.

HEUR, MIKE
KMA, Shenandoah, Iowa.

HICKMAN, EVERETT
Buzzy Ride
KWGE, Boone, Iowa.

HICKS, DARRELL
WTJS, Jackson, Tenn.

HICKS, JOHNNY
Hillbilly Hit Parade
KRLD, Dallas, Texas.

HIGBEE, LYNN
The Magic of Music

KEFI, Wichita, Kans.

HIGGINS, JAMES W.
WVNY, Waterbury, N. Y.

HIGGINS, LARRY
WFTL, Ft. Lauderdale, Fla.

HIGGINS, MAURICE
WYUM, Yuma, Ariz.

HIGSBY, IIRAM
KANS, Wichita, Kans.

HILDERBRAN, DAVE
Late Dile with Katy
KATY, San Luis Obispo, Calif.

HILL, BOB
WANE, Fort Wayne, Ind.

HILL, CAL
KCRV, Sacramento, Calif.

HILL, EDDIE
WSM, Nashville, Tenn.

HILL, EDWIN
Dust Cup Serenade
WMOK, Memphis, Ill.

HILL, JIM
WDEF, Chattanooga, Tenn.

HILL, WALTER
WJRO, Baton Rouge, La.

HILL, WILLIAM
Mutual
WEOA, Evansville, Ind.

HITT, ORRLE
Music in the Night
WDLZ, Port Jervis, N. Y.

HLOUCL, RED
Melody Mart
WHVE, Wausau, Wis.

HOBERT, CHARLES
WENY, Elmira, N. Y.

MODKIN, DICK
WPAC, Patchogue, N. Y.

HOLFER, BOB
WTSP, St. Petersburg, Fla.

HOLISEL, LEE
Supper Club
WATF, Manchester, Mich.

HOLLADAY, JAY
KFRK, Sacramento, Calif.

HOLLAND, LUTHER
Progressive Serenade
WFTL, Ft. Lauderdale, Fla.

HOLLENBERG, WALTER
Sweet and Swing
WALB, Albany, Ga.

HOLLIS, BUD
KFD Jamboree
WGKA, Summerville, Ga.

HOLLY, BOB
KROW, Oakland, Calif.

HOLMAN, ROBERT
KFI, Idaho Falls, Idaho.

HOLMES, BOB
WBH, Syracuse, N. Y.

HOLMES, JOHN
KIMO, Independence, Mo.

HOLT, ART
Musical Eye Opener
KEDM, Beaumont, Tex.

HOLT, DANIEL
Hiway Hittos
WBEX, Chillicothe, Ohio.

HONAKER, RAY
Coffee Pot
WTON, Staunton, Va.

HOPE, BOB
WGMA, Paris
WGMA, Hollywood, Fla.

HOPKINS, JACK
Off the Record
WKHZ, Muskegon, Mich.

HORNE, BOB
WFLTY, Philadelphia, Pa.

HORST, DICK
Melody Mart
WRAC, Williamsport, Pa.

HOUGH, BOB
Off the Record
KXNT, Coalinga, Calif.

HOWARD, BILL
Music from Record Room
WJPG, Green Bay, Wis.

HOWARD, BOB
WDSU, New Orleans, La.

HOWARD, JOE
KREL, Baytown, Texas.

HOWARD, MARC
KBUR, Burlington, Iowa.

HOWARD, TOMMY
Harmony Range
KHSI, Chico, Calif.

HOWARD, WED
WMAQ, Chicago, Ill.

HOWE, LLOYD
Big Top Ten
WDEB, Waterbury, Vt.

HOWELL, WILLARD
Best by Request
WZOB, Fort Payne, Ala.

HUBBARD, EDDA
WIND, Chicago, Ill.

HUBERT, DAVE
KELV, Centralia, Okla.

HUCKINS, ACE
KCMJ, Palm Springs, Calif.

HUFF, ARLENE
W-SAY, Savannah, Ga.

HUFF, JOHNNY
Fun Session
KVIC, Victoria, Texas.

HUFF, ROD
Music Tell Noon
WKWV, Louisville, Ky.

HUG, JEFF
WNOE, New Orleans, La.

HUGGINS, HANK
No Name Show
WENK, Union City, Tenn.

HUGH, IVOR
Music Room
WCTU, Hartford, Conn.

HUGHES, JIM TOM
KETS, Hobart, Okla.

HULL, DICK
Make Believe, Dana, Ind.
WFRP, Savannah, Ga.

HULL, NIKI
KCID, Caldwell, Idaho.

HUNT, J. D., JR.
Music Shop
WHSB, Hartsville, S. C.

HUNT, RAY
Saddle Pals
KONO, San Antonio, Texas.

HUNTER, BEN
The Other Side of the Day
KEI, Los Angeles, Calif.

HURT, ED
WFO, Elkhart, Ind.

HURLEY, ROD
Thunderbolt
WASA, Bayville, Md.

HURST, ED
WPEN, Philadelphia, Pa.

HUSING, TED
WMMG, New York, N. Y.

HUTCHINSON, TOM
Platter Party
WLSJ, Lockport, N. Y.

HADEN, BOB
WBW, Bedford, Ind.

HYDER, JOE
Rhythm of Raridom
WADR, Newport, R. I.

— I —

INGERRIGTSEN, LEN
Friendly Time
KGY, Phoenix, Ariz.

INTORCIA, JOHN
Morning Rambles
WASH, Portland, Maine.

IRVING, BOB
WMAV, Springfield, Ill.

IRWIN, KEN
Record Room
KLOG, Kelso, Wash.

ISACCS, JOHN
WMBE, Mason, Miss.

— J —

JACKSON, BOB
Western Mailbag
KLYN, Amarillo, Texas.

- JACKSON, CALVIN**
KWHP, Cushing, Okla.
- JACKSON, DAVE**
Music Master, Please
WHVF, Wausau, Wis.
- JACKSON, HAL**
WLIB, New York, N. Y.
- JACKSON, JAY**
WMMB, Melbourne, Fla.
- JACKSON, LAVELLE**
Ladies Hour
WGSV, Guntersville, Ala.
- JACKSON, LEE**
WAPQ, Chattanooga, Tenn.
- JACKSON, SANDY**
KOWH, Omaha, Nebr.
- JACKSON, TED**
WHAM, Rochester, N. Y.
- JAEGGER, HARRY**
Musical Caravan
KRUX, Glendale, Ariz.
- JAMES, BOB**
Mid-Morning Melodies
WGSW, Greenwood, S. C.
- JAMES, BOB**
WPIT, Pittsburg, Pa.
- JAMES, DON**
WAKE, Greenville, S. C.
- JAMES, JESSE**
Dixie Downbeat
KDMS, El Dorado, Ark.
- JAMES, MIKE**
Mid-Morning Varieties
WNAV, Annapolis, Md.
- JAMES, RUS**
Morning Serenade
KVEC, San Luis Obispo, Calif.
- JANKOWSKI, MARY LOU**
WBIS, Bristol, Conn.
- JARRET, HUGH**
WHIN, Gallatin, Tenn.
- JARVIS, AL**
KFWB, Los Angeles, Calif.
- JASIN, JAY**
WCOL, Columbus, Ohio
- JAY, BEE**
KCLS, Flagstaff, Ariz.
- JEFFERS, SLEEPY**
Magic Valley Jamboree
WTFE, Charleston, W. Va.
- JELINEK, DAWSON**
KFTM, Ft. Morgan, Colo.
- JELLEN, JIM**
Record Man
KTAC, Tacoma, Wash.
- JENNINGS, GEORGE**
WJEL, Hagerstown, Md.
- JEWELL, WAYNE**
WBBC, Flint, Mich.
- JOHNSICK, GENE**
KJUN, Redmond, Oreg.
- JOHNSON, ART**
Fascinating Rhythm
WATR, Waterbury, Conn.
- JOHNSON, BILL**
Records for the Kiddies
KSUM, Fairmont, Minn.
- JOHNSON, BOB**
Early Birds
KRIZ, Phoenix, Ariz.
- JOHNSON, BOB**
KICK, Springfield, Mo.
- JOHNSON, IRWIN**
Early Worm
WBNS, Columbus, Ohio
- JOHNSON, JAMES**
WTAW, College Station, Tex.
- JOHNSON, JIM**
WJMS, Ironwood, Mich.
- JOHNSON, JOHN**
Club 900
KMCO, Conroe, Texas
- JOHNSON, KARL**
Radio Rhythm Ranch
KDIX, Dickinson, N. Dak.
- JOHNSON, KEITH**
Record Rambles
KBIZ, Ottumwa, Iowa
- JOHNSON, KEN**
KOLN, Lincoln, Nebr.
- JOHNSON, KEN**
Souvenirs in Melody
WGAP, Maryville, Tenn.
- JOHNSON, PETE**
WKBR, Manchester, N. H.
- JOHNSON, ROOSEVELT**
WERD, Atlanta, Ga.
- JOHNSON, TED**
WTAC, Flint, Mich.
- JOHNSTON, BRYCE**
KOOS, Coos Bay, Oreg.
- JOHNSTON, COLON**
Boogie and Blues
WAZF, Yazoo City, Miss.
- JOHNSTON, HUGH**
WBBW, Youngstown, Ohio
- JOINER, JERRY**
Good Yawning Show
WTOK, Meridian, Miss.
- JONES, BILL**
KLZ, Denver, Colo.
- JONES, BOB**
KFAB, Omaha, Nebr.
- JONES, CLAUDE**
WFTR, Front Royal, Va.
- JONES, DANA**
Sunnyside of the Street
WBECC, Pittsfield, Mass.
- JONES, DICK**
WMYB, Myrtle Beach, S. C.
- JONES, DON**
KBMY, Billings, Mont.
- JONES, DON**
Sunny Sideup
WLEA, Hornell, N. Y.
- JONES, GINNY**
Just for You
KTBS, Shreveport, La.
- JONES, HOWARD**
KWBB, Wichita, Kans.
- JONES, LARRY**
Blues Before Breakfast
KTXN, Austin, Texas
- JONES, LARRY**
WHFB, Benton Harbor, Mich.
- JONES, MAL**
WMDC, Hazlehurst, Miss.
- JONES, MARION**
Savannah Valley Hayride
WBAW, Barnwell, S. C.
- JOOS, STEVE**
Club Savoy
WHOK, Lancaster, Ohio
- JORDAN, MURRY**
Murry Jordan Show, Ridin' High,
WLIB; Spotlight on Value; WPIX;
WOR-TV; WNET
- JORDAN, DAYE**
The Boogie & Blues Show
WWKO, Ashland, Ky.
- JORDAN, NICK**
Musical Nitecap
KCSB, San Bernardino, Calif.
- JULIAN, JOE**
Moonlight Serenade
WKOP, Binghamton, N. Y.
- K —
- KADAVY, DALE**
KSWI, Council Bluffs, Iowa
- KALENAK, DAN**
KECK, Odessa, Texas
- KAMIN, STAN**
Hi Neighbor
KRUX, Glendale, Ariz.
- KARPSTEIN, CARL**
Record Date
KITL, Tillamook, Oreg.
- KAUFMAN, MURRAY**
WMCQ, New York, N. Y.
- KAY, BOB**
WAVE, Louisville, Ky.
- KAY, LARRY**
KCMJ, Palm Springs, Calif.
- KAY, LARRY M.**
WBEQ, Tampa, Fla.
- KAYE, BARRY**
WJAS, Pittsburgh, Pa.
- KAYE, BOB**
Key Room
- KEYD, MINNEAPOLIS, MINN.**
- KEENER, PHIL**
KDWT, Stamford, Texas
- KEEF, BARNEY**
KEX, Portland, Oreg.
- KEIRAN, JIM**
WKRK, Columbia, Tenn.
- KELLER, BOB**
WLBR, Lebanon, Pa.
- KELLER, O. J., JR.**
Juke Box Serenade
WTAX, Springfield, Ill.
- KELLY, DAN**
WRDO, Augusta, Maine
- KELLY, DON**
WLWL, Minneapolis, Minn.
- KELLY, JOE**
WSBT, South Bend, Ind.
- KELSEY, NORMAN**
WCHV, Charlottesville, Va.
- KELTNER, KEN**
KSEL, Lubbock, Texas
- KENDRICK, LARI**
KRIO, McAllen, Texas
- KENNEDY, KEN**
Coffee Time
WFRX, West Frankfort, Ill.
- KENT, BOB**
KJRG, Columbus, Nebr.
- KENT, HAL**
WGBS, Miami, Fla.
- KEOWN, JAY**
The Morning Show
WAFB, Baton Rouge, La.
- KESNICH, RAY**
WBKV, West Bend, Wis.
- KETCHER, JOHN**
WHOC, Philadelphia, Miss.
- KEY, JERRY**
Make Way for Music
WPRE, Prairie Du Chien, Wis.
- KIESA, FRANK**
1250 Club
WIZZ, Streator, Ill.
- KIETH, JOE**
Insomnia Inn
KPLC, Lake Charles, La.
- KIMBRELL, JAY**
Nothing But the Newest
WTSB, Lumberton, N. C.
- KINCAID, FRED**
Platter Party
KARE, Atchison, Kans.
- KING, ART**
WBSM, New Bedford, Mass.
- KING, DON**
1020 Club
WCIL, Carbondale, Ill.
- KING, DUKE**
WGBF, Evansville, Ind.
- KING, NELSON**
WCKY, Cincinnati, Ohio
- KING, SAM**
WFTM, Maysville, Ky.
- KING, VERN**
Platter Parade
WMMB, Melbourne, Fla.
- KINSMAN, FRANK**
Happy Days
WRFW, Eau Claire, Wis.
- KIRBY, BOB**
Top O' The Mornin'
WOOD, Grand Rapids, Mich.
- KIRBY, MARK**
Music Man
WJBW, New Orleans, La.
- KIRKENDALL, DON**
KVAN, Vancouver, Wash.
- KIRKPATRICK, DAVE**
WMNB, North Adams, Mass.
- KIRT, DON**
Sunday Serenade
WRAC, Racine, Wis.
- KLING, BUDDY**
Night Train
WWDQ, Washington, D. C.
- KLOSS, BOB**
WKWK, Wheeling, W. Va.
- KNIGHT, FRED**
Coffee Club
WKMT, Kings Mountain, N. C.

KNIGHT, FRED
Music Hall
WIBG, Philadelphia Pa

KNIGHT, JACK
WGOS, Columbia, S C

KNIGHT, JOE
Tulsa Ballroom
KRMG, Tulsa, Okla

KNIGHT, KEN
Music Tid Sundown
WKYV, Louisville, Ky.

KNIGHT, SID
WGXI, Wilmington N C

KNIGHT, VIC
WXLW, Indianapolis Ind

KNOWELL, KEN
KANE, New Iberia La

KNOX, BOB
WIBG Philadelphia Pa

KOBAK, ED
WGAC, Augusta, Ga.

KOLB, FLETCHER
The Whistlin' Man
WMRY, New Orleans, La.

KOLBY, CAL
WDRG, Hartford, Conn

KOLINS, TOM
Wishin' Time
WISL Shamokin Pa.

KORTE, ODELL
Ranch House
WMOK, Metropolis Ill

KOTT, KEN
Record Shop
WMPB, Mannstee Mich

KRELL, FRED
WSGW, Saginaw Mich

KRIEGER, BILL
WESC, Greenville, S C

KULTE, ERY
Anything Goes
WFBR, Wisconsin Rapids Wis

KUNSAK, JOHN
WBVR, Hanover, Pa

KURTZ, BUDD
KFD Jamboree
WHIS, Bluefield W Va

KUYENT, ARNIE
WGAN, Portland Maine

KYLE, FORREST
KERO, Bakersfield Calif

L

LaBRAYERE, VERN
Requestfully Yours
KCLM, Carroll, Iowa

LACKEY, OWEN, JR.
WJVA, South Bend, Ind.

LACY, JACK
Listen to Lucy, WINS

LAHM, BILL
Musical Hayride
WRTJ, Sparta, Wis

LAMB, BILL
Jam for Breakfast
WBFB, Elm Mich

LAMBERT, EDDIE
WEAT, West Palm Beach Fla

LAUBERT, ROGER
KMLB, Monroe La

LAMB, CARL
Hillbilly Hit Parade
WOKB, Dunn N C

LAMPKIN, EMMETT
"In the Garden"
WPAL, Charleston S C

LAMONT, ROY
WIRD, Tuscaloosa Ala

LANE, ANDY
All Night Club
KRIZ, Phoenix, Ariz

LANE, MAXIE
Jaybird Jamboree
WJAY, Mullins S C

LANGDOE, JIM
Rhythm and Blues
WORD, Spartanburg S C

LANGE, JERRY
KRPL, Moscow, Idaho

LANSING, RAYMOND
Requestfully Yours

KGOS, Torrington Wyo

LAPP, JIM
The Big Ten
WTVN, Columbus Ohio

LAPRADE, RAYMOND C.
WFEC, Americus Ga

LARKIN, DON
Home-town Frolics
WAAT, Newark, N J

LARSEN, BOB
WEMP, Milwaukee Wis

LARSON, DALE
KJY, Huron, S Dak.

LARSON, GUS
Sawtooth Swingtime
WBSR, Lake City Fla

LASCHELLES, JOHN
Musical Clock
WGR, Buffalo N Y

LASHBROOK, BOB
KPLC, Lake Charles, La

LASSITER, CLAD
KNEA, Jonesboro, Ark

LAUF, RICHARD G.
Tops in Pops
WICD, Seymour, Ind.

LACCHLIN, JOHN
Hillbilly Jukebox
WBLT, Bedford Va

LAURIE, BEN ERLE
KEBE, Jacksonville Texas

LAUZAU, FRAN
WMAN, Fairmont, W Va.

LAVANAWAY, CHARLES
KXRX, San Jose, Calif

LAYONG, REGGIE
WRAP, Norfolk Va

LAWRENCE, KEN
Open House
KXGI, Fort Madison Iowa

LAWRENCE, VIN
Moonlight Moods
WUMA, Corinth, Miss

LEAFSTEDT, RAY
Crow's Nest
KXGI, Fort Madison, Iowa

LEARY, FRANK
This and That
WBSG, Bennettsville S C

LEAVITT, ROBERT
Tunes for Teens
WWSR, St Albans Vt

LEE, PAT
Print and Platter
KCAP, Helena, Mont

LEE, RAY
KXLI, Missoula, Mont.

LEE, VINCE
Kiddies Show
KWV, Philadelphia Pa.

LEIGH, LES
Combread No. 1
WUPB, Tarboro, N C

LEHNHOFF, HENRY
Uni-Pa Pa
KWED, Seguin Texas

LEISURE, CLARENCE
Voice in the Night
KNBC, San Francisco Calif

LEMEN, HYLE
KXEO, Mexico, Mo

LEMONT, CLEON
KJLL, Esteville, Iowa

LENAY, WILL
WSAI Cincinnati Ohio

LEONARD, HOWIE
Matinee Frolic
WPOR, Portland Maine

LEONARD, ROY
Roy with Records
WKOX, Frammingham, Mass.

LEPAGE, JEAN
Country Time Music
WMSA, Massena, N Y

LEROY, BOB
Robin's Roost
WQUA, Moline, Ill.

LEROY, JOHN
Hillbilly Tune Time
WTBF, Troy, Ala.

LETCHER, SKIP
Pop Club
WFCB, Dunkirk N. Y.

LETZGUS, FRED
Traffic Jamboree
WBLS, Port Huron Mich

LEVI, SA
WACE, Springfield-Chicopee Mass.

LEWIS, WILBUR
WANT, Richmond Va

LEZOTTE, GEORGE
The Time Inn
WAYZ, New Haven, Conn

LIBBY, ED
WINA, Charlottesville, Va.

LIND, ELLIS
KSTN, Stockton Calif.

LINDEMANN, GORDON
WGRD, Grand Rapids Mich

LINDSER, VINCE
Coffee Shop
WMD, Atlanta City N J.

LINSEY, MORT
The Boy Next Door
WABC

LINN, BANDEL
WSPB, Sarasota Fla.

LINN, SAM
The Wax Works
KFBK, Sacramento, Calif

LINSEY, MORT
Boy Next Door
WABC, New York N. Y.

LITTLE, JERRY
Hits and Misses
WTNS, Coshocton, Ohio

LIORIO, BOB
WKPA, New Kensington Pa

LLOYD, BOB E.
WAYZ, New Haven, Conn

LLOYD, TOM
WIAM, Williamston, N C.

LOCKHART, JOHN
Concert Hall
KRSN, Los Alamos N. Mex

LOFLIN, PIERCE
Hillbilly Matinee
WTWA, Thomson Ga.

LOGAN, WAYNE
KNAK, Salt Lake City Utah

LOMBARDO, PETE
Guy Named Lombardo
KPMO, Pomona, Calif.

LOPRIORE, MICHAEL
The Italian Horn
WJOC, Jamestown, N. Y

LORENZ, GEORGE
Rhythm in Blues
WJLL, Niagara Falls N Y

LOTT, JOHNNIE
Rise and Shine
WERB, Hamilton, Ala

LOUNSBURY, JIM
WGN, Chicago, Ill

LOVE, SID
Parade of Music
KTMS, Santa Barbara, Calif

LOVELL, KEN
WJAY, Mullins, S. C.

LOWE, JACKSON
WEST, Bethesda Md.

LOWE, JIMMY
Let's Make Music
WRB, Dallas, Texas

LOWERY, BILL
WGST, Atlanta Ga

LOWREY, BYRON
KWTK, Waco, Tex

LOWRY, LEW
Housewives Hour
KTRH, Houston Tex

LUDDY, BILL
Sierra Serenade
KRRX, San Jose Calif.

LUKENS, NED
Nite Owl Show
WAOK, Atlanta Ga

LUND, JACK
KXRX, San Jose, Calif.

LUTTON, JOHNNY
All Night Watch
WCAU, Philadelphia, Pa.
LUTHER, DEACON
"Red, Hot & Bluesy"
WBCO, Bessemer, Ala.
LYBECK, DEAN
Requestfully Yours
WDLB, Marshfield, Wis.
LYLE, GEORGE
Pop Caravan
WJMJ, Philadelphia, Pa.
LYNN, FRED
Hillbilly Heaven
KWTO, Springfield, Mo.
LYNN, LAMAR
Talk of the Town
WDAK, Columbus, Ga.

— **Mc** —

McADAMS, JOHN
KYOS, Merced, Calif.
McADOO, DICK
Musical Showcase
KFDM, Beaumont, Tex.
McANULTY, BOB
KWJJ, Portland, Ore.
McAULIFFE, TOM
Club 1230
WERI, Westerly, R. I.
McBRIDE, FOREST
Studio House Party
WOKE, Oak Ridge, Tenn.
McBRIDE, LAURA LEE
KNUZ, Houston, Texas
MacBURKHART, JON
KTBC, Austin, Texas
McCABE, JERRY
After Hours
KILQ, Grand Forks, N. Dak.
McCARTHY, RED
WHEG, Harrisburg, Pa.
McCARTHY, ROSS
Music of Dixieland
KSIW, Woodward, Okla.
McCARTHY, TOM
KRIB, Mason City, Iowa
McCARTHY, TOM
WKRC, Cincinnati, Ohio
McCASKILL, BILL
Night Train
KREL, Baytown, Texas
McCLURE, KEN
Jukebox Serenade
WEB, Kansas City, Mo.
McCOLLOUGH, DAN
Bruce and Dan Show
Mutual
McCORMICK, JOHN
WAAF, Chicago, Ill.
McCOY, BOB
Melody Time
WIRY, Plattsburg, N. Y.
McCUTCHAN, KEN
Spinner Sanctum
WIKY, Evansville, Ind.
McDONALD, AL
KRPL, Moscow, Idaho
McDONALD, AL
Spinner's Sanctum
KOTA, Rapid City, S. Dak.
McDOWELL, LEN
WHED, Washington, N. C.
McELROY, ED
KGW, Portland, Ore.
McELROY, MAC
WIRO, Ironton, Ohio
McELVEEN, HENRY JR.
"Boogie Man"
WJOT, Lake City, S. C.
McEWEN, BOB
Capital Caravan
WOL, Washington, D. C.
McEWEN, JIM
Dream Stopper
WHAW, Weston, W. Va.
McFADDEN, JOHN
Music Makers
WNCC, Barnesboro, Pa.
McFARLAND, RAY
Disc N' Data
KTEM, Temple, Texas

McFARLAND, WAYNE
Night Watch
KNEB, Scottsbluff, Neb.
McGEEHAN, JACK
Musical Clock
KTNM, Tucumcari, N. Mex.
McGHEE, TOM
WKKO, Cocoa, Fla.
McGRAW, MAC
Western Roundup
KFTM, Ft. Morgan, Colo.
McKENZIE, ED
Record Matinee
WKYZ, Detroit, Mich.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McLAIN, BUD
WPKY, Frankfort, Ky.
McLEAN, DON
Morning Serenade
WHDL, Olean, N. Y.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, DON
WJBK, Detroit, Mich.
McLINE, CHARLES
KIXL, Dallas, Tex.
McMANUS, MICHAEL
Sunrise Serenade
WKOP, Binghamton, N. Y.
McMASTER, JAY
Music Hall
WMEX, Boston, Mass.
McMENNAMIN, TOM
KNP, Port Angeles, Wash.
McMURRY, BRYAN
Ladies Listen
WMEV, Marion, Va.
McNAMARA, BOB
Roll-Out-With-Robert
KAPA, Raymond, Wash.
McNAMEE, JACK
WMBO, Auburn, N. Y.
McNEAL, PRESSLEY
Afternoon House Party
KWHP, Cushing, Okla.
McNEELEY, MARTY
Music Hall
WJR, Detroit, Mich.
McNEIL, DEAN
Blues at Sunrise
KWBC, Ft. Worth, Texas
McPIERSON, HUGH
WCHS, Charleston, W. Va.
McRAE, JUNE
WMBM, Miami Beach, Fla.
McREYNOLDS, BEN
KSWO, Lawton, Okla.

— **M** —

MACSHANE, JOHN
KMPA, Los Angeles, Calif.
MACHADO, ART
Road Show
KAFP, Petaluma, Calif.
MACK, BILL
Music Time
WEDC, Chicago, Ill.
MACK, JAV
KELP, El Paso, Texas
MACK, JOHNNY
Melody Time and Serenade
WVOK, Birmingham, Ala.
MACK, TOMMIE
Early Risers
KSDN, Aberdeen, S. Dak.
MACK, WALLEY
Dawn Busters
WBUY, Lexington, N. C.
MADDON, ED
Swing Session
WARM, Scranton, Pa.
MAHONEY, JOHN
Platter Playtime
WJTN, Jamestown, N. Y.
MALDEN, KEN
WVDA, Boston, Mass.
MALTZ, MILTON
WKHM, Jackson, Mich.

MAJOR, CLYDE
Everybody's Show
WMTS, Murfreesboro, Tenn.
MANAHAN, FRED
WATG, Ashland, Ohio
MANDEL, SID
KYNO, Fresno, Calif.
MANLEY, KEN
Candlelight and Music
WGUY, Bangor, Maine
MANN, HAL
KJAN, Atlantic, Iowa
MANUSH, GEORGE
WLAY, Muscle Shoals, Ala.
MARINE, FRANK
KGAK, Gallup, N. Mex.
MARNELLI, RON
WMEG, Hibbing, Minn.
MARION, RED
KJSO, San Jose, Calif.
MARSH, ERNIE
WKVP, Lubbock, Tex.
MARKLE, TINY
WAVZ, New Haven, Conn.
MARKO, STEVE
The Big Spin
WGM A, Hollywood, Fla.
MARLOWE, CLAY
Skyline Patrol
WMFR, High Point, N. C.
MARQUARDT, JACK
Rise & Shine
WKNY, Kingston, N. Y.
MARSHALL, BOB
WGBS, Miami, Fla.
MARSHALL, ERROL
Blue Notes
WOIC, Columbia, S. C.
MARSHALL, JERRY
WNEW, New York, N. Y.
MARSHALL, MAJOR
WEBB, Southern Pines, N. C.
MARTEL, WALT
KTQE, Mankato, Minn.
MARTIN, JENNINGS
Midnite Serenade
WVWV, Fairmont, W. Va.
MARTIN, JOE
Breakfast Bandstand
WOW, Omaha, Nebr.
MARTIN, JOE
Music Shop
WTMV, East St. Louis, Ill.
MARTIN, JOE
Western Express
KWAL, Wallace, Idaho
MARTIN, JOHNNIE
Breakfast Party
WHIZ, Zanesville, Ohio
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, KEN
WCHA, Chambersburg, Pa.
MARTIN, LARRY
1480 Club
WKAM, Goshen, Ind.
MARTIN, NED
Record Room
WFPC, Athens, Ga.
MARTIN, SAM
Record Review
WTYC, Rock Hill, S. C.
MASHBURN, WAYNE
Best On Wax
WAKN, Aiken, S. C.
MASON, BRUCE
Western Record Party
KVLH, Pauls Valley, Okla.
MASON, CHARLES
After Hours
WJMX, Florence, S. C.
MASSEY, BOB
Music Box
WJNO, West Palm Beach, Fla.
MASSINGALE, HARRY
Musical Clock
WJNC, Jacksonville, N. C.
MASZK, BOB
Platter Party
KWRC, Pendleton, Ore.

- MATEL, CHET**
After Hours
WOOD, Grand Rapids, Mich.
- MATHESON, MAC**
Roundup Time
KTUC, Tucson, Ariz.
- MATLOCK, STAN**
Magazine of the Air
WRRC, Cincinnati, Ohio
- MATSON, BETTY**
WEAW, Evanston, Ill.
- MATTHEWS, SAM**
Rural Rhythm
KGGH, Tyler, Texas
- MAUS, HARRY**
WFMB, Cullman, Ala.
- MAXWELL, BOB**
WWJ, Detroit, Mich.
- MAV, MIKE**
WIMV, Lima, Ohio
- MAKER, BILL**
WTAM, Cleveland, Ohio
- MELTON, FRANKLIN**
Mustard Clock
KGYL, Greenville, Tex.
- MENDEL, ED JR.**
Jive
WDAK, Columbus, Ga.
- MENDES, JIM**
WBCE, Providence, R. I.
- MENTZER, EARL**
Turn Table Time
WJED, Hagerstown, Md.
- MERCADO, BOB**
KWKW, Pasadena, Calif.
- MERCER, RUBY**
Ruby Mercer Show
Midland
- MERKER, GARY**
Request Matinee
KYEC, San Luis Obispo, Calif.
- MERRITT, ED**
Journey into Melody
WBKJ, Pittsfield, Mass.
- MERRITT, NEAL**
Melody Matinee
KONO, San Antonio, Texas
- MERRY, DEAN**
Dream Dust
WESB, Bradford, Pa.
- MERYL, DWAYNE**
WBKQ, Dubuque, Iowa
- METHANY, MERLIN**
The Nite Owl Show
KALE, Richland, Wash.
- METRIE, JACK**
Musical Merry-Go-Round
WJJP, Jacksonville, Fla.
- METZGER, DON**
WMAM, Marinette, Wis.
- MEYERS, DON**
WFJN, Findlay, Ohio
- MICHAEL, BOB**
WELM, Elmira, N. Y.
- MICHAEL, JAN**
WGMS, Washington, D. C.
- MICHAEL, JAY**
WCVE, Pittsburgh, Pa.
- MICHAELMAN, ED**
Na Lele O Hawaii
(Song of the Islands)
KGMB, Honolulu, Hawaii
- MICHAELS, ALLAN**
WAVL, Dayton, Ohio
- MILES, BILL**
Sunny Side Up
KDRS, Paragould, Ark.
- MILES, JOE**
Farm and Fun Time
WFMO, Fairmont, N. C.
- MILLER, BILL**
WFOZ, Montgomery, W. Va.
- MILLER, ED**
Date with a Disc
WLAN, Lancaster, Pa.
- MILLER, ED**
KWEL, Wesser, Idaho
- MILLER, GABE**
KYW, Philadelphia, Pa.
- MILLER, HOLLIS**
KSEV, Nazareth, Tex.
- MILLER, HOWARD**
WINE, Chicago, Ill.
- MILLER, JEE**
Night Owl
WRCA, Albion, Pa.
- MILLER, PAUL**
WCKY, Cincinnati, Ohio
- MILLER, R.**
Gospel Train
WMTL, Miami, Fla.
- MILLER, RON**
WRMN, Elm, Ill.
- MILLER, ROSS**
WTFI, Hartford, Conn.
- MILLER, TED**
Backstage Bankstand
WBEE, Pittsfield, Mass.
- MILLS, DICK**
KMA, Shenandoah, Iowa
- MILNER, ART**
WKDN, Camden, N. J.
- MINTER, LEWIS**
WREL, Lexington, Va.
- MINTON, MARK**
KSEK, Pittsburg, Kans.
- MINTZ, DEBBIE**
WAAF, Chicago, Ill.
- MIRANDA, TONY C.**
KTVT, Tucson, Ariz.
- MITCHELL, BILL**
KBOX, Modesto, Calif.
- MITCHELL, HARRY**
Mid Morning, Muskegon
WFRX, West Frankfort, Ill.
- MITCHELL, J. P.**
Clubtime
WGHI, Newport News, Va.
- MITCHELL, JOE**
Magic in Music
KPOJ, Portland, Ore.
- MITCHELL, MIKE**
Wildcat Rumble
KCLY, Clovis, N. Mex.
- MOFFET, JIM**
KLOG's Platter Parade
KLOG, Kelso, Wash.
- MOHATT, SKIP**
Request Bayou
KROG, Sonoma, Calif.
- MOLINARO, LARRY**
WNAR, Narragansett, Pa.
- MONACO, DEL**
Coffee Time
WJJE, Niagara Falls, N. Y.
- MONKMAN, BOB**
The Robin's Nest
WRJN, Racine, Wis.
- MONROE, ART**
Nightwatch
KSVL, Alexandria, La.
- MONTGOMERY, DOUG**
KPMO, Pomona, Calif.
- MONTGOMERY, ROBERT**
Hayloft Jamboree
WGRG, Greensboro, N. C.
- MONTRY, ED**
Top 20
KSO, Des Moines, Iowa
- MOORE, BOB**
KXEO, Mexico, Mo.
- MOORE, LEE**
Midweek Jamboree
WWVA, Wheeling, W. Va.
- MOORE, PETER**
WBED, Washington, N. C.
- MOORE, RICK**
WBEL, Columbus, Miss.
- MOORE, VIRGIL**
WJAM, Marion, Mo.
- MORALES, JOE**
Pasadena Hour
KLYL, Pasadena, Texas
- MORAN, LEE**
Jamboree
WHWL, Nantuxok, Pa.
- MORE, JOHN**
Mostly Music
KVMA, Yuma, Ariz.
- MORE, TOM**
WNOX, Knoxville, Tenn.
- MORELAND, JIM**
KICA, Clovis, N. Mex.
- MORELLI, HAL**
KLAS, Las Vegas, Nev.
- MORETTI, SKIP**
Variety Acres
KCLD, Leavenworth, Kans.
- MORFA, BOB**
Breakfast Time
KHAS, Hastings, Neb.
- MORFA, GEORGE**
KJAWT, Stamford, Texas
- MORGAN, FORREST**
WGCM, Lawrence, Mass.
- MORGAN, HUI**
WGAR, Cleveland, Ohio
- MORGAN, ROBERT**
WBEO, Auburn, N. Y.
- MORNINGSTAR, FRED**
WHJC, Matamoras, W. Va.
- MORRIS, BAXTER**
WFNE, Brevard, N. C.
- MORRIS, JAMES**
Town Patrol
WGAC, Augusta, Ga.
- MORRIS, JIMMY**
Late Date
WKRQ, Mobile, Ala.
- MORRIS, MONTE**
Youn Patrol
KYJC, Medford, Ore.
- MORRIS, ROY**
WVPO, Chattanooga, Tenn.
- MORRIS, STEVE**
WEST, Charlotte, N. C.
- MORRISON, BOB**
WXLW, Indianapolis, Ind.
- MORROW, FRANK**
KTUL, Tulsa, Okla.
- MORSE, CLINT**
Music a la Hayle
WBYL, Carlsbad, Pa.
- MORTIMER, AL**
Music You Want
WRAC, Williamsport, Pa.
- MOSBROOK, JOE**
WEST, Easton, Pa.
- MOSS, DAN**
Santford Request Special
WGFJ, Sanford, N. C.
- MOSS, PHIL**
Only the Finest
WJFS, Memphis, Tenn.
- MOWERS, BOB**
Spins and Needles
WGAN, Portland, Maine
- MOVIE, WILL**
WBET, Rochester, N. Y.
- MUELLER, JERRY**
Night Watch
KSDX, Aberdeen, S. Dak.
- MUELLER, PAUL J.**
Juke-box Band Review
WBKY, West Bend, Wis.
- MULBOLLAND, ROSS**
WWJ, Detroit, Mich.
- MULLELLY, DON**
Rhythm at Random
WTWN, St. Johnsbury, Vt.
- MULLEN, FRANK**
1240 Club
WSNY, Schenectady, N. Y.
- MULLINS, MOON**
KGW, Portland, Ore.
- MULHILL, JOE**
WTAM, Cleveland, Ohio
- MURDOCK, JIM**
Western Roundup
KTKV, Bend, Ore.
- MURFE, JIM**
Hillbilly Jamboree
WJSC, Lisbon, S. C.
- MURPHREE, JACK**
Strictly Informal
WOMI, Owensboro, Ky.
- MURPHREE, LEON**
WFMB, Cullman, Ala.
- MURPHY, BOB**
WJDK, Detroit, Mich.
- MURPHY, JACK**
WFSJ, Lockport, N. Y.

MURRAY, BOB
Stomp It Out
WMBS, Uniontown, Pa.

MURRAY, FRED
WWOD, Lynchburg, Va.

MURRAY, HAL
WEEK, Peoria, Ill.

MURRAY, HAL
WLOS, Asheville, N. C.

MURRAY, JOHNNY
WQXI, Atlanta, Ga.

MURRAY, ROBERT
Album of Music
WTRX, Bellaire, Ohio

MYERS, PAUL
WLEC, Sandusky, Ohio

— N —

NAJAMEY, ABE
800 Radio Show
WLAD, Danbury, Conn.

NARZ, JIM
Musical Comedy a la Carte
KPOL, Los Angeles, Calif.

NASH, MURL
Turntable Time
KTTR, Rolla, Mo.

NASH, ROGER
WNOE, New Orleans, La.

NAUGHTON, RUSS
Yawn Patrol
WDRG, Hartford, Conn.

NAVA, MILT
KWKW, Pasadena, Calif.

NEBOT, FRED
Melody Matinee
WKBN, Youngstown, Ohio

NEDIN, RICHARD
WEOK, Poughkeepsie, N. Y.

NEEDHAM, ED
Concord Ballroom
WKXL, Concord, N. H.

NEER, CHUCK
Plantation Time
WIAM, Williamston, N. C.

NELSON, ALBI
Matinee of Music
KRLC, Lewiston, Idaho

NELSON, BOB
Best on Wax
WFMC, Goldsboro, N. C.

NELSON, BOB
Music for You
KSJB, Jamestown, N. Dak.

NELSON, BOB
WDSU, New Orleans, La.

NELSON, CONRAD
Sincerely Yours
WMIQ, Iron Mountain, Mich.

NELSON, ED
KTOE, Mankato, Minn.

NELSON, FORD
WDIA, Memphis, Tenn.

NELSON, STAN
Musical Clock
KITE, San Antonio, Texas

NESTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.

NETHERLAND, JOEL
Record Ranch
WAZ, Yazoo City, Miss.

NEUBERGER, STAN
WEKZ, Monroe, Wis.

NEWLUN, BULL
KIT, Yakima, Wash.

NEWMAN, ROBERT
Your Lucky Star
WEEU, Reading, Pa.

NEWSOME, GIL
First Five and Bandstand
Revue
KWK, St. Louis, Mo.

NICHOLS, BOB
WPAL, Charleston, S. C.

NICHOLSON, NICK
Records and Stuff
KROY, Sacramento, Calif.

NICHOLSON, TRUMAN
KJCK, Junction City, Kans.

NICK AND NOODNICK
KROW, Oakland, Calif.

NICKEL, PHIL
Recess for Rhythm
KENM, Portales, N. Mex.

NICKOLS, CHUCK
Musical Roundup
KOWB, Laramie, Wyo.

NICKSON, NICK
950 Club
WBBF, Rochester, N. Y.

NIERSBACH, BILL
WKBV, Richmond, Ind.

NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.

NOLAND, ROBERT J.
KOKO, Warrensburg, Mo.

NORDEN, LEE
Disc King
WSAM, Saginaw, Mich.

NORMAN, GENE
KLAC, Los Angeles, Calif.

NORMAN, JERRY
Start the Day Right
WSDY, Mt. Airy, N. C.

NORRIS, BOB
Bandstand
WGUY, Bangor, Maine

NORTHINGTON, JIMMY
Coffee Club
WRRP, Hendersonville, N. C.

NORTON, DICK
Money Man Show
WNAV, Annapolis, Md.

NORTON, IKE
WELD, Ocean, N. Y.

NORVAL, BUD
Breakfast Serenade
WFOR, Hattiesburg, Miss.

NORWOOD, ROBERT
WKAM, Goshen, Ind.

NOVAK, RICHARD
Rhythm and Blues
KGN, Oregon City, Ore.

NUNN, LARRY
WTCO, Campbellsville, Ky.
WTCO, Campbellsville, Ky.

NUSBAUM, MORT
The Mort Nusbaum Show
WBBF, Rochester, N. Y.

— O —

OABURN, FRED
KGGF, Coffeyville, Kans.

O'BRIEN, AL
WOPA, Oak Park, Ill.

O'BRIEN, ELLIS
At Home and Away
WCSH, Portland, Maine

O'BRIEN, JOE
WMC, New York, N. Y.

O'CONNOR, BILL
WCFL, Chicago, Ill.

OGLESBY, BOOTS
KMCO, Conroe, Texas

OLIVER, CLIFF
Hospitality House
WFRD, Worthington, Ohio

OLIVER, DAVE
WMPF, Chattanooga, Tenn.

O'NAN, PAT
Music Library
WINN, Louisville, Ky.

O'NEIL, CHUCK
WFEA, Manchester, N. H.

O'NEILL, JIM
Paging the Stars
KOWH, Omaha, Nebr.

O'NEILL, JOHNNY
Sentimental Serenade
WAIR, Winston-Salem, N. C.

OSBORN, TIM
KTHH, Houston, Tex.

OTTO, JOHN
Mostly Music With Otto
WBNY, Buffalo, N. Y.

OWEN, AL
Music Room
WMID, Atlantic City, N. J.

OWEN, BOB
WHUB, Cookeville, Tenn.

OWENS, DON
Yawn Patrol
WGAI, Elizabeth City, N. C.

OWENS, JIM
WVMI, Biloxi, Miss.

OWENS, LOY
Clubtime
CFRB, Toronto, Ont., Canada

OXFORD, GEORGE
Recorded Jazz Concert
KSN, San Francisco, Calif.

— P —

PADGETT, BOB
Music with a Meaning
KVSA, McGehee, Ark.

PAGE, DAVE
Dance Time
KIRO, Seattle, Wash.

PAGE, NORM
Music for You
WMAS, Springfield, Mass.

PAINTER, FRANK
The Coohunter
WBLJ, Dalton, Ga.

PAIT, AUGUS
WWEW, Laurinburg, N. C.

PALLAN, ART
Tune Inn
WWSW, Pittsburgh, Pa.

PALMER, DUKE
KBOR, Brownsville, Texas

PANSULLO, JIM
Timekeeper
WNEB, Worcester, Mass.

PAQUIN, JAKE
WOCB, West Yarmouth, Mass.

PARCHER, LOLA
KCLX, Colfax, Wash.

PARKER, CHARLES
WTAW, College Station, Texas

PARKER, DON
Pops on Parade
WREB, Holyoke, Mass.

PARKER, DON
Record Date
WMAS, Springfield, Mass.

PARKER, FRED
Supper Serenade
WJWL, Georgetown, Del.

PARKER, GENE
WKID, Urbana, Ill.

PARKHURST, BOB
KSEK, Pittsburg, Kans.

PARKS, LARRY
WHOC, Philadelphia, Miss.

PARR, HAROLD
KBK, Bakersfield, Calif.

PARSONS, BEN
Spimmers Sanctum
WRBL, Columbus, Ga.

PARSONS, KEN
KCLA, Pine Bluff, Ark.

PASSE, NOEL
Pass'n Time
KTRE, Lufkin, Tex.

PASSONS, BILL
Dial-A-Tune
WSMT, Sparta, Tenn.

PATCH, WHIT
WOWL, Florence, Ala.

PATTERSON, JIM
WBF, Charlotte, N. C.

PATTERSON, PAT
Music in the Night
KOPM, Hayre, Mont.

PALL, LEROY
Swing Serenade
WSFA, Montgomery, Ala.

PAYNE, NELSON
WMMW, Meriden, Conn.

PEARSON, JOHNNY
WBB, Kansas City, Mo.

PEAVEY, RICK
Dancing Party
WHIT, New Bern, N. C.

PENNEY, ED
Penney Serenade
WTAC, Cambridge, Mass.

PENNY, GAIL
Swing Your Partner
WIS, Columbia, S. C.

PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Neb.

PERRY, BOB
Music, Incorporated
KTMS, Santa Barbara, Calif.

PERRY, CARLOS
Library of Jazz
KLWN, Lawrence, Kans.

PERRY, JAMES
New Sounds in Jazz
WMOZ, Mobile, Ala.

PERRY, STUART
Music Around the Clock
WWSR, St. Albans, Vt.

PERRY, T. L.
TP's Wigwam
WHLM, Bloomsburg, Pa.

PETERS, BOB
Weekend in Western Montana
KGVO, Missoula, Mont.

PETERS, JOHN
Dawnbusters
WFDX, Clarksburg, W. Va.

PETERSEN, ROLFE B.
KSL, Salt Lake City, Utah

PETERSON, ARNOLD
Musical Revue
WATW, Ashland, Wis.

PETERSON, BILL
Tops in Pops
KTAR, Phoenix, Ariz.

PETERSON, HAL
WARA, Attleboro, Mass.

PETERSON, JOHN
WHHH, Warren, Ohio

PETTIT, BILL
Wide Awake Club
WIDE, Biddeford, Maine

PETREE, MARTIN
Club Request
WMRN, Marion, Ohio

PETRICH, LEE
Cowboy Jamboree
KONO, San Antonio, Texas

PEHELPS, BOB
Moondust
WISP, Kinston, N. C.

PHILLIP, FRANK
Waseca Hour
KOBK, Owatonna, Minn.

PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.

PHILLIPS, CHUCK
WEMP, Milwaukee, Wis.

PHILLIPS, DEWEY
Red, Hot and Blue
WHBQ, Memphis, Tenn.

PHILLIPS, GERALD
WKSJ, Pulaski, Tenn.

PHILLIPS, JIM
WATG, Ashland, Ohio

PHILLIPS, KEN
Light 'n Easy
KAFP, Petaluma, Calif.

PHILLIPS, PHIL
KNXT, Portsmouth, Ohio

PHILLIPS, RALPH
Melody Ballroom
WFBR, Baltimore, Md.

PHILLIPS, RED
KHUM, Eureka, Calif.

PIEPES, JOHN
WHLN, Harlan, Ky.

PIATT, GENE
The Record Den
KELO, Sioux Falls, S. Dak.

PICA, JOE
Tunes Before Noon
WHLM, Bloomsburg, Pa.

PICKETT, JIGGER
Clockwatcher
KCLX, Colfax, Wash.

PICKETT, ROY
KTCL, Tulsa, Okla.

PICKREN, CONRAD
Sunrise Serenade
WFEB, Sylacauga, Ala.

PICOT, LEON
Ball of Sounds
WFTL, Ft. Lauderdale, Fla.

PIERCE, ART
960 Club
WEAV, Plattsburg, N. Y.

PIFER, DON R.
KDAC, Fort Bragg, Calif.

PIKE, DICK
WNOP, Newport, Ky.

PINKSTON, SIDNEY
WEKR, Fayetteville, Tenn.

PLATT, STUART
Musical Clock
WLPJ, Lexington, Ky.

PLAYER, CHARLES
WHIE, Griffin, Ga.

PLEDGER, DOUG
KNBC, San Francisco, Calif.

POLAND, SAM
WCHS, Charleston, W. Va.

POLK, BILL
WJAT, Swainsboro, Ga.

POLLACK, FRANK
On the House
KOOL, Phoenix, Ariz.

POLLOCK, ED
Fiesta Time
WHLI, Hempstead, N. Y.

POOLE, BOB
WBIG, Greensboro, N. C.

POPE, BILL
Musical Magazine of the Air
KXOC, Chico, Calif.

POPPAS, BOB
WWSR, Beckley, W. Va.

POPWELL, JIM
Club Request
WCEH, Hawkinsville, Ga.

PORTER, ALDIN
KIXX, Provo, Utah

PORTER, BOB
WJVA, South Bend, Ind.

PORTILLO, ERNESTO
KEVT, Tucson, Ariz.

POSKA, AL
The Flyer
KFI, Los Angeles, Calif.

POTTER, BILL
WMOU, Berlin, N. H.

POTTER, PETER
KLAC, Los Angeles, Calif.

POWELL, BILL
WILY, Pittsburgh, Pa.

POWELL, BOB
Dawn Patrol
WIP, Philadelphia, Pa.

POWERS, JOE
Billbilly Jamboree
WBMD, Baltimore, Md.

PRADER, GEORGE
KGBC, Galveston, Texas

PRESCOTT, NORM
WORL, Boston, Mass.

PRICE, JIM
RDKD, Clinton, Mo.

PRICE, JIM
WORZ, Orlando, Fla.

PROUGH, CARL
KFBI, Klamath Falls, Ore.

PUGH, ED
Melody Merchant
WPRE, Prairie Du Chien, Wis.

PULLIN, JACK
WKSJ, Pulaski, Tenn.

PURDY, ED
Musical Soudial
KTOW, Oklahoma City, Okla.

PURKE, TODD
WJW, Cleveland, Ohio

PUTMAN, DON
WBBZ, Ponca City, Okla.

PUTNAM, BOB
Sunup in Dallas
KIXL, Dallas, Texas

PUTNAM, JIM
Musical Clock
WHIT, New Bern, N. C.

PYLE, JACK
Musical Clock
KYW, Philadelphia, Pa.

— Q —

QUATTLEBAUM, HOWARD
Best on Wax
WAGF, Dothan, Ala.

QUAY, WILLIAM
WESA, Charlelot, Pa.

QUICK, JOHNNY
Red, Hot and Blue
WDSC, Dillon, S. C.

QUIGLEY, DON
KWEL, Weiser, Idaho

QUINN, FRED
WNGW, Meadville, Pa.

QUINN, WILLIAM
WNSR, Syracuse, N. Y.

— R —

RADKA, AL
KFRE, Fresno, Calif.

RAIFORD, BOB
WBT, Charlotte, N. C.

RAINWATER, JODY
Sunrise Salute
WWSV, Crewe, Va.

RAMIREZ, DAN
KWED, Seguin, Texas

RAMSEY, RAYMOND L.
Spin-A-Platter
WHIR, Danville, Ky.

RANDLE, BILL
WERE, Cleveland, Ohio

RASE, BILL
KCRA, Sacramento, Calif.

RASH, LESTER R.
Sunday Serenade
KGOS, Torrington, Wyo.

RAST, MIKE
WCOS, Columbia, S. C.

RAY, CURT
KMOX, St. Louis, Mo.

RAYMOND, GENE
Music in the Morning
KERG, Eugene, Ore.

RAYMOND, HAL
WKID, Urbana, Ill.

REAGAN, FRANK
WEOK, Poughkeepsie, N. Y.

REAGAN, JIM
WTEL, Philadelphia, Pa.

REAU, DAVE
KEYD, Minneapolis, Minn.

RECTOR, GABBA
KLIK, Jefferson City, Mo.

REDELL, TOM
KAKA, Ada, Okla.

REED, BOB
Your Timekeeper
WRC, Washington, D. C.

REED, CLEO
WBEJ, Elizabethton, Tenn.

REED, HARRY
Best on Wax
KPAS, Banning, Calif.

REED, MITCH
Mr. Midnight
WOR, New York, N. Y.

REEVES, MAX
KJSK, Columbus, Neb.

REGAN, BOB
Supper Serenade
WHAY, New Britain, Conn.

REGISTER, LOWELL
WFBM, Fort Valley, Ga.

REID, CLARK
WJR, Detroit, Mich.

REID, FRANK
Off the Record
WTAN, Clearwater, Fla.

REILLY, ED
Music Box
WBRV, Waterbury, Conn.

REISING, KEITH L.
Openhouse
WLRP, New Albany, Ind.

REITZ, PINKY
WLEC, Sandusky, Ohio

REMINGTON, JACK
WERC, Cincinnati, Ohio

RENDELL, WILLIAM
Music to Dream By
KILO, Grand Forks, N. Dak.

RENNER, DUANA
Night Watch
KIHQ, Sioux Falls, S. Dak.

RENSHAW, EARL
Your Hit Parade
WROY, Carmi, Ill.

RETZ, DON
KREO, Indio, Calif.

REZTOR, JOHNNY
WPFB, Middletown, Ohio

RHYNER, WARREN
Rhythm Room
WNAM, Neenah-Menasha, Wis.

RICE, C. B.
Gravy Train
KLVL, Pasadena, Texas

RICE, CRAWFORD
Alarm Clock Revue
WAPX, Montgomery, Ala.

RICE, TOM
Study in Brown
WHTN, Huntington, W. Va.

RICHARDS, STAN
WORL, Boston, Mass.

RICHARDS, WILLIAM
WBAT, Marion, Ind.

RICHARDSON, BRUCE
Radio Bulboard
WROK, Rockford, Ill.

RICHARDSON, LORMAN
WMPM, Smithfield, N. C.

RICHBOURG, JOHN
Record Parade
WLAC, Nashville, Tenn.

RICHMOND, HYLE
Club 1080
WXRA, Buffalo-Kenmore,
N. Y.

RICKARDS, REESE
WTAG, Worcester, Mass.

RICKENBACKER, ACE JR.
WSPA, Spartanburg, S. C.

RICO, JOE
WHLI, Niagara Falls, N. Y.

RIDDLE, LLOYD
Riddle n' Rhythm
WFTR, Front Royal, Va.

RIDGEWAY, JIM
KRBC, Abilene, Tex.

RIGGLE, JOHN
Requestfully Yours
KVRC, Arkadelphia, Ark.

RIGGS, TOMMY
WCAE, Pittsburgh, Pa.

RILEY, BILL
KRNT, Des Moines, Iowa

RINER, GEORGE
WJHL, Johnson City, Tenn.

RIPPY, RONNIE
Musical Clock
WLOE, Leaksville, N. C.

RITTER, DIANA
Teen Time
KLAN, Renton, Wash.

ROACH, WALLACE
WFKY, Frankfort, Ky.

ROBERTS, ART
KTBB, Tyler, Texas

ROBERTS, ART
WIL, St. Louis, Mo.

ROBERTS, BILL
Merry-Go-Round
WBOW, Terre Haute, Ind.

ROBERTS, BRAD
WARE, Ware, Mass.

ROBERTS, FORD
Hawkeye Hits
WMT, Cedar Rapids, Iowa

ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Iowa

ROBERTS, JACK
WBIS, Bristol, Conn.

ROBERTS, JERRY
Artistry on Disc
WHJB, Greensburg, Pa.

ROBERTS, JOE
Dancing Party

KBRB, Springdale, Ark.

ROBERTS, JOHN
WKNA, Charleston, W. Va.

ROBERTS, PAUL
WSPB, Sarasota, Fla.

ROBERTS, WALT
Dance Parade
WMAN, Mansfield, Ohio

ROBERTS, WARREN
WEAS, Decatur, Ga.

ROBINETT, DON
Mystery Juke Box
KWRO, Coquille, Ore.

ROBINSON, BILL
Nite Club of the Air
WSTV, Steubenville, Ohio

ROBINSON, J. K.
KOTN, Pine Bluff, Ark.

ROBINSON, PARKS
Sunrise Serenade
WKOV, Wellston, Ohio

ROBISCHON, JIM
KXLL, Missoula, Mont.

ROCKWELL, AL
KRNT, Des Moines, Iowa

RODGERS, BOB
After Hours
KXOX, Sweetwater, Texas

RODGERS, CHET
Polka Parade
WTRX, Bellaire, Ohio

RODJO, JIM
The Most in Music
WCMC, Wildwood, N. J.

RODRICK, BOB
Rod 'n Records
KVFD, Fort Dodge, Iowa

ROGERS, KEN
Koffee Klub
KCIL, Houma, La.

ROHN, BUD
WTVH, Peoria, Ill.

ROMNE, ROD
Hillbilly Roundup
KCJB, Minot, N. Dak.

ROPER, PRES
Morning Show
WMAN, Mansfield, Ohio

ROSELLE, JIM
Platter Playtime
WJTN, Jamestown, N. Y.

ROSS, ABRAM
KLPR, Oklahoma City, Okla.

ROSS, BILL
To the Ladies
WIOD, Miami, Fla.

ROSS, NORMAN
WEAW, Evanston, Ill.

ROSS, WALTER
Record Room
KSRV, Ontario, Ore.

ROTH, BOB
Breakfast Time
WPIK, Alexandria, Va.

ROUNTREE, GEORGE
Musical Clock
KVLH, Pauls Valley, Okla.

ROWLE, JACK
1260 Club
WWDG, Washington, D. C.

ROY, AMBROSE
Platter Parade
KRNR, Roseburg, Ore.

RUCKLE, BOB
WBDW, Augusta, Ga.

RUDOLPH, RUDY
Wax Attractions
WROY, Carmi, Ill.

RUGE, GEORGE
Koffee Klub
KYA, San Francisco, Calif.

RUGE, ROBERT
Tops for Teens
WNAB, Bridgeport, Conn.

RUGGLES, DON
KRES, St. Joseph, Mo.

RUSSELL, BARCLAY
WQAI, San Antonio, Texas

RUTLEDGE, NED
Mulberry Bush
WHVR, Hanover, Pa.

RUSSELL, JOHNNY
WJR, Detroit, Mich.

RYAN, DAN
WBBW, Youngstown, Ohio

RYAN, JERRY
Time to Dance
KFKA, Greeley, Colo.

RYAN, PAUL
WBEV, Beaver Dam, Wis.

RYAN, WALDO
Western Star Time
WEMC, Goldsboro, N. C.

RYMAN, PAUL
Rhyme 'n Rhythm
KERG, Eugene, Ore.

— S —

SACHS, BERNIE
1480 Club
WISL, Shamokin, Pa.

SADLON, EARL
WBUT, Butler, Pa.

SAJIZAN, TOM
Tom's Tune Time
WLCS, Baton Rouge, La.

SALZER, JERRY
KNAL, Victoria, Texas

SAMM, JOHNNY
Parade of His
WPAM, Pottsville, Pa.

SAMPSON, HANK
WSHB, Stillwater, Minn.

SAND, FRANCIS
WBIZ, Eau Claire, Wis.

SANDERS, LEON
KDET, Center, Texas

SANDERS, R. W.
WMPM, Smithfield, N. C.

SARGENT, KENNY
KLIF, Dallas, Texas

SARGENT, NEIL
KVAS, Astoria, Ore.

SAUNDERS, ALAN
Vaudeville Varieties
WVNJ, Newark, N. J.

SAUNDERS, BRUCE
WSBT, South Bend, Ind.

SCHAEFER, JACK
WOKW, Sturgeon Bay, Wis.

SCHAUT, FRED
Top o' the Morning
WKBI, St. Marys, Pa.

SCHERER, BILL
Requestfully Yours
KDUZ, Hutchinson, Minn.

SCHUBELKA, LESTER JAMES
WRHL, Rock Hill, S. C.

SCHMITT, DON
WISC, Madison, Wis.

SCHMITZ, NEIL
WRMN, Elgin, Ill.

SCHNEBLY, LARRY
Larry Spinning
KVQA, Tucson, Ariz.

SCHNEIDER, JOHNNY
WTM, Trenton, N. J.

SCHNEIDER, KEN
On the Town
KELO, Sioux Falls, S. Dak.

SCHOCH, JACK
Rhythmatinee
WTJS, Jackson, Tenn.

SCHOLZ, BOB
WBEL, Beloit, Wis.

SCHULTZ, DICK
WLOX, Biloxi, Miss.

SCOFIELD, LEEDS
Mostly Music
WEEU, Reading, Pa.

SCOTT, BILL
WRLD, West Point, Ga.

SCOTT, DAVE
Club 9-5-0
WIBX, Utica, N. Y.

SCOTT, GEORGE
WHIN, Gallatin, Tenn.

SCOTT, JAY
The Beat
WKO, Springfield, Mass.

SCOTT, JEFF
Sounds in the Night
KYW, Philadelphia, Pa.

SCOTT, JOHN
Melody Man
KCLL, Houma, La.

SCOTT, JOHN
WEEL, Boston, Mass.

SCOTT, KEN
Hillbilly Hits
WPEO, Peoria, Ill.

SCOTT, LES
KOL, Seattle, Wash.

SCOTT, LES
1240 Club
KXNL, Coeur d'Alene, Idaho

SCOTT, SAM
Stardime Matinee
WCAM, Camden, N. J.

SCOTT, SID
Caravan of Music
WGSN, Huntington, N. Y.

SCUMM, DICK
Music Till Midnight
WHLB, Virginia, Minn.

SEALIN, RUSS
Hayloft Jamboree
KJCF, Festus, Mo.

SEALY, BOB
Stars in the Afternoon
KPUG, Bellingham, Wash.

SELE, JIMMY
KICA, Clovis, N. Mex.

SENEKER, TONY
Coffee Pot Parade
WMVG, Milledgeville, Ga.

SERGI, SYL
We Congratulate
WKST, New Castle, Pa.

SERUEL, CARL
560 Club
WMLK, Middlesboro, Ky.

SEYMOUR, BOB
Bobbin' with Robin
WKMH, Dearborn, Mich.

SHADDOCK, ROBERT
WCLL, Corning, N. Y.

SHANEMAN, J. E.
Requestfully Yours
WGET, Gettysburg, Pa.

SHANNON, BILL
Music for Mom
KITE, San Antonio, Tex.

SHANNON, JACK
Night Watchman
WHLB, Port Huron, Mich.

SHARPE, ED
Time Tycoon
WGST, Atlanta, Ga.

SHAW, JAMES
Coffee Time Musicale
WFAP, Augusta, Maine.

SHEEHAN, MAC
Bites in the Afternoon
WIS, Columbia, S. C.

SHELA, BILL
Wax Works
KOL, Seattle, Wash.

SHELTON, BANNER
WBIG, Greensboro, N. C.

SHEPPARD, GIL
WCPO, Cincinnati, Ohio.

SHERIDAN, PHIL
Rise & Shine
WFIL, Philadelphia, Pa.

SHERMAN, WILLIAM
Morning Watch
WMEX, Boston, Mass.

SHEVLIN, ROBERT
WDEL, Port Jervis, N. Y.

SHINE, BILL
KLAN, Renton, Wash.

SHIRLEY, JIM
Records at Random
WBEF, Atlanta, Ga.

SHOOK, CARL
This Morning
WJIM, Lansing, Mich.

SHOOP, E. L. JR.
Top O' The Morning
WGET, Gettysburg, Pa.

SUREVE, THERON
WTAC, Flint, Mich.

SHROYER, KEN
WPTW, Piqua, Ohio.

SHUFFETT, C.
Breakfast Club
WLBK, Lebanon, Ky.

SHULMAN, HOWARD
Record Round Table
KYAK, Yakima, Wash.

SID, SYMPHONY
Progressive Jazz
WBMS, Boston, Mass.

SIEVERS, FRANK
Western Jamboree
KZPL, Gonzales, Texas.

SILBERT, BILL
8 Jan. 1, Detroit, Mich. Bill
Silbert Show, Saints and Spinners
Club. WMGM; Red Buttons Show.
NBC-TV.

SIMMONS, BARRY
Penthouse Party
KLG, Oakland, Calif.

SIMMONS, BILL
Anything Goes
KEAN, Brownwood, Texas.

SIMMONS, JACK
WHYL, Carlisle, Pa.

SIMPSON, ART
KALE, Richland, Wash.

SIMPSON, CHARLES
KRDO, Colorado Springs, Colo.

SIMPSON, JOHN
Country Corner
WHTN, Huntington, W. Va.

SINCLAIR, JOHN
WLEF, Richmond, Va.

SINGER, SANDA
KTRG, Cedar Rapids, Iowa.

SKINNER, DAWE
KSTN, Stockton, Calif.

SLACK, D. J.
Turntable Terrace
WCAX, Burlington, Vt.

SLADE, TOM
WENC, Fayetteville, N. C.

SLATTON, PAT
Pat's Platter Party
WJBB, Haleyville, Ala.

SMALLS, TOMMY DR.
Jive Show
WWRI, New York, N. Y.

SMILEY, BOB
Journey Into Melody
WGAR, Cleveland, Ohio.

SMITH, BOB
WOXF, Oxford, N. C.

SMITH, BRYANT
Time to Shine
KCOY, Santa Maria, Calif.

SMITH, FLETCHER
WGRG, Greensboro, N. C.

SMITH, FRANKLIN
WAYX, Waycross, Ga.

SMITH, GEORGE
Platter Parade
KSLM, Salem, Ore.

SMITH, HARRY
Gangbusters Show
WIP, Philadelphia, Pa.

SMITH, HARRY
Perceivator Patrol
WSEN, St. Petersburg, Fla.

SMITH, HUGH
Old Clockwatcher
KOGT, Orange, Texas.

SMITH, J. PAUL
Discapades
KEYY, Provo, Utah.

SMITH, JACK
Relaxin' Wit Jason
KTKR, Taft, Calif.

SMITH, LYNELL J.
KJLV, Huron, S. Dak.

SMITH, LANN
The Mailbag
KOWB, Laramie, Wyo.

SMITH, MERRILL
Clockwatcher Club
WVNH, Rochester, N. H.

SMITH, MERWIN
The Timesmith
KLMN, Denver, Colo.

SMITH, MILTON
WFEC, Miami, Fla.

SMITH, RODNEY
Brunch Party
KDMN, El Dorado, Ark.

SMITH, RUDY
Tune Time
WVWV, Farmont, W. Va.

SMITH, SMOKEY
KRNT, Des Moines, Iowa.

SMITH, VINSON
WRJD, West Point, Ga.

SMITH, VIRGIL
WGL, Fort Wayne, Ind.

SMITH, WAYNE
KLMN, Lincoln, Neb.

SMYTHE, PETE
KOA, Denver, Colo.

SORG, DICK
Platter Party
WFRO, Fremont, Ohio.

SOUTHERD, VELMA
WWIN, Baltimore, Md.

SOUTHWICK, TORREY
Top O' The Morning
WAKR, Akron, Ohio.

SPARKS, GERRY
Kilicycle Club
KIMN, Denver, Colo.

SPEARS, CHARLIE
WJAN, Spartanburg, S. C.

SPENCER, NEAL
WAOV, Vincennes, Ind.

SPENCER, RAYMOND
KCBQ, San Diego, Calif.

SPICOLA, JOE
KCRF, Trinidad, Colo.

SPOO, EDDIE
Time and Tempo
WVHG, Hornell, N. Y.

SPRINGER, ED
Uncle Ed's Request Party
WKIK, Leonardtown, Md.

SPRINGER, THURSTON
Jump Junction
WAJE, Decatur, Ala.

STAMBERGER, JACK
WLOS, Asheville, N. C.

STAMPER, BILL
Polka Patch
WKDN, Camden, N. J.

STAMPER, WARNER
WEBK, Tampa, Fla.

STAMPS, MACK
WENC, Fayetteville, N. C.

STANLEY, BILL
Midnight till Dawn
WCH, Norwich, Conn.

STANLEY, BOB
WPRS, Paris, Ill.

STANLEY, ROY
KWBB, Wichita, Kans.

STARK, CHUCK
Matinee
KDRS, Paragould, Ark.

STARR, RAY
KWVL, Waterloo, Iowa.

STAUB, JOHN
WAYB, Waynesboro, Va.

STEBBINS, ROGER
WERC, Erie, Pa.

STEELE, DONALD
WJEP, Grand Rapids, Mich.

STEELE, TED
Ted Steele Show
Mutual.

STEFFES, ART
Knight of Sound Table
KYON, Moorhead, Minn.

STEIN, REX
Off the Record
WLDS, Jacksonville, Ill.

STELL, BILL
Original Mailbag
WSVS, Crewe, Va.

STERLING, MICHAEL
Be My Guest
KCOY, Santa Maria, Calif.

STERLING, VIC
KYOS, Merced, Calif.

STERLING, VIC
WSAL, Logansport, Ind.

STEVENS, BILL
WCYB, Bristol, Va.

STEVENS, ELBY
The Record Shop
WTWN, St. Johnsbury, Vt.

STEWART, ALLAN
Man About Town
WTEL, Philadelphia, Pa.

STEWART, BILL
KLIB, Dallas, Texas

STEWART, BILL
KMPA, Los Angeles, Calif.

STEWART, CHARLIE
Roadside Rhythm
KUDU, Ventura, Calif.

STEWART, JIM
WHEP, Foley, Ala.

STEWART, JOE
WDAF, Kansas City, Mo.

STEWART, JOHN
Spins and Needles
WKOP, Binghamton, N. Y.

STILL, JAY
Platter Parade
WDUN, Gainesville, Ga.

STODDARD, RICHARD
WACO, Waco, Texas

STOGNER, EARL
WDVA, Danville, Va.

STOKES, WARREN
Thrifty Mac Gregor
KFOX, Long Beach, Calif.

STOLL, PAUL
Adventures in Fine Music
KRDO, Colorado Springs, Colo.

STONE, AL
Clapper Rails
WCSC, Charleston, S. C.

STONE, CLYDE
Hayloft Jamboree
WCKB, Dunn, N. C.

STONE, DAVE
Corral Club
KDAV, Lubbock, Texas

STONE, DEWEY
WDEC, Americus, Ga.

STONE, HARRY
WIL, St. Louis, Mo.

STONE, MARY
Bandbox
WWNR, Beckley, W. Va.

STORY, RALPH
KNX, Los Angeles, Calif.

STOVER, SMOKEY
Sagebrush Roundup
KCID, Caldwell, Idaho

STRACK, BOB
Red River Roundup
KWRH, Shreveport, La.

STREETER, HOWARD
Moonlight in Maryland
WFBR, Baltimore, Md.

STRICKHOUSE, SHERM
The Clockwatcher
WICE, Providence, R. I.

STRICKLAND, RALPH
Curfew Capers
WLAU, Laurel, Miss.

STRONG, JERRY
WMAL, Washington, D. C.

STROTHER, FRED
Western Caravan
WPMP, Pascagoula, Miss.

STRUCKELL, JOHN
Wonderful Music
WOND, Pleasantville, N. J.

STUART, CARL
Hayloft Jamboree
WCOP, Boston, Mass.

STUART, GENE
Club 770
WABC

STUTZ, CARL
WRVA, Richmond, Va.

SULLIVAN, BILL
WHGB, Harrisburg, Pa.

SULLIVAN, DENNY
Musical Clock
WFBL, Syracuse, N. Y.

SULLIVAN, ED
Songs for Saturday
KSET, El Paso, Texas

SULLIVAN, TIM
Top Twenty Pops
KGMC, Eaglewood, Colo.

SUMMERKISE, BOB
KTAC, Tacoma, Wash.

SURRELL, JACK
Top of the Town
WXYZ, Detroit, Mich.

SUTTON, RON
KJAY, Topeka, Kans.

SUTTON, TOMMY
WAVI, Dayton, Ohio

SWAN, BOB
KXRO, Aberdeen, Wash.

SWAN, JIMMY
WHSY, Hattiesburg, Miss.

SWANSON, FRED
Nitewatch
WEAY, New Britain, Conn.

SWANWICK, BILL
WALL, Middletown, N. Y.

SYNAN, J. E.
Record Caravan
WBLT, Bedford, Va.

SYRDAL, JIM
KTRF, Thief River Falls, Minn.

SZYMCZAK, ANTHONY
Music and Memories
WRJN, Racine, Wis.

SZMYD, EMIL
WIKY, Evansville, Ind.

— T —

TAYLOR, BILL
WIRC, Hickory, N. C.

TAYLOR, MART
WCOG, Greensboro, N. C.

TAYLOR, MORRIS
KHSL, Chico, Calif.

TAYLOR, SAM
The Morning Show
KFMB, San Diego, Calif.

TAYLOR, SAMMY
RWJJ, Portland, Ore.

TEIG, DAVE
Clubtime
WILK, Wilkes-Barre, Pa.

TEMPLE, BOB
Border Corral
KICO, Calexico, Calif.

TENNANT, JACK
WVWV, Fairmont, W. Va.

TERKEL, STUDS
WAAF, Chicago, Ill.

TERRY, BILL
KENS, San Antonio, Tex.

TERRY, BILL
Klix Caravan
KLIX, Twin Falls, Idaho

TERRY, DON
WSBA, York, Pa.

THAMES, BUDDY
WDOB, Jackson, Miss.

THAYER, JACK
WTCN, Minneapolis, Minn.

THOMAS, BILL
KDTH, Dubuque, Iowa

THOMAS, DAYE
WDAF, Kansas City, Mo.

THOMAS, JAMES D.
WCYB, Bristol, Va.

THOMAS, JOHN
WBAC, Cleveland, Tenn.

THOMAS, JOHN
WROX, Clarksdale, Miss.

THOMAS, JOHNNY
Platter Party
WMFD, Wilmington, N. C.

THOMAS, LLOYD
Morning Melodies
KHAS, Hastings, Nebr.

THOMAS, RAY
Melody Merchant
WHAN, Charleston, S. C.

THOMAS, ROBB
WEMP, Milwaukee, Wis.

THOMAS, RUFUS
WDIA, Memphis, Tenn.

THOMAS, VAL
Melody Circus
WGAY, Silver Spring, Md.

THOMASON, JIMMY
KBIS, Bakersfield, Calif.

THOMPSON, CHUCK
On the Sunny Side
WALA, Mobile, Ala.

THOMPSON, DICK
His for the Mrs.
KPUG, Bellingham, Wash.

THOMPSON, DOUG
KEBE, Jacksonville, Tex.

THOMPSON, FRANK
KFMB, San Diego, Calif.

THOMPSON, TINY
WLOH, Princeton, W. Va.

THOMPSON, TOMMY
KBLI, Blackfoot, Idaho

THORSON, ROY
Western Jamboree
KISD, Sioux Falls, S. Dak.

THURMAN, WALTER
WMBD, Peoria, Ill.

TODD, JACK
Between Us Two
WKY, Oklahoma City, Okla.

TODD, WAYNE
Night Watch
KYOU, Greeley, Colo.

TOLBERT, JERRY
WSON, Henderson, Ky.

TOMLINSON, CLAUDE
Little Alf
WIVK, Knoxville, Tenn.

TOPINKA, RUDY
WSAU, Wausau, Wis.

TOTTEN, JOHN
Spins 'n Needles
WGBF, Evansville, Ind.

TOWN, JOHN
Starlite Request
WESX, Salem, Mass.

TOWNE, GORDON
WBSR, Pensacola, Fla.

TOWRY, RANDY
WDBL, Springfield, Tenn.

TRAPP, BAERBEL
Chalkdust Serenade
WFOY, St. Augustine, Fla.

TREBOR, BOB
Daybreaker
WVET, Rochester, N. Y.

TRENT, GEORGE
Trent Presents
WAGA, Atlanta, Ga.

TRENT, JOE
Party Line
WLCR, Torrington, Conn.

TRENT, JOHN
Starlite Salute
WCAU, Philadelphia, Pa.

TREVIET, JOE
Today's Top Tunes
WLAJ, Lakeland, Fla.

TRIMM, PAUL
KLOU, Lake Charles, La.

TROMPETER, JAY
WIND, Chicago, Ill.

TRUSSELL, CHARLIE
KXEL, Waterloo, Iowa

TUCKER, GORDON
Bandstand Review
WCOV, Montgomery, Ala.

TUCKER, TOM
WRAL, Raleigh, N. C.

TUCKER, TOMMY
WMBR, Jacksonville, Fla.

TULIN, NORM
WORL, Boston, Mass.

TURBYFILL, JOE
KTFS, Texarkana, Texas

TUREK, BOB
WGEM, Quincy, Ill.

TURK, AL
WGBI, Scranton, Pa.

TURNER, JIM
 Sippet Club
 WSTP, Salisbury, N. C.

TUTTLE, HERB
 Musical Clock
 KTOW, Oklahoma City, Okla.

TWOMEY, MORRY
 Hi Neighbor
 KNOE, Monroe, La.

TALER, BILL
 Spiritual Time
 WGVM, Greenville, Miss.

TALER, DAN
 Pop Shop
 WATS, Sayre, Pa.

— U —

UGLUM, JIM
 Music of the Stars
 KGYO, Missoula, Mont.

URICH, BOB
 KBIF Bandstand
 KBIF, Fresno, Calif.

URBACH, BOB
 WMBM, Miami Beach, Fla.

UNDERHILL, GARDNER II
 Record Rack
 KLOU, Lake Charles, La.

UNDERWOOD, DEE
 KCLO, Leavenworth, Kans.

— V —

VALENTINE, GENE
 WWGO, Waterbury Conn.

VALLIS, CHINA
 WADK, Newport, R. I.

VAN, JOE
 WKMH, Dearborn, Mich.

VAN AKERS, TREVOR
 Requestfully Yours
 WKOY, Bluefield, W. Va.

VANDAGRIFF, CHARLEY
 Shambler Party
 KIBL, Alice, Texas.

VANDERHOOF, BRUCE
 KDYL, Salt Lake City, Utah.

VANDERVOEL, NEIL
 Sleepy Serenade
 WSUN, St. Petersburg, Fla.

VAN NESTE, BOB
 Favorite Forty
 KODY, North Platte, Nebr.

VANPOOL, DON
 KCHR, Charleston, W. Va.

VAN SANDT, TOMMY
 WJOL, Florence, Ala.

VAN SANOT, TOMMY
 WJOL, Florence, Ala.

VASQUEZ, SENOR
 KYIC, Victoria, Tex.

VEITH, DON
 Free For All
 KVAN, Vancouver, Wash.

VENTRELLA, TONY
 Music Time
 WEDC, Chicago, Ill.

VIERA, GARE
 Rendezvous with Romance
 WHLL, Hempstead, N. Y.

VILA, RUBEN ARRIETA
 WAPA, San Juan, Puerto Rico.

VINCENT, JACK
 Midday Melodies
 KFXM, San Bernardino, Calif.

VINCENT, SCOTT
 Old Commuter
 WSTC, Stamford Conn.

VINROOT, FRED
 Morning Concert
 WIST, Charlotte, N. C.

VINSON, TONY
 Perculator Parade
 WRSW, Warsaw, Ind.

VRGILLIO, NICK
 Musical Caravan
 WCMC, Wildwood, N. J.

VOORHIS, VAN
 Music Hall
 WLBR, Lebanon, Pa.

VOORS, JIM
 WANE, Fort Wayne, Ind.

— W —

WADE, THEO
 WOLA, Memphis, Tenn.

WADSWORTH, MAX
 KLUK, Evanston, Wyo.

WADSWORTH, RALPH
 KID, Idaho Falls, Idaho.

WAGNER, ANN
 Make Mine Music
 WFEM, Indianapolis, Ind.

WAGNER, CHUCK
 WKET, Kewanee, Ill.

WAGONSCHIEIN, PAUL
 KBRZ, Freeport, Texas.

WAITES, JIM
 KIBLO, Hot Springs, Ark.

WAITS, ERNIE
 WNOP, Newport Ky.

WALKER, DEAN
 Show Boat
 KWBU, Corpus Christi, Texas.

WALKER, FLETCHER
 Moonlight Serenade
 WFLA, Amnston, Va.

WALKER, JOE
 Gospel Blind Boy
 WFEF, Miami, Fla.

WALKER, STAN
 WHAW, Weston, W. Va.

WALKER, WELDON
 Coffee Club
 WEPM, Martinsburg, W. Va.

WALKER, WILFRED
 Variety Time
 WFCB, Greenville, S. C.

WALL, BILLY
 Cotton Club
 WMDC, Hazelhurst, Miss.

WALLACE, DON
 Music Till Midnight
 KRMG, Tulsa, Okla.

WALLACE, GEORGE
 RTKT, Tucson, Ariz.

WALLACE, GIL
 WVMC, Mt. Carmel, Ill.

WALLACK, DICK
 WJON, St. Cloud, Minn.

WALLGREN, REX
 KLO, Ogden, Utah.

WALSII, GORDON
 Syncoated Sundial
 WVEC, Hampton, Va.

WALSHAK, DAVID
 Polka Parade
 KCTI, Gonzales, Texas.

WALTER, ROD
 Hillbilly Heaven
 KSRV, Ontario, Ont.

WATHER, HAL
 Platter Party
 KFT, Columbia, Mo.

WATSON, ART
 Easy Listening
 WILD, Birmingham, Ala.

WAMBACH, PETE
 WCMG, Harrisburg, Pa.

WAMBLE, FRED
 Country Corner
 WBAM, Montgomery, Ala.

WANKE, HUGH
 Morning Musical Clock
 WCAO, Baltimore, Md.

WARD, BILL
 WHOW, Clinton, Ill.

WARD, BUD
 Hillbilly Hall of Fame
 WEWO, Laurinburg, N. C.

WARD, CARROLL
 Talk of the Town
 WAPI, Birmingham, Ala.

WARD, DOUG
 Platter Party
 KWSA, McGehee, Ark.

WARD, JIM
 Morning Mayor
 WILK, Wilkes-Barre, Pa.

WARD, PETE
 WCCM, Lawrence, Mass.

WARNER, JEFF
 Musical Clock

WHAN, Charleston S. C.

WARREN, CARL
 Guest Time
 Mutual

WARREN, JACK
 Yawn Patrol
 KUTA, Salt Lake City, Utah.

WASH, UNCLE
 Roundup Time
 WSRV, Narrows, Va.

WATKINS, "LUCKY"
 Ten Ten Club
 KJCF, Festus, Mo.

WATSON, ED
 KPAM, Portland Ore.

WATSON, HOWARD
 KOTN, Pine Bluff, Ark.

WAX, JERRY
 Waxworks
 WALL, Middletown, N. Y.

WAYNE, RALPH
 Wax 'n' Wayne
 KBOE, Oskaloosa, Iowa.

WEAVER, BOB
 Weaver with Music
 KXO, El Centro, Calif.

WEBER, GLEN
 WCEH, Hawkinsville, Ga.

WEBSTER, JAMES, JR.
 Melody Ballroom
 WTIM, Cumberland, Md.

WEBSTER, KURT
 Wax Works
 WAVY, Portsmouth, Va.

WEDEL, JACK
 Jam for Supper
 KICD, Spencer, Iowa.

WEGGELAND, ROBERT
 KBLJ, Blackfoot, Idaho.

WEGMAN, BILL
 WGEM, Quincy, Ill.

WEICH, CLARENCE
 KALL, Pasadena, Calif.

WEICH, LARRY
 Voice of the Turtle
 WCOF, Boston, Mass.

WELDON, JIM
 Breakfast Beat
 WAJR, Morgantown, W. Va.

WELLS, BILL
 WQAM, Miami, Fla.

WELLS, BOB
 WEBR, Buffalo, N. Y.

WELLS, CORNELL
 WDLA, Memphis, Tenn.

WELLS, JIMMY
 Dixie Matinee
 WENK, Union City, Tenn.

WELLS, RAY
 WJMS, Ironwood, Mich.

WERY, ROBERT
 Rumpus Room
 WHOK, Lancaster, Ohio.

WESLEY, JIM
 Matinee Melodies
 WGAS, Decatur, Ga.

WEST, CHARLES E.
 WRKD, Rockford, Maine.

WEST, OLIVER
 WTKM, Bartford, Wis.

WEST, ROY
 Moonlight Saving Time
 WBUY, Lexington, N. C.

WEST, WAYNE
 WMRD, Peoria, Ill.

WESTCOTT, GEORGE
 Rock'n' Time
 KXOB, Stockton, Calif.

WESTERFIELD, DENVER
 WVMC, Mt. Carmel, Ill.

WESTON, BILL
 Platter Parade
 WRIB, Providence, R. I.

WESTON, LEE
 Relax and Listen
 KOVC, Valley City, N. Dak.

WHALEY, ARTHUR
 WBCO, Bessemer, Ala.

WHALEY, MIKE
Saturday Session
KUTA, Salt Lake City, Utah

WHEELER, AL
KSMN, Mason City, Iowa

WHEELER, DOC
Morning Spirituals
WWRL, New York, N. Y.

WHEELER, MARQUIS
WRHI, Rock Hill, S. C.

WHERLEY, RICHARD
WATW, Ashland, Wis.

WHITAKER, BOB
Evening Classics
KTAR, Phoenix, Ariz.

WHITCOMB, ROBERT
Polka Time
WGRD, Grand Rapids, Mich.

WHITE, ALAN
Music in the Night
KTBB, Tyler, Texas

WHITE, FRANK
Clubtime
KOA, Denver, Colo.

WHITE, FRED
Alarm Clock Club
KGMS, Sacramento, Calif.

WHITE, GEORGE
Record Romp
KCBQ, San Diego, Calif.

WHITE, GEORGE
Swing Caravan
WCIN, Cincinnati, Ohio

WHITE, JACK
KBOL, Boulder, Colo.

WHITE, JACK L.
Club 1570
KRWC, Forest Grove, Oreg.

WHITE, JOE
American Masterpieces
KPOL, Los Angeles, Calif.

WHITE, JOE
KGJF, Hollywood, Calif.

WHITE, LEROY
WJLB, Detroit, Mich.

WHITE, MARGE
WVKO, Columbus, Ohio

WHITE, MORGAN
KVNÜ, Logan, Utah

WHITE, TED
Friendly Neighbor Show
WARE, Ware, Mass.

WHITNEY, BOB
WSYR, Syracuse, N. Y.

WHITT, SHAD
WLOH, Princeton, W. Va.

WHITTEN, WILL
Klockwatcher
WRDO, Augusta, Maine

WHITTINGHILL, DICK
KMPA, Los Angeles, Calif.

WHITTINGTON, JIM
Deep River
WBGE, Atlanta, Ga.

WIDMAN, SEV
WTCN, Minneapolis, Minn.

WIEDER, TED
WHOL, Allentown, Pa.

WIGGINS, GERRY
CPRB, Toronto, Ont., Canada

WILBUR, JACK
KIEM, Eureka, Calif.

WILCOX, JOHN
Words and Wax
KBOL, Boulder, Colo.

WILCOX, PAUL
Music By Moonlight
WGAR, Cleveland, Ohio

WILEY, GEORGE
Night Call
KTOK, Oklahoma City, Okla.

WILKINSON, DON
KVAS, Astoria, Oreg.

WILLARD, DICK
Easy Docs It
Mutual

WILLET, SLIM
KRBC, Abilene, Tex.

WILLETTTE, TOM
Ten Toppers
KVOL, Lafayette, La.

WILLIAMS, CARY
WHWL, Nanticoke, Pa.

WILLIAMS, CHARLES
KFNF, Shenandoah, Iowa

WILLIAMS, CHARLES K.
Beat the Heat
WACO, Waco, Texas

WILLIAMS, DICK
Platter Parade
KAKE, Wichita, Kans.

WILLIAMS, ED
Rooster Serenade
KSUN, Bisbee, Ariz.

WILLIAMS, ELBERT
Hayloft Jamboree
WSYD, Mt. Airy, N. C.

WILLIAMS, FREDDIE
WAAF, Chicago, Ill.

WILLIAMS, HALL
WORD, Spartanburg, S. C.

WILLIAMS, JERRY
Gagbusters Show
WIP, Philadelphia, Pa.

WILLIAMS, JOHNNIE
WHIE, Griffin, Ga.

WILLIAMS, KAE
Wake Up Philadelphia
WHAT, Philadelphia, Pa.

WILLIAMS, L.
WWNH, Rochester, N. H.

WILLIAMS, LLOYD
WLIB, New York, N. Y.

WILLIAMS, LOU
The Country Cat
KVLG, Little Rock, Ark.

WILLIAMS, MARC
Wax Works
KHOZ, Harrison, Ark.

WILLIAMS, NAT
WDIA, Memphis, Tenn.

WILLIAMS, PETE
Hayloft Jamboree
WGGG, Gainesville, Ga.

WILLIAMSON, DICK
WDSR, Lake City, Fla.

WILLIAMSON, RAYMOND
Melody Matinee
WAYX, Waycross, Ga.

WILLIS, CLIF
WIMA, Lima, Ohio

WILLIS, DAN
KRIC, Beaumont, Tex.

WILSON, BOB
Music Goes Round
KNIM, Maryville, Mo.

WILSON, ED
KWK, St. Louis, Mo.

WILSON, GLENN
WPAR, Parkersburg, W. Va.

WILSON, STU
Are Ya Listenin'
KBIG, Avalon, Calif.

WILSON, TOM
WIPM, Elkin, N. C.

WINCH, SY
Country Music Time
KSYC, Eureka, Calif.

WING, KEN
Miracle Melodies
KWG, Stockton, Calif.

WINN, BERT
Car Tunes
KYA, San Francisco, Calif.

WINTERS, JIM
WGAN, Portland, Maine

WISE, AL
WPNX, Phoenix City, Ala.

WITTER, STAN
Requestfully Yours
KAPA, Raymond, Wash.

WOEHRMANN, BILL
WCNB, Connersville, Ind.

WOLFE, TED
Best on Wax
WMON, Montgomery, W. Va.

WOLFENDEN, BOB
Dancing Party
WMEV, Marion, Va.

WOOD, BILL
Record Roundup
WDLF, Panama City, Fla.

WOOD, BILL
Sunrise Serenade
KODY, North Platte, Nebr.

WOOD, FRED
Woodchopper's Ball
WWEZ, Vineland, N. J.

WOOD, GEORGE
WWPG, West Palm Beach, Fla.

WOODS, GEORGE
House of Jive
WHAT, Philadelphia, Pa.

WOODS, JOHN
WTAG, Worcester, Mass.

WOODWARD, GEORGE
Ebony Bandstand
WJAN, Spartanburg, S. C.

WOOLEY, NEAL
The Boogie Joint
KJEF, Jennings, La.

WRAY, JOHN
These Are Records
KUGN, Eugene, Oreg.

WRIGHT, GUS
WKWK, Wheeling, W. Va.

WRIGHT, KEN
Time and Tune Parade
WKY, Oklahoma City, Okla.

WRIGHT, LARRY
KSPI, Stillwater, Okla.

WRIGHT, RAY
KGCX, Sidney, Mont.

WRISLEY, JOHN
WSAV, Savannah, Ga.

WUSSOW, GEORGE
Yawn Patrol
KVCV, Redding, Calif.

WYLIE, GORDON
Matinee Melodies
WTRL, Bradenton, Fla.

— Y —

YORK, JOHN
Coffee Time
WRR, Dallas, Texas

YOUNG, AL
1230 Club
WCMA, Corinth, Miss.

YOUNG, AL
WEAU, Eau Claire, Wis.

YOUNG, JOE
KCRB, Chanute, Kans.

YOUNGBLOOD, JIM
Farm and Home Hour
WPAD, Paducah, Ky.

YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.

YOUSE, BOB
WBRK, Pittsfield, Mass.

— Z —

ZACK, AL
Music 'Til Midnight
KOOS, Coos Bay, Oreg.

ZACK, ED
WOC, Davenport, Iowa

ZASTROW, DON
Alarm Clock Parade
WTKM, Hartford, Wis.

ZATLYN, TED
Campus Corner
KULP, El Campo, Texas

ZEGARSKIE, ED
Platter Party
WHUB, Cookeville, Tenn.

ZEHNDER, FRED
KHUM, Eureka, Calif.

ZERO, LOU
Top of the Morning
WINK, Erie, Pa.

ZUCCARO, BERNARD
WIBR, Baton Rouge, La.

JOHN
SCOTT
TROTTER

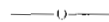
Musical Director

"THE GEORGE GOBEL SHOW"

NBC-TV



CHARLES
SANFORD



MUSICAL CONDUCTOR

for

Max Liebman Productions

MUSICAL DIRECTORS

RADIO AND TELEVISION

—their work during 1954



— A —

ADAMS, BILL
KTFS, Texarkana, Texas

ALBERGHINI, HAROLD
WCOU, Lewiston, Maine

ALLEN, JAMES
WTJS, Jackson, Tenn.

ALLWOOD, JIM
KGBX, Springfield, Mo.

ANDREWS, BETTY
WJEJ, Hagerstown, Md.

ANGLE, "CLIP"
WLYC, Williamsport, Pa.

ANNO, MARY JEAN
WATW, Ashland, Wis.

ARMBRUSTER, ROBT
8, Oct. 9, Philadelphia, Pa. NBC
Western Division, RCA Victor
Records

ARTHUR, DOUG
WIBG, Philadelphia, Pa.

ATKINSON, DANNY
WPNX, Phenix City, Ala.

AUSTIN, BILL
WHO-TV, Des Moines, Iowa

AYRES, NORMAN
WOSH, Portland, Maine

— B —

BAILEY, ALICE
KWNQ, Winona, Minn.

BAILEY, WILLIAM C.
WIBV, Belleville, Ill.

BAKER, BILL
WROY, Carmi, Ill.

BALDWIN, LEE
WLS, Chicago, Ill.

BALZER, FRITZ
WRC, Washington, D. C.

BANGROFT, PIERSON F.
KTAR, Phoenix, Ariz.

BARDO, LYLE
KFRQ, San Francisco, Calif.

BARGY, ROY
B, July 31, Newaygo, Mich. The
Jimmy Durante Show, NBC-TV;
Father Knows Best, CBS-TV

BARKER, JANE
WCPO, Cincinnati, Ohio

BARLOW, HOWARD
The Voice of Firestone
NBC, NBC-TV

BARRE, FRED
WWRL, New York, N. Y.

BARRETT, HADLEY
KODY, North Platte, Nebr.

BARRETT, JEAN
WBRC, Birmingham, Ala.

BARRETT, JOHN
KLMS, Lincoln, Nebr.

BAXTER, LEO
WBOW, Terre Hante, Ind.

BEACH, NANCY
WICA-TV, Ashtabula, Ohio

BEAUMONT, SAL
WWGS, Tifton, Ga.

BEDENBAUGH, PAT
WKDK, Newberry, S. C.

BELL, ALLEN
KREW, Sunnyside, Wash.

BELL, FRANK
WEEI, Boston, Mass.

BELTZ, ROBERT
WKYB, Paducah, Ky.

BENNETT, BILL
WNHC, New Haven, Conn.

BENSON, BROWNIE
WSAZ-TV, Huntington, W. Va.

BENTON, DICK
KVTY, Sioux City, Iowa

BERQUIST, WHITEY
National Farm & Home Hour
NBC

BETHEL, AL
WTPA, Harrisburg, Pa.

BETHMAN, GENE
WEST, Easton, Pa.

BILSKE, ROBERT F.
WNEB, Worcester, Mass.

BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Tex.

BIRELL, HARRY
WSTV, Steubenville, Ohio

BISHOP, JILL
WHBQ, Memphis, Tenn.

BLACK, GERRY
KWAL, Wallace, Idaho

BLANK, RALPH A.
WJJD, Chicago, Ill.

BLASINGGAME, BUD
KNAL, Victoria, Texas

BLISS, JOHN
KERU, Columbus, Mo.

BUOCH, RAY
Toast of the Town, Jackie
Gleason Show, Robert Q. Lewis
CBS-TV

BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa.

BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.

BOLICH, PAUL
WMUR-TV, Manchester, N. H.

BOONE, MARVIN
WMMN, Fairmont, W. Va.

BOONE, WILLIAM
KIXL, Dallas, Texas

BORTEL, CLAUDE
WSYR, Syracuse, N. Y.

BORTEL, CLAUDE
WSYR-TV, Syracuse, N. Y.

BOSWORTH, CHESTER
WIRY, Plattsburg, N. Y.

BOVERO, PHIL
KRO-TV, San Francisco, Calif.

BOWEN, OZZIE
WSLI-TV, Jackson, Miss.

BRADLEY, HAROLD
WILD, Niagara Falls, N. Y.

BRADLEY, OWEN
WSM-TV, Nashville, Tenn.

BRADY, BILL
WPRC, Lincoln, Ill.

BRADY, ROBERT
WWOR-TV, Worcester, Mass.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRAILER, CHARLES
WOL, Washington, D. C.

BRASHER, JAMES
KTXJ, Jasper, Texas

BRAUN, JEROME
KXRA, Alexandria, Minn.

BREWSTER, VAL
KRUX, Glendale, Ariz.

BRIGHT, WELDON
KGNC, Amarillo, Texas

BRIEM, RAY
KUTA, Salt Lake City, Utah

BRINKMAN, HELEN MARTIN
WDLB, Marshfield, Wis.

BRISTOL, J. T.
WAOK, Atlanta, Ga.

BRITT, WES
WCOV, Montgomery, Ala.

BROOKS, LORETTA
WKLO, Louisville, Ky.

BROWN, BOB
WSOY, Decatur, Ill.

BROWN, DALE
KLO, Ogden, Utah

BROWN, LEN
KULE, Ephrata, Wash.

BROWN, LES
The Bob Hope Show
NBC, NBC-TV

BLAIR, MRS. OLLIE
WPD, Piedmont, Ala.

BRUCE, PEG
KQV, Pittsburg, Pa.

BRUTON, ERIC
WWPF, Palatka, Fla.

BRYANT, MARNA
Carousci
KOTV, Tulsa, Okla.

BRYANT, RUTH
WREB, Holyoke, Mass.

BUCHANAN, BRUCE
WFBC, Greenville, S. C.

BUCHARIA, NADINA
KIMN, Denver, Colo.

BUNCH, GLENN
WMAR-TV, Baltimore, Md.

BURKETT, LOU
WFRO, Fremont, Ohio

BUTLER, FRANKLIN
WRFC, Athens, Ga.

BUTTERFIELD, WILLIAM
Jimmy Nelson Show
ABC

BYRD, JAMES L.
KCHR, Charleston, Maine

BYRD, VIRGINIA
WISH, Indianapolis, Ind.

BVRNE, BOBBY
The Steve Allen Show
NBC-TV

— C —

CALABRESE, RAY
WHLN, Bloomsburg, Pa.

CALHOUN, ROBERT
WGVL, Greenville, S. C.

CAMARATA, TOOTS
Music by Camarata
ABC

CAMARGO, MATEO
KCOR, San Antonio, Texas

CAMERON, PHIL
WELM, Elmira, N. Y.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, ED
WKMT, Kings Mountain, N. C.

CAMPBELL, WISHART
CFRB, Toronto, Ont., Canada

CAMPOS, MANUEL
KSBW-TV, Salinas, Calif.

CANTELLI, GUIDO
The Boston Symphony Orches-
tra, The NBC Symphony
NBC

JOHN GART

COMPOSER — CONDUCTOR

RICHARD
MALTBY



CARN, DERWOOD
WJIM, Lansing, Mich.

CARPENTER, JIMMY
KFBI, Wichita, Kans.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, RAY
The Arthur Murray Dance Party
NBC-TV

CASEY, JEWELL
WSAV, Savannah, Ga.

CEDARSTROM, ELLIE
KSO, Des Moines, Iowa

CESNER, CHARLES
WLW-C, Columbus, Ohio

CHAMBERS, BOB
WEBK, Tampa, Fla.

CHAMBERS, ROBERT
KIXX, Provo, Utah

CHANDLER, JOEL
WJOY, Burlington, Vt.

CHAPMAN, GEORGE
WCRF, Birmingham, Ala.

CHAPPEL, JOHN
KFDA-TV, Amarillo, Tex.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHATHAM, BLANCHE
WGST, Atlanta, Ga.

CHEESMAN, ADA
WGBE, Freeport, N. Y.

CHRISTENSON, ROYCE
KTRE, Lufkin, Texas

CHYLE, JOHN
KOOK, Billings, Mont.

CLARK, ALLAN
WKY, Oklahoma City, Okla.

CLARK, ALLAN
WKY-TV, Oklahoma City, Okla.

CLARK, GERALDINE
KENS, San Antonio, Tex.

CLARK, JERRY
KGBS, San Antonio, Texas

CLAUS, DICK
KWSO, Wasco, Calif.

CLINTON, CHARLES
KRRD, Los Angeles, Calif.

COFFRON, IRMA
KEYD, Minneapolis, Minn.

COLE, BRAD
KFJL, Klamath Falls, Oreg.

COLE, BUDDY
B. Dec. 15, 1916, Irving, Ill.
The Bing Crosby Show, The Rosemary Clooney Show, The Gene Autry Show, CBS; Truth or Consequences, The Tony Martin Show, NBC-TV; Columbia and Decca Records

COLLINS, JERRY
WNOK, Knoxville, Tenn.

COLLINS, PAUL
KFRD, Rosenberg, Texas

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.

COMPTON, AL
WMFD, Wilmington, N. C.

CONCIE, BOB
KPUG, Bellingham, Wash.

COPE, JOY
WSPB, Sarasota, Fla.

CONNER, TED
WFMJ, Youngstown, Ohio

COONEY, LARRY
WWPG, West Palm Beach, Fla.

COOPER, A. R.
WAKR, Akron, Ohio

COOPER, CLEM
KGKO, Dallas, Texas

COOPER, STAN
KHSL, Chico, Calif.

CORTIMIGLIA, LEO
WMT, Cedar Rapids, Iowa

COSTA, JOHNNY
WDTV, Pittsburgh, Pa.

COX, DONNA
KIMO, Independence, Mo.

CRAWFORD, GENE
WGBF, Evansville, Ind.

CROY, ALAN
WKST, New Castle, Pa.

CUSICK, PHIL
WBAX, Wilkes-Barre, Pa.

— D —

DANA, ALEC
WGAT, Utica, N. Y.

DANNA, VIC
WEBR, Buffalo, N. Y.

DANTZLER, RAY
WRUF, Gainesville, Fla.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DEATON, BILL
KVRC, Arkadelphia, Ark.

DECK, PAUL
KJSE, Columbus, Nebr.

DECKARD, CAREY
KVET, Austin, Texas

DELMAR, BILL
KEAR, San Mateo, Calif.

DELLINGER, JOHN
WPNE, Brevard, N. C.

DeLUIG, MILTON
The Morey Amsterdam Show
NBC-TV, WABC-TV

DeREMER, LIONEL H.
WBCM, Bay City, Mich.

DIA, DICK
WOV, New York, N. Y.

DONALDSON, EARL
KALL, Salt Lake City, Utah

DOOLEY, PETE
WFIE-TV, Evansville, Ind.

DOUGLAS, JACK
WFIN, Findlay, Ohio

DRAGON, CARMEN
The Railroad Hour
NBC



**BERNIE
WAYNE**

DRAKE, MILDRED
WJTC, Vaneleve, Ky.
DUNCAN, SAMMA
WLW-A, Atlanta, Ga.
DUNKELBERGER, THOMAS
WHIO, Dayton, Ohio
DURHAM, BETTIE
KOGT, Orange, Texas
DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa
DAER, ARLENE
WRGO, Richland Center, Wis.

— E —

EARLY, DUWARD
KXIC, Iowa City, Iowa
EDGES, CLARENCE
WBAV-TV, Green Bay, Wis.
EDWARDS, ROBERT O.
KLER, Lewiston, Idaho
ELLIOTT, BILL
WNOE, New Orleans, La.
ELLSWORTH, JACK
WALK, Philadelphia, N. Y.
EMERSON, BYRON
WWHG, Hornell, N. Y.
ERICKSON, SUSAN
KXGN, Glendive, Mont.
ESCHLIMAN, VERLAN
KISD, Sioux Falls, S. Dak.
ETTERS, CLARENCE
WBTV, Charlotte, N. C.
EWIG, EL
WNAM, Neenah-Menasha, Wis.

— F —

FABRE, NUMA
WVWV, Fairmont, W. Va.
FAIRCHILD, JOHNSA
WORZ, Orlando, Fla.
FARRINGTON, GLADYS
WJOL, Johnst. Ill.

FREMSTER, PHYLLIS
KPAC, Port Arthur, Texas
FELTON, GRACE
WMTA, Aberdeen, Miss.
FIELD, MAXINE
WBRN, Marion, Ohio
FIELDS, CUYLER P.
WRHI, Rock Hill, S. C.
FISHER, DEAL
WBBC, Flint, Mich.
FLEMING, DAVE
WUCA, Moline, Ill.
FLETCHER, JIM
KHUZ, Borger, Texas
FORD, JOE
WEZR, Birmingham, Ala.
FOREMAN, DICK
KBOX, Modesto, Calif.
FRANK, ALAN
KUTV, Salt Lake City, Utah
FRANZ, DONALD
KATF, Albert Lea, Minn.
FRAUL, CLAUDE
WKYW, Louisville, Ky.
FRAZIER, HELEN
WOKF, Oak Ridge, Tenn.
FREEMAN, R. CARTER
WTRP, LaGrange, Ga.
FREMUTH, ROSE MARY
KVU, Victoria, Texas
FRENCH, DON
REGO, Fargo, N. D.
FRIAR, CHARLES
WIST, Charlotte, N. C.
FRICK, SHIRLEY
WITZ, Jasper, Ind.
FROST, DONALD
WLPO, LaSalle, Ill.
FUCHS, FAYE JEANICE
KTJS, Hobart, Okla.
FURMAN, CLARENCE
KYW, Philadelphia, Pa.
FULTON, BOB
KERG, Eugene, Oreg.

— G —

GALLEMORG, BERT
Rqpt-1, From Home
KHOE-TV, Kearney, Neb.
GALLICCHIO, JOSEPH
Close-Up
WNBQ, Chicago, Ill.
GALLOWAY, JOHN
WARR, Arlington, Va.
GANGE, MARION
WHIO-TV, Dayton, Ohio
GANZ, GEORGE
KDSH, Boise, Idaho
GARRETT, MERLE
WRBL, Columbus, Ga.
GARRETT, MERLE
WRBL-TV, Columbus, Ga.
GART, JOHN
Dennis James' Chance of a Lifetime, DuMont TV; Casey, Crime Photographer, CBS; Robert Montgomery Presents, Paul Winchell Show, NBC-TV
GEISLER, BETTY
WKRR, Cincinnati, Ohio
GEORGE, MISS LEE
WMAN, Mansfield, Ohio
GEORGE, STEFAN
WGPA, Bethlehem, Pa.
GEYER, BILLA
WEDF, Flint, Mich.
GIBSON, TOM
WETR, Front Royal, Va.
GIERSDORE, H. W.
KRLD, Dallas, Tex.
GILMORE, TOM
KSNW, Lawton, Okla.
GIRARD, RAE
WAAM, Baltimore, Md.
GITZ, JEAN
KIOV, Des Moines, Iowa

RUDY SCHRAGER

COMPOSER — CONDUCTOR

LUX RADIO THEATRE

LUX VIDEO THEATRE

NBC

LEVER BROS. — J. WALTER THOMPSON

GLUSKIN, LUD
KNX, Los Angeles, Calif.
GOERINGER, CHARLOTTE
KSUM, Fairmont, Minn.
GOLDBERG, LOUIS
WCOP, Boston, Mass.
GONION, LEON
Stump the Band
KMOI, Boise, Idaho
GORDON, HAL
WXYZ-TV, Detroit, Mich.
GORDON, JACK
WTVE, Elmira, N. Y.
GORDON, L. P.
WESB, Bradford, Pa.
GOSLIN, JOHN
KCBG, Des Moines, Iowa
GOW, ART
KLZ, Denver, Colo.
GRANT, KEN
KNUZ, Houston, Texas
GREEN, BERNARD
U.S. Steel
ABC-TV
GREENBERG, SYLVIA
KECK, Odessa, Texas
GRIBBEN, BOB
KDTN, Dubuque, Iowa
GRIEB, HERBERT
WILD, Birmingham, Ala.
GRIFFIN, DOROTHY
WINN, Louisville, Ky.
GYNAN, EARL
WVDA, Boston, Mass.

— H —

HACKETT, BOBBIE
Studebaker-Packard
ABC-TV
HACKETT, RAYMOND
KCBS, San Francisco, Calif.
HADAWAY, EMMETT
WMBC, Macon, Miss.

HADLEY, ED
WCLO, Janesville, Wis.
HALL, BETTY
WEEB, Southern Pines, N. C.
HALL, STEVE
WRGB, Schenectady, N. Y.
HAMILTON, DOROTHY
KLPR, Oklahoma City, Okla.
HAMILTON, EARLINE
WRKO, Cocoa, Fla.
HAMMOND, ELLEN
WAGA, Atlanta, Ga.
HANLON, ESTHER
WLW-T, Cincinnati, Ohio
HANNAH, FRANKLIN
WVEC, Hampton, Va.
HARKER, JAMES
KBON, Omaha, Nebr.
HARRIS, GARY
WEAW, Evanston, Ill.
HARRIS, HOMER M.
KWCB, Searcy, Ark.
HARRISON, GUY FRASER
Oklahoma City Symphony
Orchestra
Mutual
HART, BILL
WFPB, Middletown, Ohio
HARVEY, LLOYD K.
WTVH, Peoria, Ill.

HATCH, WILBUR
B. May 24, 1902, Mokena, Ill.
I Love Lucy, Our Miss Brooks,
December Bride, CBS-TV; The
Whistler, Syndicated

HAVEN, BROOK
KRAL, Rawlins, Wyo.
HAYES, HARRY H.
KWBU, Corpus Christi, Tex.
HEALY, GENE
WPAC, Patchogue, N. Y.
HEINES, SHIRLEY
WJPS, Evansville, Ind.

HELLING, JACK
KTLN, Denver, Colo.
HENDERSON, SKITCH
The Faye & Skitch Show, The
Dave Garroway Show, Best of
All
NBC, NBC-TV
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENLEY, L. H.
KTVW, Tacoma, Wash.
HENSHAW, FRED
KLAS, Las Vegas, Nev.
HERLIN, JOAN I.
KSVC, Richfield, Utah
HERMAN, PAUL
WAFO, Chattanooga, Tenn.
HERMANN, RALPH
Dancing Party
ABC
HIATT, ALMA
WSYD, Mt. Airy, N. C.
HILL, CHARLES F.
WJLK, Asbury Park, N. J.
HILL, J.
KLIX-TV, Twin Falls, Idaho
HILLIS, MARGARET
Concert Tonight
DuMont
HILTON, FREDA
WLOF, Orlando, Fla.
HOBART, CHARLES
WENY, Elmira, N. Y.
HOFFMAN, CHARLES
WNCB, Daytona Beach, Fla.
HOGAN, HARLAN
WSBT-TV, South Bend, Ind.
HOGAN, JAMES
WSYR-TV, Syracuse, N. Y.
HOLCOMB, RUSSEL
WCEN, Mt. Pleasant, Mich.
HOLMES, DEAN
WTCN, Minneapolis, Minn.



HANK SYLVERN

Musical Director-Composer

"Jane Froman Show"—CBS-TV

Phil Silvers Show"—CBS-TV

"Comic Weekly Man"—NBC-Radio

MJ. 8-6600

**VICTOR
YOUNG**

HOLST, HOWARD
WOL-TV, Ames, Iowa

HOLT, ARCHIE
KWJJ, Portland, Oreg

HOLT, DAN
WBEX, Chillicothe Ohio

HOOD, TAL
WFGM, Fitchburg, Mass.

HOPKINS, RAYMOND L.
WIBC, Indianapolis, Ind.

HOPKINS, WES
WTTM, Trenton, N. J

HOPLER, ROSE MARIE
KOB, Albuquerque, N. Mex.

HORN, BOB
WFIL-TV, Philadelphia, Pa.

HORSLEY, ROBERT
WMC, Memphis, Tenn.

HOY, WALLY
WGVM, Greenville, Miss.

HUBBIRD, BEN F.
KAPK, Minden, La.

HUDDLESTON, JOHNNY
KTRN, Wichita Falls, Tex

HUDGENS, RAY
KMBC-TV, Kansas City, Mo

HUGH, IVOK
WCCC, Hartford, Conn

HULL, IRA
WCHV, Charlottesville Va

HUNT, GEORGE
KAKE, Wichita Kans

HUNT, SHIRLEY
KEPO, El Paso, Tex.

HUTCHINGS, ED
KCRG, Cedar Rapids, Iowa

— I —

IHLENFELD, WARREN E.
WISE, Butler, Pa.

IMBROGLIO, JOSEPH
WFRB, Baltimore, Md

INNES, BEN
KWBM, Williston, N. Dak

— J —

JACOBSEN, PEARL
KLEM, Eureka, Calif.

JAEGER, HILL
WJWL, Georgetown, Del.

JAMES, GLEN
WHBL, Sheboygan, Wis.

JANSSEN, KARL
KTUL, Tulsa, Okla.

JARVIS, DON
WWOD, Lynchburg Va.

JENKINS, BILL
WLJB, New York, N. Y.

JENNINGS, MARC
WCMT, Ashland, Ky.

JENSEN, BYRON
KOVO, Provo, Utah

JOHNSON, LAURA
WJMS, Ironwood Mich

JOHNSTON, EDDIE
WTRF-TV, Wheeling, W. Va.

JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn

JONES, C. W.
KVOS, Bellingham, Wash.

JORDAN, ED
WNOK, Columbia, S. C.

JOYCE, RUEL
KMBC-TV, Kansas City Mo

— K —

KANNA, MARION
WKNB TV, New Britain, Conn.

KARANT, MARTIN
WKPT, Kingsport, Tenn.

KATZMAN, GERTRUDE
WPEN, Philadelphia Pa.

KAYE, SAMMY
Serenade Room, Sunday Serenade,
ABC; So You Want to Lead a
Band, ABC-TV; Columbia Rec-
ords, RCA Thesaurus

KELDER, JUNE
WGNV, Newburgh N. Y

KELLOGG, J. H.
WMBG, Richmond, Va.

KELNER, LEON
WDSU-TV, New Orleans, La.

KEL JOHNNY
KSWM TV, Joplin, Mo.

KENDALL, ARTHUR
WGAN, Portland, Maine

KILEY, JOHN
WMEX, Boston, Mass.

KILGORE, WILLIAM S.
WCYB, Bristol, Va

KING, PEE WEE
Pee Wee King & Orchestra
NBC

KING, W. O.
WTOG, Savannah, Ga.

KINNEY, DOROTHY
KVSA, McGehee, Ark.

KIRK, EDNA EARLE
WTRR, Sanford, Fla.

KIRSTEN, GEORGE
WJRI, Lenoir, N. C.

KISTLER, JACK
WKBN, Youngstown, Ohio

KISTLER, JOHN R.
WKBN-TV, Youngstown Ohio

KLEMM, DAVE
WANE, Fort Wayne, Ind.

KNICK, WALTER
WBNS-TV, Columbus Ohio

KNOX, KEN
KRBC, Abilene, Tex.

KOENIG, MARGE
KOA-TV, Denver, Colo

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

DAVID ROSE

KOSACK, JOSEPH E.
WVLN, Olney, Ill.
KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.
KOZAK, CHET
KCLO, Leavenworth, Kans.
KRAMER, EDDIE
WVMC, Mt. Carmel, Ill.
KREGER, DON
Music Hall Varieties
WVEC-TV, Hampton-Norfolk,
Va.
KRUEGER, RALPH
WJL, Niagara Falls, N. Y.
KUBIAK, WALLY
KYUM, Yuma, Ariz.

— L —

LaFONTAINE, HENRY
WICH, Norwich, Conn.
LAHUSEN, KATHRYN
WRFD, Worthington, Ohio
LAMB, HELENE SMITH
KALI, Pasadena, Calif.
LAMM, AL
WOW, Omaha, Nebr.
LANE, HAZEL
KROW, Oakland, Calif.
LANE, HOMER
KOOL, Phoenix, Ariz.
LANG, SIDNEY
WIND, Chicago, Ill.
LARSEN, GENE
KFMA, Davenport, Iowa
LASH, CLIFF
WLW-T, Cincinnati, Ohio
LAUDEMANN, PETE
WDSU-TV, New Orleans, La.
LAURIE, B. A.
KEBE, Jacksonville, Texas
LaVALLE, PAUL
The Cities Service Band of
America
NBC

LAWRENCE, ELLIOT
Stars on Parade, Melody
Street
Du Mont
LEACH, BILL
KNEA, Jonesboro, Ark.
LEE, ARCHIE
WHOP, Hopkinsville, Ky.
LEE, PETER
WJW, Cleveland, Ohio
LEIB, MAX
WJR, Detroit, Mich.
LEVERETTE, LULA MAE
WVOP, Vidalia, Ga.
LEVERTON, BUCK
WHVF, Wausau, Wis.
LEVINE, HENRY
WTAM, Cleveland, Ohio
LEWIS, MILT
WTTV, Bloomington, Ind.
LEWIS, WILBUR
WANT, Richmond, Va.
LINDHOLM, FRED
KRIB, Mason City, Iowa
LINDSEY, MORT
WCBS-TV, New York, N. Y.
LITTLE, LEON
KBRL, McCook, Nebr.
LOCKHART, HARRY
WAVE-TV, Louisville, Ky.

LOMBARDO, GUY
B. June 2, 1901, London, Ont.,
Canada. Lombardoland, USA,
Mutual; Guy Lombardo Show,
Transcribed, Syndicated

LONGE, JAMES E.
KWG, Stockton, Calif.
LOOS, JACK
WOWO, Port Wayne, Ind.
LOPEZ, VINCENT
Luncheon with Lopez
Mutual

LoPRESTI, JACK V.
WWNS, Statesboro, Ga.
LOWTHER, KAY
WMON, Montgomery, W. Va.
LUCIER, PHYLLIS
WJAN, Spartanburg, S. C.
LYNN, JOE JR.
WREL, Lexington, Va.
LYONS, JOSEPH J.
WJOL, Joliet, Ill.

— Mc —

McCOY, BILL
KOLN-TV, Lincoln, Nebr.
McDONALD, HELEN
KXRX, San Jose, Calif.
McELRATH, NANCY
WIS-TV, Columbia, S. C.
McGILL, MILLIE
WMIX, Mt. Vernon, Ill.
McGUIRE, BETTY JO
WESC, Greenville, S. C.
McINTIRE, RUSS
WSP, Salisbury, N. C.
McKINNEY, ALENE
KBIG, Avalon, Calif.
McLEAN, DON
Keyboard Kapars
KFYR-TV, Bismarck, N. Dak.
McMAHON, MAUREEN B.
WBNY, Buffalo, N. Y.
McMULLEN, JIMMY
KLiX-TV, Twin Falls, Idaho
McNEIL, IDA A.
KGFX, Pierre, S. Dak.
McROY, PAUL F.
WCIL, Carbondale, Ill.
McWHORTER, DON
WHAW, Weston, W. Va.

— M —

MAGUIRE, JAMES B.
WKEL, Kewanee, Ill.



CHARLES F. PAUL

Love of Life — CBS-TV
Road of Life — CBS-TV and Radio
Nora Drake — CBS
Secret Storm — CBS-TV

**BUDDY
COLE**

Musical Director

Truth or Consequences — NBC TV
The Bing Crosby Show — CBS
The Rosemary Clooney Show — CBS

MAHAFFEY, ROBERT
KBNZ, La Junta, Colo.
MAIZE, JAMES H.
KVOA, Tucson, Ariz.
MALLETTE, LLOYD
KXGI, Fort Madison, Iowa

MALTBY, RICHARD
Paul Whiteman Show, ABC; "X"
Records, SESAC Transcriptions,
Music By Maltby

MANNING, BILL
WKY, Frankfort, Ky.
MANTOVANI
Music by Mantovani
NBC
MARGUARDT, LOUISE
KATY, San Luis Obispo,
Calif.

MARSHALL, GENE
WGAI, Elizabeth City, N. C.
MARSHALL, GEORGE
WBTV, Huntington, W. Va.

MARTIN, JOHN
KLIZ, Brainerd, Minn.
MASON, MARY
WBAT, Philadelphia, Pa.

MASON, NALA
WMOA, Marietta, Ohio.
MAXWELL, RAMOND
WTVL, Waterville, Maine

MEKIN, JACK
You Bet Your Life
NBC-TV
MEIER, KARL
WMMB, Melbourne, Fla.
MERENS, LAMAN
WRIN, Racine, Wis.
MERKER, GARY
KVEE, San Luis Obispo, Calif.
MERKER, GEORGE
WRMN, Elm, Ill.
MERKMAN, DON
WDDL, Olean, N. Y.

MERRITT, EDWARD
WBRR, Pittsfield, Mass.
MESERVA, NORMAN
WOLF, Syracuse, N. Y.
METCALFE, ROBERT E.
WOHL, East Liverpool, Ohio.
METCHNER, BILL
WCCO-TV, Minneapolis, Minn.
MEYER, BOB
WGEM-TV, Quincy, Ill.
MEYERS, HARLOW
KVEE-TV, San Luis Obispo,
Calif.

MILLEN, THEODORE
WBEC, Pittsfield, Mass.
MILLER, ARNOLD B.
WAT, Chicago, Ill.
MILLER, ELWANDA
WTCO, Campbellville, Ky.

MILLER, FRANKLIN
WMVO, Mount Vernon, Ohio.
MILLER, HARRISON
KIT, Yakima, Wash.
MONROE, VAUGHN
The Vaughn Monroe Show
NBC-TV

MONTANO, ALICE B.
KNOG, Nogales, Ariz.
MORGAN, HOWARD
WGNJ, Wilmington, N. C.

MORGAN, WAYNE
WAFR, High Point, N. C.
MORTON, LOU
WSAI, Cincinnati, Ohio.

MOSENA, DICK
KIBR, Burlington, Iowa.
MOSER, CLYDE
WTAR, Norfolk, Va.

MOSHIER, JUDITH
WCLL, Corinth, N. Y.
MOSLEY, ED
KREM, Spokane, Wash.

MOSS, PHIL
WMPB, Memphis, Tenn.

MULLIGAN, RAY
WPAM, Pottsville, Pa.
MUNICH, CHARLES
The Boston Symphony
Orchestra
NBC
MURFE, FRED
WLAN, Nashville, Tenn.
MYERS, JOY
KCID, Caldwell, Idaho.
MAERS, NORMA
WMNF, Menomonee, Wis.

— N —

NALL, HAROLD
WFNS, Burlington, N. C.
NAPIER, BYRON
KCRV, End, Okla.
NAVFA, NAJLA
KTOK, Oklahoma City, Okla.

NEAL, PAUL
WFNS, Columbus, Ohio.
NEGRU, JOE
WDTV, Pittsburgh, Pa.

NELMS, WILLIAM
WTAX, Springfield, Ill.
NELSON, DON
KJN, Redmond, Oreg.

NICHOLS, STEVE
KBHS, Hot Springs, Ark.
NICHOLSON, BOBBY
The Bob Smith Show
NBC-TV

NIDES, HARRY
WATE-TV, Knoxville, Tenn.
NININGER, EVE
WHDJ, Roanoke, Va.

NIX, ED
KATZ, Santa Ana, Calif.
NORDEN, EARL
WBBF, Houghton, Mich.
NOZMAN, RALPH
Elkm Hour
ABC-TV

WILBUR HATCH

MUSICAL DIRECTOR

"I LOVE LUCY"

"OUR MISS BROOKS"

"DECEMBER BRIDE"

"THE WHISTLER"

CBS-TV

NELSON RIDDLE

Conductor - Composer - Arranger

TV

BETTY HUTTON - MAX LIEBMAN
SPECTACULAR ON NBC

THIS IS YOUR MUSIC
TV COAST TO COAST

Conducting and Arranging
on

CAPITOL RECORDS for

NAT "KING" COLE FRANK SINATRA
BETTY HUTTON MARGARET WHITING

BETTY HUTTON

Night Club Engagements

MOTION PICTURES

"MY SISTER EILEEN"—
Col.

"FINIAN'S RAINBOW"—
Placid Prints.

NORMAN, RALPH
WOMT, Manitowoc, Wis.



ODOM, MITCH
KBTM, Jonesboro, Ark.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
OLSWANGER, BERT
WMT, Memphis, Tenn.
O'RANCH, JACK
WKRT, Cortland, N. Y.
OSBORN, TIM
KTHT, Houston, Texas
OSBORNE, OZZIE
WMBD, Peoria, Ill.
OSSER, ABE
Dancing Party
ABC
OVERSTREET, MRS. MAVIS
WSLS, Roanoke, Va.



PADGETT, MATTIE
WIRC, Hickory, N. C.
PAINTER, DICK
KVGB, Great Bend, Kans.
PALMER, BILL
WTVN-TV, Columbus, Ohio
PALMER, GEORGE
WNHC-TV, New Haven, Conn.
PALMER, SIDNEY
KARK-TV, Little Rock, Ark.
PARKER, KENNETH
KTVX, Muskogee, Okla.
PARKER, MARION
KATV, Pine Bluff, Ark.
PARKES, ERMA
KEVY, Provo, Utah
PARKIN, L.
KGDM, Stockton, Calif.

PAUL, CHARLES F.
Love of Life, Secret Storm, CBS-TV; Road of Life, CBS, CBS-TV; Nora Drake, CBS

PATTERSON, FRANCES
WNDR, Syracuse, N. Y.
PAVEY, RICHARD
WJLB, Detroit, Mich.
PAYNE, WILLIAM
KVOD, Denver, Colo.
PEHLMAN, CARL
KKTU, Colorado Springs, Colo.
PERAZZO, GENE
WQAM, Miami, Fla.
PERFUMI, VINCE
WTAR-TV, Norfolk, Va.
PERKINS, JIMMY
WBBB, Burlington, N. C.
PERKINS, PAT
WVET, Rochester, N. Y.
PERRY, DICK
WFAI, Fayetteville, N. C.
PETERS, JOHN
WPD, Clarksburg, W. Va.
PETRILLO, CAESAR
WBEM, Chicago, Ill.
PFLEGER, GEORGE
WJTN, Jamestown, N. Y.
PICCOLO, DOM
WKBI, St. Marys, Pa.
PIEFLOW, E. C.
KSDN, Aberdeen, S. Dak.
PIERCE, RONNIE
WLMJ, Jackson, Ohio
PIERSON, SELMA D.
WCAW, Charleston, W. Va.
PILDNER, HENRY
WGAR, Cleveland, Ohio
PLAGENS, RAY
WFAA-TV, Dallas, Tex.
PLOTNICK, NORMAN
WWDC, Washington, D. C.

PORTER, BERNICE J.
WGRA, Cairo, Ga.
POTTER, BARBARA
KVNI, Coeur d'Alene, Idaho
POWELL, RICHARD E.
WTOP, Washington, D. C.
POYTHRESS, E. T.
WLAG, LaGrange, Ga.
PRENTICE, CHARLES D., JR.
WHA1, Greenfield, Mass.
PRESTON, MRS. WAYNE
WACO, Waco, Texas



QUINTON, PATSY M.
WTYC, Rock Hill, S. C.



RALSTON, H. E.
WHBF, Rock Hill, S. C.
RANDALL, GORDY
WRGB, Schenectady, N. Y.
RANDOM, MICHAEL DONN
KLX, Oakland, Calif.
RASCO, JERRY
KCLV, Clovis, N. Mex.
RAYMOND, HAL
WKID, Urbana, Ill.
RECORE, ARVIE
WLW-D, Dayton, Ohio
REDUS, JACK
KFKA, Greeley, Colo.
REINHARDT, FRED
KITO, San Bernardino, Calif.
REPINE, BURT
WRVA, Richmond, Va.
REYNOLDS, JACK
WBRM, Marion, N. C.
RHOADS, JERRY
WIRK, West Palm Beach, Fla.

MARLIN SKILES

Composer-Conductor

Motion Pictures
Radio-Television



"That's My Boy"—CBS-TV
and
"Arrow in the Dust"
"Flat Top"
"Fighter Attack"
for
Allied Artists

WALTER SCHARF

Musical Director
Composer

The Donald O'Connor Show
"You're Only Young Once"
(Paramount)
"Artists and Models"
(Paramount)

RICHARDSON, KAY
KRSN, Los Alamos, N. Mex.
RICHMOND, BOB
WREN, Topeka, Kans.

RIDDLE, NELSON
B. June 1, 1921, Oradell, N. J.
Max Liebman-Betty Hutton Spectacular, NBC-TV; 50th Anniversary Show, Bank of America; This Is Your Music, Syndicated

RIDGELEY, RICHARD
Dancing Party
ABC
RIDGEWAY, JIM
KRBC-TV, Abilene, Tex.

RILEY, RALPH
WHIZ, Zanesville, Ohio
RILEY, RALPH
WHIZ-TV, Zanesville, Ohio

ROBBINS, EDWARD
WKBN, New Britain, Conn.
ROBBINS, MARIE
WRBV, Richmond, Ind.

ROBERE, JOHN
WDEF-TV, Chattanooga, Tenn.

ROBERTS, BILL
KDSX, Denison, Texas
ROBERTS, DON

WKNE, Keokuk, N. H.
ROBERTS, JOE
KBRK, Springdale, Ark.

ROBINA, ELANOR
WCNC, Wildwood, N. J.

ROBINSON, BARBARA
KTBC, Austin, Texas
ROBINSON, SALLY

KVOU, Uvalde, Texas
ROBINSON, STANLEY
WTNS, Coshocton, Ohio

ROGERS, DON
WRIB, Providence, R. I.

ROGERS, LANDIS
WACR, Columbus, Miss.
ROSCO, RICHARD
WHOM, New York, N. Y.

ROSE, DAVID
B. London, England. Red Skelton Show, It's a Great Life, CBS-TV; Pasadena Pops Playhouse, ABC-TV

ROSS, TONY
WBBW, Youngstown, Ohio
ROTH, ALAN

Book Berle Show
NBC-TV
ROWE, FLO BEACH
WSLB, Ogdensburg, N. Y.
RUMMINGER, MRS. ELMER
WMLU, Greenville, S. C.
RYAN, PAUL
WBEV, Beaver Dam, Wis.

— S —

SALTER, HARRY
Name That Tune
CBS-TV

SANFORD, CHARLES
B. June 17, 1905, New York.
Max Liebman Presents, Your Show of Shows, NBC-TV

SARGENT, MICHAEL
WBIW, Bedford, Ind.

SAUNDERS, DOROTHY
KCLB, Flagstaff, Ariz.
SAUTER, FINEGAN (Orchestra)
The Saturday Night Revue
NBC-TV

SCHAEFER, NORMAN
KRIC, Beaumont, Texas

SCHARF, WALTER
B. Aug. 1, New York City. The Donald O'Connor Show, NBC-TV

SCHOURICH, KAY
WITY, Danville, Ill.

SCHRAGER, RUDY
B. Aug. 28, 1905, New York.
Lux Radio Theater, NBC; Lux Video Theater, NBC-TV

SCHMIDT, PAUL
KPRC, Houston, Texas

SCHULZ, MYRON
WAAF, Chicago, Ill.

SCOTT, KEN
WPFO, Peoria, Ill.

SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SCOTT, ROBERT A.
WJLF, Bedford, Va.

SCOTT, ROBERTSON C.
KPOL, Los Angeles, Calif.
SUAUNCE, GOLDA
WMBH, Joplin, Mo.

SHAW, LOTTIE
WJTN, Gallatin, Tenn.

SHERMAN, BOB
WTNJ, Trenton, N. J.

SHERROW, DON
KSEK, Pittsburg, Kans.
SHEVLIN, ROBERT E.
WJLC, Port Jervis, N. Y.

SIMON, MILDRED
KWRE, Warrenton, Mo.
SIMPSON, JOHN
KOTA, Rapid City, S. Dak.

SIX, JACK
WTYN, Columbus, Ohio
SKILES, JACK
KENS-TV, San Antonio, Tex.

ROY BARGY

MUSICAL DIRECTOR

The Jimmy Durante Show

Management

"Scrappy" Lambert

SKILES, MARLIN

B. Dec. 17, 1906, Harrisburg, Pa.
That's My Boy, CBS-TV

SLATON, NORMA
WEBQ, Harrisburg, Ill.

SLATTON, MRS. JOHN
WJBB, Haleyville, Ala.

SLATTERY, MARY BELLE
WTMV, East St. Louis, Ill.

SLUSSER, HAZEL
WSUN, St. Petersburg, Fla.

SMITH, CLIFF
WEKY, Richmond, Ky.

SMITH, FRANK
In Town Tonight
WBEM-TV, Chicago, Ill.

SMITH, HOWARD
Garry Moore Show
CBS-TV

SMITH, JERRY
KGVO, Missoula, Mont.

SMITH, JOHN EDESL
WGSW, Greenwood, S. C.

SMITH, LOLA
WSPD-TV, Toledo, Ohio

SMITH, PHILIP C.
WTSV, Claremont, N. H.

SMITH, RODNEY
KDMS, El Dorado, Ark.

SMITH, VIRGINIA L.
KRMS, Osage Beach, Mo.

SNYDER, MARIE
WRSW, Warsaw, Ind.

SONTAG, GEORGE
WOC-TV, Davenport, Iowa

SPARKMAN, ERNEST
WWKO, Ashland, Ky.

SPELTZ, BERNARDINE
WFRH, Wisconsin Rapids,
Wis.

SPREULL, RAY
WLCS, Baton Rouge, La.

STABLE, DICK
The Colgate Comedy Hour
NBC-TV

STANIS, PAUL
KWK-TV, St. Louis, Mo.

STANLEY, ART
KOIL, Omaha, Nebr.

STANLEY, JAY
Musical Jackpot
WATV, Newark, N. J.

STANZIOLA, JOHN
WAZL, Hazleton, Pa.

STAUB, JOHN
WAYB, Waynesboro, Va.

STEIN, REX
WLDS, Jacksonville, Ill.

STELL, S. V.
WHAP, Hopewell, Va.

STELL, S. V.
WSVS, Crewe, Va.

STEPHENS, DAVID
WCAU-TV, Philadelphia, Pa.

STEPHENS, ROBERT
WJVB, Jacksonville Beach,
Fla.

STEVENS, RALPH
WBQ, Augusta, Ga.

STEVENS, ROBERT S.
WVCG, Coral Gables, Fla.

STITELER, FRANK
WGLS, Decatur, Ga.

STORDAHL, AXEL
Coke Time
Mutual

STRACENER, JOHN ROY
WJBO, Baton Rouge, La.

STRANGI, SUZANNE
WLOX, Biloxi, Miss.

STRICKLER, JAMES
WMSGW, Meadville, Pa.

STRINE, EARL
WCHA, Chambersburg, Pa.

STUART, EARL
WWJ-TV, Detroit, Mich.

STULL, BULL
KFDA, Amarillo, Texas

SULLIVAN, PHILLIP
WBAM, Montgomery, Ala.

SWANSON, GREG

KXBO, Mexico, Mo.

SYBILRUD, JERRY

KMPA, Los Angeles, Calif.

SYLVERN, HANK

Phil Silvers Show, Jane Froman
Show, CBS-TV; RCA Victor, MGM
Pictures

— T —

TELL, AL
KTVQ, Oklahoma City, Okla.

THOMAS, DICK
WNNJ, Newton, N. J.

THOMAS, LOYD
KHAS, Hastings, Neb.

THOMAS, MERLE
KPLC, Lake Charles, La.

THOMPSON, BOB
KMMT, Austin, Minn.

THOMPSON, MAURICE
WLBT, Jackson, Miss.

TIBBOTT, JOANNE E.
WNCC, Barnesboro, Pa.

TICE, FRANCES M.
WJOT, Lake City, S. C.

TILDEN, LOLA
WGMS, Washington, D. C.

TORRES, DON GIL
WDAF, Kansas City, Mo.

TOWNSEND, WALLY
CKLW, Detroit, Mich.

TOWNSEND, WALLY
CKLW-TV, Detroit-Windsor,
Mich.

TRAP, W. L.
WKBZ, Muskegon, Mich.

TRAVIS, VICTOR
WMID, Atlantic City, N. J.

TRENDLER, ROBERT
Chicago Theater of the Air
Mutual

**TROTTER, JOHN
SCOTT**
B. June 14, 1908, Charlotte, N. C.
Bing Crosby Show, CBS; Bing
Crosby Show, CBS-TV; George
Gobel Show, NBC-TV

TURNIPSEED, RHETT
WGBA, Columbus, Ga.

TWINER, DONNA
KBRZ, Freeport, Texas

TWOMEY, MORRY
KNOE, Monroe, La.

— V —

VAGNONI, FRANK
WABC-TV, New York, N. Y.

VAUGHN, JACK
KWIE, Kennewick, Wash.

VAUGHAN, LES
KLIF, Dallas, Tex.

VINCENT, MARY
WFBM, Indianapolis, Ind.

VOEGLI, DON
WMTV, Madison, Wis.

VOORHES, DONALD
The Telephone Hour
NBC

VOORHIS, VAN
WLBR, Lebanon, Pa.

— W —

WACKS, LOU
WMCA, New York, N. Y.

WARD, ANN
KRXX, Rexburg, Idaho

WARING, EVA
KCBQ, San Diego, Calif.

WATKINS, EVA MAE
WHJC, Matewan, W. Va.

WATSON, GARA
KICA, Clovis, N. Mex.

WAYNE, BERNIE

Composer, author, director, free-
lance

WAYNE, ROGER

WHLI, Hempstead, N. Y.

WEBB, GERALD K.

KYAK, Yakima, Wash.

WEBER, HENRY

Chicago Theater of the Air,
Enchanted Hour
Mutual

WEBB, BUDDY

Show Time
ABC

WEDDON, RALPH

KTEM, Temple, Texas

WEEKS, DICK

KTAC, Tacoma, Wash.

WEIKLE, WARREN S.

KOBK, Owatonna, Minn.

WELL, LOUIS PHILLIPS

WBCC, Bessemer, Ala.

WEINER, MILT

WLW, Cincinnati, Ohio

WEITMAN, LOUISE

KCLX, Colfax, Wash.

WERNER, ANNE

WRFW, Eau Claire, Wis.

WESTON, PAUL

Jo Stafford Show
CBS-TV

WHEELER, RON

KTAT, Frederick, Okla.

WHITE, ALBERT

KNBC, San Francisco, Calif.

WHITE, BEVERLY

WISC, Madison, Wis.

WHITTENTON, RITA

WCKB, Dunn, N. C.

WIEDLOTT, ALLO

WFBG, Altoona, Pa.

WIGGART, MIKE

WARM, Fort Pierce, Fla.

WILLIAMS, BRAD

WGHL, Galesburg, Ill.

WILLIAMS, DEL

WIMS, Michigan City, Ind.

WILSON, BILL

WARD, Johnstown, Pa.

WILSON, JACK

WARM, Scranton, Pa.

WING, ROBERT

KELY, Ely, Nev.

WINTERS, MEL

WOAI, San Antonio, Texas

WOESNER, ERNEST

WMUR-TV, Manchester, N. H.

WOLF, ERIC

WMIE, Miami, Fla.

WOOD, TOMMY

WMBR, Jacksonville, Fla.

WOODWARD, ARLISS

WKNX-TV, Saginaw, Mich.

WRIGHT, RAY

KGCX, Sidney, Mont.

— Y —

YANDON, DEL

KXLY-TV, Spokane, Wash.

YATES, YEWY

KWKW, Pasadena, Calif.

YOHE, CHARLES R.

WBCC-TV, Salisbury, Md.

YOUNG, AL

WCMA, Corinth, Miss.

YOUNG, VICTOR

B. Aug. 8, Warsaw, Poland

YOUNGBLOOD, JIM

WPAD, Paducah, Ky.

— Z —

ZEPP, ART

KHQ, Spokane, Wash.

ZIMMERMAN, HARRY

Family Theater
Mutual

ZIMMERMAN, JO ANN

WBZ, Ponea City, Okla.

LIDO BELLI

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BROADCASTING IN THE U.S.A.

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"A Record That Speaks For Itself".

The Market of more than 3,100,000 ITALO-AMERICANS in
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LIKE IT and ACT ON IT.

LIDO BELLI

Producer — Director — Announcer

PROGRESSIVE RADIO ADVERTISING CO.

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New York 51, N. Y.

MEIrose 5-5522

RADIO-TV DIRECTORS

—and their work during 1954



— A —

ADDISS, JUSTUS

B. June 23, 1917, New York City. Schlitz Playhouse of Stars, CBS-TV; Loretta Young Show, NBC-TV

ALEXANDER, KIRK

Morning Show
CBS-TV

ANDREWS, CLARK

Modern Romances
ABC

ANDREWS, MARTIN

My True Story. Pilgrimage
ABC

ASHER, WILLIAM

B. Aug. 8, 1921, New York City. I Love Lucy, CBS-TV

— B —

BELLI, LIDO

Producer, Director, Announcer,
WBNX

BIRCH, PETER

Morning Show. Jane Froman Show
CBS-TV

BLEYER, ROBERT

Arthur Godfrey Time, Arthur Godfrey and His Friends
CBS-TV

BOYD, SCUDDER

Morgan Beatty and the News
DuMont

BUNETTA, FRANK

Life Is Worth Living. Dollar a Second, Summer in the Park
DuMont

BURKE, CAROLINE

Vacation Wonderlands, Pirandello's Six Characters in Search of An Author, Wanda Landowska at Home, Three Steps to Heaven,
NBC

— C —

CAMPBELL, RAY

Spotlight, New York, Farm News
WABC

CASTLE, NICK

Directs and Stages Night Club Shows, Choreography for Motion Pictures and Television

COYLE, HARRY

Professional Football. Pantomime Quiz, Twenty Questions, Author Meets the Critics, Time Will Tell, Professional Boxing
DuMont

— D —

DAVIS, EDDIE

B. Jan. 10, New York City. Eddie Cantor Comedy Theatre, Corliss Archer, I Led Three Lives, Mr. District Attorney, Favorite Story, Ziv TV

DISKIN, SONNY

John Daly & the News, Walter Winchell, Stork Club
ABC

DIAMOND, VERN

CBS-TV

AL LEWIS

Directing and Co-Writing

"OUR MISS BROOKS"

CBS-TV

JOE QUILLAN

co-writer

"OUR MISS BROOKS"

CBS-TV

HERBERT SUSSAN

Producing and Directing

**"THE
GUY
LOMBARDO
SHOW"**

(Film Series)

Syndicated in U. S. and
Canada

By MCA TV, Ltd.



Directing and Staging

**"COKE
TIME"**
starring
**EDDIE
FISHER**

(NBC-TV)

for

The Coca-Cola Company

TE 8-0514

DONOHUE, JACK

Red Skelton Show, Professional
Father, That's My Boy, CBS-TV;
Colgate Comedy Hour, NBC-TV

DONOVAN, THOMAS

Danger
CBS-TV

— E —

ECKLER, RICHARD

Secret Files of Captain Video,
Stars On Parade
DuMont

— F —

FAY, PAT

Broadway to Hollywood, The
Ilona Massey Show, Finders
Keepers
DuMont

FERBER, MELVIN

Six O'Clock Report, News of
Night
CBS-TV

— G —

GATELY, FREDERICK

B. Oct. 5, 1909, DeKalb, Ill.
Mayor of the Town, Big Town,
MCA-TV

GRAHAM, JOSEPH

Evening Comes, Whispering
Streets, It's Your Business
ABC

GREINER, BOB

The Jack Gregson Show,
Sheraton Luncheon with
Frank Farrell, The Fitzger-
alds
WABC

GROSS, LLOYD J.

B. July 7, 1918, Weehawken,
N. J. Masquerade Party, ABC-
TV; Break the Bank, Portia
Faces Life, Perry Como Show,
Songs for Sale, Tonight on
Broadway, CBS-TV

— H —

HARLIB, MAT

Horizous
ABC

HELLER, FRANKLIN

What's My Line, Beat the
Clock
CBS-TV

HEWITT, DON

Douglas Edwards and the
News, See It Now
CBS-TV

HILL, CHARLES

CBS-TV

HINES, DREXEL

Companion, Metropolitan Op-
era Auditions
ABC

HOBIN, BILL

Les Paul and Mary Ford Show,
Garroway at Large, Wayne King
Show, Your Show of Shows, Max
Liebman Presents, NBC-TV

HODGES, GIL

Club 770, Spotlight, New
York, Farm News
WABC

— J —

JAMISON, MARSHALL

CBS-TV

JOHNSTON, AL

The Barry Gray Show
DuMont

— K —

KELLINO, ROY

B. April 22, 1912, London, Eng-
land. Schlitz Playhouse of Stars,
Four Star Playhouse, CBS-TV

KELLY, BYRON

Danger
CBS-TV

Sincerest thanks to the crew

of

FOUR STAR PLAYHOUSE

and

SCHLITZ PLAYHOUSE OF STARS

Roy Kellino

NICK CASTLE

*Directed and Staged
For Night Club*

MARTIN AND LEWIS

BETTY HUTTON

NANETTE FABRAY

DINAH SHORE

JOEL GREY

THE SKYLARKS

VAN JOHNSON

PATTY ANDREWS

ESTELITA

CHOREOGRAPHY

Motion Pictures

"Living It Up"

"Red Garters"

"The Big Top"

"The Eddy Foy Story"

Now in Production

"You're Too Young"

CHOREOGRAPHY

TV

The Bob Hope Shows

The Martin and Lewis Shows

KENNEY, WESLEY

Rocky King, Detective; The
Walter Woolf King Show,
Funny Bunny
DuMont

KENWILL, HERBERT

Varian's Comedy Hour
CBS-TV

KLINE, BENJ. H.

B. July 11, Birmingham, Ala.
Fireside Theater, NBC-TV

— L —

LANDERS, LEW

B. Jan. 2, 1902, New York City.
Topper, CBS-TV

LEWIS, AL

B. Oct. 25, 1912, Brooklyn,
N. Y. Our Miss Brooks, CBS-TV

LOCKWOOD, GREY

B. April 18, The Martha Raye
Show, The Red Buttons Show,
Robert Montgomery Presents,
Colgate Comedy Hour, NBC-TV

LOWE, DAVID

What's the Story, Life Begins
at Eighty, One Minute,
Please, New York Times-
Youth Forum
DuMont

LUDET, SIDNEY

You Are There
CBS-TV

LUNGREN, LYNN

Magie's Magazine with Magie
McNellis, The Doug Brownie
Show, The Fitzgeralds
WAB

— Mc —

McLEOD, VICTOR

B. Aug. 2, 1906, Nampa, Idaho.
The Spike Jones Show, NBC-TV

— M —

MANNO, CHUCK

Magie's Magazine with Magie
McNellis
WAB

MARCEAU, WILLIAM

The Pharo-clothes Man
DuMont

MARSHALL, WILLIAM

Whispering Streets, Metro-
politan Opera, Firestone
ABC

MARVEL, TED

Youth Takes a Stand, Sunday
News, Special
CBS-TV

MONTGOMERY, ROBERT

American Tobacco Theatre, Johnson's Wax Program, NBC-TV

MONTY, GLORIA

Secret Storm
CBS-TV

— N —

NELSON, RALPH

B. Aug. 12, 1916, New York City. Mama, Omnibus, CBS; Motorola Hour, ABC Album, ABC

NICKELL, JOHN PAUL

B. Dec. 28, 1915, Salt Lick, Ky. Studio One, Omnibus, Best of Broadway, CBS-TV

NOCKS, ARNEE

Captain Video, Night Editor, On Your Way
DuMont

NUGENT, EDDIE

Fight Talk
ABC

— P —

PAUL, BYRON

Jane Froman Show
CBS-TV

PEYSER, JOHN

Man Behind the Badge, CBS-TV

POLK, LEE

Opera Cameos, Magic Cottage
DnMont

POST, TED

B. March 31, 1918, Brooklyn, N. Y. Schlitz Playhouse of Stars, CBS-TV; Medic, NBC-TV; Waterfront, Syndicated

PURDY, RAI

Sports Spot, Winky Dink
CBS-TV

— Q —

QUILLAN, JOE

B. Aug. 31, 1915, Philadelphia, Pa. Our Miss Brooks, CBS-TV

— S —

SAMMON, ROBERT

CBS-TV

SANDWICH, DICK

Down You Go, The Paul Dixon Show, The Igor Cassini Show
DuMont

SATENSTEIN, FRANK

Jaetie Gleason, Robert Q. Lewis Show
CBS-TV

SAVALAS, TELLY

Club 770
WABC

SCANLAN, WALT

Spotlight, New York
WABC

SCHAFFNER, FRANKLIN J.

Studio One, Person to Person,
CBS-TV

SCHIMMEL, CLARENCE

Garry Moore Show
CBS-TV

SCHNEIDER, DICK

Color Tour, Today, NBC-TV

SEARS, FRED F.

B. July 7, Boston, Mass. Ford Theater, NBC-TV; Contract Columbia Pictures

WILLIAM ASHER

WALTER STRENGE

A.S.C.

Director of Photography



"WATERFRONT"

"MY LITTLE MARGIE"

**FREDERICK
GATELY**

A.S.C.

Director of Photography

★

**"MAYOR OF THE TOWN"
"BIG TOWN"**

EDDIE DAVIS

director

CORLISS ARCHER

EDDIE CANTOR COMEDY
THEATRE

FAVORITE STORY

I LED THREE LIVES

MR. DISTRICT ATTORNEY

for ZIV-TV

**JACK
DONOHUE**

Director

The Red Skelton Show
CBS TV

JUSTUS ADISS

Director

•

**"Schlitz Playhouse
of Stars"**

"The Loretta Young Show"

Management:

Wm. W. Barnes
CRestview 4-1166
Beverly Hills

SEGAL, ALEX

U. S. Steel
ABC

SHEA, TOM

The Fitzgeralds
WABC

SHEAR, BARRY

Guide Right, The Ernie Kovacs Show, Joseph Schildkraut, Melody Street
DuMont

SILBERSHER, MARVIN

Brighter Day
CBS-TV

SMITH, SID

B. Nov. 11, 1920, Minneapolis, Minn. Colgate Comedy Hour, Texaco Star Theater, The Jimmy Durante Show, NBC-TV

SOMERVILLE, WARREN

Sammy Kaye, Henry Jerome, Dancing Party
ABC

STEDMAN, BILL

Martin Block's Make Believe Ballroom, The Boy Next Door with Mort Lindsey
WABC

STEEN, CORT

Voice of Firestone, ABC-TV

STRENGE, WALTER

B. May 2, 1898, Albany, N. Y. Waterfront, My Little Margie, Syndicated

SUSSAN, HERBERT

The Guy Lombardo Show, Syndicated; Coke Time Starring Eddie Fisher, NBC-TV

— T —

TELFORD, FRANK

Love Story, The Stranger
DuMont

TRENNER, MICKEY

St. John the Divine Christmas Show
ABC

— W —

WALD, ROBERT

American Inventory, NBC-TV

WALLACH, GEORGE

Adventures of the Falcon, His Honor, Homer Bell, Watch the World, Inner Sanctum, NBC Film; The Jane Pickens Show, NBC-TV

WALTERS, VINCENT

Morning Show News
CBS-TV

WHELAN, KENNETH T.

CBS-TV

WIEST, GEORGE

Just Easy with Jack Gregson
ABC

WRAY, JOHN

Toast of the Town
CBS-TV

— Y —

YARBROUGH, JAMES

The Seeking Heart
CBS-TV

BENJ. H. KLINE

A. S. C.

Director of Photography



**FRANK WISBAR
PRODUCTIONS**

**LEW
LANDERS**



VICTOR McLEOD

TV

Writer - Producer - Director

TED POST

Director

Schlitz Playhouse

Medic

Waterfront

**J
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H
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P
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S
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R**

Director

of

"Man Behind the Badge"

GREY LOCKWOOD

NBC-TV

DIRECTOR



Cort Steen

DIRECTOR

OF

"VOICE OF FIRESTONE"

ABC-TV

**SID
SMITH**

Director

NBC-TV

Hollywood

**TEXACO STAR THEATRE
JIMMY DURANTE**

DICK SCHNEIDER

DIRECTOR

OF

"COLOR TOUR"

and

"TODAY"

NBC-TV

FRED F. SEARS

Director

FORD THEATER

under contract to
COLUMBIA PICTURES



ROBERT WALD

PRODUCER-DIRECTOR, "AMERICAN INVENTORY"

NBC TELEVISION

1232

RADIO-TV PRODUCERS

Network and Independent—and their work during 1954



— A —

AKIN, JACK
WJHP-TV, Jacksonville, Fla.

ALTMAN, WILLIAM
MARKHAM
Studio One
CBS-TV

ALVES, JOHN
WSJV, Elkhart, Ind.

ANDERSON, WENDELL
Talent Parade
WREX, Rockford, Ill.

ANDREWS, DAVID
WDEF-TV, Chattanooga,
Tenn.

ANTHONY, JACK
WLW-C, Columbus, Ohio

APPELL, DON
CBS-TV

AREND, THOMAS E.
Hayloft Party
WMTV, Madison, Wis.

ARNELL, PETER
I'll Buy That, What's in a Word,
The Name's the Same, CBS

ASTOR, DAVE
WPMT, Portland, Me.

ATCHER, BOB
B. May 11, 1914, Hardin County,
Ky. Meadow Gold Ranch, WBKB-
TV; National Barn Dance, WLS;
Singing A Ranch, Best of the
West, Playtime, WGN-TV; Fault-
less Starch Time, NBC

ATKINSON, JOHN
WRDW-TV, Augusta, Ga.

AWSUMB, ROGER
WMIN-TV, St. Paul, Minn.

AYERS, TED
Washington
CBS-TV

— B —

BAILEY, JUDSON
Sports
CBS-TV

BAILY, MEL
Heartbeat of Industry, Bobby
Benson
Mutual

BAKER, JERRY
Atomic Serenade
KGGM-TV, Albuquerque, N.
Mex.

BARNES, JERRY
WWLP, Springfield, Mass.

BARRECA, FRANK
KVOA-TV, Tucson, Ariz.

BASS, LEONARD
Counter-Spy
Mutual

BAUMAN, ED
WKNY-TV, Kingston, N. Y.

BEACH, HUGH
Youth Takes a Stand, Sports
Spot
CBS-TV

BERFIELD, FRANK
WMCT, Memphis, Tenn.

BERG, HAL
WILR-TV, Wilkes-Barre, Pa.

BERNS, LARRY
Our Miss Brooks
CBS, CBS-TV

BIGGS, BILL
KOPO-TV, Tucson, Ariz.

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BOAK, ROBERT
WMUR-TV, Manchester, N. H.

BOLIN, ART
WARM-TV, Scranton, Pa.

BOLKCOM, LLOYD
WMIN-TV, St. Paul, Minn.

BOLLINGER, ROBERT
WJAC-TV, Johnstown, Pa.

BOOKER, GEORGE
WJHP-TV, Jacksonville, Fla.

BORGE, PAUL
KMTV, Omaha, Nebr.

BOYD, SCUDDER
Morgan Beatty and the News
DuMont

BRANT, BILL
WDTV, Pittsburgh, Pa.

BREEN, TOM
After Hours
KFEL-TV, Denver, Colo.

BRENT, RUTH
KGNC-TV, Amarillo, Texas

BRODHEAD, CHARLES
CKLW-TV, Detroit-Windsor,
Mich.

BRODKIN, HERB
Elgin TV Hour
ABC

LEON FROMKES



Executive Producer

"RAMAR OF THE JUNGLE"

"ELLERY QUEEN"

"HALLS OF IVY"

DUKE
GOLDSTONE

C
A
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NBC-TV

PRODUCER

DIRECTOR

CAROLINE BURKE

BROWN, ELMO

T. V. Toons
KTBC-TV, Austin, Texas

BRITAIN, TOM BROWN

KCEB-TV, Tulsa, Okla.

BRUTON, CARL E.

WTVJ, Miami, Fla.

BUNETTA, FRANK

The Ernie Kovacs Show
DuMont

BURKE, CAROLINE

Vacation Wonderlands, Pirandello's Six Characters in Search of An Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

BURKLEY, OWEN

WOW-TV, Omaha, Nebr.

BURNETT, JACK

General Sports Time
Mutual

BURT, HARDY

State of the Nation
Mutual

BUSCHMEYER, FRED S., JR.

What's Cooking
KARK-TV, Little Rock, Ark.

BUTTERFIELD, ALFRED

CBS-TV

— C —

CAHOON, JAMES B.

UN in Action
CBS-TV

CAREY, CHARLES

WFIE-TV, Evansville, Ind.

CARLSON, BRAMER

WSEE, Erie, Pa.

CARLSON, MARTHA

The Birdeage
WBTM-TV, Danville, Va.

CAROW, RAY

WEAR-TV, Pensacola, Fla.

CARR, BOB

WTRF-TV, Wheeling, W. Va.

CARROLL, JACK

WLW-C, Columbus, Ohio

CARTER, BILL

Florida Calling with Tom Moore, True or False
Mutual

CARTER, KENNY

KTVH, Hutchinson, Kans.

CHANDLER, JACK

Taste for Living
KKTU, Colorado Springs, Colo.

CHAPMAN, JACK B.

KTSM-TV, El Paso, Texas

CHEVILLAT, DICK

It's a Great Life
NBC-TV

CLAIRE, MARION

Chicago Theater of the Air
Mutual

COLGAN, FRED

WGEM-TV, Quincy, Ill.

COLVIN, JAKE

KRGV-TV, Westlaco, Texas

COON, HARRY

WBBM-TV, Chicago, Ill.

COOPER, HAL

Magic Cottage
DuMont

COX, BILL

WOOD-TV, Grand Rapids, Mich.

COX, BRUCE

Three City Final
WLW-T, Cincinnati, Ohio

COX, JIMMY

Colorado Hayride
KCSJ-TV, Pueblo, Colo.

CORDOVA, FREDERICK de

December Bride
CBS-TV

CORDOVA, J. A. GONZALEZ

WAPA-TV, San Juan, P. R.

CORLEY, ROBERT

WQXL-TV, Atlanta, Ga.

CORVO, PHILIP

WKNB-TV, New Britain, Conn.

COVEY, LYNN

WTRF-TV, Wheeling, W. Va.

CRANOW, GUS

WAFB-TV, Baton Rouge, La.

CROFFORD, CLIFF

Chuck Wagon Time
KBAK-TV, Bakersfield, Calif.

CURRAM, BARBARA

KXJB-TV, Valley City, N. Dak.

— D —

DANIELS, ALFRED

WLBT, Jackson, Miss.

DARGAN, CHARLES K.

WNBK, Cleveland, Ohio

DAUGHERTY, JEAN

These Things We Share
WHEN-TV, Syracuse, N. Y.

DAVENPORT, JACK

WTTV, Bloomington, Ind.

DECKER, LEO

WTV, Durham, N. C.

DEERING, DAVE

Sewing Basket
KOMU-TV, Columbia, Mo.

del VALLE, JAIME

B. Jan. 19, 1919, Los Angeles, Calif. The Line Up, CBS-TV; Johnny Dollar, General Electric Theater, CBS; Richard Diamond, NBC

DEMUND, CHARLES

KOOL-TV, Phoenix, Ariz.

DEVINE, OTTIS

WSM, Nashville, Tenn.

DICKEY, JAMES

WSLS-TV, Roanoke, Va.

BILL HOBIN

ASSOCIATE PRODUCER — DIRECTOR

MAX LIEBMAN

PRODUCTIONS

PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

Exclusive Management

ASHLEY-STEINER, INC.

Press Representative

SOLTERS-O'ROURKE & ASSOCIATES

LLOYD GROSS

FREE LANCE
DIRECTOR-PRODUCER

DIRECTING
"MASQUERADE PARTY"
ABC-TV

"BREAK THE BANK"
ABC-TV



DIMAC, VLADA
KTVQ, Oklahoma City, Okla.
DORICK, DONALD
Open House
KAKE-TV, Wichita, Kans.
DOZIER, WILLIAM
CBS-TV
DRYER, SHERMAN H.
Search That Never Ends
Mutual

— E —

EDEIMAN, LOUIS
Make Room for Daddy
ABC-TV
EDMONDSON, NEAL
Hospitality House
KSBW-TV, Salinas, Calif.
EDWARDS, BUD JOHN
KCCC-TV, Sacramento, Calif.
EDWARDS, DON
KCSJ-TV, Pueblo, Colo.
EDWARDS, SUE
WSAZ-TV, Huntington,
W. Va.
EDWARDS, WEB
Hawaii Calls
Mutual
ELKS, BILL
WNCT, Greenville, N. C.

**ELLSWORTH,
WHITNEY**

B. Nov. 27, 1908, Brooklyn, N. Y.
Superman, Syndicated
ENION, BERT
Gal Next Door
WHEN-TV, Syracuse, N. Y.
ERSKINE, CHESTER
TV Reader's Digest
ABC-TV
ESKELIN, JIM
KEYT, Santa Barbara, Calif.
EVANS, RONNIE
WRBL-TV, Columbus, Ga.

— F —

FALK, HERM
Teen's Dance Time
KSN-TV, San Francisco,
Calif.
FATKIN, MARSHALL
WSTV-TV, Steubenville, O.
FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn.
Andy's Gang, ABC-TV
FETTER, TED
Morning Show
CBS-TV
FISHER, ED
WHIZ-TV, Zanesville, Ohio
FITZGERALD, LARRY
KRBC-TV, Abilene, Texas
FLEISCHMAN, STEPHEN
The Search
CBS-TV
FOERSTER, FRED
WBRE-TV, Wilkes-Barre, Pa.
FORREST, ROBERT A.
WCAU-TV, Philadelphia, Pa.
FRIENDLY, FRED
See It Now
CBS-TV
FURSE, RUSSELL
KEYT, Santa Barbara, Calif.

— G —

GALLAGHER, PETE
WGLV, Easton, Pa.
GAREY, MARSDEN
KHOL-TV, Kearney, Nebr.
GARNER, JAMES
WDEF-TV, Chattanooga,
Tenn.
GAYNES, LLOYD
The Vagabond
WTVJ, Miami, Fla.
GEMAR, BILL
KTVH, Hutchinson, Kans.
GEORGIANNI, MIKE
WSYR-TV, Syracuse, N. Y.
GERRY, ROGER
Summer in the Park, Down
You Go, Concert Tonight,
Stars on Parade, Melody
Street
DuMont
GILBERT, BOB
WSUN-TV, St. Petersburg,
Fla.
GILDERSLEEVE, WILLIAM
WMUR-TV, Manchester, N. H.
GINGELL, GEORGE
How's Your Memory
WRBL-TV, Columbus, Ga.
GLEASON, ROBERT STUART
WGBS-TV, Miami, Fla.
GLENN, TONY
WUSN-TV, Charleston, S. C.
GOLDSTONE, DUKE
B. Jan. 17, 1914, Omaha, Nebr.
Liberace, Florian Zabach, Frank-
ie Laine, Connie Haines, Life
with Elizabeth, Horace Heidt,
Syndicated
GOORIAN, LEN
WCPO-TV, Cincinnati, Ohio
GOTSCHELL, DONALD
WLW-C, Columbus, Ohio
GOTTLIEB, ALEX
Dear Phoebe
NBC-TV
GOULD, GEORGE
CBS-TV
GRAS, HAROLD W., JR.
Sagebrush Theatre
KVOA-TV, Tucson, Ariz.
GRATTON, BILL
KBOI, Boise, Idaho
GRAY, ORLON
WVEC-TV, Hampton-Norfolk,
Va.

AXEL GRUENBERG

Producer-Director

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

Now In Its Third TV Year*

*1953 Academy of Television Arts
and Sciences Awards Winner

RALPH LEVY

CBS-TV

Producer-Director

FELIX JACKSON

PAUL NICKELL

FRANKLIN SCHAFFNER

STUDIO ONE

GREEN, GEORGE
Junior Frolics
WATV, Newark, N. J.

GREER, BEN
WGVL, Greenville, S. C.

GRESHAM, AL
WMCT, Memphis, Tenn.

GRIFFITH, DAVE
Adventure Corner
WSTV-TV, Steubenville, Ohio

GROSS, LLOYD J.
B. July 17, 1918. Weehawken,
N. J. Masquerade Party, ABC-
TV; Break the Bank, Portia Faces
Life, Perry Como Show, Songs
for Sale, Tonight on Broadway,
CBS-TV

GRUENBERG, AXEL
B. Aug 17, Riga, Latvia. This
Is Your Life, NBC-TV; Revue
Productions

GRUNFELD, FRED
Musical Almanac
Mutual

— H —

HALL, CHARLES
WCSC-TV, Charleston, S. C.

HALLMAN, DON
WAFB-TV, Baton Rouge, La

HAMMERSTEIN, TED
Food for Thought
WABD, New York, N. Y.

HAMMERSTEIN, TED
Broadway to Hollywood
DuMont

HARRIS, DAVID K.
Adventures in Outdoor Living
WNHC-TV, New Haven, Conn.

HARRIS, GEORGE
KCSJ-TV, Pueblo, Colo.

HEIDER, FRED
Voice of Firestone
ABC

HEILWELL, DAVID
Danger
CBS-TV

HELGERSON, BUD
KXJB-TV, Valley City, N. Dak

HEMKE, BILL
KOLN-TV, Lincoln, Nebr

HENNING, PAUL
Bob Cummings Show
NBC-TV

HERBERT, DON
Watch Mr. Wizard, NBC-TV;
General Electric Theatre, CBS-TV

HERMAN, KEN
Water Wonderland
WTOM-TV, Lansing, Mich

HERRIDGE, ROBERT
WCBS-TV, New York, N. Y.

HOBIN, BILL
Les Paul and Mary Ford Show,
Garroway at Large, Wayne King
Show, Your Show of Shows, Max
Liebman Presents, NBC-TV

HOFFMAN, CURT
KLZ-TV, Denver, Colo.

HOLMES, JOHN R.
KATV, Pine Bluff, Ark

HOLLAND, BERNARD
CKLW-TV, Detroit-Windsor,
Mich.

HOLLENBECK, WILLIAM
KQVR, Stockton, Calif.

HOSKINS, H. J.
WICS, Springfield, Ill

HUGHES, LLOYD
WLAC-TV, Nashville, Tenn

HUGHES, T. J., JR.
WSLS-TV, Roanoke, Va.

HURDLE, JACK
B. June 13, 1909. The Jackie
Gleason Show, CBS-TV

HURLEIGH, ROBERT F.
Reporters' Roundup
Mutual

— J —

JACKSON, FELIX
B. June 5, 1902, Hamburg, Ger-
many. Studio One, CBS-TV

JACOBSON, ART
KMTV, Omaha, Nebr.

JACOBSEN, GENE
WKY-TV, Oklahoma City,
Okla.

JACOBSON, JACK
Wendy Barrie Show
WHIO-TV, Dayton, Ohio

JENKINS, JOSEPH A.
WTVN-TV, Columbus, Ohio

JENNINGS, BOB
Have A Heart
Mutual

JOHNSON, GLENN
WBTV, Charlotte, N. C.

JOHNSON, VANCE
WFBC-TV, Greenville, S. C.

JONAS, PAUL
Game of the Day. Game of
the Week, Bowl Football,
World Series, All-Star Base-
ball, Sports Digest
Mutual

JONES, HARRY
WCCO-TV, Minneapolis, Minn

— K —

KANNA, RALPH
WKNB-TV, New Britain,
Conn.



Albert J. Cleary

NBC-TV

WILLIAM SELF

PRODUCER

"SCHLITZ PLAYHOUSE OF STARS"

for

Meridian Productions, Inc.

RALPH NELSON

TV

PRODUCER — DIRECTOR

PRODUCER

**"ARMSTRONG CIRCLE
THEATRE"**

1st YEAR

DIRECTOR

"MAMA"

6th Year



KELLER, HOWARD
TV Little Theatre
WVEC-TV, Hampton-Norfolk,
Va.

KELLY, JOHN
Teen Time
KRBC-TV, Abilene, Texas

KELLY, PATRICK
WQXI-TV, Atlanta, Ga.

KEMPER, LOU
KMBC-TV, Kansas City, Mo.

KENNY, ED
WCMB-TV, Harrisburg, Pa.

KENT, JIMMY
WSIX-TV, Nashville, Tenn.

KILHAM, GENE
WWOR-TV, Worcester, Mass.

KING, CHRISTOPHER
Sounding Board
Mutual

KINGSLEY, DON
KCJB-TV, Minot, N. Dak.

KLYM, EDWARD J.
WJAC-TV, Johnstown, Pa.

KOMITO, MILTON
WAKR-TV, Akron, Ohio

KOPLIN, MERT
True Detective Mysteries
Mutual

KOPLow, GEORGE
WHBF-TV, Rock Island, Ill.

KOSER, JACOB
Funhouse
WCMB-TV, Harrisburg, Pa.

KOURIS, PETE
KVTv, Sionx City, Iowa

KYLE, BOB
Night Watch
KAKE-TV, Wichita, Kans.

— L —

LAFFERTY, JIM
WNCT, Greenville, N. C.

LAND, GEORGE
WLBT, Jackson, Miss.

LANDO, LUCILLE
KSAN-TV, San Francisco,
Calif.

LANGE, BEL
KOVr, Stockton, Calif.

LASHER, SID
Retire Inn
KATV, Pine Bluff, Ark.

LAUNER, JACK
WCPO-TV, Cincinnati, Ohio

LAYNE, GEORGE
KNOE-TV, Monroe, La.

LEAR, DANNY
WUSN-TV, Charleston, S. C.

LEE, STAN
Danger
CBS-TV

LEHR, MILTON
WAPA-TV, San Juan, P. R.

LEISER, ERNEST
American Week
CBS-TV

LEONARD, ARCHIE
WHO-TV, Des Moines, Iowa

LESNICK, MIKE
Ladies' Day
WSYR-TV, Syracuse, N. Y.

LEVERENZ, JACK
WLOK-TV, Lima, Ohio

LEVINE, JACK
Wonderful City
Mutual

LEVITAN, PAUL
Election Coverage
CBS-TV

LEVY, PARKE
B. July 15, 1908, Philadelphia,
Pa. December Bride, CBS-TV;
My Friend Irma, CBS

LEVY, RALPH
B. Dec. 18, 1919, Philadelphia,
Pa. The Jack Benny Show, The
Burns and Allen Show, Shower
of Stars, CBS-TV

LEWINE, RICHARD
CBS-TV

LEWIS, MARLO
Toast of the Town
CBS-TV

LEWIS, TOM
Loretta Young Show
NBC-TV

LIBMAN, MAX
Your Show of Shows Spectaculars,
NBC-TV

LINN, CASEY
KGUL-TV, Galveston, Texas

LIVERIGHT, HERMAN
WDSU-TV, New Orleans, La.

LOCKE, NORMAN C.
WWOR-TV, Worcester, Mass.

LOCKWOOD, CHARLES
WSAZ-TV, Huntington, W. Va.

LONG, N. C.
The Plainsman
KFDA-TV, Amarillo, Texas

LOUTHER, JOHN
WVET-TV, Rochester, N. Y.

LOVETON, JOHN W.
Topper
CBS-TV

LOWE, DAVID
One Minute Please. What's
the Story. Love Story, Joseph
Schildkraut
DuMont

LUBEN, RICHARD
WFBC-TV, Greenville, S. C.

LYNAGH, JIM
WSIX-TV, Nashville, Tenn.

LYNN, ANDY
WGEM-TV, Quincy, Ill.

— Mc —

McBRIDE, CLAY
WMFD-TV, Wilmington, N. C.

McCARTHY, DEAN
That's My Pop
WCAN-TV, Milwaukee, Wis.

SIDNEY SMITH

“FIRESIDE THEATER”

**'' DECEMBER
BRIDE ''**

Created by
PARKE LEVY

**WHITNEY
ELLSWORTH**

Producer

"Superman"

Jaime
del Valle

PRODUCER-DIRECTOR
RADIO AND TELEVISION

"The Line Up" — CBS-TV

McCLATCHEY, MERRILL
WUOM-TV, Ann Arbor, Mich.

McCLEERY, ALBERT
B. Lawrence, Kans. Hallmark Hall of Fame, NBC-TV

McCLELLAN, BOB
Teen Times
KMID-TV, Midland, Texas

McDANIEL, DICK
KFEL-TV, Denver, Colo.

McDERMOTT, ANGELA
TV Schooltime
WRGB, Schenectady, N. Y.

McGINLEY, JOE
WCOS-TV, Columbia, S. C.

McGRAW, PEG AND WALTER
The Phrase That Pays
NBC

McGREW, RALPH
KPTV, Portland, Ore.

McGUANE, GENE
KLZ-TV, Denver, Colo.

McHENDRIX, BOB
WKRC-TV, Cincinnati, Ohio

McKNIGHT, TOM
Life of Riley
NBC-TV

McMEANS, DAVID
On the Farm
KRBC-TV, Abilene, Texas

— M —

MALONE, JOEL
The Whistler
CBS

MAMMARELLA, TONY
WFIL-TV, Philadelphia, Pa.

MANDRAKE, CHARLES
WICA-TV, Ashtabula, Ohio

MANSHOT, WILLIAM
WBAY-TV, Green Bay, Wis.

MANULIS, MARTIN
Best of Broadway
CBS-TV

MARCH, ALEX
Direct Lamp Unto My Feet
CBS-TV

MARINO, BUDDIE
WCAN-TV, Milwaukee, Wis.

MARKEY, PAUL
KGUL-TV, Galveston, Texas

MARKLEY, DON
KEDD, Wichita, Kans.

MASON, CHAD
WSUN-TV, St. Petersburg, Fla.

MASON, F. P. (TERRY)
WGBS-TV, Miami, Fla.

MATTHEWS, BETTY
Lights On, Music
WLW-TV, Cincinnati, Ohio

MAXWELL, ROBERT
Lassie
CBS-TV

METCALFE, CHARLES
The Little Show
WBRC-TV, Birmingham, Ala.

MIDDLETON, HARRY
WTVB, Durham, N. C.

MILLER, CHARLES D.
WCCO-TV, Minneapolis, Minn.

MILLER, JACK
KCEB-TV, Tulsa, Okla.

MILLER, LARRY
Talent Parade
WCSC-TV, Charleston, S. C.

MILLER, ROGER
College on Camera
KVTV, Sioux City, Iowa

MONGOLD, BARRE
Feats and Faces
KYVE, Longview, Texas

MONROE, BOB
Edward Arnold's Spotlight
Story, Adventures of Rin Tin Tin
Mutual

MONTGOMERY, ROBERT
American Tobacco Theatre, Johnson's Wax Program, NBC-TV

MOORE, ROBERT M.
WHO-TV, Des Moines, Iowa

MUELLER, ROGER
KVTY, Sioux City, Iowa

MURDOCK, JACK
Up In the Air
WTVI, Belleville, Ill.

— N —

NASON, RICHARD
Juvenile Jamboree
WJIM-TV, Lansing, Mich.

NAYLOR, JACK
WSEE, Erie, Pa.

NAZILLO, MICHAEL
WKNX-TV, Saginaw, Mich.

NEFF, DON
WTCN, Minneapolis, Minn.

NELSON, OZZIE
Ozzie & Harriet
ABC-TV

NELSON, RALPH
B. Aug. 12, 1916, New York City, Armstrong Circle Theatre, NBC

NELSON, RAY
Rod and Gun Club of the Air
Mutual

NEWMAN, ROBERT
WUOM-TV, Ann Arbor, Mich.

NICKELL, JOHN PAUL
B. Dec. 28, 1915, Salt Lick, Ky. Studio One, Omnibus, Best of Broadway, CBS-TV

NORRIS, RAY
WSUN-TV, St. Petersburg, Fla.

NAT
PERRIN

CBS-TV



JACK HURDLE

PRODUCER

of the

"JACKIE GLEASON SHOW"

CBS-TV



NORTHSHIELD, ROBERT J.
Adventure
CBS-TV

— O —

OLSEN, JOHNNY
Johnny Olsen Show
Mutual

OPPENHEIMER, JESS
I Love Lucy
CBS-TV

OSTROVIAC, NORMAN
WTCN, Minneapolis. Mumb

O'TOOLE, JAY
WKXN-TV, Saginaw Mich

— P —

PAINTER, DON
Moppet Shop
WTAP, Parkersburg W Va

PARKER, BOB
WHBQ TV, Memphis, Tenn

PATTERSON, JIM
Panorama Pacific
KNXT, Los Angeles Calif

PATTON, JIM
WTVF Elmira, N Y

PEHLMAN, CARL
Buddies of the West
KKTU Colorado Springs, Colo

PEORNER, VERNON
KDUB-TV, Lubbock Texas

PERRIN, NAT
B March 15, 1912, Brooklyn,
N. Y. Shower of Stars, My Friend
Irma, CBS-TV

PEIRSONS, R. L.
Be My Guest
WKST-TV, New Castle Pa

PERSELEIN, LEO
WBAY-TV, Green Bay, Wis

PETTY, JOSEPH
WNEX-TV, Macon Ga

PEYTON, FATHER PATRICK
Family Theater
Mutual

PLATT, EDDIE
Junior Auction
KMID-TV, Midland Texas

POLACHEK, CHARLES
Recital Hall, NBC Opera Thea-
ter, NBC-TV

POOLE, JACK
WDAK-TV, Columbus Ga

PORTER, JOSEPH
WWLP, Springfield Mass

PORTER, STAN
WHBQ TV, Memphis Tenn

POTCHER, DEAN
Bai Q Ranch
WIS-TV, Columbia S C

POWIS, CHAUNCEY
KTVT, Salt Lake City Utah

PREVATTE, NORMAN
WBTV, Charlotte N. C.

PRYOR, WALLA
Fashion Close-Up
KTBCTV, Austin, Texas

— Q —

QUINLAN, BOB
KNXT, Los Angeles, Calif

— R —

RENN, JACK
WHBQ TV, Memphis Tenn

RICCA, ERNIE
Teen-Agers Unlimited, Minn-
napolis Crossroads
Mutual

ROBERTSON, BILL
WSLL-TV, Jackson Miss

ROBINSON, ED
What's Cookin
KXLY-TV, Spokane Wash

ROCKHOLD, JOE
Safety Rangers
WHIO-TV, Dayton Ohio

ROMAN, CHARLES
Family Kitchens—Man About
Town
WIS-TV, Columbia S C

ROSE, MARION
WKNY-TV, Kingston N Y

ROSENMAN, MORT
Through the World—Gateway
WGAN-TV, Milwaukee Wis

ROSS, BERNIE
WBBN-TV, Buffalo N Y

ROSSELL, WARREN
WGR-TV, Buffalo N Y

RUPE, MARILYN
WVEF-TV, Evansville Ind

RUSSELL, CHARLES
You Are There
CBS-TV

RYE, JACK
KPSM-TV, El Paso Tex

RVERSE, JAY
KVAL-TV, Eugene Ore

— S —

SACK, TED
Eye on New York
CBS-TV

SAFFIRE, BILL
WRCA-TV, New York N Y

SANDWICK, DICK
The Paul Dixon Show
DuMont

SANFORD, HERBERT
Gay Moon Show
CBS-TV

SCARPINO, ROBERT L.
WBO-TV, Des Moines Iowa

SCHAFFNER, FRANKLIN J.
Studio One, Person to Person
CBS-TV

Best Wishes

from

A

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PRODUCER

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ASSOCIATE PRODUCER

"NBC OPERA THEATER"

NBC-TV

SEEMAN, KEN

Quick on the Draw
KOB-TV, Albuquerque,
N. Mex.

SHELBY, DON

WMTG, Pittsfield, Mass.

SELF, WILLIAM

B. June 21, 1921, Dayton, Ohio.
Schlitz Playhouse of Stars, CBS-TV

SHAPIRO, STANLEY

B. July 16, 1925, Brooklyn, N. Y.
Dennis Day Show, NBC-TV; Ray
Bolger, ABC-TV

SHARPE, DON W.

Four Star Playhouse
CBS-TV

SHAW, JEROME

Omnibus
CBS-TV

SHELDON, LINN

KFDA-TV, Amarillo, Texas

SHEPARD, JACK

KJEO-TV, Fresno, Calif.

SHEVELOVE, BURT

CBS-TV

SIMON, AL

Burns & Allen Show
CBS-TV

SINGER, RAY

It's a Great Life
NBC-TV

SMITH, SIDNEY

B. Nov. 19, 1914, Chicago, Ill.
Fireside Theater, Royal Play-
house, Strange Adventure, NBC-
TV

SPAN, AL

Robert Q. Lewis Show
CBS-TV

SPER, WILLIAM

Willy
CBS-TV

— T —

TELFORD, FRANK

The Stranger, Captain Video
DuMont

TENNENT, WILLIAM

Hippity Hop
WRDW-TV, Augusta, Ga.

THAXTON, LLOYD

WSPD-TV, Toledo, Ohio

THAYER, GUY

Waterfront
DuMont

THOMAS, GRAHAM

WNOK-TV, Columbia, S. C.

THOMPSON, HAL

On the Carousel
WCBS-TV, New York, N. Y.

TIBBLES, GEORGE

Life With Elizabeth
DuMont-TV

TILLETT, D.

WHEC-TV, Rochester, N. Y.

TISCORNIA, GENE

Of Cabbages and Queens
KTVU, Stockton, Calif.

TODD, HOLBROOK N.

B. Feb. 10, 1906, New York
City. Fireside Theater, G. E.
Theater, NBC-TV

TRENDLE, GEORGE W.

Sgt. Preston of the Ynkon
Mutual

— V —

VANDA, CHARLES

WCAU-TV, Philadelphia, Pa.

VENZA, JAC

Adventure
CBS-TV

VINCENT, CHICK

Nick Carter, Master Detective
Mutual

VINTI, CARLO

Opera Cameos
DuMont

— W —

WADE, WARREN

Top Secret Files, Broadway
Cop. Sentenced
Mutual

WALD, ROBERT

American Inventory, NBC-TV

WALLACH, GEORGE

Adventures of the Falcon, His
Honor, Homer Bell, Watch the
World, Inner Sanctum, NBC
Film, The Jane Pickens Show
NBC-TV

WILLIAMS, PALMER

See It Now
CBS-TV

WRIGHT, WYNN

Official Detective, Squad
Room, Crime Fighters
Mutual

WOLFE, ED

Break the Bank
Mutual

WOLFF, PERRY

Adventure
CBS-TV

WOLFSON, P. J.

I Married Joan
NBC-TV

WORKMAN, BILL

Look Up and Live
CBS-TV

— Z —

ZIEVE, MORT

WXYZ-TV, Detroit, Mich.

STANLEY SHAPIRO

Writer - Producer

THE RAY BOLGER SHOW

One Man's
Family
RADIO

One Man's
Family
TV

CARLTON E. MORSE

ENTERPRISES

Hollywood

The Woman
in My House
RADIO

I Love a
Mystery

CARL BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway
Southport, Conn.
Clearwater 9-3275

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance
and their work in 1954

□ □ □

— A —

ADAMSON, EDWARD J.
Free-Lance

— B —

BARNOW, ERIK
Free-Lance

BAUMER, MAIRE
Free-Lance

BELLAK, GEORGE
Free-Lance

BERG, GERTRUDE
The Goldbergs
DuMont

BIXBY, CARL
Life Can Be Beautiful, NBC

BORETZ, ALVIN
Free-Lance

BUSS, CARL A.
Free-Lance

— C —

CARROLL, JEAN
Free-Lance

CAVANAGH, JAMES
Free-Lance

CLARKE, WILLIAM KENDALL
Free-Lance

COCHRAN, JOSEPH
Free-Lance

COOLEY, LEE
Free-Lance

COOPER, HAL
Magic Cottage
DuMont

COOPERSMITH, JEROME
Free-Lance

— D —

DeFILITTA, FRANK
Free-Lance

DENKER, HENRY
Free-Lance

DIGBY, NOEL
WSM, Nashville, Tenn.

DOUGALL, BERNARD
Modern Romances, Music by
Camarata
ABC

— E —

EHRlich, MAX
Free-Lance

ELMAN, IRVING
Free-Lance

ETTINGER, EDWARD
Dancing Party, Jimmy Nelson
Show
ABC

ETTLINGER, DON
Free-Lance

— F —

FASS, GEORGE
Free-Lance

FASS, GERTRUDE
Free-Lance

FERRO, MATHILDE
Free-Lance

FERRO, THEODORE
Free-Lance

FLENDER, HAROLD
Free-Lance

— G —

GAST, HAROLD
Free-Lance

GERSON, NOEL B.
Free-Lance

GILROY, FRANK
Free-Lance

GLICKMAN, WILL
Free-Lance

GOLDBERG, MEL
Free-Lance

GOODMAN, HANNAH GRAD
Free-Lance

— H —

HANFF, HELEN
Free-Lance

HANSEK, RICHARD
NBC

HART, ELIZABETH
Free-Lance

HAYES, RAPHAEL
Free-Lance

HECHT, BEN
Free-Lance

HESS, JOHN D.
Free-Lance

HEYWARD, LOUIS
Free-Lance

— I —

IRVING, PETER
Free-Lance

— J —

JACOBY, LOIS
Free-Lance

JUNKIN, HARRY W.
Free-Lance

— K —

KLEE, LAWRENCE
Free-Lance

— L —

LINDSAY, ROBERT HOWARD
Free-Lance

LOCKE-ELLIOTT, SUMNER
Free-Lance

LOWTHER, GEORGE
Free-Lance

— Mc —

McCRACKEN, ELLEN
Free-Lance

McCRACKEN, RICHARD
Free-Lance

McGIFFERT, JOHN
Free-Lance

McGREEVEY, JOHN W.
Free-Lance

— M —

MARION, IRA
Latin Quarter, Festival, All
League Clubhouse, Great Mo-
ments from Opera, Milton
Cross Opera Album
ABC

MARKES, LARRY W., JR.
Free-Lance

MELTZER, NEWTON
Free-Lance

MISROCK, HENRY
Free-Lance

MORSE, CARLTON E.
One Man's Family, NBC, NBC-
TV; The Woman in My House,
NBC; I Love a Mystery

MUHEM, HARRY
Free-Lance

— N —

NAGLER, BARNEY
Free-Lance

NEIMAN, ROBERT GAYNOR
Free-Lance

NEWMAN, ROBERT
Free-Lance

NEWMAN, PAUL S.
Free-Lance

NICKERSON, KATE
Free-Lance

NISS, STANLEY
Free-Lance

NOAH, ROBERT
Free-Lance

— O —

O'NEILL, CHARLES
Free-Lance

— P —

PELLETIER, LOUIS, JR.
Free-Lance

POLLOCK, EILEEN
Free-Lance

POLLOCK, ROBERT MASON
Free-Lance

— Q —

QUILLAN, JOE
B. Aug. 31, 1915, Philadelphia,
Pa. Our Miss Brooks, CBS-TV

— R —

RIPLEY, BETTE
Companion, Jack Gregson
Show
ABC

ROCHE, JOHN F.
Free-Lance

RODMAN, HOWARD
Free-Lance

ROSE, REGINALD
Free-Lance

— S —

SAPINSLEY, ALVIN
Free-Lance

SERLING, ROD
Free-Lance

SHAW, ROBERT J.
Free-Lance

SILVERMAN, STANLEY H.
Free-Lance

STARK, SHELDON
Modern Romances, Robert
Mills
ABC

— T —

THOMPSON, PALMER
Free-Lance

TRAVERS, VIRGINIA
Companion
ABC

— W —

WALLACE, ART
Free-Lance

WALPOLE, HELEN
Free-Lance

WELLES, HALSTED
Free-Lance

WILBER, CAREY
Captain Video
DuMont
Free-Lance

WITTY, DON
Valentino, Ralph Flanagan
Show, Jack Gregson Show
ABC

WOOD, ARLENE
Sammy Kaye, Jimmy Nelson
Show, Evening Comes
ABC

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New York, N. Y.
MUrray Hill 2-8877

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GUS HAENSHEN'S MUSICAL
FEATURES
444 Madison Avenue
New York, N. Y.
PLaza 3-2114

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THE LANDT TRIO
Bedford Road
Armonk, N. Y.
HA 9-5971

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A . S . C . A . P .

By STANLEY ADAMS

President



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Through the simple machinery of a blanket agreement between a licensee and a performing right society, the licensee obtains complete clearance of the Society's complete catalog. ASCAP spends more than three million dollars annually in its maintenance of program service to its licensees. Without the overall service obtainable through the Society, the individual operators would face a host of problems of research and other costly details of day to day operation.

ASCAP now is in its 41st year of service to its members and its licensees. With a membership now in excess of 4,000, its repertory covering two generations of composers, authors and publishers embraces American music of every conceivable sort. In addition, foreign societies grant to ASCAP the right to license their repertories, so that the ASCAP license opens to its holder vast stores of music the world over.

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 Finburgh, Lee, Inc.
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 Fischer, J., & Bro.
 Fisher, Fred, Music Co., Inc.
 Flammer, Harold, Inc.
 Foley, Charles
 Foreign & Domestic Music Corp.
 Foremost Music Co., Inc.
 Forster Music Publisher, Inc.
 Fortune Music, Inc.
 42 Publishing Co., Inc.
 Four Jays Music Co.
 Fox, Sam, Publishing Co., Inc.
 Frank Music Corp.
 Franklin, John, Co., Inc.
 Fredbee Music Corp.
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 Gate Music Co.
 Gateway Music, Inc.
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 Georgeoff, Evan, Mus. Pub. Co.
 Gershwin Pub. Corp.
 GI Music Corp.
 Glenmore Music, Inc.
 Global Music, Inc.
 Gold, Jack, Music Co.
 Gold, Joe, Music Co.
 Goldmine Music, Inc.
 Goldsen, Michael H., Inc.
 Goldwyn, Samuel Music Pub. Corp.
 Goodman Music Co., Inc.
 Gordon, Kaufman & Real, Inc.
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 Grand Music Corp.
 Granite Music Corp.
 Gray, H. W., Company, Inc.
 Greenwich Music Co., Inc.
- Grimes Music Publishers
 Guild Music Publishers, Inc.,
 The
 Guild Publications of California,
 Inc.
- H. R. Music Corp.
 Haggard Music Co.
 Half-Mack Company
 Hallmark Music Co.
 Halsey Music, Inc.
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 Harris, Charles K., Music Pub. Co., Inc.
 Harris, Harry, Music Pub. Co.
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 Judy Music
 Jungnickel, Ross, Inc.
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 Karen Music Corp.
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 Kassner, Edward Music Co., Inc.
 Keane, Michael, Inc.
 Kearney Music Co.
 Keane Music
 Kellem, Milton, Music Co.
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 Kingsway Music Corp.
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 Kramer-Whitney, Inc.
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 Lorenz Publishing Co.
 Lubin Music Co.
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 Manhattan Music Publishers
 Manks, Chaw, Blue Ribbon
 Music Co.
 Manners Music
 Manor Music Company, Inc.
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 Marian Music Corp.
 Mark-Jules Music Co.
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 Markwood Music Co.
 Marlen Music Co.
 Marpet Music Corp.
 Marlo Music Corp.
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 Martone Music, Inc.
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ENTERING its 15th year of service to the broadcasting industry and all users of music alike, BMI is recognized as a symbol of the American way of business life—free enterprise in a competitive market. It came into being because there was a need for “a competitive source of supply of music.” From the beginning, BMI has conducted itself as a constructive force, not only in its business of licensing the use of its music, but in the constant strengthening of its catalog via the encouragement of new writers and publishers and the resultant better service to its customers and to the public.

Thus, while this organization has steadily built up a reservoir of music of every conceivable category—Country and Western, Rhythm and Blues, Popular and contemporary Concert, it has at the same time provided opportunities for many new writers; many aggressive young publishing firms were enabled to launch profitable careers. In short, since the advent of BMI, writers and publishers, regardless of affiliation, are generally earning more money than ever before.

During the year 1954, BMI further enlarged its services, adding to its radio and TV scripts “The American Story,” a new historical series covering important subjects from Columbus down to the atomic age. The contributors are leading authors and historians of the nation. In May, 1944, the Chicago Board of Education, through its Chicago Radio Council, made a special award to BMI in recognition of the educational value of its “Book Parade,” used by many hundreds of stations and classrooms.

BMI continues to administer the Student Composers Radio Awards which awards scholarships to several classifications of young composers.

In the realm of contemporary concert music, BMI has renewed its contract with the American Composers Alliance, thus assuring licensees of the continued availability of many interesting contemporary works.

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 Premier Music Publishing
 Pre-View Publications
 Pritchett Publications
 Professional Music, Inc.
 Progressive Music Publishing
 Prosser Music Publishing Co.
 Proven Publications
 Pulse Publishing Corp.
 Putman Publications

Quaker Music Company
 Quality Music Company, Inc.
 Quincy Music Publishers

Radio Music Publishers
 Radon Music Co.



- Rainbow Melodies Music Co.
 Rainbow Music Publishers
 Raleigh Music Publishing Co.
 Rancho Music
 Rand Music Co.
 Randolph, Al, Publications
 Rayven Music Co., Inc.
 Reardon, Harry, Music Pub.
 Red River Songs
 Redwood Music Co., Inc.
 Regent Music Corp.
 Reiner, Paul, Music Pub. Co.
 Reis, Herb, Music Corp.
 Remarque Music Publishing Co.
 Republic Music Corporation
 Rex Music Publishers
 Rhythm Enterprises
 Rhythms Of The West
 Ridgeway Music
 Rinehart, Marion W., Music
 Rinker, Charles, Music Pub.
 River Music Co.
 Riverdale Music Co.
 Rockland Music Corp.
 Rocky Hill Music Corp.
 Romance Music Publications
 Rondo Music
 Roosevelt Music Co.
 Rork, Ernest A., & Son
 Rosarch Pub. Co.
 Rosemart Music Co.
 Rosyln Music Company
 Ross Music Co.
 Roxy Music Corp.
 Royal Crown Music Company
 Royal Music Corporation
 Ruby Music Co.
 Rudy Vallee Music Publications
 Rujanart Music Publications
 Rumbalero Music, Inc.
 Rush Music Corp.
 Russell Music Co.
- Sagebrush Music Pub. Co.
 Salamanca Music Publishers
 San Juan Music Publishing Corp.
 Sapphire Music Publisher
 Savoy Music Company
 Saway Publications, Inc., The
 Schaeffer's, Peter, Music Corp.
 Scholl Publishing Company
 Seidel, Emil, Music Pbl'g Co.
 Selroy Music Pub. Co.
 Sensational Music Pub. Co.
 Sentinel Music Publications
 Sequoia Music Corp.
 Seven-Eleven Music Pub.
 Shaw, Charlie, Publications
 Shealy Music Pub. Co., Inc.
 Shelby Music Publishing Co.
 Sheldon-Mitchell Pub. Corp.
 Sheldon Music, Inc.
 Sheridan Music Corp.
 Sheraton Music Corp.
 Shermack Company
 Sherman Music Co.
- Sherwood Music
 Shopa Music Publications
 Shutt, Albert Music Publisher
 Signet Music Co.
 Simon House, Inc.
 Singer, Murray, Music Pub.
 Skrivanek Music
 Skyway Records & Music Pub.
 Slate Enterprises, Inc.
 Smith Publications
 Snyder, Fenton Publications
 Society of Jewish Composers,
 Publishers and Songwriters
 Song Ads Inc.
 Song-Ranch Publications
 Sonorous Music Co., Inc.
 Sophisticate Music, Inc.
 Sound Music Pub. Co.
 Spanish Music Center
 Speed Pub. Co.
 Spin Music
 Spitzer Songs, Inc.
 Spry Music Publishing Co.
 Staff Music
 Stampede Pub. Co.
 Starrite Pub. Co.
 Stella Music Co., Inc.
 Stenton Music Inc.
 Stern Music Publishing Co.
 Steven, Arthur Publications
 Stevens Music Corporation
 Strand Press Music Publishers
 Stratton Music, Inc.
 Stuart Music, Inc.
 Studio Music Co.
 Sunbeam Music Corp.
 Sundial Songs
 Sunrise Music Company
 Susquehanna Prod., Inc.
 Swansongs Publications
 Sweet, William R.
 Swing & Tempo Music Co.
 Symbolic Music Publishing Co.
 Syndicate Music Publishers, Inc.
- Tamasa Music Co.
 Tannen Music, Inc.
 Taps Agency
 Tarry-Town Music Co.
 Temerity Music Inc.
 Tennessee Music Corp.
 Terrific Tunes
 Terry Tune Studios
 Thomas Cole Publishing Co.
 Thornwood Music Pub. Co.
 Tiffany Music Company
 Timberland Publishing Co.
 Time Music Company
 Tiny Tim Pub. Co.
 Toby Music Publishers
 Tono Record Co.
 Topik Tunes
 Trans Music Corp.
 Trend Music
 Triad Music Company
 Trianon Publications
- Trinity Music Co., Inc.
 Trio Music Company
 Tropical Song Counter
 Tubb, Ernest, Music Inc.
 Tune Towne Tunes
 Turnpike Music, Inc.
- U. S. Music, Inc.
 Ultra Music Company
 Una Publishing Co.
 Unger Music Publisher
 Unique Music Publishers
 Universal Music Sales
 Uranus Music Company
- Val Music Corporation
 Valiant Music Company, Inc.
 Valley-Hill Music Co.
 Valley Publishers, Inc.
 Van Brunt Publishing Company
 Van Russ Music
 Vander Music Company
 Vanguard Songs
 Variety Music Company
 Versailles Music Co., Inc.
 Vesta Music Corp.
 Vetter, Jack, Music Corp.
 Vicca's Music Co.
 Village Music Co.
 Villanova Music Co.
 Vincent Music Co., Inc.
 Vogue Music Corporation
 Volunteer Music Sales Co.
 Von Hallberg Music Company
- W. F. A. Enterprises
 Wade Franklin, Publications
 Ward & Sears Music, Inc.
 Warner Studio
 Warren Publications
 Washington Music Bazaar
 Webster Music Company
 Weddington Music, Inc.
 Weiss & Barry, Inc.
 Wemar Music Corporation
 Westbrook Publications
 Whimsy, Ltd.
 White, Elmore, Music
 White Mountain Music
 Wilcox Music Publishing Co.
 Willet, Slim, Songs
 Winchester Music Inc.
 Winneton Music Corp.
 Winthrop, G. & Company
 Wise Music Publications
 Wonder Music Pub. Co.
 Wonderland Music Co., Inc.
 Woodland Music Company
 Wooley Western Music
 Wortham Music Co.
 Wyner Music Publishers
- Yahres Publications

S E S A C

a repertory of distinction . . .

an outstanding Transcribed Library



475 Fifth Ave.

New York 17, N. Y.

SESAC, INC.

By PAUL HEINECKE
President



I'D like this to be an acknowledgment of the ever-growing faith and wholehearted cooperation SESAC has been given this past year by members of the radio, television and entertainment industries. As in the past twenty-four years, SESAC has always sold its Performance Licenses on the availability of its repertory, and to underscore the fact that each radio and television station and other music users should receive equal dollar value in return for each dollar spent, SESAC's Publisher Relations Department has been constantly on the alert to add desirable musical catalogs to its repertory, and 1954 has been no exception.

Approximately a year ago, SESAC began the licensing of television stations on a commercial basis and now, a year later, that industry has given substance to the ever-growing faith of those who recognize not only the essential worth of the SESAC Performance License and the SESAC repertory, but also those who recognize the inalienable rights of our publishers whose catalogs make up the repertory.

The year 1954 brought equal support from the backbone of the country's greatest and most intimate communication medium—AM radio. Stations of long standing have renewed contracts while new stations have also signed their SESAC Performance Licenses. Tangible evidence of this caliber means that twenty-four years of hard and untiring effort in behalf of better music programming in the fields of radio and television and the entire entertainment industry are their own wonderful and gratifying reward because today over 98 per cent of the entire radio industry has signed SESAC Performance Licenses.

SESAC is the second oldest performance rights organization in the United States, and from the date of its founding in February 1931 to the present time, SESAC has always made available the most renowned standard and highly-recognized publishers' catalogs.

The SESAC Schedule "A," which lists all its affiliated publishers, names some of the most-outstanding organizations in American music, as well as some of this country's most active, newer and younger music publishers. All of these are responsible for the SESAC repertory—first for their loyalty to SESAC as an organization and, secondly, their intense desire to create new works.

So to the hundreds of station owners and their personnel throughout the world, my sincere thanks for those splendid endorsements of the SESAC Transcribed Library. It is because of you and your high and exacting musical programming standards that in less than nine years the SESAC Transcribed Library with its more than 5000 outstanding musical compositions has grown into a top-flight Program Service.

- Abernathy Pub. Co.
 Accordion Music Publishing Co.
 Adamus, A.
 Adamus, Zenobiusz
 Albright Music Company
 Alford, Harry L.
 Alkire, Eddie, Publications
 Amsco Music Publishing Co.
 Andrea Music Co., Inc.
 Arct, M.
 Arct Wydawnictwo Muzyczne
 Ashmall, Wm. E., Company
 Augsburg Publishing House
 Avalon Music Publishing Co.
 Aztec Music Company
- Babwin Publications
 Barnes, A. S., & Company, Inc.
 Barnhouse, C. L., Company
 Bartlett, E. M.
 Barwicki, K. T.
 Bass Co., The
 Bava's, John, Music
 Beazley, Samuel W., & Son
 Beirly, Alfred, Co.
 Bendix Publishing Corp.
 Benson, John T., Publishing Co.
 Berge Music Co.
 Blake, Whitney, Music Publishers
 Braun, Hubert J.
 Braun Music Co.
 Braun Organization, The
 Breuer, Harry
 Broadcast Music Publishers
 Broadman Press, The
 Brumley, Albert E., and Sons
 Bryant Music Company
- Calbo, N.
 Capitol Music Co.
 Cardilli, M. V.
 Carlton Music Pub.
 Catholic Music Co.
 Central Music Co.
 Century Music Publishing Co.
 Cerruti, John M.
 Chart Music Publishing House, Inc.
 Choral Press
 Church Music Co.
 Clayton, Norman J.
 Clef Music Corp.
 Coanacher, B.
- Coleman, Robert H.
 Coleman, Robert H., Publishing Co.
 Colin, Charles
 Composers Press, Inc., The
 Concord Music Publishing Co., Inc.
 Concordia Pub. House
 Cooper, W. Oliver
 Craig, Ivy E.
 Crawford, Percy B.
 Cummings, M. Homer
 Czytelnik
- Daniel, John, Quartet Song Pub.
 Darom, Edition
 Davis, Marion, Company, The
 Dawson, William L.
 Dean, Emmet S.
 Dean & Edmiaston
 Dean & Evridge
 Dean & Franklin
 Dean & Hensley
 Dean & Morgan
 Dean & Sebrén
 Deiro, Pietro
 Denison, T. S., & Company
 Denson Trio Music Co.
 Denson-Parris Music Co.
 Di Bella, O., Music Co.
- Edel, Yizchak
 Edition Darom
 Edition Gil-Ron
 Edition Hazemer
 Edition Jastrzab
 Edition Olympia
 Edition Pizmon
 Edition Pro Arte
 Eulenburg, Ernst, Ltd.
 Europa Music Co.
 Evangel Music Co., Inc.
- Fairbank, H. W., Company
 Ferrill, J. W.
 Firm Foundation Publishing House
 FitzSimons, H. T., Co., Inc.
 Forberg, Rob.
 Fouts, S. G.
 Fouts-Payne Music Co.
 Future Music
- Gebethner & Wolff
 Georgi & Vitak Music Co.
- Gilbert Music Company
 Gil-Ron
 Goddard Publishing Corp.
 Gornston, David
 Gospel Music Publications
 Gospel Songs, Inc.
 Grabczewski, F.
 Grammer, Frank
 Gregorian Institute of America
- Hall Music Co., The
 Hall & McCreary Co.
 Hanson, Eddy
 Harmonia Publishing Co.
 Harper & Brothers
 Hartford Music Co., The
 Hart's Music Company
 Hathaway, Franklin Earl, Mus. Pub.
 Hazemer, Edition
 Heinrichshofen's Verlag
 Henson, J. M., Music Co.
 Heritage Music Publications, Inc.
 Hoffman, Raymond A., Co.
 Holbrooke, Josef
 Huffer, Fred K.
 Hymntime Publishers
- Idzikowski, Leon
 Idzikowski, M.
 "IPA," Israel Publishers Agency
 "Iscam," Israel Society of Composers, Authors & Music Publishers
- Jastrzab, Edition
 Jeffress Music Company
 Jewell, Fred, Music Co.
- Kanner Music Publishing Co.
 Keene, Hank, Inc.
 Kelman Music Corp.
 Keyboard Publishing Co.
 King, K. L., Music House
 King Music Publishing Corp.
 Kjos, Neil A., Music Co.
 Krachtus, John, Co.
 Krone, Max and Beatrice
 Kuthan, E.
- Lillenas Publishing Co.
 Lister, Mosie, Publications
 Littig, Frank, Music Publishing Co.
 Liturgical Music Company



SESAC PUBLISHERS



- Liturgical Music Press, Inc.
Ludwig Music Publishing Co.
- Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McKinley Publishers, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers
- National Music Company
National Music Company, Inc.
Natrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.
- Olympia, Edition
- Pace, Adger M.
Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W., Inc.
Pioneer Music Press
Pizmon, Edition
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princess Publications
Pro Art Publications
Pro Arte, Edition
- "PWM," Polskie Wydawnictwo Muzyczne
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
Puritan Publishing Co.
- Quartet Music Company
Quincke, Walter A.
- Radio City Guitar Studio
Rainbow Music Co.
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.
- Sacred Music Foundation, The
Sajewski, W. H., Music and Publishing Co., Inc.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Sherwood Music Co.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Singenberger, John
Singenberger, Otto
Singspiration
Singtime Publishing Co.
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Smith, Wm. J., Music Co.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co., Inc.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
- Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The
- Target Music Co.
Tav-Rina, Edition
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.
Tuskegee Institute
- Universum
- Varner, Wallace B.
Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.
- Walls, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Zygmunt
Wilensky, Moshe
Windsor Music Company
Winsett, R. E.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta
- "Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy



*Frequency
Modulation
Stations—FM*

ALPHABETICALLY
LISTED BY STATE—CITY

IN OPERATION
AS OF
JANUARY 1, 1955

FM STATIONS IN OPERATION

As of Jan. 1, 1955



Call Letters City Licensee

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WAVU-FM, Albertville; Sand Mountain Bcstg. Service
 WRFS-FM, Alexander City; Piedmont Service Corp.
 WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
 WHMA-FM, Anniston; Anniston Bcstg. Co.
 WAFM, Birmingham; The TV Corp.
 WSGN-FM, Birmingham; The Jemison Bcstg. Co.
 WKLF-FM, Clanton; Southeastern Bcstg. Co.
 WFMH-FM, Cullman; The Voice of Cullman
 WHOS-FM, Decatur; North Alabama Bcstg. Co.
 WJOI-FM, Florence; Florence Bcstg. Co.
 WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
 WJLN, Homewood; Johnston Bcstg. Co.
 WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
 WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
 WRLD-FM, Lanett; Volley Bcstg. Co., Inc.
 WABB-FM, Mobile; The Mobile Press Register, Inc.
 RHTB-FM, Talladega; Voice of Talladega, Inc.
 WTBC-FM, Tuscaloosa, Tuscaloosa Bcstg. Co.

ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.
 KTKT-FM, Tucson; Thomas J. Wallace

ARKANSAS

KLON-FM, Blytheville; Harold L. Sudbury
 KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
 KFSA-FM, Ft. Smith; Southwestern Publishing Co.
 KBTM-FM, Jonesboro; Regional Bcstg. Co.
 KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
 KUOA-FM, Siloam Springs; KUOA, Inc.

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.
 KQXR, Bakersfield; KLEF Bcstrs.
 KRE-FM, Berkeley; Central California Bcstrs., Inc.
 KPFA, Berkeley; Pacifica Foundation
 KPLA, Beverly Hills; School of Radio Arts
 KRED, Eureka; Redwood Bcstg. Co., Inc.
 KARM-FM, Fresno; KARM, The George Harm Station
 KMJ-FM, Fresno; McClatchy Bcstg. Co.
 KRFM, Fresno; California Inland Bcstg. Co.
 KUTE, Glendale; Robert P. Adams
 KFMU, Glendale; Nicholas M. Brazy

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KNX-FM, Hollywood; C.B.S., Inc.
 KFOX-FM, Long Beach; Nicholas & Warinner, Inc.
 KNOB, Long Beach; The Cerritos Bcstg. Co.
 KCBH, Los Angeles; A. A. Crawford
 KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
 KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
 KFVB-FM, Los Angeles; KRWB, Inc.
 KHJ-FM, Los Angeles; General Telradio, Inc.
 KABC-FM, Los Angeles, A.B.C., Inc.
 KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
 KBEE, Modesto; McClatchy Broadcasting Co.
 KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
 KLX-FM, Oakland; Tribune Building Company
 KEDO, Ontario; The Daily Report Co.
 KWKW-FM, Pasadena; Southern California Bcstg. Corp.
 KCRA-FM, Sacramento; KCRA, Inc.
 KFBK-FM, Sacramento; McClatchy Bcstg. Co.
 KSBK, San Bruno; Radio Diablo, Inc.
 KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
 KSON-FM, San Francisco; KSON Broadcasters
 KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
 KGO-FM, San Francisco; American Bcstg. Co., Inc.
 KNBC-FM, San Francisco; National Bcstg. Co., Inc.
 KXXX, San Francisco; Electronic Service Corp.
 KSJO-FM, San Jose; Santa Clara Bcstg. Company
 KWIZ-FM, Santa Ana; The Voice of the Orange Empire
 KDFC, Sausalito, Sundial Bcstg. Corp.

COLORADO

KLZ-FM, Denver; Alladin Bcstg. Corp.
 KOA-FM, Denver; Metropolitan TV Co.
 KFML, Golden; Evert A. Bancker, Jr.
 KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.
 WDRC-FM, Hartford; The Connecticut Bcstg. Co.
 WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
 WMMW-FM, Meriden; Silver City Crystal Co.
 WNHC-FM, New Haven; The Elm City Bcstg. Corp.
 WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.

Call Letters City Licensee

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
 WCFM, Washington; Cooperative Bcstg. Assoc.
 WFAN, Washington; United Bcstg. Co., Inc.
 WGMS-FM, Washington; Good Music Station, Inc.
 WMAL-FM, Washington; Evening Star Bcstg. Co.
 WOL-FM, Washington; Washington Bcstg. Co.
 WRC-FM, Washington; National Bcstg. Co.
 WTOP-FM, Washington; WTOP, Inc.
 WWDC-FM, Washington; Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
 WRUF-FM, Gainesville; University of Florida
 WJAX-FM, Jacksonville; City of Jacksonville
 WJHP-FM, Jacksonville; Jacksonville Journal Co.
 WMBR-FM, Jacksonville; Washington Post Co.
 WGBS-FM, Miami; Storer Bcstg. Co.
 WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
 WQAM-FM, Miami; Miami Bcstg. Co.
 WWPB-FM, Miami; Paul Brake
 WKAT-FM, Miami Beach; WKAT, Inc.
 WLRD, Miami Beach; Mercantile Bcstg. Co.
 WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
 WHOO-FM, Orlando; WHOO, Inc.
 WORZ-FM, Orlando; Central Florida Bcstg. Co.
 WYPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
 WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
 WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
 WTAL-FM, Tallahassee; John H. Phipps
 WDAE-FM, Tampa; Tampa Times Co.
 WFLA-FM, Tampa; The Tribune Company
 WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
 WAGA-FM, Atlanta; Storer Bcstg. Co.
 WBGE-FM, Atlanta; General Bcstg. Co.
 WGST-FM, Atlanta; Georgia Institute of Tech.
 WSB-FM, Atlanta; Atlanta Newspapers, Inc.
 WAQM, Atlanta; Glenkaren Associates, Inc.
 WAUG-FM, Augusta; Garden City Bcstg. Co.
 WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
 WRBL-FM, Columbus; Columbus Bcstg. Co.
 WDWD-FM, Dawson; Dawson Bcstg. Co.
 WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
 WKEU-FM, Griffin; Radio Station WKEU
 WLAG-FM, LaGrange; LaGrange Bcstg. Co.
 WMAZ-FM, Macon; Southeastern Bcstg. Co.
 WCOH-FM, Newnan; Newnan Bcstg. Co.
 WRGA-FM, Rome; Rome Broadcasting Corp.
 WSAV-FM, Savannah; WSAV, Incorporated
 WTOG-FM, Savannah; Savannah Bcstg. Co.
 WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
 WLET-FM, Toccoa; R. G. LeTourneau

Call Letters City Licensee

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
 KRXX-FM, Rexburg; Snake River Radio & TV Co.
 KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
 WBYS-FM, Canton; Fulton County Bcstg. Co.
 WROY-FM, Carmi; Carmi Bcstg. Co.
 WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
 WDWS-FM, Champaign; The Champaign News-Gazette
 WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.
 WBEZ, Chicago; Bd. of Ed., City of Chicago
 WBIK, Chicago; Balaban & Katz Corporation
 WEFM, Chicago; WHFC, Inc.
 WENR-FM, Chicago; American Bcstg. Co., Inc.
 WFJL, Chicago; Lewis College of Science & Tech.
 WFMF, Chicago; Functional Music, Inc.
 WFMT-FM, Chicago; Fale Bcstg. Co., Inc.
 WSEL, Chicago; Chicago Skyway Bcstg. Co.
 WMAQ-FM, Chicago; National Bcstg. Co., Inc.
 WSOY-FM, Decatur; Illinois Broadcasting Co.
 WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
 WSEI, Effingham; Illinois Bcstg. Co.
 WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
 WFJS, Freeport; Stephenson Corp.
 WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
 WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
 WLBH-FM, Mattoon; Mattoon Bcstg. Co.
 WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
 WOPA-FM, Oak Park; Village Bcstg. Co.
 WLYN-FM, Olney; Olney Bcstg. Co., Inc.
 WPRS-FM, Paris; Paris Bcstg. Corp.
 WMBD-FM, Peoria; WMBD, Inc.
 WGEM-FM, Quincy; Quincy Bcstg. Co.
 WTAD-FM, Quincy; Lee Broadcasting, Inc.
 WROK-FM, Rockford; Rockford Broadcasters, Inc.
 WHBF-FM, Rock Island; Rock Island Bcstg. Co.
 WTAX-FM, Springfield; WTAX, Inc.
 WKID-FM, Urbana; WKID Bcstg. Co.

INDIANA

WFIU, Bloomington; Trustees of Ind. University
 WCNB-FM, Connersville; News-Examiner Company
 WBBS, Crawfordsville; First Baptist Church
 WTRC-FM, Elkhart; Truth Publishing Co., Inc.
 WCMR, Elkhart; Clarence C. Moore
 WIKY-FM, Evansville; South Central Bcstg. Corp.
 WMLL, Evansville; On the Air, Inc.
 WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
 WJOB-FM, Hammond; South Shore Bcstg. Corp.
 WITZ-FM, Jasper; Jasper On the Air, Inc.
 WFAM, near Lafayette; WFAM, Inc.

Call Letters	City	Licensee
WINL	Lebanon	Lebanon Bcstg. Co.
WORX	Madison	Electronics Lab., Inc.
WMRI-FM	near Marion	Chronicle Publishing Co., Inc.
WIMS-FM	Michigan City	Northern Ind. Bcstrs., Inc.
WMUN	near Muncie	Tri-City Radio Corp.
WCTW	New Casile	The Courier-Times, Inc.
WBOW-FM	Terre Haute	Banks of the Wabosh, Inc.
WTHI-FM	Terre Haute	Wobash Valley Bcstg. Corp.
WRWSW-FM	Warsaw	Reub Williams & Sons, Inc.
WFML	Washington	Washington Radio, Inc.

IOWA

KFGQ-FM, Boone; Boone Biblical College
 KROS-FM, Clinton; Clinton Bcstg. Corp.
 WOC-FM, Davenport; Tri-City Bcstg. Company
 KRNT-FM, Des Moines, Cowles Bcstg. Co.
 KSO-FM, Des Moines; Murphy Bcstg. Company
 WHO-FM, Des Moines, Central Bcstg. Co.
 WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
 KOKX-FM, Keokuk; Keokuk Bcstg. Co.
 KGLO-FM, Mason City; Lee-Radio, Incorporated
 KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
 KSCJ-FM, Sioux City, Perkins Brothers Co.
 KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
 KFH-FM, Wichita; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland, Ashland Bcstg. Company
 WLBJ-FM, Bowling Green Bcstg. Co.
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
 WSON-FM, Hopkinsville, Hopkinsville Bcstg. Co., Inc.
 WLAP-FM, Lexington; American Bcstg. Co.
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.
 WDMI-FM, Owensboro; Owensboro Bcstg. Company
 WVJS-FM, Owensboro, Owensboro on the Air, Inc.
 WKYB-FM, Paducah; WKYB, Inc.
 WPAD-FM, Paducah, Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM, Alexandria, Alexandria Bcstg. Co., Inc.
 WAFB-FM, Baton Rouge; Modern Bcstg. Co.
 WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
 WLCS-FM, Baton Rouge; Air Waves, Inc.
 KYOL-FM, Lafayette Evangeline Bcstg. Co., Inc.
 KMLB-FM, Monroe; Limer's Bcstg. Station, Inc.
 WDSU-FM, New Orleans; WDSU Bcstg. Corp.
 WRCM, New Orleans, Supreme Bcstg. Co., Inc.
 WMMT, New Orleans, Fidelity Bcstg. Co., Inc.
 KTBS-FM, Shreveport; KTBS, Inc.
 KRMD-FM, Shreveport; Radio Station KRMD
 KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
 WCAO-FM, Baltimore; The Monumental Radio Co.
 WITH-FM, Baltimore; Maryland Bcstg. Company
 WUST-FM, Bethesda; Bcstg. Management, Inc.
 WCUM-FM, Cumberland; The Tower Realty Co.
 WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
 WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Post Broadcasting Co.
 WEEL-FM, Boston; Columbia Bcstg. System, Inc.
 WHDH-FM, Boston; WHDH, Inc.
 WNAC-FM, Boston; General Telcradio, Inc.
 WBET-FM, Brockton; Enterprise Publishing Co.
 WXHR, Cambridge; Middlesex Bcstg. Corp.
 WHAI-FM, Greenfield; John W. Haigis
 WLLH-FM, Lowell; Merrimack Bcstg. Co., Inc.
 WBSM-FM, New Bedford; Bay State Bcstg. Co.
 WNBH-FM, New Bedford; E. Anthony & Sons, Inc.
 WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
 WHYN-FM, Springfield; Hampden-Hampshire Corp.
 WMAS-FM, Springfield; WMAS, Inc.
 WCRB-FM, Waltham; Charles River Bcstg. Co.
 WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
 WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
 WHFB-FM, Benton Harbor; Polladium Publishing Co.
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
 WKMH-FM, Dearborn; WKMH, Inc.
 WBRI, Detroit; Booth Radio & TV Stations, Inc.
 WDET-FM, Detroit; Wayne University
 WJBK-FM, Detroit; Storer Bcstg. Co.
 WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
 WMUZ, Detroit; Michigan Music Co.
 WWJ-FM, Detroit; The Evening News Association
 WXYZ-FM, Detroit; WXYZ, Inc.
 WFUM, Flint; Regents of University of Michigan
 WFBE, Flint; Flint Bd. of Ed.
 WJEF-FM, Grand Rapids; Fetzter Bcstg. Co.
 WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.
 WKBZ-FM, Muskegon; Ashbacker Radio Corp.
 WLDM, Oak Park; Lincoln Bcstg. Company
 WCAR-FM, Pontiac; WCAR, Inc.
 WOMC, Royal Oak; Sparks Bcstg. Co.
 WSAM-FM, Saginaw; Saginaw Bcstg. Co.
 WSTR-FM, Sturgis; WSTR, Inc.

MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College
 WTCN-FM, Minneapolis; Minn. Television Pub. Serv. Corp.
 KFAM-FM, St. Cloud; The Times Publishing Co.
 WMIN-FM, St. Paul; Franklin Bldg. Co.
 KWNO-FM, Winona; Winona Radio Service

Call Letters City Licensee

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
 WRFM, Hattiesburg; Forest Bcstg. Co., Inc.
 WJDX-FM, Jackson; Lamar Life Insurance Co.

MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod
 KWOS-FM, Jefferson City; Capital Bcstg. Company
 WMBH-FM, Joplin; Joplin Bcstg. Company
 KCMO-FM, Kansas City; Meredith Engrg. Co.
 KBOA-FM, near Kennett; Kennett Bcstg. Corp.
 KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.
 KTTS-FM, Springfield; Independent Bcstg. Co.
 KCFM, St. Louis; Commercial Bcstg. Co.
 KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
 KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
 WTSV-FM, Claremont; Grandview, Inc.
 WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
 WOPW-FM, Nashua; Nashua Bcstg. Corp.

NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.

NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.
 WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
 WAAT-FM, Newark; Bremer Bcstg. Corp.
 WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
 WTOA, Trenton; Mercer Broadcasting Co.
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

NEW YORK

WMBO-FM, Auburn; WMBO, Inc.
 WRBS, Bay Shore; Great South Bay Bcstg. Co.
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.
 WRRE, Bristol Center; Northeast Radio Corp.
 WBEN-FM, Buffalo; WBEN, Inc.
 WBNY-FM, Buffalo; Roy L. Albertson
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
 WXRC, Buffalo; Western New York Bcstg. Co.
 WRRC, Cherry Valley; Northeast Radio Corp.
 WCLI-FM, Corning; Radio Corning Inc.
 WKRT-FM, Cortland; Radio Cortland, Inc.
 WRRD, DeRuyter; Northeast Radio Corp.
 WHLI-FM, Hempstead; FM Broadcasting Corp.
 WWHG-FM, Hornell; The W. H. Greenhow Co.
 WHCU-FM, Ithaca; Cornell University

Call Letters City Licensee

WRRR, Ithaca; Northeast Radio Corp.
 WJTN-FM, Jamestown; James Bcstg. Co., Inc.
 WMSA-FM, Massena; The Brockway Company
 WINRC-FM, New Rochelle; Radio New Rochelle Inc.
 WABC-FM, New York; American Bcstg. Co., Inc.
 WABF, New York; Metropolitan Bcstg. & TV, Inc.
 WCBS-FM, New York; Columbia Bcstg. System, Inc.
 WEVD-FM, New York; Debs Memorial Fund, Inc.
 WGHF, New York; WGHF, Inc.
 WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
 WMGM-FM, New York; Loew's, Inc.
 WRCA-FM, New York; National Bcstg. Co., Inc.
 WNYC-FM, New York; City of N. Y. Municipal Bcstg. System
 WOR-FM, New York; General Teleradio, Inc.
 WQCR-FM, New York; Interstate Bcstg. Co., Inc.
 WWRL-FM, New York; Long Island Bcstg. Corp.
 WHLD-FM, Niagara Falls; Earl C. Hull
 WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
 WHDL-FM, Olean; WHDL, Inc.
 WALK-FM, Patchogue; Suffolk Bcstg. Corp.
 WHFM, Rochester; Stromberg-Carlson Company
 WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
 WGFM, Schenectady; General Electric Company
 WSyr-FM, Syracuse; Central New York Bcstg. Corp.
 WFLY, Troy; The Troy Record Company
 WRUN-FM, Utica; Rome Sentinel Company
 WWNY-FM, Watertown; The Brockway Company
 WRRL, Weathersfield; Northeast Radio Corp.
 WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
 WLOS-FM, Asheville; Skyway Bcstg. Co.
 WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.
 WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.
 WSOC-FM, Charlotte; Radio Station WSOS, Inc.
 WDNC-FM, Durham; Durham Radio Corp.
 WIFM-FM, Elkin; James B. Childress
 WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
 WBBO-FM, nr. Forest City; Rutherford County Radioc Co., Inc.
 WGNF-FM, Gastonia; Catherine T. McSwain
 WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
 WHNC-FM, Henderson; Henderson Radio Corp.
 WINOS, High Point; The North State Bcstg. Co.
 WHPE-FM, High Point; High Point Bcstg. Co.
 WMFR-FM, High Point; Radio Station WMFR, Inc.
 WEWO-FM, Laurinburg; Scotland Bcstg. Co.
 WLOE-FM, Leaksville; WLOE, Inc.
 WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
 WMIT, Marion; Mt. Mitchell Bcstg. Co.
 WFMB, nr. Mayodan; Moyo Bcstg. Co.
 WNAO-FM, Raleigh; WPTF Radio Company
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
 WREV-FM, Raleigh; Capitol Bcstg. Co., Inc.
 WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.
 WKFM, Roanoke Rapids; WCBT, Inc.
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
 WEED-FM, Rocky Mount; William Avera Wynne
 WSTP-FM, Salisbury; Piedmont Bcstg. Co.
 WWGP-FM, Sanford; Sandhills Bcstg. Corp.



Call Letters	City	Licensee
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WOHS-FM, Shelby; Western Carolina Radio Corp.
 WSIC-FM, Statesville; Statesville Bcstg. Co., Inc.
 WCPS-FM, Tarboro; Coastal Plains Bcstg. Co., Inc.
 WTNC-FM, nr. Thomasville; Thomasville Bcstg. Co.
 WMFD-FM, Wilmington; Richard Austin Dunlea
 WAIR-FM, Winston-Salem; Radio-Winston-Salem, Inc.
 WSJS-FM, Winston-Salem; Piedmont Publishing Co.
 WMIT, Yancey County; Mt. Mitchell Bcstrs., Inc.

OHIO

WAKR-FM, Akron; Summit Radio Corporation
 WFAH-FM, Alliance; Review Publishing Company
 WATG-FM, Ashland; Ashland Bcstg. Co.
 WICA-FM, Ashtabula; WICA, Inc.
 WTRX-FM, Belaire; Ohio-W. Virginia Broadcasting Co.
 WHBC-FM, Canton; The Ohio Bcstg. Co.
 WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.
 WKRC-FM, Cincinnati; Radio Cincinnati, Inc.
 WDOK-FM, Cleveland; Civic Bcstrs., Inc.
 WERE-FM, Cleveland; Cleveland Bcstg. Co.
 WGAR-FM, Cleveland; Peoples Bcstg. Corp.
 WHK-FM, Cleveland; United Bcstg. Co.
 WJW-FM, Cleveland; WJW, Inc.
 WTAM-FM, Cleveland; National Bcstg. Co., Inc.
 WSRS-FM, Cleveland Hts.; WSRS, Inc.
 WCOL-FM, Columbus; Air Trails, Inc.
 WVKO-FM, Columbus; Sky Way Bcstg. Corp.
 WHIO-FM, Dayton; Miami Valley Bcstg. Corp.
 WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.
 WF1N-FM, Findlay; The Findlay Publishing Co.
 WFOB-FM, Findlay; Seneca Radio Corp.
 WFRO-FM, Fremont; Wolfe Bcstg. Corp.
 WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.
 WIMA-FM, Lima; Northwestern Ohio Bcstg. Corp.
 WMRN-FM, Marion; Marion Bcstg. Co.
 WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.
 WCLT-FM, Newark; The Advocate Printing Co.
 WPAY-FM, Portsmouth; The Scioto Bcstg. Co.
 WSTV-FM, Steubenville; WSTV, Inc.
 WSPD-FM, Toledo; Storer Bcstg. Co.
 WTOL-FM, Toledo; Community Bcstg. Co.
 WTRT, Toledo; Unity Corp., Inc.
 WWST-FM, Wooster; Wooster Republican Bcstg. Co.
 WKBN-FM, Youngstown; WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM, Muskogee; Eastern Okla. Bcstg. Co.
 KSPI-FM, Stillwater; Stillwater Publishing Co.

OREGON

KWIL-FM, Albany; Central Willamette Bcstg. Co.
 KUGN-FM, Eugene; KUSN, Inc.
 KGPO, Grants Pass; Southern Oregon Bcstg. Co.
 KEX-FM, Portland; Westinghouse Bcstg. Co.
 KQFM, Portland; H. Quentin Cox
 KOIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.
 KPFFM, Portland; Oregon Bcstrs., Ltd.
 KPOJ-FM, Portland; KPOJ, Inc.

Call Letters	City	Licensee
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PENNSYLVANIA

WFMA, Allentown; Penn-Allen Bcstg. Co.
 WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.
 WVAM-FM, Altoona; The General Bcstg. Corp.
 WGPA-FM, Bethlehem; Bethlehems' Globe Publ. Co.
 WBUT-FM, Butler; J. Patrick Beacom
 WCHA-FM, Chambersburg; Chambersburg Bcstg. Co., Inc.
 WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.
 WEEX, near Easton; Easton Publishing Co.
 WEST-FM, Easton; Associated Bcstrs., Inc.
 WERC-FM, Erie; Presque Isle Bcstg. Co.
 WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc.
 WHP-FM, Harrisburg; WHP, Inc.
 WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.
 WARD-FM, Johnstown; Central Bcstg. Co., Inc.
 WJAC-FM, Johnstown; WJAC, Incorporated
 WGAL-FM, Lancaster; WGAL, Inc.
 WLAN-FM, Lancaster; The Peoples Bcstg. Co.
 WLBR-FM, Lebanon; Lebanon Bcstg. Service Co.
 WLTN, Lewistown; Lewistown Bcstg. Co.
 WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.
 WCAU-FM, Philadelphia; WCAU, Inc.
 WFIL-FM, Philadelphia; Triangle Publications, Inc.
 WF1N, Philadelphia; Franklin Bcstg. Corp.
 WHAT-FM, Philadelphia; Independence Bcstg. Co.
 WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.
 WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.
 WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.
 KDKA-FM, Pittsburgh; Westinghouse Bcstg. Co., Inc.
 WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House
 WKJF, Pittsburgh; Mrs. A. J. R. Greer
 WWSW-FM, Pittsburgh; WWSW, Inc.
 PPA-FM, Pottsville; Pottsville Bcstg.
 WGBI-FM, Scranton; Scranton Broadcasters, Inc.
 WEJL, Scranton; Scranton Times
 WPIC-FM, Sharon; Sharon Herald Bcstg. Co.
 WKOK-FM, Sunbury; Sunbury Bcstg. Corp.
 WRRN, Warren; Northern Allegheny Bcstg. Co.
 WJPA-FM, Washington; Washington Bcstg. Co.
 WBRE-FM, Wilkes-Barre; Louis G. Baltimore
 WLYC-FM, Williamsport; Lycoming Bcstg. Co.
 WRAC-FM, Williamsport; WRAC, Inc.
 WNOW-FM, York; The Helm Coal Co. (Bcstg. Div.)
 WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPFM, Providence; Nobscoet Bcstg. Corp.
 WPJB-FM, Providence; Providence Journal Co.
 WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
 WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
 WCSC-FM, Charleston; WCSC, Inc.
 WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.
 WCOS-FM, Columbia; Radio Columbia
 WIS-FM, Columbia; The Bcstg. Co. of the South
 WDSC-FM, Dillon; Border Bcstg. Co.

Call Letters	City	Licensee
WAKE-FM,	Greenville;	Piedmont Bcstg. Co.
WESC-FM,	Greenville;	Greenville Broadcasting Co.
WFBC-FM,	Greenville;	WMRC Inc.
WCRC-FM,	Greenwood;	Greenco, Inc.
WORG,	Orangeburg;	WTND, Inc.
WRHI-FM,	Rock Hill;	York County Bcstg. Co.
WSNW-FM,	Seneca;	Blue Ridge Bcstg. Co., Inc.
WDXY,	Spartanburg;	Word, Inc.
WSPA-FM,	Spartanburg;	The Spartan Radiocasting Co.
WALD-FM,	Walterboro;	Walterboro Bcstg. Co.

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
 WAPO-FM, Chattanooga; WAPO Bcstg. Serv. Inc.
 WDDO-FM, Chattanooga; WDDO Bcstg. Co.
 WAEW-FM, Crossville; WAEW, Inc.
 WHBT-FM, Harriman; Harriman Bcstg. Co.
 WTJS-FM, Jackson; The Sun Publishing Co., Inc.
 WJHL-FM, Johnson City; WJHL, Inc.
 WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
 WBIR-FM, Lenoir City; WLIL, Inc.
 WMCF, Memphis; Memphis Publishing Company
 WSOK-FM, Nashville; Nashville Bcstg. Co.

TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.
 KRIC-FM, Beaumont; The Enterprise Co.
 KCLE-FM, Cleburne; Marti, Inc.
 KCCT-FM, Corpus Christi; International Radio Co.
 KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
 KRLD-FM, Dallas; KRLD Radio Corporation
 WRR-FM, Dallas; City of Dallas
 KDNT-FM, Denton; Horwell V. Shepard
 WBAF-FM, Fort Worth; Carter Publications, Inc.
 KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.
 KPRC-FM, Houston; The Houston Post Company
 KTRH-FM, Houston; KTRH Bcstg. Co.
 KLTJ-FM, near Longview; Le Tourneau Radio Corp.
 KISS, San Antonio; The Walmac Co.
 KITE-FM, San Antonio; Radio KITE, Inc.
 KNON-FM, San Antonio; Mission Bcstg. Co.
 K TSA-FM, San Antonio; Sunshine Bcstg. Co.
 KCMC-FM, Texarkana; KCMC, Inc.

UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah
 KUTF, Salt Lake City; Utah Bcstg. & TV Co.

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
 WINA-FM, Charlottesville; Charlottesville Bcstg. Co.
 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.

Call Letters	City	Licensee
WBTM-FM,	Danville;	Piedmont Bcstg. Corp.
WEVA-FM,	Emporio;	Stone Bcstg. Corp.
WSVA-FM,	Harrisonburg;	Shenandoah Valley Bcstg. Corp.
WLVA-FM,	Lynchburg;	Lynchburg Bcstg. Corp.
WWOOD-FM,	Lynchburg;	Old Dominion Bcstg. Corp.
WMVA-FM,	Near Martinsville;	Martinsville Bcstg. Co.
WGH-FM,	Newport News;	Hampton Roads Bcstg. Corp.
WRVC,	Norfolk;	Lorus & Brother Co., Inc.
WTAR-FM,	Norfolk;	WTAR Radio Corporation
WCOD,	Richmond;	Havens & Martin, Inc.
WLEE-FM,	Richmond;	Lee Bcstg. Corp.
WRNL-FM,	Richmond;	Richmond Newspapers, Inc.
WRVD,	Richmond;	Larus & Brother Co., Inc.
WDBJ-FM,	Roanoke;	Times-World Corporation
WROV-FM,	Roanoke;	Radio Roanoke, Inc.
WSLS-FM,	Roanoke;	Shenandoah Life Stations, Inc.
WRFL,	Winchester;	Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Richland; KALE, Inc.
 KING-FM, Seattle; KING Bcstg. Company
 KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
 KISW, Seattle; Ellwood W. Lippincott
 KREM-FM, Spokane; Louis Wasmer
 KTNT-FM, Tacoma; Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
 WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
 WJPB-FM, Fairmount; Fairmount Bcstg. Co.
 WHTN-FM, Huntington; Greater Huntington Radio Corp.
 WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
 WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.
 WAJR-FM, Morgantown; West Virginia Radio Corp.
 WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
 WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.
 WKWK-FM, Wheeling; Community Bcstg., Inc.
 WWVA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company
 WWCF, Greenfield; Wm. C. Forrest
 WCLC-FM, Janesville; Gazette Printing Co.
 WHA-FM, Madison; State of Wisc., State Radio Council
 WIBA-FM, Madison; Badger Bcstg. Co.
 WISC-FM, nr. Madison; Radio Wisconsin, Inc.
 WMFM, Madison; Earl W. Fessler
 WDLB-FM, Marshfield; Dairyland's Bcstg. Serv., Inc.
 WLIN, Merrill; Alvin E. O'Konski
 WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.
 WRJN-FM, Racine; Racine Bcstg. Corp.
 WJMC-FM, Rice Lake; WJMC, Inc.
 WHBL-FM, Sheboygan; WHBL, Inc.
 WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

WOMEN COMMENTATORS

HOME ECONOMISTS of U. S. Radio and TV Stations



— A —

Abernathy, Matsy, WEER, Southern Pines, N. C.
 Aberta, Vergie, KGGM-TV, Albuquerque, N. Mex.
 Abdou, Gloria, WCAE, Pittsburgh, Pa.
 Accola, Dorothy, KASL, Newcastle, Wyo.
 Adams, Betty, WJAR-TV, Providence, R. I.
 Adams, Elizabeth, WFIL-TV, Philadelphia, Pa.
 Aders, Edna, WLSI, Pikeville, Ky.
 Adams, Kay, WQIA, Mohnc, Ill.
 Adams, Opal, WMBZ, Macon, Miss.
 Adams, Susan, WABD, New York, N. Y.
 Aitken, Kate, CFRB, Toronto, Ont., Canada
 Allan, Nancy, KMTV, Fresno, Cal.
 Allen, June, WTVT, Miami, Fla.
 Allen, Nancy, WLAB, Laurel, Miss.
 Allen, Ruth, WGAR, Cleveland, Ohio
 Alexander, Barbara, KXVI, Coeur d'Alene, Idaho
 Alexander, Jeanne, WBL, Charlotte, N. C.
 Alexander, Mildred, WTAR, Norfolk, Va.
 Alexandria, Eleonora, WBAX, Wilkes-Barre, Pa.
 Allison, Myrna, KBON, Omaha, Neb.
 Allison, Lucille, KWBB, Wichita, Kans.
 Ansbaugh, Faith, WMTG, Vanceleve, Ky.
 Anton, Blanch, WLOA, Bradlock, Pa.
 Anderson, Fran, KXRA, Alexandria, Minn.
 Anderson, Jane, KIOA, Des Moines, Iowa
 Anderson, June, KMMJ, Grand Island, Neb.
 Andrews, Miriam, WRUF, Gainesville, Fla.
 Angel, Barbara, KPTV, Portland, Oreg.
 Angle, Barbara, WLBK-TV, Lebanon, Pa.
 Anno, Mary Jean, WATW, Ashland, Wis.
 Antoine, Frances, WYIM, Vicksburg, Miss.
 Antionetti, Clara, WTSA, Brattleboro, Vt.
 Appl, Marie, KWCB, Scarcey, Ark.
 Arch, Shirley, WHLD, Nazama Falls, N. Y.
 Arledge, Mabel, KIVY, Crockett, Texas
 Arlen, Margaret, WCBS-TV, New York, N. Y.
 Armand, Dorothy, WCOV, Montgomery, Ala.
 Armstrong, Jennie-Belle, WSYR, Syracuse, N. Y.

— B —

Baeke, Gladys, WJKO, Springfield, Mass.
 Bacher, Jeanne, KGST, Fresno, Cal.
 Badham, Mary, WERC, Birmingham, Ala.
 Bagley, Harriet, KOVE, Lander, Wyo.
 Bailey, Betty, KENI, Portales, N. Mex.
 Bailey, Mildred, WCOP, Boston, Mass.
 Bailey, Muz, KMUR, Murray, Utah
 Bailey, Martha, WLOS-TV, Asheville, N. C.
 Baird, Jeanne, KEVT, Santa Barbara, Cal.
 Baker, Arleen, KRAL, Rawlins, Wyo.
 Baker, Betty, WHO, Des Moines, Iowa
 Baker, Evangeline, KGO-TV, San Francisco, Cal.
 Baker, Gertrude, WRMT, Butler, Penn.
 Baker, Mildred, KNAK, Salt Lake City, Utah
 Baldwin, Bette, WHEP, Foley, Ala.
 Baldwin, Helen, WNBZ-TV, Binghamton, N. Y.
 Bale, Helen, WREX-TV, Rockford, Ill.
 Ball, Jane Ellen, WJAS, Pittsburgh, Pa.
 Ball, Joy, WEAR-TV, Pensacola, Fla.
 Ballew, Betty, KPTM, Ft. Morgan, Colo.
 Baneroff, Barbara, WMMB, Mt. Airy, N. C.
 Barden, Phyllis, WDBO-TV, Orlando, Fla.
 Barkwell, Patsy, KOOS, Coos Bay, Ore.
 Barnes, Josie, KTVF, Salt Lake City, Utah
 Barnett, Josephine, KRON, Oregon City, Ore.
 Barnett, Mary Joan, WLOH, Princeton, W. Va.
 Barondess, Harriet, WMIE, Miami, Fla.
 Barrett, Myrtle, WHDP, Houghton, Mich.
 Barrer, Mary Ann, WJPG, Green Bay, Wis.
 Bartlett, Edna, WENY, Elmira, N. Y.
 Bartlett, Sue, WTTY, Bloomington, Ind.
 Bartlett, Virginia, WNET, Providence, R. I.
 Barrie, Wendy, WHIO-TV, Dayton, Ohio
 Barby, Cathy, WMCT, Memphis, Tenn.
 Baxter, Margo, KVEE-TV, San Luis Obispo, Cal.
 Bayne, Barbara, WLOL, Minneapolis, Minn.
 Beagle, Helen, WHEM, Bloomsburg, Pa.
 Beagle, Maude Stewart, WBBC, Flint, Mich.
 Bean, Ruth, WATV, Newark, N. J.
 Bean, Wilma, KRKX, Resburg, Idaho
 Beard, Naomi, WTCO, Campbellsville, Ky.
 Becker, Helen Margaret, KIMO, Independence, Mo.
 Becker, Johanne, KTUP, Durango, Colo.

Beeby, Helen, WORD, Spartanburg, S. C.
 Belancio, Gloria, WSVJ, Elkhart, Ind.
 Belden, Virginia, KCKY, Coolidge, Ariz.
 Bell, Alice, WAGA-TV, Atlanta, Ga.
 Bell, Peggy, KPVO, Lubbock, Texas
 Beltran, Alma Leonor, KALI, Pasadena, Cal.
 Benell, Julie, WFAA-TV, Dallas, Tex.
 Benner, Hazel, KCLS, Flagstaff, Ariz.
 Benson, Beverly, WJOC, Jamestown, N. Y.
 Bergstrom, Mildred, WKBN-TV, New Britain, Conn.
 Berry, Mari Lou, WJPS, Evansville, Ind.
 Berth, Muriel H., WNBZ, Saranac Lake, N. Y.
 Bess, Bobbe, WTAX, Springfield, Ill.
 Boons, Barbara, WYCG, Coral Gables, Fla.
 Bishop, Ethel, WXOK, Baton Rouge, La.
 Blair, Anne, WGMS, Washington, D. C.
 Blair, Virginia, KRBC-TV, Abilene, Tex.
 Blazer, Eleanor J., WHOK, Lancaster, Ohio
 Blake, Julie, WFEA, Manchester, N. H.
 Blake, Nancy, WHOI, Alhertown, Pa.
 Black, Ruth, WIMS, Michigan City, Ind.
 Blum, Vaucelie, KMIO, Marshall, Mo.
 Boehm, Mary Kay, WITZ, Jasper, Ind.
 Bolton, Geneva, KREL, Baytown, Tex.
 Bond, Betty, WLSL-TV, Roanoke, Va.
 Booth, Bette Mills, KLWN, Lawrence, Kans.
 Borovac, Joyce, WMEG, Hibbing, Minn.
 Bost, Cecile, WTRC, Hickory, N. C.
 Botkin, Frank S., KVOA-TV, Tucson, Ariz.
 Bowen, Jerri, KHSL-TV, Chico, Cal.
 Bowles, Patricia, KFSA-TV, Ft. Smith, Ark.
 Bowman, Helen, WKBS, Springfield, Vt.
 Bowman, Maxine, KIBS, Springfield, Ark.
 Box, Mary Jane, WFRX, West Frankfort, Ill.
 Boyd, Jo, WMIA, Aberdeen, Miss.
 Boyette, Martha, WTRP, LaGrange, Ga.
 Brasen, Virginia, WIOV, Dover, Del.
 Bradford, Betty, WESB, Bradford, Pa.
 Bradley, Dorothy, WQXI-TV, Atlanta, Ga.
 Bramblett, Gladys V., WSAF, Fall River, Mass.
 Brannen, Mrs. Ernest, WWSN, Statesboro, Ga.
 Breese, Beth, KNQE-TV, Monroe, La.
 Brennan, Libby, WLK, Wilkes-Barre, Pa.
 Bridges, Doris, WKMT, Kings Mountain, N. C.
 Brink, Norma S., WGRD, Grand Rapids, Mich.
 Brinkley, Amy, WHBY, Hickory, N. C.
 Brisco, Charlotte, KTVH, Hutchinson, Kan.
 Broadwell, Fay, KNXX, Sweetwater, Tex.
 Brooks, Bonnie Jean, KBHS, Hot Springs, Ark.
 Brooks, Helen, WFBP, Baltimore, Md.
 Brooks, Pat, KVAS, Astoria, Ore.
 Brown, Betty Jo, WJOT, Lake City, S. C.
 Brown, Betty Jo, WJOT, Lake City, S. C.
 Brown, Barbara, WINA, Charlottesville, Va.
 Brown, Beverly, KIMA-TV, Yakima, Wash.
 Brown, Elizabeth A., KBMX, Coalinga, Cal.
 Brown, Mary Elba, KEBE, Jacksonville, Tex.
 Brown, Mina, KHQ-TV, Spokane, Wash.
 Brown, Shirley, KMED, Medford, Ore.
 Browne, Olivia, WMT, Memphis, Tenn.
 Broyles, Clara E., KBLO, Hot Springs, Ark.
 Bruce, Ann, WGUU, Bangor, Maine
 Bruce, Dmy, WBBM-TV, Chicago, Ill.
 Bruce, Fran, KVCV, Redding, Cal.
 Brunsey, Jerry, WMHG, Richmond, Va.
 Brunton, Beverly, KVAL-TV, Eugene, Ore.

— C —

Cann, Judy, KFBS, Shreveport, La.
 Caldwell, Jeanne, WERC, Erie, Pa.
 Calfee, Lu, WAAM, Baltimore, Md.
 Callins, Jo Anne, WRNY, Rochester, N. Y.
 Callahan, Dene, WFSN-TV, Charleston, S. C.
 Calloway, Elizabeth, KTRF, Lufkin, Tex.
 Cameron, Barbara, WKRC, Cincinnati, Ohio
 Campbell, Dorothy M., WRDQ, Augusta, Maine
 Cain, Adene W., WKSR, Pulaski, Tenn.
 Cain, Stella, WSEE, Erie, Pa.
 Cantrell, Jane, KWAL, Wallace, Idaho
 Capland, Letha Lee, KPAC, Port Arthur, Tex.
 Carlson, Mrs. Ann, WEAT, West Palm Beach, Fla.
 Carlson, Mildred, WBZ, Boston, Mass.
 Carlson, Norah, WLYC, Williamsport, Pa.
 Carshaw, Hazel, WPTX, Lexington Park, Md.
 Carr, Paula, WMOA, Marietta, Ohio

Carroll, Ann.....WLOS-TV, Asheville, N. C.
 Carroll, Elaine.....WKBN, Youngstown, Ohio
 Carroll, Lynn.....WCAO, Baltimore, Md.
 Carson, Pam.....WKY, Oklahoma City, Okla.
 Carter, Cecile.....KALB, Alexandria, La.
 Carter, Fran.....WAZL, Hazelton, Penn.
 Carter, Freda.....KAMD, Camden, Ark.
 Carter, Joan.....KTSM-TV, El Paso, Tex.
 Carter, Katherine.....WLOU, Louisville, Ky.
 Cartwright, Christine.....WCCM, Lawrence, Mass.
 Casey, Wynne.....WJOY, Burlington, Vt.
 Cason, Barbara.....WMP5, Memphis, Tenn.
 Cass, Betty.....WIBA, Madison, Wis.
 Casteel, Ellamae.....WKBN-TV, Youngstown, Ohio
 Church, Joyce.....KDKN, Clinton, Mo.
 Clare, Virginia.....KIHO, Sioux Falls, S. Dak.
 Clark, Edna.....WWGP, Sanford, N. C.
 Clarke, Betty.....WFDF, Flint, Mich.
 Clogston, Eleanor.....KIEM-TV, Eureka, Cal.
 Coates, Irma.....WDLB, Marshfield, Wis.
 Coggin, Joyce.....WCOH, Newman, Ga.
 Coggins, Marcia.....WKDW, Newberry, S. C.
 Colbert, Jean.....WTIC, Hartford, Conn.
 Corbett, Jean.....WCAU-TV, Philadelphia, Pa.
 Cotton, Dorothy.....WHEC-TV, Rochester, N. Y.
 Craig, Julie.....WICS, Springfield, Ill.
 Craig, Louise M.....WSFC, Somerset, Ky.
 Craig, Nancy.....WABC-TV, New York, N. Y.
 Cramer, Alma.....WARD, Johnstown, Pa.
 Crane, Martha.....WLS, Chicago, Ill.
 Crane, Ruth.....WMAL-TV, Washington, D. C.
 Crawford, Lurline.....WJNO-TV, Palm Beach, Fla.
 Crocker, Betty.....KRXL, Roseburg, Ore.
 Crowther, Joan.....WNHC-TV, New Haven, Conn.
 Crumbaker, Marge.....KGUL-TV, Galveston, Tex.
 Cummins, Charlotte.....WROY, Carmi, Ill.
 Curet, Marge.....WVMI, Biloxi, Miss.
 Curley, Margaret.....WJEF, Grand Rapids, Mich.
 Currat, Thelma.....WTFM, East St. Louis, Ill.
 Currier, Bernice.....KMA, Shenandoah, Iowa
 Curtis, Peggy.....WJLK, Asbury Park, N. J.

— D —

Daehler, Mrs. F. Carl.....WPAY, Portsmouth, Ohio
 Daffron, Polly.....WVNL, Richmond, Va.
 Dahl, Cindy.....WTTG, Washington, D. C.
 Dale, Dorothy.....WBET, Brockton, Mass.
 Dale, Jerry.....WNRC, New Rochelle, N. Y.
 Dalton, Jane.....WSPA, Spartanburg, S. C.
 Dalzell, Madge.....WIOU, Kokomo, Ind.
 Danelo, Florence.....WDTV, Pittsburgh, Pa.
 Daniel, Jacqueline.....KFBC, Sacramento, Cal.
 Daniels, Catherine.....WISH, Indianapolis, Ind.
 Daniels, Liz.....KDAL, Duluth, Minn.
 Darland, Maxine.....WMT-TV, Cedar Rapids, Iowa
 Darling, Sue.....KCRG, Cedar Rapids, Iowa
 Daugherty, Catherine E.....WKBI, St. Mary's, Pa.
 Davis, Betty.....KOIN-TV, Portland, Ore.
 Davis, Lillian.....WSSC, Sumter, S. C.
 Davis, Marguerite.....KXOB, Stockton, Cal.
 Davis, Velda.....KSPI, Stillwater, Okla.
 Dawley, Dorothy.....WSLI, Jackson, Miss.
 Dawson, Helen.....WVMC, Mt. Carmel, Ill.
 Day, Erin.....KVG, Missoula, Mont.
 Day, Helen.....WBAY-TV, Green Bay, Wis.
 Day, Louise.....WRF5, Alexander City, Ala.
 Dean, Ina Mae.....KYSM, Mankato, Minn.
 Deane, Martha.....WOR, New York, N. Y.
 Dearth, Jacqueline.....WBEX, Chillicothe, Ohio
 DeGaray, Lydia.....KCOR, San Antonio, Tex.
 Demas, Jana.....WKRC-TV, Cincinnati, Ohio
 Denman, Nell.....KBWD, Brownwood, Tex.
 Denning, Eloise.....WCOJ, Coatesville, Pa.
 Dennis, Mimi.....WABT, Birmingham, Ala.
 Derrick, Ella.....KNOG, Nogales, Ariz.
 Dettinger, Alma.....WQXR, New York, N. Y.
 DeVaney, Maxine.....WMBH, Joplin, Mo.
 Dickens, Dean.....WGST, Atlanta, Ga.
 Dickerson, Doris.....WOXP, Oxford, N. C.
 Dickinson, Florence.....WOKW, Sturgeon Bay, Wis.
 Didier, Teresa.....KFBB-TV, Great Falls, Mont.
 DiFilippo, Kim.....WNOK, Columbia, S. C.
 Dillin, Alberta.....WFOY, St. Augustine, Fla.
 Dixon, Nancy.....WJAR-TV, Providence, R. I.
 Dobson, Deloris.....KSLM, Salem, Ore.
 Dodge, Ruth.....WHWB, Rutland, Vt.
 Donges, Cathy.....WATG, Ashland, Kan.
 Donbam, Betty Jo.....KNEX, McPherson, Kan.
 Donst, Esther.....KFNF, Shenandoah, Iowa
 Donovan, Joyce.....WTRY, Troy, N. Y.
 Dooley, Dorothy.....KFDX-TV, Wichita Falls, Tex.
 Dooley, Edna.....WTV, Durham, N. C.
 Doonan, Kathleen.....WTAP, Parkersburg, W. Va.
 Dorr, Mary.....WFIL-TV, Philadelphia, Pa.

Dorsey, Polly.....WBMD, Baltimore, Md.
 Doss, Thelma.....KOCB, Mineral Wells, Tex.
 Douglas, Donna.....WTOP-TV, Washington, D. C.
 Drew, Sally.....WJER, Dover, Ohio
 Drivas, Chris.....WIDE, Biddeford, Maine
 DuBols, Joellen.....WTNS, Coshocton, Ohio
 Duffy, Kerrin.....WCOW, Saint Paul, Minn.
 DuKate, Gwenn.....WPCF, Panama City, Fla.
 Duke, Ann.....WDBL, Springfield, Tenn.
 DuMond, Irene.....KXEL, Waterloo, Iowa
 Dnnaway, Bobbie.....KTVW, Tacoma, Wash.
 Duncan, Martha.....WOI-TV, Ames, Iowa
 Dunlop, Ruth.....KPHO-TV, Phoenix, Ariz.
 Dunn, Barbara.....KBO3, Modesto, Cal.
 Dunn, JoAnn.....WTRX, Bellaire, Ohio
 Dutton, Hazel.....KNGS, Hanford, Cal.
 Duvall, Carol.....WOOD-TV, Grand Rapids, Mich.
 Dwyer, Mary.....WRDW, Augusta, Ga.
 Dymale, Nancy.....WBKV, West Bend, Wis.

— E —

Early, Christmas.....WGMA, Hollywood, Fla.
 Eason, Imogene.....WGA1, Elizabeth City, N. C.
 Easton, Sally.....WBIS, Bristol, Conn.
 Ebeling, Betty.....KCB, Lubbock, Tex.
 Eckloff, Maurine.....KHOL-TV, Kearney, Neb.
 Edwards, Lyn.....WFOM, Marietta, Ga.
 Edwards, Mary Lou.....WORZ, Orlando, Fla.
 Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
 Ellen, Nanny.....WWNR, Beckley, W. Va.
 Elliott, Pat.....WAGF, Dothan, Ala.
 Ellis, Frankie Jo.....KOY, Phoenix, Ariz.
 Ellis, Lorraine.....KOMU-TV, Columbia, Mo.
 Elpern, Margaret.....KZTV, Reno, Nev.
 Emunson, Crys.....WMTE, Manistee, Mich.
 Engel, Rita.....KIJV, Huron, S. Dak.
 England, Gladys G.....WSMT, Sparta, Tenn.
 English, Pat.....WSEE, Erie, Pa.
 Erlandson, Alice.....KJRG, Columbus, Neb.
 Erskine, Kay.....KSVP, Artesia, N. Mex.
 Eubanks, Velma.....WMUU, Greenville, S. C.
 Evans, Jan.....WOHP, Bellefontaine, Ohio
 Evans, Joan.....WIBC, Indianapolis, Ind.
 Everitt, Janice.....WBRN, Big Rapids, Mich.
 Eversole, T. Jack.....WKCT, Bowling Green, Ky.
 Exum, Loretta.....WDAK, Columbus, Ga.

— F —

Fabiant, Rozell.....WRBL-TV, Columbus, Ga.
 Fairbanks, Lucille.....KFIZ, Fond Du Lac, Wis.
 Fariss, Mary Ann.....KTVQ, Oklahoma City, Okla.
 Farmer, Helen.....WEML, Macon, Ga.
 Faulk, Polly.....WCKB, Dunn, N. C.
 Feezor, Betty Daniels.....WBT-TV, Charlotte, N. C.
 Ferguson, Paula.....WJOI, Florence, Ala.
 Files, Norma K.....WCAW, Charleston, W. Va.
 Flora, Catherine.....WCUM, Cumberland, Md.
 Fisher, Edith.....WLSE, Wallace, N. C.
 Fisher, Luella M.....WBEN-TV, Buffalo, N. Y.
 Fitch, Marie.....KGLN, Glenwood Springs, Colo.
 Fitzwater, Jean.....KGEZ, Kalispell, Mont.
 Fleming, Dorothy.....WDSC, Dillon, S. C.
 Fletcher, Louise.....WSOK, Nashville, Tenn.
 Fletcher, Marian.....WLOK-TV, Lima, Ohio
 Fletcher, Ruth A.....KSEI, Pocatello, Idaho
 Flornroy, Rose.....WRBL, Columbus, Ga.
 Flower, Elsie.....KGDM, Stockton, Cal.
 Flowers, Eleanor.....WHSC, Hartsville, S. C.
 Floyd, Margo.....WTV, Bangor, Maine
 Flynn, Eileen.....WRGB, Schenectady, N. Y.
 Fontaine, Patricia.....KARK-TV, Little Rock, Ark.
 Foran, Margaret H.....WAAF, Chicago, Ill.
 Forbes, Joanne.....KWLL, Albany, Ore.

— G —

Gaffney, Pauline.....WBFF, Rochester, N. Y.
 Gerhart, Mary Alice.....WHFB, Benton Harbor, Mich.
 Geyers, Marion.....WAKR, Akron, Ohio
 Gibbs, Agnes.....WCSH-TV, Portland, Maine
 Gilchrist, Norma.....KPOL, Los Angeles, Cal.
 Gilstrap, Karine.....KTAE, Taylor, Tex.
 Goodman, Juanita.....KICA, Clovis, N. Mex.
 Goodman, Ruth M.....WTOC, Savannah, Ga.
 Gordon, Mrs. Drayton H.....WFTF, Front Royal, Va.
 Gordon, Mimi.....WPRC, Lincoln, Ill.
 Gorman, Marjorie.....KVOA-TV, Tucson, Ariz.
 Gosar, Donna.....KOVO, Provo, Utah
 Gottlieb, Ruth.....WMSC, Columbia, S. C.
 Gould, Ailee.....KIMN, Denver, Colo.
 Gould, Dorothy R.....WJNC, Jacksonville, N. C.
 Graham, Lee.....WABD, New York, N. Y.
 Graham, Lucille.....WNXT, Portsmouth, Ohio
 Graham, Nettie.....WBHP, Huntsville, Ala.
 Graham, Peg.....KDIX, Dickinson, N. Dak.

Graham, Virginia... WABD, New York, N. Y.
 Grantham, Cathy... WTBF, Troy, Ala.
 Graves, Kathryn H... WCMA, Corinth, Miss.
 Gray, Kitty... WBCC, Salisbury, Md.
 Gray, Phyllis... WPCR, Portage, Wis.
 Green, Countee... KBOR, Brownsville, Tex.
 Greigore, Juliet... KXOC, Chico, Cal.
 Green, Sally... WTRR, Sanford, Fla.
 Greene, June K... WHAI, Greenfield, Mass.
 Greenough, Ruth... KGYO-TV, Missoula, Mont.
 Greenway, Myrtle... WCSC-TV, Charleston, S. C.
 Greer, Lois Gene... KVMA, Magnolia, Ark.
 Grey, Ethel... WSDA, York, Pa.
 Grey, Peggy Burke... KCRE, Crescent City, Cal.
 Grover, Corinne... WHCU, Ithaca, N. Y.
 Guge, Eleanor... KILL, Estherville, Iowa
 Gukby, Beverly... WJBW, New Orleans, La.
 Gulley, Beatrice... WMPY, Madison, Wis.
 Gulley, Carson... WMTV, Madison, Wis.
 Gunning, Elizabeth... WJAR, Providence, R. I.
 Gunn, Janet... KCMJ, Palm Springs, Cal.

— H —

Haaase, Evelyn... KSMN, Mason City, Iowa
 Haden, Evelyn... WKWK, Wheeling, W. Va.
 Hadley, Cissy... KCJB-TV, Abbot, N. Dak.
 Hadley, June... WANE, Fort Wayne, Ind.
 Haebler, Aleth... WCCO-TV, Minneapolis, Minn.
 Hagen, Ann... KSET, El Paso, Tex.
 Halliday, Marion... KLO, Ogden, Utah
 Hallisey, Madeline M... WOTW, Nashville, N. H.
 Ham, Lois... KSID, Simey, Neb.
 Hammersley, Evelyn... KOA-TV, Denver, Colo.
 Hamilton, Jean... KCEB-TV, Tulsa, Okla.
 Hansen, Flo... KFER, Fresno, Cal.
 Hardy, Doris... WELM, Fitchburg, Mass.
 Harlow, Mary Louise... WNAV, Annapolis, Md.
 Harshbarger Sara... WKNA-TV, Charleston, W. Va.
 Harrington, Mary S... WALE, Fort River, Mass.
 Harper, Gertrude... WDLG, Port Jervis, N. Y.
 Harris, Betty... WHOW, Clinton, Ill.
 Harris, Betty... WANT, Richmond, Va.
 Harris, Fran... WWJ, Detroit, Mich.
 Harris, Frances Kay... KGBF, Galveston, Tex.
 Harris, Polly... KEPO, El Paso, Tex.
 Harris, Sara Lou... WLIB, New York, N. Y.
 Hart, Georgia... WIS-TV, Columbia, S. C.
 Hart, Lynn... WMAL, Washington, D. C.
 Bartin, Dorothy C... KSCO, Santa Cruz, Cal.
 Harvey, Mary... WGBM-TV, Quincy, Ill.
 Harvey, Mary... WKTY, Titon, N. Y.
 Hatchett, Grace... KJAY, Topeka, Kan.
 Hayes, Bette... WBAF-TV, Kansas City, Mo.
 Hayes, Fern... KVAN, Vancouver, Wash.
 Hayward, Joyce... WGAC, Augusta, Ga.
 Hayes, May Broadshaw... WICC, Bridgeport, Conn.
 Bayme, Jean... KTEM, Temple, Tex.
 Haugen, Jane S... KDZ, Hutchinson, Minn.
 Healey, Dolores... KBRC, Mount Vernon, Wash.
 Healy, Meg... KIXL, Dallas, Tex.
 Heald, Marjorie... WHTB, Talladega, Ala.
 Heckel, Faith... WHAP, Hopewell, Va.
 Hellin, Virginia... KOSA, Odessa, Tex.
 Heider, Anne... KRSW-TV, Roswell, N. Mex.
 Heitger, Abbie... WBW, Bedford, Ind.
 Henderson, Freddie... WERD, Atlanta, Ga.
 Henderson, Louise... WSNJ, Bridgeton, N. J.
 Henderson, Margaret... WGSV, Gainesville, Fla.
 Hendricks, Peg... WKBN-TV, Youngstown, Ohio
 Henry, Helen Nell... WNLA, Indianapolis, Miss.
 Hepburn, Helen... WKKB, Muskegon, Mich.
 Hersh, Gladys... WKAP, Allentown, Pa.
 Hession, Virginia... WLOX, Biloxi, Miss.
 Hiatt, Alma... WSD, Mt. Airy, N. C.
 Hickox, Mary... KFI, Los Angeles, Cal.
 Hieman, Mrs. William... KVOC, Casper, Wyo.
 Hill, Clare... WWSR, St. Albans, Vt.
 Hillegas, Gay... KSRW-TV, Saffins, Fla.
 Hines, Kay... KBMY, Billings, Mont.
 Itsey, Rhca... WFIW, Fairfield, Ill.
 Hockaday, Annie... WMPM, Southfield, N. C.
 Hoffmann, Helen Ruth... KRYAK Yakima, Wash.
 Hogan, Fanny... WHBJ, Greensburg, Pa.
 Housington, Paula... KRB, Clanton, Kan.
 Holcomb, Margaret... WRON, Rouseville, W. Va.
 Holgate, Helen... KSDN, Aberdeen, S. Dak.
 Holland, Jean... KGNC-TV, Amarillo, Tex.
 Holliday, Mary... WACO, Waco, Tex.
 Hollister, Mrs. Johnnie... WCIL, Carbondale, Ill.
 Holmes, Bernie Ash... KRMC, Tulsa, Okla.
 Holmes, Carol... WJIM-TV, Lansing, Mich.
 Holmes, Connie... WAVL, Dayton, Ohio
 Holmes, Lois... KSLA, Shreveport, La.
 Holt, Leah... KWJJ, Port Jervis, Ore.

Hoogenhous, Mary... WKLJ, Sparta, Wis.
 Hope, Helen... WHYN-TV, Springfield, Mass.
 Horn, Elaine... KVOS, Bellingham, Wash.
 Hornbecker, Gloria Jean... KOKX, Keokuk, Iowa
 Hoskins, Phyllis... WMMB, Melbourne, Fla.
 Hotchkiss, Alida... WFMZ-TV, Allentown, Pa.
 Douglas, Mimi... KUGN, Eugene, Ore.
 House, Valdia... KTBB, Tyler, Tex.
 Hubbard, Elaine... KSN, Bisbee, Ariz.
 Hubbard, Margie Lou... KPLT, Paris, Tex.
 Huber, Helen R... KRMS, Osage Beach, Mo.
 Hudgens, Honey... KCEB-TV, Tulsa, Okla.
 Hudgins, Virginia... WLOE, Leaksville, S. C.
 Huffman, Helen M... WAYB, Waynesboro, Va.
 Hughes, Claire... KWKW, Pasadena, Cal.
 Hughes, Shirley... WTAN, Clearwater, Fla.
 Hulth, Bernice... WOL-TV, Ames, Iowa
 Hull, Martha... KCID, Caldwell, Idaho
 Hull, Marjorie... WRDW-TV, Augusta, Ga.
 Hummel, Barbara W... WHRQ-TV, Memphis, Tenn.
 Huse, Polly... WHZ-TV, Boston, Mass.
 Hutch, Nita... WTVN, Columbus, Ohio
 Hutchins, Minabell... WPTW, Piqua, Ohio

— I —

Ingersoll, Andy... KSNB, Jamestown, N. Dak.
 Innes, Jane... KWBM, Withston, N. Dak.
 Inholz, Dorothy... KRBC, Abilene, Tex.
 Irvine, Peggy... WMAY, Springfield, Ill.

— J —

Jackson, Gretchen... WBMS, Boston, Mass.
 Jacobson, Dorothy... KPUG, Bellingham, Wash.
 James, Vera... WEKY, Cincinnati, Ohio
 Jarman, Frances... WDNB, Durham, N. C.
 Jenemann, Doris... KSTL, St. Louis, Mo.
 Jennings, Helen M... WLOS, Baton Rouge, La.
 Jensen, Ruth... WNSD, Big Stone Gap, Va.
 Jernquist, Dorothy... WMBV-TV, Marinette, Wis.
 Jewell, Mary Ann... WLD, Birmingham, Ala.
 John, Alma... WWRU, New York, N. Y.
 Johnson, Bea... KMBC-TV, Kansas City, Mo.
 Johnson, Duane... WCIA, Champaign, Ill.
 Johnson, Fern... KSCB, Cedar City, Utah
 Johnson, Gerry... KRLD, Dallas, Tex.
 Johnson, Justine... WEOA, Evansville, Ind.
 Johnson, Min... WMON, Montgomery, W. Va.
 Johnson, Patricia S... WBAV, Haverhill, Mass.
 Johnson, Sibly... WKY TV, Oklahoma City, Okla.
 Johnson, Toki... WHOD, Homestead, Pa.
 Johnston, Frances... KCLO, Littleworth, Kan.
 Johnston, Mescal... KIRA, LITTLE ROCK, Ark.
 Jones, Ann... WLAF, Lexington, Ky.
 Jones, Mary... WFIL, Philadelphia, Pa.
 Jostedt, Peggy... KWKT-TV, St. Louis, Mo.
 Jorg, Lavelle... KMOR, Oroville, Cal.
 Junker, Dee... KOOL, Phoenix, Ariz.

— K —

Kabac, Dorothy... WEKY, Richmond, Ky.
 Kaiser, Doreen... WBEV, Beaver Dam, Wis.
 Kastner, Irene... WMBR, Jacksonville, Fla.
 Kattine, Fred... KXLY-TV, Spokane, Wash.
 Kay, Kathryn... KVQA, Tucson, Ariz.
 Kay, Lorraine... WRJN, Racine, Wis.
 Kay, Theodora... WFEL, Philadelphia, Pa.
 Kaye, Barbara... WKRG, Mobile, Ala.
 Kaye, Emily... KXEO, Mexico, Mo.
 Kearson, Grace... WAYX, Waycross, Ga.
 Keating, Anne... WSPA-TV, York, Pa.
 Kemp, Marian... WCAU-TV, Philadelphia, Pa.
 Kerry, Katherine... KSCC-TV, Sacramento, Cal.
 Kidd, Pat... WMOK, Metropolis, Ill.
 Kimball, Betty... WHAY, New Britain, Conn.
 Kimball, Helen... KIRO, Seattle, Wash.
 Kincaid, Earsley... WILY, Pittsburgh, Pa.
 King, Carol... WMVT, Burlington, Vt.
 King, Ethel June... KAKE-TV, Wichita, Kan.
 King, June... WLBZ, Jackson, Miss.
 King, Marjorie... KNBC, San Francisco, Cal.
 Kirk, Dorothy Ann... KIRO, Grand Forks, N. Dak.
 Kirk, Henrietta... WAJF, Decatur, Ala.
 Kirby, Bea... WTTM, Trenton, N. J.
 Kitchen, Katherine... KMJ-TV, Fresno, Cal.
 Klieser, Edith... WLAV, Grand Rapids, Mich.
 Klamer, Arlene... WICA-TV, Ashabula, Ind.
 Kober, Mary... WFIE-TV, Evansville, Ind.

— L —

Labbutt, Myrtle... CKLW, CKLW-TV, Detroit-
 194309, Mich.
 LaCall, Kitty V... KVLG, Little Rock, Ark.
 Lake, Nancy... WLEC, Sandusky, Ohio

Lane, Barbara.....WISC, Madison, Wis.
 Lane, Carol.....WRUM, Rumford, Maine
 Lane, Laura.....WMBY, New Orleans, La.
 Lane, Marian.....WRKD, Rockland, Maine
 Lane, Martha.....KKOK, St. Louis, Mo.
 Lankford, Virginia.....WZOB, Fort Payne, Ala.
 Lansley, Mickey.....WNDR, Syracuse, N. Y.
 Latham, Darlene.....KIFI, Idaho Falls, Idaho
 Larson, Kay.....WHEN-TV, Syracuse, N. Y.
 Lauten, Jane.....WGAN-TV, Portland, Maine
 Lavigne, Claire, Noontime Digest.....WATR,
 Waterbury, Conn.
 Lawton, Judy.....KXJB-TV, Valley City, N. Dak.
 Lea, Sandra.....WHB, Kansas City, Mo.
 Lee, Mrs. Carol.....KECK, Odessa, Tex.
 Lee, Dorothy.....KPQ, Wenatchee, Wash.
 Lee, Gloria.....WDBC, Escanaba, Mich.
 Lee, Elinor.....WTOP, Washington, D. C.
 Lee, Linda.....KTBC-TV, Austin, Tex.
 Lee, Virginia.....WLEE, Richmond, Va.
 Leidendeker, Maxine.....KBIZ, Ottumwa, Iowa
 Lenly, Pat.....WCSC-TV, Charleston, S. C.
 Lenarz, Gayle.....KRCC-TV, Rochester, Minn.
 LeSueur, Mary Louise.....KOOK-TV, Billings, Mont.
 Lewallen, Dorothy.....WGW, Asheboro, N. C.
 Lewis, Donna.....KGNC-TV, Amarillo, Tex.
 Lewis, Doris.....WJAT, Swainsboro, Ga.
 Lieberman, Jean.....WFMZ-TV, Allentown, Pa.
 Lindamood, Virginia C.....WSVA, WSV-TV,
 Harrisonburg, Va.
 Lindbert, Aileen.....WABJ, Adrian, Mich.
 Lindgren, Irene.....WFEM, WFEM-TV,
 Indianapolis, Ind.
 Lipsey, Elsa.....WGBA, Columbus, Ga.
 Livermore, Mercer.....WKKO, Cocoa, Fla.
 Lloyd, Joan.....WILK-TV, Wilkes-Barre, Pa.
 Long, Millie.....WEAR-TV, Pensacola, Fla.
 Lowe, Kay.....WKLO, Louisville, Ky.
 Lucca, Peggy Jayne.....WOND, Pleasantville, N. J.
 Lynn, Dea.....KGBT-TV, Harlingen, Tex.
 Lynn, Jane.....WLW, Cincinnati, Ohio
 Lynn, Melba G.....WBCM, Bay City, Mich.
 Lynn, Merrie.....KVOD, Denver, Colo.
 Lynn, Peggy.....WEST, Easton, Pa.
 Lyons, Ruth.....WLW-T, Cincinnati, Ohio

— Mc —

McAdoo, Mary.....KRCA, Los Angeles, Cal.
 McAllister, Chris.....KPAS, Banning, Cal.
 McBride, Alys Mae.....WHLB, Virginia, Minn.
 McBride, Jean.....WVJ-TV, Detroit, Mich.
 McBride, Maureen.....WBBZ, Pouca City, Okla.
 McCarthy, Josephine.....WRCA-TV, New York, N. Y.
 McCartney, Maida H.....KOJM, Havre, Mont.
 McCloskey, Katherine.....KDB, Santa Barbara, Cal.
 McCloy, Ruth.....KOMO-TV, Seattle, Wash.
 McCormick, Dorothy.....WSON, Henderson, Ky.
 McCraney, Betty.....KSEL, Lubbock, Tex.
 McCrary, Jinx Falkenburg.....WRCA, WRCA-TV,
 New York, N. Y.
 McCue, Dorothy.....KULE, Ephrata, Wash.
 McCulloch, Sibyl.....WETE, Johnson City, Tenn.
 McDaniel, Ann.....KWFC, Hot Springs, Ark.
 McDonald, Martha.....KRLD, Dallas, Tex.
 McDonnell, Margaret.....KTFS, Texarkana, Tex.
 McDougal, Cherie.....WCHS, Charleston, W. Va.
 MeEwen, Velma.....KWBC, Ft. Worth, Tex.
 McGuire, Mary.....WMTV, Cadillac, Mich.
 McGuire, Mary.....KDTB, Dubuque, Iowa
 McIntire, C.....WTVI, Belleville, Ill.
 McIntyre, Mildred.....WRCO, Richland Center, Wis.
 McIntyre, Susie.....WBT, Charlotte, N. C.
 McJoynt, Pat.....WCLO, Janesville, Wis.
 McKenzie, Maggie.....KGNC, Amarillo, Tex.
 McKinnie, Peggy.....WTJS, Jackson, Tenn.
 McLane, Jean.....WCAO, Baltimore, Md.
 McMillan, Helen.....KSWB-TV, Roswell, N. Mex.
 McNally, Mary Anne.....KANS, Wichita, Kan.
 McNealey, Beth.....WTSP, St. Petersburg, Fla.
 McNellis, Maggi.....WABC-TV, New York, N. Y.
 McWhorter, Charlotte.....WGR-TV, Buffalo, N. Y.

— M —

MacCulloch, Bess.....WHL, Port Huron, Mich.
 MacDonald, Dorothy.....WRFC, Athens, Ga.
 MacDonald, Gerry.....WCBY, Cheboygan, Mich.
 MacDonald, Jerry.....WCBY, Cheboygan, Mich.
 MacDonald, Marie.....KFB, Wichita, Kan.
 Mack, Elynn.....KBUR, Burlington, Iowa
 Madden, Gertrude.....WWPA, Williamsport, Pa.
 Magno, Nina.....WADC, Akron, Ohio
 Malmgren, Lloyds.....WNHC-TV, New Haven, Conn.
 Mallory, Martha.....WWNH, Rochester, N. H.
 Mann, Claire.....WABD, New York, N. Y.

Mann, Peggy.....WTVD, Durham, N. C.
 Manners, Martha.....WKTV, Utica, N. Y.
 Manning, Mary.....WLAC, Nashville, Tenn.
 Mansfield, Roberta.....WEHR, Fayetteville, Tenn.
 Mar, Ann.....WMBR-TV, Baltimore, Md.
 Massey, Vera.....WSDU-TV, New Orleans, La.
 Masters, Margaret.....KSL-TV, Salt Lake City, Utah
 Mattson, P. J.....WARE, Ware, Mass.
 May, Catherine.....KIT, Yakima, Wash.
 Mayfield, Alice.....WSFA, Montgomery, Ala.
 Mead, Dottie.....WSPB, Sarasota, Fla.
 Meadows, Joan.....WBRC-TV, Birmingham, Ala.
 Melrose, Edythe Fern.....WXYZ, Detroit, Mich.
 Merchant, Elizabeth.....KFDA-TV, Amarillo, Tex.
 Meredith, Mrs. J.....WMMN, Fairmont, W. Va.
 Merman, Rayleen.....KEBO-TV, Bakersfield, Cal.
 Merritt, Lenore.....KIH, Hood River, Ore.
 Merritt, Margaret.....WCOL, Columbus, Ohio
 Merryfield, Mary.....WMAQ, Chicago, Ill.
 Meservy, Maye.....KVNU, Logan, Utah
 Messer, Alice.....KJEO-TV, Fresno, Cal.
 Metrie, Rose Ella.....WJEP-TV, Jacksonville, Fla.
 Meyer, Anne.....WGGG, Gainesville, Ga.
 Mickley, Lillian.....WGBB, Harrisburg, Pa.
 Middlemast, Jessie.....WHLI, Hempstead, N. Y.
 Milcs, Rory.....WBRE, Wilkes-Barre, Pa.
 Miller, Barbara.....WAMS, Wilmington, Del.
 Miller, Dottie May.....WTAC, Flint, Mich.
 Miller, Dottie.....WSGW, Saginaw, Mich.
 Miller, Helen.....WSTP, Salisbury, N. C.
 Miller, Janet.....WARM-TV, Scranton, Pa.
 Miller, Meta.....WCOS-TV, Columbia, S. C.
 Miller, Mildred.....WBEN-TV, Buffalo, N. Y.
 Mills, Nancy.....KVEC, San Luis Obispo, Cal.
 Mingle, Yvonne.....WMTS, Murfreesboro, Tenn.
 Mitchell, Marge.....WIRL, Peoria, Ill.
 Mittendorf, Virginia.....KOP-TV, Tucson, Ariz.
 Mix, Doris.....KRPL, Moscow, Idaho
 Moe, Carol S.....WBUT-TV, Buffalo, N. Y.
 Monroe, Odessa.....WCIN, Cincinnati, Ohio
 Monroe, Willa.....WDIA, Memphis, Tenn.
 Moody, Lorna.....WBG, Atlanta, Ga.
 Moore, Edna.....WJWL, Georgetown, Del.
 Moore, Eleanor.....WSBT, South Bend, Ind.
 Moore, Ethie.....WBR, Knoxville, Tenn.
 Moore, Mary.....WJAG, Norfolk, Nebr.
 Moore, Terry.....WEDO, McKeesport, Pa.
 Moorman, Covey.....WFAI, Fayetteville, N. C.
 Morain, Ota.....WMVO, Mount Vernon, Ohio
 Moran, Florence.....WLB, Lebanon, Pa.
 Moreland, Helen.....KTEN, Ada, Okla.
 Morgan, Betty.....WEEU-TV, Reading, Pa.
 Morgan, Cindy.....KVON, Napa, Cal.
 Morgan, Louise.....WNAO, Boston, Mass.
 Morgan, Mary.....CKLW, CKLW-TV,
 Detroit-Windsor, Mich.
 Morris, Grace.....WBIZ, Eau Claire, Wis.
 Morris, Louise.....WOP, Torrington, Conn.
 Morsch, Fern.....KOV, Valley City, N. Dak.
 Morse, Janeen.....WTNT, Tallahassee, Fla.
 Morse, Molly.....KFMB, San Diego, Cal.
 Mortensen, Nelda.....KGBT-TV, Harlingen, Tex.
 Morton, Kitty.....WNOW-TV, York, Pa.
 Morton, Mava.....WKNA, Charleston, W. Va.
 Moses, Lucille.....KWIZ, Santa Ana, Cal.
 Mosier, Sue.....KFK, Greeley, Colo.
 Mosley, Shirley.....WOWL, Florence, Ala.
 Moss, Elizabeth.....KSEY, Seymour, Texas
 Mottard, Elaine.....WMAV, Menominee, Mich.
 Mounts, Wyletta.....KCOW, Alliance, Nebr.
 Munoz, Margarite.....KTXN, Austin, Texas
 Munro, Florence Luedeke.....WMBD, Peoria, Ill.
 Murray, Margaret.....WCMC, Wildwood, N. J.
 Murray, Alcibia.....WUST, Bethesda, Md.
 Muse, Orene.....WJBO, Baton Rouge, La.

— N —

Nackos, Mary.....WGT, Wilson, N. C.
 Narel, Dorothy.....WKNY, WKNY-TV,
 Kingston, N. Y.
 Nelson, Gertrude.....WAOK, Atlanta, Ga.
 Nelson, Mary.....WBTV-TV, Danville, Va.
 Nelson, Myrtle.....KFAD, Fairfield, Iowa
 Newman, Ida.....WJDA, Quincy, Mass.
 Newell, Verna.....KFGO, Fargo, N. D.
 Neville, Helen.....WGR, WGR-TV, Buffalo, N. Y.
 Nolting, Gladys.....WJCD, Seymour, Ind.
 Norman, Beth.....KYA, San Francisco, Cal.
 Norman, Kay.....KNEA, Jonesboro, Ark.
 Norman, Nancy.....WJZ, Decatur, Ill.
 Norris, Joan.....WJMT, Philadelphia, Pa.
 Norton, Marion.....KDMS, El Dorado, Ark.
 Norwood, Helen.....KOWH, Omaha, Nebr.
 Notari, Serena.....WEDC, Chicago, Ill.

WOMEN COMMENTATORS—RADIO-TV

Nunnolley, Frances.....WCRF, Birmingham, Ala.
Nyland, Louise.....KOLN-TV, Lincoln, Nebr.

— O —

Oblinger, Jackie.....WHIS, Bluefield, W. Va.
O'Brien, Libby.....WSTC, Stamford, Conn.
O'Brien, Margie.....KFBC, KFDC-TV, Cheyenne, Wyo.
O'Brien, Mary Lou.....KENT, Shreveport, La.
O'Connor, Fran.....KBTV, Denver, Colo.
O'Day, Billie.....WIOD, Miami, Fla.

— P —

Page, Evelyn.....WTVL, Waterville, Maine
Page, Lioba.....WIKK, Erie, Pa.
Page, Mrs.....WJK, Detroit, Mich.
Page, Pat.....WPEN, Philadelphia, Pa.
Page, Dottie.....WREN, Topeka, Kans.
Painter, Betty.....KVGB, Great Bend, Kans.
Palmer, Paige.....WVWS, Cleveland, Ohio
Palmer, Sammie.....KSCV, Richfield, Utah
Panka, Tom.....WPRE, Prairie Du Chien, Wis.
Parker, Ethel.....WELM, Elmhurst, N. Y.
Parker, Z. D.....KTEN, Ada, Okla.
Parks, Betty.....WARM, Scranton, Pa.
Parr, Dorothy Y.....WCNY-TV, Carlhage, N. Y.
Parr, Dorothy.....WVNY, Watertown, N. Y.
Parris, Helen.....WAGA, Atlanta, Ga.
Parris, Helen.....WAGA-TV, Atlanta, Ga.
Patterson, Virginia.....WHOLT-TV, Dayton, Ohio
Paxton, Patricia Ann.....WKVB, Paducah, Ky.
Payne, Lorena.....KWHP, Cushing, Okla.
Payne, Mrs. Rex.....KDET, Center, Tex.
Pedlow, Marion.....WDRF, Chester, Pa.
Pendergast, Macbelle.....KCCC-TV, Sacramento, Cal.
Perl, Betty.....WEOK, Poughkeepsie, N. Y.
Peters, Esther.....WINH, Lacomia, N. H.
Peterson, Janice.....KBRZ, Freeport, Tex.
Peterson, Kitty.....WVOP, Vidalia, Ga.
Petoello, Joan.....WPAC, Patebozue, N. Y.
Pfeiffer, Mary Lou.....WFRD, Worthington, Ohio
Pharis, Dorothy.....WPNX, Phenix City, Ala.
Phelps, Sue.....WKQY, Bluefield, W. Va.
Phillip, Lee.....WBBM-TV, Chicago, Ill.
Phillips, Becky.....WRR, Dallas, Tex.
Phillips, Wendy.....WIP, Philadelphia, Pa.
Pickering, Helen.....WHJC, Madera, W. Va.
Pierce, Jackie.....WTVJ, Miami, Fla.
Pierce, Lee.....WTFE, Elmira, N. Y.
Pinckney, Vivian.....KXRO, Aberdeen, Wash.
Pitts, Margot.....WISR, Butler, Pa.
Porter, Bernice J.....WGRA, Cairo, Ga.
Porter, Clarine S.....WCOA, Pensacola, Fla.
Porter, Jeanne.....WKNB-TV, New Britain, Conn.
Porter, Cliffordean.....WOMI, Owensboro, Ky.
Potter, Grace.....WMOU, Berlin, N. H.
Power, Matty.....KYUM, Yuma, Ariz.
Prasek, Winnie.....KVIC, Victoria, Tex.
Pressly, Harriet.....WPTF, Raleigh, N. C.
Prime, Rosina.....KCLV, Clovis, N. Mex.
Prosser, Marie.....KATE, Albert Lea, Minn.
Puckett, Martha.....WGBI, Columbus, Miss.
Pursell, Joan.....WCLI, Corning, N. Y.

— Q —

Quinn, Frances.....KJEO-TV, Fresno, Cal

— R —

Rabb, K.....WJRI, Lenoir, N. C.
Ragley, Sally.....WPME, Punxsutawhey, Pa.
Rand, Sally.....KLAS-TV, Las Vegas, Nev.
Randazza, Ada.....WLCR, Torrington, Conn.
Randolf, Lillian.....KOWL, Santa Monica, Cal.
Rankin, Mary.....WFPD, Fort Dodge, Iowa
Ransom, Jane.....WEAM-TV, Lafayette, Ind.
Ratteree, Fran.....WSUN-TV, St. Petersburg, Fla.
Ray, Ruth.....WKST, WKST-TV, New Castle, Pa.
Rawlings, Phila.....WSM, WSM-TV, Nashville, Tenn.
Reager, Jndy.....WPDx, Clarksville, W. Va.
Redington, Ruth.....WKNE, Keene, N. H.
Rednor, Nan.....WBFD, Trenton, N. J.
Reynolds, Jessie.....WBRM, Marion, N. C.
Rhodes, Betty Jean.....WFOM, Fairmont, N. C.
Rhodes, Roxy.....KTRT, Rolla, Mo.
Rice, Catherine.....WFAU, Augusta, Maine
Richards, Joan.....WIPC, Lake Wales, Fla.
Richardson, Shirley.....KWVO, Cheyenne, Wyo.
Richter, Charlotte.....WNOP, Newport, Ky.
Rickard, Doris.....WBBB, Burlington, N. C.
Riegel, Ethel.....WKOK, Snnbury, Pa.
Riggs, Patricia.....KJUN, Redmond, Ore.
Risk, Hester.....WMBS, Uniontown, Pa.
Risman, Anita.....WKAL, Rome, N. Y.
Ripley, Harriet.....KLZ-TV, Denver, Colo.
Robert, Lois.....WFNC, Fayetteville, N. C.

Roberts, Helen.....WMT, Cedar Rapids, Iowa
Roberts, Marion.....WRGB, Schenectady, N. Y.
Robertson, Ruth M.....WENT, Gloversville, N. Y.
Robertson, Shirley.....WKPT, Kingsport, Tenn.
Robison, Blanche.....WOCB, West Yarmouth, Mass.
Robinson, Dottie Baker.....WENE, Binghamton-
Endicott, N. Y.

Robinson, Mrs. L.....KTBC, Austin, Tex.
Robinson, Sally.....KVOU, Uvalde, Tex.
Robinson, Valmae.....KPLC, Lake Charles, La.
Roen, Marion.....KM0D, Modesto, Cal.
Ryan, Erika.....KUBA, Vuba City, Cal.
Ryan, Helen.....WNEM-TV, Bay City, Mich.
Ryan, Helen.....WTHI-TV, Terre Haute, Ind.
Ryder, Virginia.....KCIL, Houma, La.
Ryle, Rita.....WEWO, Laurinburg, N. C.

— S —

Sadler, Vera.....KTAC, Tacoma, Wash.
Salas, Irma.....KBKI, Alice, Tex.
Salentine, Carol.....KFMB-TV, San Diego, Cal.
Sallmon, Mary.....KVMA, Yuma, Ariz.
Saltzgeber, Ruth.....WNOV, York, Pa.
Salzar, Florence.....KODL, Cody, Wyo.
Samuelson, Connie.....WJTN, Jamestown, N. Y.
Sanderson, Elsie Neoley.....KOLN-TV, Lincoln, Neb.
Sands, Eleanor Hanson.....WHK, Cleveland, Ohio
Sandstrom, Milda.....KSEK, Pittsburg, Kan.
Sarasin, Lois R.....WJPD, Ishpeming, Mich.
Saunders, Jean.....WJEH, Gallipolis, Ohio
Sax, Caroline.....WSTV-TV, Steubenville, Ohio
Schermmerhorn, Maric.....KLCB, Libby, Mont.
Schmidt, Mary.....WCAN-TV, Milwaukee, Wis.
Schmidke, Eleanor M.....KRWC, Forest Grove, Ore.
Schneider, Eunice.....WEPM, Martinsburg, W. Va.
Schofield, Anne.....KJSH, Boise, Idaho
Scott, Pat.....WHBF-TV, Rock Island, Ill.
Scott, Pat.....KGBX, Springfield, Mo.
Scott, Romane.....WPAM, Pottsville, Pa.
Schroeder, Dorothy J.....WHTN, Huntington, W. Va.
Schubert, Jane.....KNOE-TV, Monroe, La.
Schultz, Margaret.....WJHL, Johnson City, Tenn.
Schwarz, Monica.....WASA, Havre de Grace, Md.
Schweisig, Elaine.....KXLY-TV, Spokane, Wash.
Slabber, Peggy.....KTVX, Muskogee, Okla.
Shaler, Segnie.....KWBG, Boone, Iowa
Shank, Dorothy.....WEBB, Buffalo, N. Y.
Sharp, Fern.....WBNS, Columbus, Ohio
Sharpe, Marjorie Bright.....KUP, San Bernardino, Cal.
Shaw, Bea.....WFAA-TV, Dallas, Tex.
Shaw, Monette.....KENS, San Antonio, Tex.
Shaw, Sue.....WGVJ, Greenville, S. C.
Shean, Darcy.....WFTL, Ft. Lauderdale, Fla.
Shea, Jeanne.....WBNV-TV, Columbus, Ohio
Shelby, Beth.....KXOA, Sacramento, Cal.
Shepard, Joan.....KBTV, Denver, Colo.
Shepherd, Lee.....KTVX, Muskogee, Okla.
Sherman, Jo.....WARA, Attleboro, Mass.
Short, Virginia.....WPRT, Prestonsburg, Ky.
Shorten, Martha.....KGD, San Diego, Cal.
Shumate, May Floyd.....KSO, Des Moines, Iowa
Silverson, Pearl.....WBHQ-TV, Memphis, Tenn.
Simms, Marge.....WMAM, Marinette, Wis.
Smith, Barbara.....KOTV, Tulsa, Okla.
Smith, Betty.....KLJZ, Brainerd, Minn.
Smith, Betty.....WBTM-TV, Danville, Va.
Smith, Denise.....KMAE, McKinney, Tex.
Smith, Doris.....WDUN, Gainesville, Ga.
Smith, Druce WDEF, WDEF-TV, Chattanooga, Tenn.
Smith, Evelyn.....WSMI, Litchfield, Ill.
Smith, Jane.....WSP, Kingston, N. C.
Smith, Jane.....KVEN, Ventura, Cal.
Smith, Lillian.....WTSB, Lumberton, N. C.
Smith, Mame Lee.....WJAY, Mullins, S. C.
Smith, Margaret.....KHQ, Spokane, Wash.
Smith, Mary.....KCSJ-TV, Pueblo, Colo.
Smith, Patricia.....WLAG, LaGrange, Ga.
Smith, Sue Marshall.....WDEC, Americus, Ga.
Smith, Sydney.....WRCA, New York, N. Y.
Snider, Jane P.....WREL, Lexington, Va.
Snyder, Gerry.....KBMN, Bozeman, Mont.
Snyder, Marie.....WRSW, Warsaw, Ind.
Snow, Pat.....WTRF, Bradenton, Fla.
Somerville, Joy.....WICH, Norwich, Conn.
Sommers, Sylvia.....WEEU-TV, Reading, Pa.
Sorey, Cathy.....WLOF, Orlando, Fla.
Spagnolo, Justina.....WTUX, Wilmington, Del.
Spalding, Martha.....WDAF, Kansas City, Mo.
Spann, June S.....KWAK, Stuttgart, Ark.
Sparkman, Cora Lee.....WWKO, Ashland, Ky.
Spect, Joan.....WICE, Providence, R. I.
Speece, Wynn.....WNAX, Yankton, S. Dak.
Spencer, Helen.....WWOR-TV, Worcester, Mass.
Stack, Imogene R.....WLAY, Muscle Shoals, Ala.

Stackpole, Connie.....WKBR, Manchester, N. H.
 Stackpole, Louise.....WNDB, Daytona Beach, Fla.
 Stahl, Evelyn.....WPAD, Paducah, Ky.
 Standish, Martha.....WPOR, Portland, Maine
 Stebbins, Hazel.....KFOR, Lincoln, Neb.
 Steensrud, Eileen.....WEKZ, Monroe, Wis.
 Stephens, Jane.....WLRP, New Albany, Ind.
 Stephenson, Emogene.....WHUB, Cookeville, Tenn.
 Stephenson, Peggy.....WSAZ-TV, Huntington, W. Va.
 Sternberger, Estelle M.....WLIB, New York, N. Y.
 Stevens, Dorothy.....WLAN, Lancaster, Pa.
 Stevens, Jane.....WJW, Cleveland, Ohio
 Stevens, Jean.....WNOW-TV, York, Pa.
 Stevens, Kay.....WMOR-TV, Manchester, N. H.
 Stevens, Lorene.....KSFJ, Nacogdoches, Tex.
 Stevens, Lynn.....WFBM-TV, Indianapolis, Ind.
 Stewart, Becky Ann.....WPBC, Minneapolis, Minn.
 Stewart, Faye.....KPXJ, San Francisco, Cal.
 Stewart, Mary Lou.....KJEM, Eureka, Cal.
 Still, Lois Montgomery.....WLBK, DeKalb, Ill.
 Stoddard, Betty.....KATO, Reno, Nev.
 Stont, Gwen.....KKTV, Colorado Springs, Colo.
 Straker, Easter.....WIMA, Lima, Ohio
 Strange, Patty.....WSOC, Charlotte, N. C.
 Straus, Helen S.....WMCA, New York, N. Y.
 Strauss, Eleanor.....KPMC, Bakersfield, Cal.
 Stroh, Ramona.....KODL, The Dalles, Ore.
 Sumberg, Pat.....WVET-TV, Rochester, N. Y.
 Sundine, Pat.....WOC-TV, Davenport, Iowa
 Sullivan, Jean.....KMTV, Omaha, Neb.
 Sullivan, Milly.....KTVU, Stockton, Cal.
 Sullivan, Ruth Delmar.....KEYS, Corpus Christie, Tex.
 Swift, Gladys.....WTPA, Harrisburg, Pa.
 Szold, Betty.....WWNC, Asheville, N. C.

— T —

Tappe, Marion.....WWPG, West Palm Beach, Fla.
 Tatters, Mildred.....WNCC, Barnesboro, Pa.
 Taylor, Barbara.....KYOR, Blythe, Cal.
 Taylor, Jaekie.....KGVL, Greenville, Tex.
 Taylor, Lynn.....KOVR, Stockton, Cal.
 Taylor, Rosemary.....KLAN, Renton, Wash.
 Taylor, Susan.....WBEL, Beloit, Wis.
 Taylor, Teena.....WHMA, Anniston, Ala.
 Tennant, Barbara.....WVWV, Fairmont, W. Va.
 Thabet, Virginia.....WCHS-TV, Charleston, W. Va.
 Thomas, Alma.....KLVN, Amarillo, Tex.
 Thomas, Diane.....KFEL-TV, Denver, Colo.
 Thomas, Lee.....KTQV, Oklahoma City, Okla.
 Thomas, Martha.....WJHP-TV, Jacksonville, Fla.
 Thomas, Prissy.....WKY-TV, Oklahoma City, Okla.
 Thompson, Lillian.....KHQ-TV, Spokane, Wash.
 Thompson, Naney.....WFIE-TV, Evansville, Ind.
 Todd, Jaekie.....KJEF, Jennings, La.
 Todd, Jane.....KCBS, San Francisco, Cal.
 Todd, Norma.....KFEQ-TV, St. Joseph, Mo.
 Tolson, Bettie.....KMTV, Omaha, Neb.
 Tracy, Ione.....WHEN, Syracuse, N. Y.
 Traphagen, Mary Lois.....WIGU, Erie, Pa.
 Tremaine, Claire.....KTRC, Santa Fe, N. Mex.
 Trobe, Gertrude.....WBVP, Beaver Falls, Pa.
 Troutvine, Fern.....WPPB, Middletown, Ohio
 Truax, Anne.....KLX, Oakland, Cal.
 Tuerker, Mida.....KGAK, Gallup, N. Mex.
 Tully, Earline.....WVOK, Birmingham, Ala.
 Turner, Dorice.....WBEQ, Harrisburg, Ill.
 Turner, Eloise.....WCSC, Charleston, S. C.
 Turner, Martha.....WBOW, Terre Haute, Ind.
 Turner, Pat.....WBEC, Pittsfield, Mass.
 Tuschhoff, Carol.....WSOY, Decatur, Ill.
 Tuttle, Lee.....WJLM, WJLM-TV, Lansing, Mich.

— U —

Udstrand, Lois.....KTRF, Thief River Falls, Minn.
 Underwood, Betty.....WNOE, New Orleans, La.
 Upchurch, Madeline.....WFPM, Fort Valley, Ga.

— V —

Vaillancourt, Nancie.....WESX, Salem, Mass.
 Van, Patty.....KCNA, Tucson, Ariz.
 Van Cleve, Rachel.....WEWS, Cleveland, Ohio
 VanDemark, Lois.....KELO-TV, Sioux Falls, S. Dak.
 Vandergriff, Hallie.....WKTM, Mayfield, Ky.
 VanNess, Jane.....WCOG, Greensboro, N. C.
 Veidt, Jerry.....WHSY, Hattiesburg, Miss.
 Volger, Thelma.....KWPC, Muscatine, Iowa
 von Gillern, Kathalene.....KIMS, Lincoln, Neb.
 vonSavoye, Mary Beth.....KROG, Sonoma, Cal.
 Voss, Jan.....KVTV, Sioux City, Iowa

— W —

Wade, Gretchen.....KBES-TV, Medford, Ore.
 Waldon, Norma.....WHVF, Wausan, Wis.
 Walker, Betty.....WKOV, Wellston, Ohio

Walker, Frances.....WPNF, Brevard, N. C.
 Walker, Lora.....WBCO, Bessemer, Ala.
 Walker, Mary.....WATE-TV, Knoxville, Tenn.
 Walker, Nancy.....KSYL, Alexandria, La.
 Wallace, Judy.....WTVJ, Miami, Fla.
 Walling, Esther.....WDOS, Oneonta, N. Y.
 Wallis, Bonnie.....KB01, Boise, Idaho
 Walsh, Margaret.....WVEC-TV, Hampton-Norfolk, Va.
 Walters, Liddie.....WFBC, Greenville, S. C.
 Ward, Helen.....WTSV, Claremont, N. H.
 Warner, Martha Jane.....KSTN, Stockton, Cal.
 Waterford, Mary.....KAFF, Petaluma, Cal.
 Wayne, Rosemary.....WJJD, Chicago, Ill.
 Weatherby, Diki.....WMDC, Hazlehurst, Miss.
 Weaver, Jennie.....WHUC, Hudson, N. Y.
 Webb, Anabel.....KSUM, Fairmont, Minn.
 Webber, Edith.....WPMT, Portland, Maine
 Webster, Bernadine.....WIRK, West Palm Beach, Fla.
 Webster, Gladys.....WCAU, Philadelphia, Pa.
 Weedman, Polly.....KOTA, Rapid City, S. Dak.
 Weiller, Louise.....WINN, Louisville, Ky.
 Weitzel, Irene.....KGOS, Torrington, Wyo.
 Welles, Ruth.....KYW, Philadelphia, Pa.
 Weiling, Connie.....KEDD, Wichita, Kan.
 Wells, Kathy.....WBOK, New Orleans, La.
 Wells, Lydia.....WNAB, Bridgeport, Conn.
 Wertman, Louise.....WKYR, Keyser, W. Va.
 West, Jane.....KTMS, Santa Barbara, Cal.
 West, Kay.....KEX, Portland, Ore.
 Westbrook, Bobby.....WWPO, Stroudsburg, Pa.
 Weston, Jane.....WOWO, Fort Wayne, Ind.
 Weston, Judy.....WOPI, Bristol, Tenn.
 Weston, Marilou.....WWLP, Springfield, Mass.
 Wharton, Ann.....WJNO, West Palm Beach, Fla.
 Wheeler, Mary Ann.....KVEC-TV, San Luis Obispo, Cal.

Wheeler, Mary.....KTAT, Frederick, Okla.
 Wheeler, Betty.....WACR, Columbus, Miss.
 Wheelis, Wilma.....KDRS, Paragould, Ark.
 White, Alice Brewer.....WAVY, Portsmouth, Va.
 White, Madeline.....WAGC, Chattanooga, Tenn.
 White, Marge.....KOB-TV, Albuquerque, N. Mex.
 White, Stella.....WAIF, Chicago, Ill.
 Whitehurst, Elaine.....WMAZ-TV, Macon, Ga.
 Whiteman, Phyllis.....WBAT, Marion, Ind.
 Whitlock, Sallie.....WEVA, Emporia, Va.
 Widner, Veda Rose.....WKIN, Kingsport, Tenn.
 Wilcox, Florence.....KOOL-TV, Phoenix, Ariz.
 Willeford, Milli.....WBVA, Danville, Va.
 Wilkerson, Jeanette.....WOKE, Oak Ridge, Tenn.
 Wilkins, Kay.....WOW-TV, Omaha, Neb.
 Williams, Carol.....KUDU, Ventura, Cal.
 Williams, Chili.....KLAS-TV, Las Vegas, Nev.
 Williams, Edythe.....WHIT, New Bern, N. C.
 Williams, Josie.....WIMGY, Montgomery, Ala.
 Williamson, Ernestine.....KGYN, Guymon, Okla.
 Wilson, Dorothy.....KWFT-TV, Wichita Falls, Tex.
 Wilson, Nellie.....WDSR, Lake City, Fla.
 Wilson, Sonia.....WPAR, Parkersburg, W. Va.
 Wiman, Linda.....WALK, Patchogue, N. Y.
 Wimerl, Gladys.....WTRR, Westminster, Md.
 Wise, Katherine.....KOMO, Seattle, Wash.
 Wise, Madeline.....WHIO, Dayton, Ohio
 Wise, Madeline.....KRUX, Glendale, Ariz.
 Witte, Constance.....WUSJ, Lockport, N. Y.
 Wodak, Donna.....WOMT, Manitowoc, Wis.
 Wolfe, Madeline.....WEIM, Fitchburg, Mass.
 Wolfe, Naomi.....WNNJ, Newton, N. J.
 Wolfe, Pauline.....KWRE, Warrenton, Mo.
 Wolfe, Sally.....WILK-TV, Wilkes-Barre, Pa.
 Wolfe, Shirley Spradlin.....WTIP, Charleston, W. Va.
 Wonnuck, Jean.....KALT, Atlanta, Tex.
 Wood, Frances.....WFVG, Fuquay Springs, N. C.
 Wood, Ginny.....WSPD-TV, Toledo, Ohio
 Wood, Molly.....WLET, Teocca, Ga.
 Worden, Billie.....WMAN, Mansfield, Ohio
 Worstall, Mary Berger.....WSTV, Steubenville, Ohio
 Worth, Connie G.....KGW, Portland, Ore.
 Wray, Shirley.....KTLN, Denver, Colo.
 Wright, Gerry.....KWBU, Corpus Christi, Tex.
 Wyatt, Margaret.....WHOP, Hopkinsville, Ky.
 Wyman, Alice.....WFBC-TV, Greenville, S. C.
 Wynne, Jennie V.....KCB-D, Lubbock, Tex.

— Y —

Yabes, Refugio.....K EVT, Tucson, Ariz.
 Yazell, Sada.....WHAU, Weston, W. Va.
 Young, Barbara.....WSUN, St. Petersburg, Fla.
 Young, Lee.....KEEP, Twin Falls, Idaho
 Young, Mary Emma.....WHTC, Holland, Mich.

— Z —

Zarley, Lois.....WJOL, Joliet, Ill.
 Ziebarth, Elaine M.....WBNY, Buffalo, N. Y.



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"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

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The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is \$498. In portable case it's \$545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is \$149.50.

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Ampex 350

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 Treasurer.....Lynn C. Park
 Secretary.....George E. Driscoll
 Vice-Pres., Gen. Counsel.....E. H. Uricl
 Vice-Pres., Adv.....Edmond J. Eger
 Public Relations Dir.....Martin Sheridan

PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs, high fidelity phonographs.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
 Phone: ORchard 1-2000

Radio Sales Mgr.....D. S. W. Kelly
 PRODUCTS: Fixed composition resistors, variable composition resistors, ceramic capacitors, ferrite parts.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.
 Phone: HAYmarket 1-6800

Sales Manager.....S. H. Levey
 PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.

9356 Santa Monica Blvd., Beverly Hills, Calif.
 Phone: CRestview 5-5101
 161 Sixth Ave., New York 13, N. Y.
 Phone ALgonquin 5-3636



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 Treas., & Asst. Sec.....E. B. Lee
 N. Y. Asst. Sec. & Asst. Treas...P. F. Thomas
 N. Y. Sales Mgr.....H. S. Morris

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
 Phone: Hicksville 3-6200

Pres. & Sales Manager.....Sam Norris
 Advertising Mgr.....M. D. Smoller

PRODUCTS: Tubes: Transmitting, Power, fixed Vacuum Condensers, Rectifiers, Germanium Diodes, Transistors.

Ampex Corp.

934 Charter St., Redwood City, Calif.
 Phone: EMerson 8-1471

405 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 4-4437

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 Mgr., Audio Division.....P. L. Gundy
 Mgr., Instrumentation Div...Robert Sackman
 Mgr., Manufacturing Div....Frank Lennert
 Mgr., Fin. and Ser. Div...Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.I., N.Y.
 Phone: STillwell 4-5411

President.....Frank A. D. Andrea
 Gen. Sec. & Chief

Engineer.....H. J. Heindel
 Service Mgr.....Joseph Haug
 Credit Manager.....Thomas McKenna
 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 East 75th St., Chicago 19, Ill.
 Phone: TRiangle 4-4400

N. Y. Phone: GIlbert 5-2500

Sales Manager.....Robert P. Lamons

PRODUCTS: Coaxial Transmission line for TV-FM-AM, FM antennas, UHF waveguide transmission systems, antenna phasing and tuning equipment, monitoring equipment

(AM) microwave link antennas and cable, VHF communications antennas and transmission lines.

Audak Company, Inc.

500 Fifth Ave., New York 36, N. Y.
 Phone: LA 4-3723-3724

PresidentMaximilian Weil
 Vice-President.....Geo. V. Sullivan
 Purchasing Agent.....H. Lapp

PRODUCTS: Electronic-acoustical apparatus.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-0973

President.....Wm. C. Speed
 Vice-President-Sec.Bryce Haynes

PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

Audio Masters Corp.

17 East 45th St., New York 17, N. Y.
 Phone: OXford 7-0725

PresidentHerbert Rosen
 PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.
 Phone: PLaza 7-3091

President.....Charles E. Rynd
 Sales Manager.....Robert D. Winston
 Vice-Pres. Engineering.....T. J. Merson
 Vice-Pres., Treasurer.....R. S. Rynd
 SecretaryJoseph Conolly

PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items manufactured by: Altec Lansing, Ampex, Cinema Engineering Co., Electro-Voice, Fairchild, MacIntosh, Presto, Pickering, Rek-O-Kut, Tapak, Scotch.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
 Phone: MUrray 7-6381

President.....John F. Beasley
 Vice-President.....Marvin W. Kyger
 Vice-President.....Lothar E. Berg
 Secretary-Treasurer.....Andrew B. Lytle
 Mgr., Tower Erec. Dept...Booker V. Pruden

PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company

7100 McCormick Road, Chicago 45, Ill.
 Phone: AMhassador 2-1600

Sales Manager.....George L. Oakley
 PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

Blaw-Knox Equipment Div.

P. O. Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700

Adv. Mgr. A. H. Hohman
405 Lexington Ave., New York 17, N. Y.
Phone: VAnDerbilt 6-0661

Sales Mgr., Tower Dept. A. H. Jackson
Manager, N. Y. Office W. F. Simmons
PRODUCTS: Self-support and guide towers.

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-2353

President. Robert G. Metzner

Canadian Marconi Co.

2442 Trenton Ave., Montreal 16, Que., Can.
Phone: REgent 8-9441

Sales Supervisor. J. H. Martin

PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Carrier Corporation

300 S. Geddes St., Syracuse 1, N. Y.
Phone: SYracuse 76-9911

385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000

Manager, Syracuse. C. V. Fenn
Manager, New York. H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia

3400 47th Ave., Long Island City, N. Y.
Phone: EXeter 2-3000

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Vice-Pres. Louis Hausman
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Administrative V.P. Merle Wick
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V.P. Dir. Gov't. Oper. Robert S. Hartman
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Dir., Adv. Sls. Prom. Gerald Light
Dir. of Sls. David J. Hopkins
Dir. Service. Harold Schulman
Senior Attorney. Joseph Seider
Purchasing Albert J. Frankel
Quality Control Mgr. Sidney Wiesner

PRODUCTS: TV and radio receivers.

CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.
Phone: DANvers 2360

President. Charles F. Stromeyer

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V.P., Mfg. Michael F. Callahan
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Lowell. Rudolph Sachs
Salem. Walter J. Foran
Newburyport TV. Albert J. Harcher
Newburyport Receiving

Tube. Clifford Hughes
Kalamazoo. Leonard A. Freeman

PRODUCTS: Electronic tubes and semi-conductors.

CBS Laboratories Division

185 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

President. Dr. Peter C. Goldmark
Vice-Pres. John W. Christensen

SERVICES: Engineering research and development.

Century Lighting, Inc.

521-525 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

Branch Office

1840 Berkeley St., Santa Monica, Calif.
President. Edward F. Kook
Vice-President. Saul Levy
Sec'y, Treas. Donald R. Levy
Asst. to Pres. James J. Fedigan
West Coast Plant Mgr. Louis Erhardt
Chief Engineer. Fred M. Wolff
Purchasing Agent. Major L. Landau

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and motion picture studios, wireless microphone.

Collins Radio Co.

855 S. 35th St., N. E., Cedar Rapids, Iowa
Phone: 30281

Manager. R. H. Hollister
261 Madison Ave., New York, N. Y.

Phone: LONgacre 4-3930

Manager. W. A. Schrader

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Cornish Wire Co., Inc.

50 Church St., New York 7, N. Y.
Phone: BArcley 7-5140

President John Cook
Treasurer..... J. C. Stagg

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, wiring harnesses.

**Crosley Division
Avco Mfg. Corp.**

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIRhy 6600
N. Y. Phone: MUrray Hill 3-0202

V.P., Avco Mfg. Corp., Gen. Mgr. Crosley & Bendix Home Appl. Div..... J. D. Shouse
V.P., Avco Mfg. Bendix..... P. H. Erickson
V.P., Avco Mfg., Gen Mgr. Crosley
L. F. Cramer

Gen. Sls. Mgr., Crosley Radio,
TV H. J. Allen
Gen. Mgr., Radio & TV Mfg... W. H. Graham
Chief Finan. Officer..... Charles Herrmeyer
Purchasing Agent..... A. J. Verax
Dir., Ind. Rel..... H. C. Tipping
Dir., Pub. Rel..... Carl Lewis
Dir. of Research..... R. H. Maher
Dir., Eng., Radio, TV..... H. A. Bass
Field Sales Mgr., Radio, TV.... J. M. Farrell
Dir., Adv. & Sales Prom..... Fred Gregg

PRODUCTS: Television, radio and phonograph combinations, AM-FM.

Avco of Canada, Ltd.

Crosley Radio & Television Division

Gibson & Wright Ave., Toronto 15, Ontario
Phone: CH 4-1171

Vice-Pres. & Gen. Mgr..... Ivor M. Leslie
Gen. Sales Mgr..... Alex Peters
Asst. Secy. & Treas..... J. M. Reynolds
Work Manager..... A. J. Roper
Purchasing Agent..... F. B. Martin
Chief Engineer..... R. W. Walker
Service Manager..... W. Whittal
Products Manager..... H. G. Fisher
Mgr. Ind. Electronics Div... D. W. Holdsworth

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.

Crouse-Hinds Co.

Wolf & Seventh North Sts., Syracuse 1, N. Y.
Phone: 74-1011

N. Y. Phone: COrtland 7-0750

President A. F. Hills
V.P., Sales Manager..... E. R. Monesmith
Comm. V.P. Illumination..... A. H. Clarke

Asst. Mr. Aviation..... J. S. Haney
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

**Dresser-Stacey Company
(Ideco Division)**

875 Michigan Ave., Columbus 8, Ohio
Phone: UN 2123

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General Sales Manager..... J. M. Hogan
Industrial Sales Manager..... J. R. Hayden
Contracts Adm..... S. E. Wilson
Tower Sales..... George W. Iles
V.P., Works Mgr..... James L. Leahy
PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: MULberry 4-7400
for all divisions

President..... Dr. Allen B. Du Mont
Vice President..... Stanley F. Patten
V.P., Administration..... Keeton Arnett
V. P., Research... Thomas T. Goldsmith, Jr.
V.P., Gen. Mgr., Mfg., Sls. Div. Wm. H. Kelley
V.P., Communication Products
& Instruments..... C. Edwin Williams
V.P., Tubes & Gov't... Irving G. Rosenberg
Tech. Asst. to the Pres..... A. Y. Bentley
Controller..... B. L. Graham
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Dir. Industrial Relations... Harry Houston
General Supt..... Bruce T. Du Mont
Pub. Relations Mgr..... Jacob H. Ruiter

TV Receiver Manufacturing Division

35 Market St., East Paterson, N. J.
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Ass't Mgr., Chg. Materials... Morris Spector
Manufacturing Mgr..... Charles Seelig
Engineering Dept. Mgr..... H. Pacini
Cabinet Dept. Mgr..... S. Schwartz
Cabinet Inspection Dept. Mgr.... Phil Koch
Purchasing Agent..... William Paton

PRODUCTS: Console; Table Model; Console, Phono-Jack; Table Model, Phono-Jack.

TV Receiver Sales Division

35 Market St., East Paterson, N. J.
General Sales Mgr..... William C. Scales
Merchandising Manager..... Jack Siegrist
Advertising Mgr..... J. Calvin Affleck
Director of Service..... Joseph Hatchwell

Government Manufacturing Division

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Ass't to Division Mgr..... P. F. Brown
Engineering Mgr..... S. S. Calafati
Manufacturing Mgr..... L. Feltman
Purchasing Mgr..... J. Pierce

PRODUCTS: (Gov't. Mfg. Div.)—Search and Tracking Radar Equipment or Systems, Amplifiers D-C to Electro Magnetic, Electronic Power Supplies, Aircraft Communication Sets, Servo Systems, Electronic Computer Components, Shipborne Communication Sets, Ground and Vehicular Communication Sets, Pulse Circuit Systems, Microwave Devices and Systems, Special Electronic Test Sets, Navigation Equipment

Omni-range, Visual-Aural, Instrument Landing Systems, Ground Control Approach, Radar Beacon and Racon, Radio Compass Equipment, Distance Measuring Equipment, Special Cathode-ray Tubes, Guided Missile Components, Guided Missile Test Equipment, Sonar Transducers and Systems, Mechanical Computers, Military Television, Radar and Mapping Bright Displays.

Communication Products Division

1500 Main Ave., Clifton, N. J.

Dir. of Oper., Mobile

Communications.....E. M. Link
Sales Mgr. TV Transmitter
Equipment.....James B. Tharpe
Engineering Manager.....Gordon S. Gregory
Manufacturing Mgr.....Chester E. Greenwood
Purchasing Agent.....W. C. O'Kulski

PRODUCTS: Television Camera Chains, Picture Monitors, Television Motion Picture Projectors, Color Multi-Scanners, Black-and-White Multi-Scanners, Teleprompters, Dollies, Line Amplifiers, Switching Units, Synchronizing Generators, Master Control Equipment, Sync Stretching Units, Voltage Regulated Power Supplies, Phasing Units, Voltage Regulated Power Supplies, Microwave Relay Equipment, Teletranscriptions, Mobile Field Equipment, TV Mobile Field Units, FM-VHF and UHF Television Relay, Mobile Communications Equipment.

Instrument Division

760 Bloomfield Ave., Clifton, N. J.

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Ass't. Div. Mgr.....G. Robert Mezger
Sales Manager.....Emil Nichol
Engineering Mgr.....A. J. Talamini, Jr.
Manufacturing Mgr.....Robert Szozil
Technical Adv. Mgr.....Neil Uptegrove
Purchasing Agent.....C. Paul Martin

PRODUCTS: Television Test Equipment for Laboratory and Production Use, Cathode-ray Oscillographs and Accessories, Oscillograph Record Cameras, Electronic Switches, various types of special electronic equipment, Photo-Tubes.

Cathode-Ray Tube Division

750 Bloomfield Ave., Clifton, N. J.

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Gen. Sales Mgr.....R. G. Scott
Advertising Mgr.....Anthony J. Froio
Chief Engineer.....K. Hoagland
Manufacturing Mgr.....William Carlin
Purchasing Agent.....A. R. Dutcher

PRODUCTS: (CRT Div.) Television Picture Tubes, Industrial Type Cathode-Ray Tubes, Special Purpose Tubes, Deflection Yokes, Horizontal Output Transformers, Coils, UHF Converters, VHF Tuners.

Research Division

2 Main Ave., Passaic, N. J.

Circuit Research Director.....R. T. Cavanagh
Patents.....R. G. Pelton
Tube Research Director.....S. J. Koch
Government and Special Sales Department

760 Bloomfield Ave., Clifton, N. J.
Director.....C. Edwin Williams
Manager.....H. B. Graham
Sales Manager.....J. R. Sypher

International Division

Empire State Bldg., Suite 8201
New York 1, New York
Cable: ALBEEDU, Paterson
Director.....Ernest A. Marx
Export Manager.....Robert I. Gaines

Ectro, Inc.

125 S. Sandusky St., Delaware, Ohio

Phone: DELaware 3-1204

Sales Manager.....J. E. Myer
PRODUCTS: Portable tape recorder, battery operated.

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.

Phone: 3-9346

President.....Stanley Bernstein
PRODUCTS: Erection of TV towers, microwave systems.

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.).....R. M. Parks
Div. Mgr., TV.....L. G. Burgess
Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitometer and intervalometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. & Treas.....Kenneth C. Meinken
Exec. V. P.....Henry S. Bamford
Purchasing Agent.....John J. Wojcik
Secretary.....J. Harry LaBrim
Chief Acct.....D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray

□ □ □ Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: ORegon 5-7000

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 Secretary-Treasurer.....M. Abrams
 Exec. Vice-Pres.....Dorman D. Israel
 V.P. Govt. Contracts.....Morton P. Rome
 V.P. Purchasing.....Harve Tullo
 V.P., Manufacturing.....Louis G. Pagent
 V.P. Works Manager.....E. J. Kelly
 V.P., Asst. to Pres.....S. W. Gross
 Dir. of Sales.....Michael Kory
 V.P. Dir. of Engineering...R. T. Capodanno
 Export Manager.....Joseph Kattan
 Dir., Pub. Rel.....Michael Ames
 Sales Prom. Manager.....Albert Leon

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 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 East 72nd St., New York 21, N. Y.

Phone: TRafalgar 9-7000

Pres. & Treas.....Nathan Pinsley
 Vice-Pres. & Secy.....Sol Pinsley
 Vice-Pres. Eng.....Samuel L. Sack
 Sales Manager.....Edward P. Robinson

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

Fairchild Recording Equipment Corp.

154th St. & 7th Ave., Whitestone 57, N. Y.

Phone: INdependence 3-2100

Exec. Vice-Pres.....Ray F. Crews
 Mgr. Sales & Adv.....J. H. Quinn
 Asst. Mgr., Sls. & Adv.....R. G. Bach

PRODUCTS: Three speed turntables, arms, cartridges and associated playback equipment.

Federal Telephone and Radio Corp.

100 Kingsland Road. Clifton, New Jersey

Phone: NUtley 2-3600

President.....Raymond S. Perry

Vice-Presidents.....W. P. Maginnis,
 T. M. Douglas, S. J. Powers, G. T. Scharf-
 fenberger

Comptroller.....R. D. Osborne
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 Advertising Mgr.....Crump Smith
 Gov't. Sales Mgr.....F. W. McDermott
 Sales Mgr. Radio & Wire

Transmission.....W. D. Siddall
 Mgr. Railroad Ind. Sales

Organization.....T. A. Benner
 Export Sales Mgr.....A. C. Deane
 Mgr. Mobile Radio

Communications Dept.....B. J. Donnelly
 Sales Mgr. Ser. Parts.....J. C. Giguere

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.

The Gabriel Co.

(Gabriel Electronics Div.)

Endicott St., Norwood, Mass.

Phone: Norwood 7-3300

General Mgr.....William P. Short
 Comm. Sales Mgr.....C. R. Lane
 Chief Engineer.....John Martin

PRODUCTS: Microwave relay antennas for systems and STL; Passive reflectors; UHF-TV Transmitting antennas; Parabolic reflectors.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.

Phone: 8202

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
 Vice-President.....L. I. McEwen
 Secretary.....A. S. Petzoldt
 Sales Manager.....L. J. Cervone
 Dir. of Engr.....J. Colvin
 Chief Engineer.....F. W. Wentura
 Works Manager.....Howard Young
 Purchasing Agent.....John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Electric Co.

Electronics Park, Syracuse 5, N. Y.
Phone: 76-1441

General Manager.....P. L. Chamberlain
Merchandise Mart, Chicago 54, Ill.
Phone: Whitehall 4-3915

Manager.....G. E. Webster
530 W. Sixth St., Los Angeles, Calif.
Phone: TRinity 3417

Manager.....F. R. Walker
570 Lexington Ave., New York 22, N. Y.
Phone: Plaza 1-1311

Manager.....W. R. Chapin
4227 Lindell Blvd., St. Louis 8, Mo.
Phone: Jefferson 5-8873

Manager.....R. E. Lauterbach
235 Montgomery St., San Francisco 6, Calif.
Phone: DOuglas 2-3740

Manager.....C. T. Haist, Jr.
777 14th St., N.W., Washington 5, D. C.
Phone: EXecutive 3-3600

Manager.....L. F. Page
PRODUCTS: Audio consoles, amplifiers limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards, cable, microphone and audio; speakers.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-1400

Sales Manager.....E. A. Freed
PRODUCTS: TV tuners, UHF and VHF. UHF converters, variable condensers, auto radio tuners.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President.....H. G. Place
V.-P., Gen. Mgr.....J. W. Murray
V.-P., Managing Dir.....R. L. Garman
Vice-President.....Blair Foulds
Chief Engineer.....F. N. Gillette
Mgr., TV Dept.....E. A. Hungerford, Jr.

PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn Generators, Video Recorders and Transmitters; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4100
N. Y. Phone: WOrth 4-2722

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 Manager.....M. T. Smith
Export Manager.....S. W. DeBlou
Chief Engineer.....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes
PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Graybar Electric Company, Inc.

120 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1000

President.....W. E. Henges
Vice-President.....R. B. Sayre
General Communications

Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....G. L. Jones

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. All TV broadcasting equipment.

The Hallicrafters Co.

1101 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300

V.P. in Chg. of Sls.....Richard A. Graver
PRODUCTS: TV receivers, short-wave "Ham" transmitters, and receivers, portable radios, FM/AM radios, two-way radio-telephone equipment.

The Hammarlund Mfg. Co., Inc.

160 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer.....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Mgr.....Hugh A. McCloskey
Sales Manager.....Robert B. Moon
Chief Engineer.....S. B. Van Wambeek
Advertising Manager.....Dale Samuelson
Personnel Director.....George Guelich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers, variable capacitors, remote supervisory controls, diversity receivers.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: Plainfield 6-0878

General Mgr.....George K. Haydu
Plant Mgr.....Zoltan Haydu
Chief Engineer.....Victor LeGendre
Controller.....Walter Wolf
Sales Engineer.....Arthur Shesser
Purchasing Agent.....Vincent Perrucci



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. Precision machine parts and wire and forming parts.

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
Phone: Victoria 9-1104

Stamford, Conn. Phone: STamford 4-7300
President.....M. S. Phillips
V.P., Gen'l Mgr.....J. H. Ganzenhuber
Ass't. Mgr.....Howard E. Munson

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 2-5601

President.....R. F. Smith
V.P. Manufacturing.....J. H. Bouwmeester
V.P. Engineering.....C. A. Maynard
Treasurer.....A. J. Astrologes
Sales Manager.....I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

Insuline Corp. of America

186 Granite St., Manchester, N. H.
35-54 36th St., Long Island City, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
V.P., Gen. Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent.....Myles Spector
Industrial Sales Mgr.....I. Romm
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; heads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; elip, 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; spagheti, 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.....Myron Fulkerson
Secretary.....J. E. Beery
Purchasing Agent.....E. W. De Laet
Credit Manager.....J. E. Beery
Chief Eng.....Kennard E. Voyles
Quality Control.....Robert Gerner
Production Superintendent.....Carl Wack

PRODUCTS: Test instrument for Color; Black and White Television. Oscilloscopes. receiving tube testers, CR tube testers, color; bar; white dot generator, sweep; marker generator, audio oscillator, vacuum tube volt meter, UHF generator, selenium rectifier tester and electrical circuit tracer.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7-7600

President.....Thos. A. White
V.P., Distributor.....Ralph P. Glover
Sls. Mgr., Industrial.....Louis W. Selsor
Sales Mgr.....Horace L. White

PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 1, N. Y.

Phone: BEnsonhurst 6-9200

President Julius Finkel
 Vice-President Albert Finkel
 Secretary-Treasurer Edward Finkel

PRODUCTS: VHF, FM and UHF antennas, piston type variable trimmer capacitors, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial belts, phono switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-couplers.

Johns-Manville

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

Phone: LExington 2-7600

Commodity Manager J. P. Washburn
 (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

King Laboratories, Inc.

127 Solar St., Syracuse 3, N. Y.

Phone: 74-3359

President Aden J. King
 Vice-President F. M. Michaelian
 Exec. V.P. & Treas. W. R. MacLeod
 Secretary Barbara H. Sisson
 Factory Mgr. Robert K. Metz

PRODUCTS: Getters and other parts for electronic tubes.

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 Anna 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 William C. Shriver
 Vice-President Robert Edwards
 Secretary-Treasurer H. A. Kondolf
 Sales Manager George Schatz

PRODUCTS: Audio Amplifiers — both standard and miniaturized plug-in. Power Supplies, Video Amplifiers, Consoles, Automatic Limiting Amplifiers, Audio, Power and Pulse Transformers. Complete custom design audio facilities for broadcast and television.

Lehigh Structural Steel Co.

Allentown, Pa., Phone: HE 4-5221

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.

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.

Phone: WOODlawn 4-0487

President John E. Lingo

PRODUCTS: Tubular steel vertical radiators; VHF antennas and supporting towers; FM antennas and supporting towers; facsimile supporting poles.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.

Phone: STamford 4-5781

Vice-Pres. Power Tube Sales H. J. Hoffman

PRODUCTS: Broadcast tubes.

Magnecord, Inc.

225 W. Ohio St., Chicago 10, Ill.

Phone: WHitehall 4-1889

Sales Director John W. Bines

PRODUCTS: Professional magnetic tape recorders—reproducers.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.

Phone: ULster 2-6000

President Leonard Ashbach
 Vice-President Maurice Raphael
 Secretary Arthur Homans
 Advertising Mgr. Joseph G. DeVico
 Chief Engineer Frank Dieli

PRODUCTS: TV receivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations; table AM-radio phonographs; Hi-Fi radio phonographs.

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
 Chief Elec. Engr. Lauga Fanoe

PRODUCTS: 16mm. professional motion

picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.

Phone: SPring 7-7670-1

President George Ruskin
 Sec.-Gen. Mgr. J. M. Kuhlik, Sc.D.
 Chief Eng. I. W. Kuhlik
 Purchasing Agent. J. V. Conniff
 Treasurer. H. B. Kuhlik
 Advertising Mgr. B. Burns

PRODUCTS: "Walkie-Recordall" 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. 8-lb battery-operated recorder-playback, 9½-lb. briefcase battery-operated recorder-reproducer, 8 lb. conference interview recorder.

Minnesota Mining and Mfg. Co.

960 Fauquier Ave., St. Paul 6, Minn.

Phone: TOWer 8511

Sales Mgr., Magnetic Prod. P. W. Jansen
 1500 S. Western Ave., Chicago 8, Ill.

Phone: MOnroe 6-6126

Manager. R. F. Woelfel
 446 N. LaBrea Ave., Hollywood 36, Calif.

Phone: WEbster 1-1289

Manager. M. D. Benson
 401 N. Broad St., Philadelphia 8, Pa.

Manager. C. M. Jacobson

PRODUCTS: Magnetic tape, film and associated accessories.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.

Phone: BAYside 5656

Pres. & Treas. P. K. Trautwein
 V.P., Sec'y. Paul H. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

National Carbon Co.—Div. of Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.

Phone: MURray Hill 7-8000

President. A. S. Johnson
 Exec. Vice-Pres. C. O. Kleinsmith
 Exec. Vice-Pres. P. M. Buhner
 V.P., Gen. Mgr. A. C. Bryan
 V.P., Gen'l Mgr. W. H. Feathers
 Mgr. Battery Eng. Dept. G. H. Didinger, Jr.
 V.P., Adv. Sales Prom. H. M. Warren
 PRODUCTS "Eveready" "Mini-Max" "B"

batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers, "Eveready" batteries for transistor electronic equipment.

ORRadio Industries, Inc.

120 Marvyn Rd., Opelika, Ala.

Phone: 976

N. Y. Phone: Union 4-9577

President. J. Herbert Orr
 Vice Pres., Sales. Nat Welch
 Vice Pres., Research. Herbert G. Hard
 Vice Pres., Production. William Barnett
 Vice Pres., Comptroller. J. W. Bunkley

Branch Offices

547 Hermitage St., Philadelphia, Pa.

Mid-Atlantic Sales Mgr. Frank Adams

4808 Bergenline Ave., Union City, N. J.

Executive-in-Charge. Jules Bressler

Merchandise Mart, Chicago, Ill.

Executive-in-Charge. J. J. McBride

4808 W. Jefferson Blvd., Los Angeles, Calif.

Executive-in-Charge. Laude Erlanger

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.

Phone: Arizona 7-6721

President. Herbert A. Bell
 Exec. 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 Director. Robert Hogan

Purchasing Agent. William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.

Phone: SAcramento 2-3201

President. Irving Rossman

Vice Pres. Theodore Rossman

Treasurer. Bernard Sahlins

Comptroller. Marshall Peiros

Chief Eng. Jay T. Nichols

Prod. Dir. Bernard Sahlins

Purchasing Agent. Nick Alex

Asst. Sales Mgr. Robert Farnsworth

Adv. Mgr. Martin Mann

PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers, Broadcast recorders, FM-AM

toners, electronic mike mixers, large reel adapter, tape carry cases, foot pedal controls, extension cords, telephone pickups.

PEMBREX TV (Div.)

PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President.....Louis M. Wutke
Vice-President.....Edwin C. Wutke

PRODUCTS: PFMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments, Pemsyne motors and 16 and 35 mm Rear-Screen motion picture units, Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

Philco Corp. (Govt. and Indus. Div.)

1700 Wissahickon Ave., Philadelphia 44, Pa.
Phone: TEennessee 9-1000

Sales Offices and Representatives:

Exec. in Chg.....Marshall A. Williams
260 South Beverly Dr., Beverly Hills, Calif.
Phone: CREstview 5-5750

Exec. in Chg.....Robert A. MacDonald
666 Lake Shore Dr., Chicago 11, Ill.
Phone: WBlitchall 1-5750

Exec. in Chg.....Richard A. Fay
201 Southland Life Bldg., Dallas 1, Texas
Phone: PROspect 8657

Exec. in Chg.....Lewis Kendall
Talbot Bldg., Dayton 2, Ohio
Phone: Mlchigan 6578

Exec. in Chg.....Kenneth C. Moritz
1700 Wissahickon Ave., Philadelphia 44, Pa.
Phone: TEennessee 9-1000

Exec. in Chg.....Lewis J. Boss
650 Russ Bldg., San Francisco 1, Calif.
Phone: SUtter 1-6262

Exec. in Chg.....Charles M. Volkland
711 Jackson Place, N.W., Washington 6, D.C.
Phone: EXecutive 3-1500

Exec. in Chg.....J. A. Prier
Don Mills Road, Don Mills, Ont., Canada
Phone: HUlson 1-3111

Exec. in Chg.....Willard D. Myers
1 Rue Picot, Paris 16, France
Phone: KLeber 1433

PRODUCTS: Film and slide equipment for color and monochrome; microwave equipment for color STL use; equipment to carry network color; color test and monitoring equipment.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.

Phone: ALgonquin 4-3363

President.....M. L. Granat

Vice-President.....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer.....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, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.

Phone: STillwell 4-5151

President.....Isidor Goldberg
Vice-President.....J. N. Benjamin
Secretary-Treasurer.....L. W. Wickoff
Asst. Sls. Mgr.....A. I. Bleich
Purchasing Agent.....Paul Lefko
Prod. Mgr.....F. Hajek
Chief Engineer.....Richard Shoutenfeld

PRODUCTS: Tuners -Hi-Fi, AM-FM; TV sets remotely operated; Hi-Fi amplifiers, pre-amplifiers, phonographs, portable phonographs.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich
720 Main St., Evanston, Ill.
Phone: Davis 8-1800

Manager.....Robert L. Lang
505 N. Ervar St., Dallas, Tex.
Phone: C 2966

Manager.....J. Earl Smith
2331 W. Washington Blvd., Los Angeles, Cal.
Phone: Republic 0203

Manager.....Lee Owens
7 East 48th St., New York, N. Y.
Phone: ELdorado 5-6021

Manager.....Thomas Aye
PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Prodelin, Inc.

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

President.....L. A. Bondon
Offices

62 Stockdale Rd., Needham, Mass.

Phone: NEdham 3-4290

195 Selbourne Rd., Riverside, Ill.

Phone: Rlverside 7-0292

3050 Sumter Dr., Dallas, Tex.

Phone: Dlxon 6115

127 W. 5th St., Los Angeles 13, Calif.

Phone: MUtual 7245

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

Phone: MUrray Hill 7-1550

324 S. 2nd Ave., Phoenix, Ariz.
1238 N. W. Glisan St., Portland 9, Ore.
Phone: ATwater 4173

158 11th St., San Francisco 3, Calif.
Phone: HEmlock 1-1630

306 Dexter Ave., Seattle 9, Wash.
Phone: SEneca 2368
Southern Bldg., Washington 5, D. C.
Phone: EXecutive 3-5360

PRODUCTS: UHF and VHF antennas; microwave types transmission lines; high power coaxial and waveguide towers; communication-aluminum 200 feet max. height. diplexer; filter and system components; special developments as required.

Polarad Electronics Corp.

4320 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
Exec. Vice Pres.....P. H. Odyssey
Treasurer.....C. J. Eisen
Dir. of Contract Rel.....R. W. Ekis
Eng., Contract Relations. Alfred A. Goldberg

PRODUCTS: Color TV: color video monitor, flying spot scanner system, color bar generator, color sync generator, portable sync generator NTSC color monochrome; TV: sync generator, monoscope signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board..Brig. Gen. David Sarnoff
President.....Frank M. Folsom

Consumer Products

Exec. V.P.....R. A. Seidel

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.
V.P. and Gen. Mgr.....H. G. Baker
Asst. Gen. Mgr.....C. P. Baxter
Chief Eng.....D. D. Cole
Gen'l Sales Mgr.....R. W. Saxon
Mgr., Adv. and Sales Prom...J. M. Williams

RCA Victor Radio & "Victrola" Division

Cherry Hill, Camden 8, N. J.
General Manager.....J. M. Toney
Manager Sales.....L. J. Collins
Mgr. Adv. & Sales Prom.....R. E. Conley
Chief Engineer.....J. L. Franke

RCA Victor Record Division

630 Fifth Ave., New York 20
V.P. and Gen. Mgr.....E. Sacks
Asst. Gen. Mgr.....H. L. Letts
Mgr., Adv.....W. I. Alexander
Mgr. Comm. Sales-Merch.....L. W. Kanaga
Mgr. Artists-Repertoire.....G. R. Marek
Mgr. Pop. Artist-Repertoire.....J. Carlton

Mgr. Custom Records.....J. P. Davis
Mgr. Record Publicity.....G. R. Thorpe

Electronic Products

Exec. Vice President.....W. W. Watts

Tube Division

415 S. 5th Street, Harrison, N. J.
V.P. and Gen. Mgr.....D. Y. Smith
Gen'l Comm. Mgr.....L. S. Thees
Mgr., Gen'l Marketing.....L. F. Holleran
Manager, Operations Control..W. H. Painter
Chief Engineer.....G. R. Shaw
Mgr., Equip. & Parts
Marketing.....L. J. Battaglia
Mgr. Rec'g Tubes & Transistor
Marketing.....K. G. Bucklin
Mgr. C. R. & Pr Tube
Marketing.....M. J. Carroll
Mgr. Elec. Comp's. Marketing..H. B. Wilson
Mgr. Semi-Cond. Marketing....F. F. Neuner
Mgr. Distributor Sales.....D. M. Branigan

Engineering Products Division

Front & Cooper Sts., Camden, N. J.
V.P. and Gen. Mgr.....T. A. Smith
Chief Engineer.....M. C. Batsel
Mgr. Broadcast Marketing....A. R. Hopkins
Mgr. Comm. Marketing.....C. M. Lewis
Mgr. Theatre Marketing.....J. F. O'Brien
Mgr. Adv.-Sales Prom.....J. P. Taylor
Mgr. Film Record'g Sales,
N. Y. & Hollywood.....H. D. Bradbury
Mgr. Film Record'g Sales,
Hollywood.....J. W. Jones

PRODUCTS: Television receivers: 17", 21", 24" table and console models; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; 21" console color TV receiver; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; theatre television equipment; gas and electric ranges; air conditioners and dehumidifiers, and marine radio equipment.

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. & Sales Mgr.....F. A. Gunther
V.J. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec. & Purch'g Agent....C. R. Runyon, III
Ind. Rel. Mgr.....James J. Kelly
Ser. Mgr.....Harold Goldstein
Traffic Mgr.....E. R. Phillips

PRODUCTS: AM—Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay. 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-200 mc; FM tuner, 88-108 mc; military equipment.

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. Callina
Film Sound.....C. C. Legreid
Purchasing Agent.....A. C. Willms
Accounting.....E. D. Longstreet

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000

Dir. of Marketing.....Dick O. Klein
Offices

1500 Paxton Ave., Harrisburg, Pa.
Phone: 3-2524

193 N. Broadway, Milwaukee, Wis.
Phone: BRoadway 1-7675

818 S. Adams St., Peoria, Ill.
Phone: 3533

919 N. Broad St., Philadelphia, Pa.
Phone: STEvenson 7-6910

PRODUCTS: Receivers, receiving tubes, black and white; color picture tubes.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President.....Hazard E. Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice-Pres.-Production.....Edward Schmidt
V.P., Sales Engineering.....W. H. Deacy
Advertising Manager.....Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

3801 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Dir. Audio Education.....Avery Yudin
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythm-master, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

Rust Industrial Co., Inc.

608 Willow St., Manchester, N. H.
Phone: Manchester 3-3596

President.....W. F. Rust, Jr.

PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Self Winding Clock Co., Inc.

207 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAIn 2-6300

Asst. Sales Mgr.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 874

50 Church St., New York 7, N. Y.
Phone: DIgby 9-4379

Mgr. Pa. Office.....John F. Guzewicz
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PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOLlywood 4-7461

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Secretary.....Frances E. Stancil

PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer—multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model VIA.

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(Subsidiary of Claude Neon, Inc.)

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Phone: BIgelow 3-5540

Vice-President.....W. H. Zillger
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Mgr. Customers Ser.....W. H. Rappolt

PRODUCTS: FM & AM Transmitters; TV transmitters; TV associated equipment studio equipment.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

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PRODUCTS: TV table models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, AC-DC Radios, Portables, Clock-Radios, Hi-Fi table and console 3-speed phonographs, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment. Interecommunicating Systems, Telephones, and Switchboard Equipment.

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PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Crystal Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

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PRODUCTS: Cuing or prompting equipment for TV networks and stations. Film prompting. Gerard Eyeline Monitor. Speech cuing.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
 Phone: 7-7207

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PRODUCTS: Custom built remote con-

trolled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
 Phone: LOngacre 4-6440

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 Gen. Mgr.....Tom Haney
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 Traffic Mgr.....Carman Laurino

West Coast Representative
 E. J. Baughman Co.

350 South Central, Los Angeles, Calif.

PRODUCTS: Profitmaker rear projector, rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects.

Tower Construction Co.

1923 Geneva St., Sioux City, Iowa
 Phone: 5-7653

6640 23rd Ave., West Hyattsville, Md.
 Phone: HARRison 2-3515

Owner.....M. M. Lasensky

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Transmitter Equipment Mfg. Co., Inc.

(Subsidiary of Otis Elevator Co.)
 35 Ryerson St., Brooklyn 5, N. Y.
 Phone: UL 5-6800

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 Secretary.....Fayette S. Dunne
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 General Manager.....M. B. Kraus, Jr.
 Chief Engineer.....G. W. Jacobs

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.

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Republie Steel Corp.
 Albert St., Youngstown 1, Ohio
 Phone: RIVerside 6-7211

General Mgr. of Sales.....C. B. McGehee
 Asst. Gen. Mgr. of Sales.....D. M. Schmid
 Mgr., Sls. Tower Prod.....G. F. Bateson

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Unique Turntable & Display Co.

1125 Irving Ave., Brooklyn 27, N. Y.
Phone: HEGeman 3-6730

President.....Albert W. Nuccel

PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

General Manager.....Joseph Tait
Chief Engineer.....John Madaris
Sales Manager.....Eugene Rosen

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Westinghouse Electric Corp.

101 Liberty Ave., Pittsburgh, Pa.

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Television-Radio Division

Lincoln Highway, Metuchen, N. J.

Phone: MEtuchen 6-5000

Sales Mgr.....R. L. Sandefur
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Phone: EMerson 5635

Merchandise Mart, Chicago 90, Ill.

Phone: WHitchall 4-3860

1740 E. 12th St., Cleveland 14, Ohio

Phone: TOWer 1-7100

600 St. Paul St., Los Angeles 17, Calif.

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

Phone: MURray Hill 6-5258

411 N. Seventh St., St. Louis 1, Mo.

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614 Frelinghuysen Avenue, Newark 5, N. J.
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PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics,—microwave waveguide components on special order.

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6001 W. Dickens Ave., Chicago 39, Ill.

Phone: BERKshire 7-7500

N. Y. Phone: LONgacre 4-6600

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Leipzig, Syd
1564 Broadway Circle 6-2367

Lipsel, Benjamin B.
1407 Broadway Chickering 4-2466

Management Corp. of America
598 Madison Ave. Plaza 9-7500

William McCaffrey Agency
501 Madison Ave. Eldorado 5-1076

Morris, William Agency, Inc.
1710 Broadway Judson 6-5100

Morrow, Marjorie
1501 Broadway Chickering 4-0641

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, Mexer B.
1504 Broadway Plaza 7-3445

O'Connor, John
1697 Broadway Circle 5-4920

Peel, Earl S.
35 West 53rd St. Plaza 7-3726

Pratt, Ben
322 East 50th St. Plaza 8-0593

Richard, Max
1776 Broadway Plaza 7-6414

Roberts, Bob Levitt
152 West 53rd St. Plaza 7-4314

Shaw Artists Corp.
565 Fifth Ave. Murray Hill 8-2230

Shurr, Louis
1501 Broadway Chickering 4-8240

Stanley, Aileen
1619 Broadway Plaza 7-6779

Stark, Wilbur-Jerry Layton
270 Park Ave. Plaza 3-1742

Storer, Douglas F.
1270 Sixth Ave. Circle 7-6325

Vallon, Mike
1270 Sixth Ave. Columbus 5-7700

Wolf Associates, Inc.
420 Madison Ave. Plaza 5-2050

Wost, Ben, Enterprises
1650 Broadway Circle 6-6542

LOS ANGELES

Affiliated Artists' Agency
8736 Sunset Blvd. (46) Crestview 4-2697

Ainsworth, Helen Agency, The
925 N. La Cienega Blvd. (46) Crestview 6-2062

MANAGERS AND AGENTS

Allied Casting Agency, Inc.
 5746 Sunset Blvd. (28) HOLLYWOOD 3-7124
Alvarado, Carlos, Agency
 8820 Sunset Blvd. (46) CRestview 5-7203
Artigue, Louis
 8776 Sunset Blvd. (46) CRestview 6-4652
Artists' Management Co.
 223 S. Beverly Dr. (B. H.) CRestview 4-4063
Auer, Miles Bohm
 5205 Hollywood Blvd. (28) HOLLYWOOD 9-1691
Barnes, William, Agency
 8776 Sunset Blvd. (46) CRestview 4-1106
Barskin Agency, The
 8584 Sunset Blvd. (46) CRestview 4-8738
Bender-Ward Agency
 971 N. La Cienega Blvd. (40) CRestview 1-7247
Bergerman, Stanley and Co.
 141 S. El Camino Dr. (B. H.) CRestview 6-4124
Bernie, Herman, Agency
 290 S. Beverly Dr. (B. H.) CRestview 5-0117
Bloom, Phil, Agency
 177 S. Beverly Dr. (B. H.) CRestview 6-1339
Bradfield, Robert C., Agency
 8913 Sunset Blvd. (46) BRADSHAW 2-3655
Brandies, Bob, Agency
 11559 Ventura Blvd. HOLLYWOOD 5-6978
Charney, William B.
 450 N. Rossmore St. (4) HOLLYWOOD 9-1131
Cooper, Ray, Agency
 139 S. Beverly Dr. (B. H.) CRestview 6-9769
Cunningham & Bouham Agency
 4471 Hollywood Blvd. (27) NORMANDY 3-9256
Darrow Agency, The
 600 N. Sepulveda Blvd. (B. A.) ARIZONA 3-0951
Dembling, Gus, Inc.
 8949 Sunset Blvd. (46) CRestview 1-2101
Deuser, Lewis J., Agency
 8943 Sunset Blvd. (46) CRestview 1-9134
Doak, Virginia, Agency, Inc.
 8913 Sunset Blvd. (46) HOLLYWOOD 4-1782
Draesemer, Isabelle, Agency
 8272 Sunset Blvd. (46) HOLLYWOOD 4-1782
Edington-Cloutman, Agency
 441 S. Beverly Dr. (B. H.) CRestview 4-5141
Famous Artists Corporation
 9441 Wilshire Blvd. (B. H.) CRestview 1-5222
Frings, Kurt, Agency
 468 N. Camden Dr. (B. H.) CRestview 1-0115
Gans, Cliff, Agency
 9363 Wilshire Blvd. (B. H.) CRestview 6-5803
Garfield, Milton, Agency
 9000 Sunset Blvd (46) CRestview 5-5074
Gertz, Mitchell, Agency
 338 N. Rodeo Dr. (B. H.) CRestview 4-5491
Gibbs, John, Agency
 6253 Hollywood Blvd. (28) HOLLYWOOD 9-7039
Gold, Sid, Agency
 8749 Sunset Blvd. (46) CRestview 1-7149
Goldstone, Jules & Co., Inc.
 355 N. Canon Dr. (B. H.) CRestview 5-1191
Goldstone, Nat C.
 120 N. El Camino Dr. (B. H.) CRestview 6-1071
Gregory Associates, Inc.
 930 N. La Cienega Blvd. (46) BRADSHAW 2-5084
Grossman, Milton M., Agency
 9000 Sunset Blvd. (46) CRestview 6-6163

Halliburton, Jeanne
 9172 Sunset Blvd. (46) CRestview 5-5575
Hamilburg, Mitchell J., Agency
 8776-8780 Sunset Blvd. (46) CRestview 5-4171
Herdan-Sherrell Agency
 9059 Sunset Blvd. (46) CRestview 1-5236
Herzbron, Walter
 8820 Sunset Blvd. (46) CRestview 6-4157
Hyland, Dick Irving
 1050 Carol Dr. (46) CRestview 1-0159
Ingersoll, George, Agency
 7187 1/2 Sunset Blvd. (46) HOLLYWOOD 7-0862
Irwin, Lou, Inc.
 9165 Sunset Blvd. (46) CRestview 1-7131
Jackson, Edith
 6801 Hollywood Blvd. (28) HOLLYWOOD 3-4181
Jacobson, Vernon
 8979 Sunset Blvd. (46) CRestview 5-2545
Jaffe Agency, Inc., The
 8553 Sunset Blvd. (46) CRestview 6-6121
Kutz, Fred, Agency
 9107 Sunset Blvd. (46) CRestview 6-3189
Kohner, Paul, Inc.
 9169 Sunset Blvd. (46) CRestview 1-5165
Kumin-Olenick Agency
 355 N. Canon Dr. (B. H.) CRestview 4-5221
Lance, Leon O.
 8820 Sunset Blvd. (46) CRestview 6-6014
Lauren, J. W., Agency
 8272 Sunset Blvd. (46) HOLLYWOOD 7-5087
Lazar, Irving Paul
 311 S. Beverly Dr. (B. H.)
Leonard, Fred J., Agency
 7441 Sunset Blvd. (46) HOLLYWOOD 4-7540
Leonetti, Caroline, Ltd., Agency
 6607 Sunset Blvd. (28) HOLLYWOOD 2-2345
Levee, M. C.
 9000 Sunset Blvd. (46) CRestview 6-6285
Levee, Sid
 9000 Sunset Blvd. (46) CRestview 6-6285
Linder, Jack, Agency
 8913 Sunset Blvd. (46) CRestview 4-4034
Linsk, Lester
 9606 Santa Monica Blvd. (B. H.) CRestview 5-4396
Longenecker, Robert
 8428 Melrose Pl. (46) WEBSTER 1-2267
MacQuarrie, Earl
 717 N. La Cienega Blvd. CRestview 6-7162
Marx, Bert, Agency
 9507 Santa Monica Blvd. (B. H.) CRestview 1-7171
MCA Artists, Ltd.
 9370 Santa Monica Blvd. (B. H.) CRestview 6-2001
McMillan, Hazel, Agency
 7471 Melrose Ave. (46) CRestview 1-7781
Melford, Ben
 300 S. Beverly Dr. (B. H.) CRestview 1-7021
Messinger, Lillie, Agency
 8428 Melrose Pl. (46) CRestview 5-8541
Meyers, Walter, Inc.
 9167 Sunset Blvd. (46) CRestview 1-8161
Middleton, Wallace, Agency
 9163 Sunset Blvd. (46) CRestview 4-7367
Mishkin Agency, The
 226 S. Beverly Dr. (B. H.) CRestview 4-5416
Moore, Lola, Agency
 9172 Sunset Blvd. (46) CRestview 6-5401

Morris, Wm., Agency, Inc.
202 N. Canon Dr. (B. H.) CRestview 1-6161

Oels, M.
1654 Cosmo St. (28) HOLLYWOOD 9-2810

Oliver, Maurine
4000 Sunset Blvd. (28) HOLLYWOOD 9-2993

Pearson, Ben
1016 N. Carol Dr. (16) CRestview 4-5188

Pomeroy, Jack
8913 Sunset Blvd. (16) CRestview 4-5118

Powers, Stanley & Dunc, Inc.
9100 Sunset Blvd. (16) CRestview 1-1111

Preminger, Ingo, Agency
204 S. Beverly Dr. (B. H.) CRestview 6-6213

Rocamora, Myro
8581 Sunset Blvd. (46) CRestview 1-5131

Rosenberg-Coryell Agency
211 S. Beverly Dr. (B. H.) CRestview 1-8121

Rosner, Mill, Agency
9119 Sunset Blvd. (16) CRestview 6-5923

Rush, Art, Inc.
1418 N. Hollywood Ave. (28)

Ryan, Frank
8919 Sunset Blvd. (16) CRestview 1-9321

Salkow, Irving
309 S. Beverly Dr. (B. H.) CRestview 6-6211

Salkow, Lester, Agency
8719 Sunset Blvd. (16) CRestview 5-1595

Shauer, Melville A., Agency
9110 Sunset Blvd. (16) CRestview 1-1103

Shaw-Wiley, Agency
8923 Sunset Blvd. (16) CRestview 1-2861

Sherman, Edward, Agency
8580 Sunset Blvd. (16) CRestview 5-0186

Skiffelin, William, Agency
321 S. Beverly Dr. (B. H.) CRestview 1-7261

Short, Antrim, Agency
8712 Sunset Blvd. (16) CRestview 5-4131

Shurr, Louis, Agency
327 S. Rodeo Dr. (B. H.) CRestview 1-1116

Small, Paul, Artists Ltd., Inc.
9211 Olympic Blvd. (B. H.) CRestview 1-5216

Snitzer, Lou-Fritschl, M, Inc.
6401 Hollywood Blvd. (28) HOLLYWOOD 9-6271

Somlyo, E. J.
218 N. Canon Dr. (B. H.) CRestview 6-2011

Stempel, Frank
717 N. La Cienega Blvd. (16) CRestview 1-7111

Stewart, Rosalie, Agency
411 S. Beverly Dr. (B. H.) CRestview 1-6123

Swoyerland, Harold
1600 N. La Brea (28) HOLLYWOOD 1-7265

Thompson, David H.
9172 Sunset Blvd. (16) CRestview 4-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (16) CRestview 1-5238

Wadsworth & Mehan Agency
9172 Sunset Blvd. (16) CRestview 6-0698

Weiner, Jack, Agency
8979 Sunset Blvd. (16) CRestview 6-7081

Weintraub, Murray
9172 Sunset Blvd. (16) CRestview 1-1137

Welch, Suey, Agency
306 W. 3rd St. (13) HOLLYWOOD 1-2461

Wendling, Charles, Agency
9111 Sunset Blvd. (16) CRestview 6-2348

White, Mack, Agency
1673 Hollywood Blvd. (27) NOrmandy 7-8988

White, William B., Agency
337 S. Beverly Dr. (B. H.) CRestview 1-6301

Wilkins, Paul, Agency
9006 Sunset Blvd. (16) CRestview 1-6188

Willson, Henry
1016 Carol Dr. (16) CRestview 6-3201

Winkler, Daniel M.
9606 Santa Monica Blvd. (B. H.) CRestview 1-7211

Wolfen-Burr, Agency
6516 Hollywood Blvd. (28) HOLLYWOOD 1-0031

Woolley, Betty, Agency
1610 N. Las Palmas Ave. (28) HOLLYWOOD 2-2361



Associated Booking Corp.
203 North Wabash CEntral 6-9151

Benn Theatrical Enterprises
64 West Randolph St. DEarborn 2-0859

Consolidated Radio Artists of Ill.
32 W. Randolph St. FRanklin 2-8300

General Artists Corp.
8 S. Michigan STate 2-6288

Harry Greben Enterprises
203 N. Wabash DEarborn 2-0996

Gumbiner Management Co.
120 S. LaSalle St. STate 2-0248

Charles E. Hogan
203 North Wabash CEntral 6-2032

Tweet Hogan
203 North Wabash ANdover 3-6910

Jack & Jill Players Radio Artists Co.
95 E. Jackson WAbash 2-0317

Lear, Les Productions Corp.
112 W. Randolph FRanklin 2-7810,
Randolph 6-0905, WAbash 2-1177

Levin, W. Biggie
612 N. Michigan Ave. SUperior 7-0506

Paul Marr Theatrical Agency
203 North Wabash DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel. HArrison 7-9669

Morris, William, Agency Inc.
919 N. Michigan WHittehall 3-1711

Morse, Sidney P.
203 N. Wabash Ave. RAndolph 6-5195

Music Corporation of America
430 N. Michigan Ave. DELaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash RAndolph 6-6990

National Concert & Artists Corp.
105 W. Adams St. DEarborn 2-5813

Page, Sidney J.
203 North Wabash STate 2-7314

Radio Talent, Inc.
35 E. Wacker FRanklin 2-1351

Schuster, Milton
127 North Dearborn St. DEarborn 2-2580

WLS Artists Bureau
1230 W. Washington Blvd. MOnroe 6-9700

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A. A. Wyn

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Macmillan

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I N C O R P O R A T E D

Has Printed the

Radio Annual-- Television Year Book 18 Years

"There must be a reason"

229 WEST 28th STREET

Between Seventh and Eighth Avenues, New York

PENNSYLVANIA 6-4738



Programs
AM-TV 1954

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

COMMERCIAL AM PROGRAMS OF 1954

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adams, Cedric	Buick Div. of General Motors Corp.	CBS	Kudner Agency
Adventures of Ozzie & Harriet	Hotpoint, Inc. (Electric ranges, ranges, toasters, air conditioners, refrigerators)	ABC	Maxon
	The Lambert Co. (Electric Antiseptics, toothpaste, tooth powder, tooth brushes)		Lambert & Peasley
Adventures of The Falcon	Bridgeport Brass Co. (Air-Gal Division)	MBS	Hazard Advertising
	Chevrolet Motor Div. of General Motors Corp.		Campbell-Ewald
	Crowell Collier Publishing Co. (Collier's Magazine)		Kudner Agency
	Lemon Products Advisory Board (Lemons from California)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty
	Procter & Gamble Co. (Tide)		Benton & Bowles
	S.O.S. Co. (Mace & Young Radio)		McCann-Erickson
Alcott, Carroll	Sealey Mattress Co. (Mattresses)	CBS	Alvin Wilder
All-Star Baseball Game	Gillette Safety Razor Co. (Gillette & Tappan products)	MBS	Maxon
All-Star Football Game	Atlantic Refining Co. (Gas and oil)	MBS	N. W. Ayer & Son
	Miller Brewing Co. (Beck's)		Mathisson & Associates
Amos 'n' Andy Music Hall	American Motors Corp. (Oldsmobile Cars)	CBS	Geyer Advertising
	Brown & Williamson Tobacco Corp. (Virginia Cigarettes)		Ted Bates
	General Foods Corp. (Jell-O Instant Puddings)		Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Motors Corp. (Buick cars)		Kudner Agency
	Murine Co. ("Murine" for the eyes)		B. B. D. & O.
	Wm. Wrigley, Jr., Co. (Chewing gum)		Arthur Myerhoff
Amos 'n' Andy Show	Rexall Drug Co. (All products)	CBS	B.B.D. & O.
Answer Man, The	Doubleday & Co. (Dollar Book Club)	CBS	Thwing & Altman
	Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman
Aunt Jenny	Lever Brothers Co. (Spry, Good Luck Margarine, Lux Soap, Liquid Lux, Rinso Soap, Rinso Detergent, Rinso Blue)	CBS	Foote, Cone & Belding J. Walter Thompson
Autry, Gene Show	Wm. Wrigley, Jr., Co. (Doublemint Gum)	CBS	Ruthrauff & Ryan

B

Babbitt, Harry Show	Bristol-Myers Co. The Nestle Co. (Nescafe Instant Coffee)	CBS	Doherty, Clifford, Steers & Shenfield Sherman Marquette
	Wheatena Corp. (Wheatena Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (White King, Sierra Pine)		Raymond R. Morgan Advertising
Backstage Wife	Procter & Gamble (Cheer, Fluffo, Ivory Snow)	NBC	Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Glenn-Jordan-Stoetzel
Bank of America 50th Anniversary	Bank of America National Trust & Savings Association (Banking services)	CBS	Charles R. Stuart Advertising
Barbasol Parade of Hits	The Barbasol Co. (Shaving Cream)	MBS	Erwin, Wasey & Co.
Basketball Games (on various occasions)	Tidewater Assoc. Oil Co. (Gas, motor oil, greases)	ABC	Buchanan & Co.
Beat the Apple Valley Man	Apply Valley Inn (Hotel)	CBS	Swofford & Co.
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & moving	CBS	Brooks Advertising Agency
Belmont Stakes	Gillette Co. (Blades, shaving items)	CBS	Maxon
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Berch, Jack	Prudential Insurance Co. of America	ABC	Calkins & Holden Carlock, McClinton & Smith

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bergen, Edgar & Charlie McCarthy	Van Camp Sea Food Co., Inc. (All Chicken of the Sea and White Star Fish products)	CBS	Brisacher, Wheeler & Staff
Bergen, Edgar Show	Consolidated Cosmetics, Inc. (Lanolin Plus Liquid, Hand Lotion, Cleansing Cream, Lanolin Plus for Hair)	CBS	B.B.D. & O. Erwin, Wasey of Canada, Ltd.
Beulah	Kraft Foods Co. General Foods (Postum) Buick Div. of General Motors Corp. (Cars) Murine Co. (“Murine” for the eyes)	CBS	J. Walter Thompson Foote, Cone & Belding Baker Advertising Agency Kudner Agency B.B.D. & O.
Big Story	American Tobacco Co. (Pall Mall Cigarettes)	NBC	SSCGB
Block, Martin	Charles Antell, Inc. (Hair preparations)	ABC	TAA
Blue-Grey Football Game	Gillette Safety Razor Co. (Gillette and Toni products)	MBS	Maxon
Boxing Bouts	Gillette Safety Razor Co. (Blades, shaving products)	NBC	Maxon
Break the Bank	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins)	MBS NBC	Geoffrey Wade
Breakfast Club	Mutual of Omaha (Health & accident insurance) Olson Rug Co. (Rugs & carpets) Philco Corp. (Air conditioners, home freezing units, radios, refrigerators, TV receivers) Quaker Oats Co. (Buckwheat and pan-cake flours, cereals) Realemon-Puritan Co. (Lemon juice, frozen concentrates; prune and lime juice, olives, cherries) Rockwood and Co. (Chocolate & cocoa) Swift & Co. (Baby food, dairy products, dog food, fish food, soaps, poultry, shortening)	ABC	Bozell & Jacobs Presba, Felers & Presba Hutchins Advertising J. Walter Thompson Rutledge & Lillienfield Paris & Peart J. Walter Thompson

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Brickhouse, Jack (sports)	State Farm Mutual Automobile Insurance (Automobile Insurance)	MBS	Needham, Louis & Brorby
Brighter Day	Procter & Gamble Co. (Blue Cheer, Fluffo, Prell)	CBS	Young & Rubicam
Brown, Cecil	S. C. Johnson & Son (Waxes and finishes)	MBS	Needham, Louis & Brorby
	State Farm Mutual Auto Insurance		Needham, Louis & Brorby
Bulldog Drummond	Dodge Div. of Chrysler Corp.	MBS	Grant Advertising

C

Camel Baseball Scoreboard	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	MBS	William Esty Co.
Camel Caravan, The (with Vaughan Monroe & the Sauter-Finegan Orchestra)	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS	William Esty
Camel/Winston Scoreboard & Round-Up	R. J. Reynolds Tobacco Co.	MBS	William Esty
Capitol Commentary (L. Higbe)	S. C. Johnson & Son Inc. (Waxes, finishes)	MBS	Needham, Louis & Brorby
	Kraft Foods Co. (Foods)		Needham, Louis & Brorby
CBS Newsroom— Sunday Desk	Carnation Co. (Evaporated milk)	CBS	Erwin, Wasey & Co.
	Dennison Food Co. (All food products)		The Biow Co.
	The Nestle Co. (Nescafe Instant Coffee)		Bryan Houston
	Tasti-Diet Foods, Inc. (Low calorie fruits and vegetables, salad dressings, puddings)		Erwin, Wasey & Co. Sidney Garfield & Associates
Choraliers	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Cities Service Band of America	Cities Service Petroleum, Inc. (Petroleum products)	NBC	Wellington & Co.
City Hospital	Giant Animal Co., Inc. (Giant animal balloons)	CBS	Duane Jones
Club Time	Club Aluminum Products Co. (Aluminum household utensils)	ABC	The Buchen Co.
Como, Perry	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS MBS	Cunningham & Walsh

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Counterspy	American Chemical Paint Co.	MBS	Gray & Rodgers
	Aer-O-Sol Div. of Bridgeport Brass Co.		Hazard Advertising
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Lemon Products Advisory Board (California lemons in concentrates or frozen form)		McCann-Erickson
Country Tune Parade	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC	William Esty
	D-Con Co., Inc. (Rodenticides, Insecticides)		Marfree Advertising
Crosby, Bing	General Electric Co. (Institutional)	CBS	B.B.D. & O.

D

Day, Dennis	Mytinger & Casselberry, Inc. (Nutralite)	NBC	Dan B. Miner Co.
Detroit Lions vs. Green Bay Packers	Plymouth Div. of Chrysler Corp. (Cars)	MBS	N. W. Ayer & Son
Dr. Christian (with Jean Hersholt)	Chesebrough Mfg. Co., Consolidated (Vaseline Hair Tonic)	CBS	McCann-Erickson
Dr. Oral Roberts	Healing Waters, Inc. (Institutional)	ABC	White Advertising
Dr. Paul	Fisher Flouring Mills (Fisher products)	NBC	Pacific National Advertising Agency
	Hexol, Inc. (Hexol Germicide)		L. C. Cole Co.
	Pharmaco, Inc. (Feen-a-mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
Double or Nothing	Campbell Soup Co. (Soup, other products)	ABC	Ward Wheelock
Dowell, Saxie Dragnet	Artists Publications	MBS	Cunningham & Walsh
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	
Drake, Galen	Animal Foundation, Inc. (Hunt Club Dog Food)	CBS	Moser & Cotins
	Calgon, Inc. (Calgon, Calgonite, Thanx Bouquet)		Ketchum, MacLeod & Grove
	Doubleday & Co. (Dollar Book Club)		Thwing & Altman
	General Foods Corp. (Instant Sanka)		Young & Rubicam
	Giant Animal Co. (Giant animal balloons)		Duane Jones
	Greystone Press Co. (Books)		Thwing & Altman

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman.
	Jackson & Perkins Co. (Climbing roses)		Maxwell, Sackheim & Co., Inc.
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Tasti-Diet Foods, Inc. (Low calorie fruits, vegetables, salad dressings)		Sidney Garfield & Associates

E

East-West Football Game	Standard Oil of Indiana (Gas and oil)	MBS	McCann-Erickson
	Esso Standard Oil Co. (Gas)		Mc-Cann-Erickson
	Tidewater Associated Oil Co. (Gas, oil)		Buchanan & Co.
Edwards, Frank	American Federation of Labor (Institutional)	MBS	Furnam, Feiner
Edwards, Douglas	American Tobacco Co. (Pall Mall Cigarettes)	CBS	SSC&B
Evening Comes	Thomas Nelson & Sons	ABC	B.B.D. & O.

F

Family Skeleton	Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes)	CBS	Schneideler, Beck & Werner, Inc.
	Toni Co. (Prom Home Permanent)		Leo Burnett
FBI in Peace and War	Buick Div. of General Motors Corp. (Buick cars)	CBS	Kudner Agency
	Murine Co. ("Murine" of the eyes)		B.B.D. & O.
	Procter & Gamble Co. (Lava, Lift Home Permanent)		Leo Burnett
Fibber McGee & Molly	Wm. Wrigley, Jr., Co. (Chewing gum)	NBC	Arthur Meyerhoff & Co.
	Prudential Insurance Co. (Insurance)		Calkins & Holden
Fisher, Eddie	The Coca-Cola Co.	MBS	D'Arcy Advertising
	American Federation of Labor (Institutional)		Furnam, Feiner & Co.
Florida Calling with Tom Moore	Florida Citrus Commission (Citrus fruits and citrus products)	MBS	J. Walter Thompson
Frank & Ernest	Dawn Bible Students Association (Religious books)	MBS	William Gleason & Co.
Fredericks, Carleton	Elsevier Press, Inc. (Health book)	MBS	Mann-Ellis

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Farrell	Whitehall Pharmacal (Aeroway, Wizard Wick, Chet Boy-and-dee) Pharmaco, Inc. (Medigum, Feena- mint, Cheet)	NBC	John F. Murray Doherty, Clifford, Steers & Shenfield

G

Game of the Day	Falstaff Brewing Corp. (Beer)	MBS	Dancer-Fitzgerald-Sample
Gangbusters	Wm. Wrigley, Jr., Co. (Chewing gum)	CBS	Arthur Meyerhoff & Co.
Garden Gate	Ferry-Morse Seed Co. (Seeds)	CBS	MacManus, John & Adams
General Electric Comedy Theatre (with Ray Milland in "Meet Mr. McNutley")	General Electric Co. (Radio, TV receivers)	CBS	Maxon
Gillette Fights	Gillette Safety Razor Co.	ABC	Maxon
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Advertising Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Bufferin, Vitalis) Eversharp, Inc. (Razors, blades, pens)	CBS	Doherty, Clifford, Steers & Shenfield The Biow Co.
Godfrey's Arthur Talent Scouts	Owens-Corning Fiberglas Corp. (Fiberglas insulation) Lever Brothers Co. (Lipton's Tea, soup, mixes, Frostee)	CBS	Fuller, Smith & Ross McCann-Erickson Young & Rubicam
Godfrey, Arthur, Time	Adolph's Ltd. (Adolph's Meat Tenderizer) Bristol-Myers Co. (Bufferin, Trushay, all products) Campana Sales Co. (Sheer Magic, all products) Clinton Foods, Inc. ("Snow Crop" Frozen Foods) Columbia Records, Inc. (Records, record players) Frigidaire Div. of General Motors Corp. (All Frigidaire products) The Toni Co. (Toni Home Per- manent, Toni Creme Rinse) Glamorene, Inc. (Glamorene Rug Cleaner)	CBS	J. B. Shelley & Associates Young & Rubicam Wallace-Ferry-Hanley Maxon McCann-Erickson Foote, Cone & Belding Weiss & Geller Hicks & Greist
	International Gellucotton Products Co. (Kleenex Tissues, paper napkins)		Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Co. (Cereals)		Leo Burnett
	Knomark Mfg. Co., Inc. (Esquire Boot Polish)		Emil Mogul
	Lever Brothers Co. (Pepsodent)		McCann-Erickson
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)		Cunningham & Walsh
	Minnesota Mining & Mfg. Co. (Scotch Brand Cellophane Tape)		B.B.D. & O.
	National Biscuit Co. (All products)		McCann-Erickson
	Pet Milk Co. (Evaporated milk)		Gardner Advertising
	Pillsbury Mills, Inc. (Flour, flour mixes)		Leo Burnett
	A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	Star-Kist Foods, Inc. (Star-Kist Tuna Fish)		Rhoades & Davis
Goss, Frank (news)	Bekins Van & Storage Co. (Storage and moving)		Brooks Advertising
	Chemicals, Inc. (Vano Household Products)		Sidney Garfield & Associates
	Dolcin Corp. (Pharmaceuticals)		Victor Van Der Linde Co.
	Household Finance Corp. (Personal loans)		Needham, Louis & Brorby
	Mennen Co. (Toiletries)		Kenyon & Eckhardt
	Peter Paul, Inc. (Mounds & Almond Joy)		Dancer-Fitzgerald-Sample
	Dean Witter & Co. (Investment house)		Albert Frank-Gunther Law
Graham, Sheila	Seeman Brothers, Inc. (Detergents, household deodorants)	ABC	Wm. H. Weintraub & Co.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco, Cavalier Cigarettes)	NBC	William Esty
Grant, Taylor (news)	P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell
Grauer, Ben (news)	Rhodes Pharmacal Co. Inc. (Imdrin)	NBC	Pringle Goodbell Associates
Greatest Story Every Told	Goodyear Tire & Rubber Co. (Institutional)	ABC	Kudner Agency
Great Gildersleeve	Kraft Foods Co. (Velveeta, Parkay, mustard, salad oil)	NBC	Needham, Louis & Brorby

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Greene, Lorne	Credit Union National Association (Institutional)	MBS	J. Walter Thompson
Griffith, Les & the News	Liggett & Myers (Chesterfield Cigarettes)	ABC	Cunningham & Walsh
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Advertising
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield and L & M Filter Cigarettes)	CBS	Cunningham & Walsh

H

Hair Care	Charles Antell, Inc. (Hair preparations)	ABC	TAA, Inc.
Hallmark Radio Hall of Fame	Hallmark Cards, Inc. (“Hallmark” Greeting Cards)	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Halon Race Review	Caliente Race Track (Horse racing)	CBS	Barnes Chase Co.
Hanlon Tom (sports)	Custom Wax Products Co. (British Wax Formula)	CBS	Barnes Chase Co.
Hard Luck Champion	Apple Valley Inn (Hotel)	CBS	Swafford & Co.
Harris, Phil-Alice Faye Show	Radio Corp. of America (Radios, TV sets, records, phonographs)	NBC	J. Walter Thompson
Harvey, Paul Comments	Beltone Hearing Aid Co. (Hearing Aids)	ABC	Olian & Brunner
Harvey, Paul (news)	Bankers Life and Casualty Co. of Chicago (White Cross Hospital Plan)	ABC	Grant, Schwenk & Baker
Hayes, Sam (news)	General Mills, Inc. (Cereals, formula feeds, flour)	ABC	Dancer-Fitzgerald-Sample
Headline News	S. C. Johnson & Son Inc. (Waxes & finishes)	MBS	Needham, Louis & Brorby
Heatter, Gabriel (news)	Kraft Foods Co. (Food products)	MBS	Needham, Louis & Brorby
	American Home Products Corp. (Bisodol, Anacin, Aero Shave)	MBS	SSC&B
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Brunner
	Buick Motor Div. of General Motors Corp. (Cars)		Kudner Agency
	Deepfreeze Appliance Div. of General Motors Corp. (Home freezers, refrigerators)		Boche, Williams & Cleary

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Jackson & Perkins (Rose bushes)		Maxwell Sackheim & Co.
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	National Home Corp. (Pre-fabricated homes)		Applegate Advertising Agency
	Niagara Mfg. & Dist. Co. (Contour chairs)		Olian & Bronner
	North American Van Lines		Applegate Adv. Agency
	Union Pharmaceutical Co. (Saraka & Inhiston)		Grey Advertising Agency
Henry, Bill & the News	Johns Manville Corp. (Industrial products)	MBS	J. Walter Thompson
Herald of Truth	Highland Church of Christ (Institutional)	ABC	Martin Co.
Hill, Edwin C.	Philco Corp. (Radios)	ABC	Hutchins Advertising
Hilltop House	Miles Laboratories, Inc. (Alka-Seltzer)	CBS	Geoffrey Wade
	Giant Animal Co., Inc. (Giant animal balloons)		Duane Jones
	Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
Hollywood Park Gold Cup Race	Republic Van & Storage Co. (Transportation services)	CBS	Dan Lawrence Agency
Hope, Bob Show	General Foods Corp. (Jell-O: puddings, pie-filling, Sanka)	NBC	Young & Rubicam
	American Dairy Association (Dairy products)	NBC	Campbell-Mithun
Hotel for Pets	Coast Fisheries Div. of the Quaker Oats Co. (Puss 'n Boots Cat Food)	NBC	Lynn Baker Co.
Hour of Decision	Billy Graham Evangelistic Association (Institutional)	MBS	Walter F. Bennett & Co.
Houseparty	Bauer & Black Div. of Kendall Co. (Curads and Curity Products)	CBS	Leo Burnett
	Green Giant Co. (Canned and frozen corn and peas)		Leo Burnett
	Hawaiian Pineapple Co., Ltd. (Dole Pineapple juice)		N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett
	Lever Brothers Co. (Surf, Chlorodent)		B.B.D. & O.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills, Inc. (Flour, flour mix products)		Leo Burnett
How to Save Money on Your Car	Eugene Stevens Co. (Car book)	CBS	Madison Advertising
Huntley, Chet	MJB Co. (Coffee, tea, rice)	ABC	B.B.D. & O.

I

Indianapolis Thrills of a Lifetime	Continental Mfg. Corp. (Life-time Batteries)	CBS	W. H. Hunt & Associates
	Motor Publishers, Inc. (Car Life Magazine)		W. H. Hunt & Associates
It Happens Every Day	Block Drug Co., Inc. (Postum, Minipoo, Green Mint, Omega Oil)	MBS	Emil Mogul

J

Jackson, Allen (news)	Chevrolet Div. of General Motors Corp. (Cars)	CBS	Campbell-Ewald
	Metropolitan Life Insurance Co. (Insurance)		Young & Rubicam
Joe Emerson's Hymn Time	General Mills, Inc.	ABC	Knox Reeves
Juke Box Jury	Toni Co. (Toni Home Permanent)	CBS	Weiss & Geller
Just Plain Bill	Whitehall Pharmacal Co. (Anacin, Kolyrios, Bisodol, Hill's Cold Tablets)	NBC	John F. Murray

K

Kentucky Derby	Gillette Co. (Blades, shaving creams, safety razors)	CBS	Maxon
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L

La Rosa, Julius	Campana Sales Co. (Campana Italian Balm, Solitaire Cake Make-Up)	CBS	Wallace-Ferry-Hanly
LeSeur, Larry (news)	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett
Lewis, Robert Q.	General Foods Corp. (Calumet, Post Toasties)	CBS	Foote, Cone & Belding
	Milner Products Co. (Clor Bleach, Pine Sol)		Gordon Best
	Mutual Benefit Health & Accident Association (Insurance)		Bozell & Jacobs

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Nehi Corp. (Royal Crown Cola, Nehi Par-T-Pak Beverages)		B.B.D. & O.
	Olson Rug Co. (Remade rugs)		Presba, Fellers & Presba
	Van Camp Sea Food Co., Inc. (All Chicken of the Sea & White Star Fish Products)		Brisacher, Wheeler & Staff
	Doeskin Products, Inc. (Doeskin Tissues, dinner napkins)		Grey Advertising
	Helene Curtis Industries, Inc. (Hair dressings, hair sprays, shampoos, permanent waves, cosmetics)		Gordon Best
Life Can Be Beautiful	Procter & Gamble Co. (Tide, Zest, Fluffo, Ivory Snow, Blue Cheer, Crisco)	NBC	Benton & Bowles
Light & Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett
Lone Ranger	General Mills, Inc. (Cereals, cake mixes)	ABC	Dancer-Fitzgerald-Sample
Longines Symphonette	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett
Lorenzo Jones	Colgate-Palmolive Co. (Fab, dental cream)	NBC	William Esty
Lutheran Hour	Lutheran Laymen's League (Religion)	MBS	Gotham Advertising
Lux Radio Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid; Spry, Rinso, Pepsodent)	CBS NBC	J. Walter Thompson

M

Make Up Your Mind	Continental Baking Co., Inc. (Wonder Bread, Hostess Cake)	CBS	Ted Bates
Manion, Dean Clarence	For America (Institutional)	MBS	E. Ross Humphrey & Associates
	Manion Forum of Opinion (Institutional)		E. Ross Humphrey & Associates
Manning, Knox (news)	Fisher Flouring Mills (Fisher products)	NBC	Pacific National Advertising Agency
	Merit Plan Insurance Co. (Insurance)		Barton A. Stebbins
	W. P. Fuller (Paints)		McCann-Erickson
Man on the Farm	Quaker Oats Co. (Ful-O Pep Feed)	MBS	Sherman & Marquette
Man on the Go	International Harvester Co. (Trucks, refrigerators, industrial power & farm equipment)	NBC	Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ma Perkins	Procter & Gamble Co. (Lilt, Geydol)	CBS	Dancer-Fitzgerald-Sample The Biow Co.
Marciano-Charles Heavyweight Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
Mason, Perry	Procter & Gamble Co. (Tide)	CBS	Benton & Bowles
Massey, Curt Time	Miles Laboratories, Inc. (Mika Seltzer)	CBS MBS	Geoffrey Wade
Maxim-Moore Championship Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
McBride, Mary Margaret	General Foods Corp. (Calumet Baking Powder)	NBC	Young & Rubicam
Meet Corliss Archer	Toni Co. (Prom, White Rain, Deep Magic)	CBS	Leo Burnett
	Carter Products (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream)		Ted Bates
Meet Millie	Buick Div. of General Motors Corp. (Cars)	CBS	Kudner Agency
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Nash Kelvinator Corp. (Nash cars)		Geyer Advertising
Meet the Missus	Rheem Mfg. Co. (Wellwood Ranges)	CBS	Campbell-Ewald
Metropolitan Opera	The Texas Co. (Texaco Petroleum Products)	ABC	Kudner Agency
Mexican Pan-American Road Race	Lincoln-Mercury Dealer of the South- West (Cars)	CBS	Kenyon & Eckhardt
Mickey Spillane Mystery	Bridgeport Brass Co. (Aer-O-Sol Division)	MBS	Hazard Advertising
	Crowell-Collier Pub- lishing Co. (Collier's Magazine)		Kudner Agency
	Crowell-Collier Pub- lishing Co. (Woman's Home Companion)		McCann-Erickson
	Jacques Kreisler Mfg. Corp. (Waltz bands)		Foote, Cone & Belding
	Lemon Products Advisory Board (California Lemons in concentrated, frozen form)		McCann-Erickson
	Pan-American Coffee Bureau (Institutional)		Cunningham & Walsh
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		William Esty

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Miller High Life News	Miller Brewing Co. (Beer)	MBS	Mathisson & Associates
Mr. and Mrs. North	Colgate-Palmolive Co. (Tooth paste, Veto, shave cream)	CBS	Sherman & Marquette Bryan Houston
Mr. Keen, Tracer of Lost Persons	Eno-Scott & Bowne (Brylcreem)	CBS	Atherton & Courier
	Murine Co. (“Murine” for the eyes)		B.B.D. & O.
	Nash Kelvinator Corp. (Nash cars)		Geyer Advertising
	Procter & Gamble Co. (Lava, Lilt Home Permanent)		Leo Burnett
Modern Romances	Ex-Lax, Inc. (Ex-Lax, jests)	ABC	Warwick & Legler, Inc.
	Junket Brand Food Div. of Hansen's Chr. Laboratory, Inc. (Dessert, candy products, fudge, mixes)		McCann-Erickson
	Vick Chemical Co. (Cough syrup)		Morse International
Monday Morning Headlines	P. Lorillard Co. (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Moody, Titus	Dodge Div. of Chrysler Corp. (Cars)	MBS	Grant Advertising
Morgan, Edward & the News	American Federation of Labor (Institutional)	ABC	Furnman, Feiner & Co.
Murrow, Edward R. (news)	American Oil Co. (Amoco Gas, Lubricants)	CBS	Joseph Katz
	Ford Motor Co. (Cars)		J. Walter Thompson
	Theo. Hamm Brewing Co. (Hamm's Beer)		Campbell-Mithun
	Lynn Van & Storage Co. (Moving & storage)		Smalley, Leavitt & Smith
	Safeco Auto & Fire Insurance Co. of America (Insurance)		MacWilkins-Cole-Weber
	Swift & Co. (Pard Dog Food)		J. Walter Thompson
Musical Pageant	General Motors Corp. (Institutional)	CBS	Kudner Agency
Music with the Hormel Girls	George A. Hormel & Co. (Hormel Meats)	CBS	B.B.D. & O.
Mutual of Omaha Calling	Mutual Benefit Health & Accident Association (Institutional)	MBS	Bozell & Jacobs
My Friend Irma	Carter Products (Arrid, Nair, Rise Shave Cream)	CBS	Ted Bates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Toni Co. (Beauty: Hair Permanent, White Kam)		Tatham-Laird
My Little Margie	Philip Morris & Co., Ltd., Inc. (Philip Morris Cigarettes)	CBS MBS	The Biow Co., Inc.
Mystery Theatre	Sterling Drug, Inc. (Bayer Aspirin, tooth- paste, Milk of Magnesia, tooth powder, shampoo)	ABC	Dancer-Fitzgerald-Sample
My True Story	Sterling Drug, Inc. (All drug products)	ABC	Dancer-Fitzgerald-Sample
N			
NBC Symphony	Socony-Vacuum Oil Co. (Institutional)	NBC	Compton Advertising
National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm equipment)	NBC	Bert S. Gittins
National Golf Day	Time, Inc. (Time Magazine)	CBS	Young & Rubicam
News	Aero-Mayflower Transit Co. (Long-distance moving services)	ABC	Sidener & Van Riper
News	Oldsmobile Div. of General Motors Corp. (Cars)	ABC	D. P. Brother & Co.
News of the World	Miles Laboratories, Inc. (Valka Seltzer, One- A-Day Vitamins, Nervine, Tabern)	NBC	Geoffrey Wade
Nick Carter	Scholl Mfg. Co. (Foot pads)	MBS	Donahue & Coe
	Giant Animal Co., Inc. (Grant animal balloons)		Duane Jones
Nightmare	Procter & Gamble Co. (Tide)	MBS	Benton & Bowles
	S.O.S. Co. (Magic Shouring Pads)		McCann-Erickson
Norman, Phil Takes Ten	Chico Portable Air Cooler Co. (Air coolers)	CBS	Carmona & Allen
	Coast Fisheries Div. of Quaker Oats Co. (House in Boots Cat Food)		Lynn Baker
	General Products Corp. (Eau Bonnet)		Dean Simmons
	KEVO Co. (Kevoites and energy foods)		Dick Donald
	Mayflower Warehouse- men's Association (Transportation & moving services)		Virgil A. Warren Advertising
No School Today	Table Products Div. of Safeway Stores, Inc. (Salad dressings, sandwich spreads)	ABC	Hoefler, Dietrich & Brown



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Official Detective	Bridgeport Brass Co. (Aer-O-Sol Div.)	MBS	Hazard Advertising
	Crowell-Collier Publishing Co. (Collier's)		Kudner Agency
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Esquire, Inc. (1955 Esquire Calendar)		
	Lemon Products Advisory Board (California lemons in frozen or concentrated form)		McCann-Erickson
	Pan-American Coffee Bureau (Institutional)		Cunningham & Walsh
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		William Esty Co.
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Old Fashioned Revival Hour	Gospel Broadcasting Association (Institutional)	ABC	R. H. Alber Co.
"O. L. Juggers"	World Church (Institutional)	ABC	Twentieth Century Advertising Agency
One Man's Family	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade
	Toni Co. (Toni Home Permanent, Tonette Home Permanent, Pamper Shampoo)		Weiss & Geller
On the Line with Bob Considine	Mutual Benefit Health & Accident Association (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	Gillette Co. (Razors, blades, shaving cream)	CBS	Maxon
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar-Dee Quality Foods, toothpaste)	CBS	John F. Murray
	Procter & Gamble Co. (Tide)		Benton & Bowles
Our Miss Brooks	Colgate-Palmolive Co. (Toothpaste, shave cream)	CBS	Ted Bates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Toni Co. (Home permanent, creams, lotions, lipsticks)		Weiss & Geller
P			
Palm Beach Golf Championship Parsons, Louella	Palm Beach Co. (Clothing)	CBS	Ruthrauff & Ryan
	Colgate-Palmolive Co. (Lustre-Cream Shampoo)	CBS	Lennen & Newell
Paul, Les & Mary Ford at Home	Lambert Co. (Listerine Antizyme, Antiseptic)	CBS	Lambert & Feasley
People Are Funny	Amana Refrigeration, Inc. (Food Freezers)	CBS NBC	Maury, Lee & Marshall
	Mars, Inc. (Mars, Forever Yours Candy Bars)		Leo Burnett
	Toni Co. (Prom, White Rain)		Leo Burnett
Pepper Young's Family	Procter & Gamble Co. (Camay Soap, Duc, Ivory Flakes)	NBC	Benton & Bowles
Peterson, Elmer	W. P. Fuller & Co. (Paints)	NBC	McCann-Erickson
Pettingell, Sam	Committee for Constitutional Government (Institutional)	MBS	French & Preston
Philco Radio Playhouse	Philco Corp. (Radios, home freezers, air conditioners, refrigerators)	ABC	Hutchins Advertising
Phrase That Pays	Colgate-Palmolive Co. (Ajax toothpaste, Vel)	NBC	Bryan Houston Wm. Esty
Preakness Stakes	Gillette Co. (Shaving cream, razors, blades)	CBS	Maxon
Protam Health Quiz	Protam Pharmaceutical Co. (Protam)	MBS	Duane Jones
Q			
Queen for a Day	Lettuce, Inc. (C-7 Lettuce)	MBS	John Cohan Advertising
	P. Lorillard Co. (Old Gold Cigarettes)		Lennen & Newell
	Murine Co. ("Murine" for the Eyes)		BBD&O
	Rexall Drug Co. (To Sales)		
R			
Radio Bible Class	Radio Bible Class (Institutional)	ABC MBS	John M. Camp & Co.
Railroad Hour	Association of American Railroads	NBC	Benton & Bowles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ralph Story's Backyard	Pan-American Coffee Bureau Reader's Digest	CBS	Cunningham & Walsh
Record Hits	White House Co. (Records)	MBS	Schwab & Beatty National Mail Order Network, Inc.
Remember, with Tiny Fairbanks	Grand Duchess Steaks, Inc.	MBS	Phil DiNuoscio
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All products)	CBS	Foote, Cone & Belding Young & Rubicam
Report to the Nation on CUNA	Credit Union National Association (Institutional)	MBS	J. Walter Thompson
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm On the Road	American Oil Co. (Amoco Gas and Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp. (Gas, motor oil, automotive products, accessories)	NBC	Hixson-Jorgeson
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spic & Span)	NBC	Dancer-Fitzgerald-Sample
Ring, Bill Show	General Mills, Inc. (Rex, Red Star, White Deer, Pura-Snow)	ABC	Knox Reeves
Road of Life	Procter & Gamble Co. (Ivory Soap, Spic & Span)	CBS NBC	Compton Advertising
Rogers, Roy Show	Dodge Bros. Corp. (Cars and trucks)	NBC	Grant Adv.
Romance of Helen Trent	American Home Products Corp. (Aero Wax, Heet, Bisodol, Wizard Wick)	CBS	John F. Murray
	Toni Co. (Prom Home Permanent)		Leo Burnett
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

S

Sanka Salutes	General Foods Corp. (Instant Sanka)	CBS	Young & Rubicam
Santa Anita Races	Republic Van & Storage Co. (Transportation & services)	CBS	Dan Lawrence Agency
Schorr, Daniel (news)	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son
Second Mrs. Burton	Armour & Co. (Armour's Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp. (Calumet, Corn-Fetti, Crapenuls, Instant Maxwell House Coffee)		Benton & Bowles Young & Rubicam
Sergeant Preston of the Yukon	Quaker Oats Co. (Quaker Puffed Gram)	MBS	Wherry, Baker & Tilden
Shadel, Bill (news)	Campana Sales Co. (Italian Balm, Candy, Make-up)	CBS	Wallace-Ferry-Hanly
	Scholl Mfg. Co., Inc. (Dr. Scholl's Foot Products)		Donahue & Cole
The Shadow	Cowles Publish Co. (Look Magazine)	MBS	McCann-Erickson
	Giant Animal Co. (Giant animal balloons)		Duane Jones
	Harrison Products, Inc. (NoDioz & Shut Eye)		Sidney Garfield & Associates
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty
Shore, Dinah Show	Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts, services)	NBC	Campbell-Ewald
Silver Eagle	General Mills, Inc. (Cake mixes)	ABC	Dancer-Fitzgerald-Sample
Sinatra, Frank Show	Toni Co. (Bobby Home Permanent)	NBC	Leo Burnett
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter, other food products)	MBS	Needham, Louis & Brorby McCann-Erickson
Soap Box Derby	Chevrolet Div. of General Motors Corp. (Cars)	CBS	Campbell-Ewald
Songs from the Hills	International Harvester Co. (Trucks, tractors)	CBS	Young & Rubicam
Space Patrol	The Nestle Co. (Chocolate candy bars, cookie mix, cocoa, instant chocolate)	ABC	McCann-Erickson
Special Christmas Program	General Products Corp. (Giant circus balloons)	CBS	Dean Simmons
Sports "Ten" with Harry Wismer	Philip Morris & Co., Ltd., Inc.	MBS	The Biow Co.
Sports Time with Harry Wismer	General Tire & Rubber Co. (Tires and tubes)	MBS	D'Arcy Advertising
Squad Room	Bridgeport Brass Co. (Aer-O-Seal Division)	MBS	Hazard Advertising
	Crowell-Collier Publishing Co. (Collier's Magazine)		Kudner Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Esquire, Inc. (1955 Esquire Calendar)		
	J. Kreisler Mfg. Corp. (Watchbands)		Foote, Cone & Belding
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Standard Hour	Standard Oil of California (Institutional)	NBC	BBD&O
Starlight Theatre	Procter & Gamble Co. (Tide)	MBS	Benton & Bowles
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Stars Over Hollywood	Carnation Co. (Evaporated milk)	CBS	Erwin, Wasey & Co.
Stella Dallas	Sterling Drug, Inc. (Drug products)	NBC	Dancer-Fitzgerald-Sample
Stern, Bill (sports)	All-State Insurance (Automobile insurance)	ABC	Christiansen Advertising
	Anheuser-Busch, Inc. (Budweiser & Michelob Beer)		D'Arcy Advertising
Stop the Music	American Home Products Corp. (Anacin)	CBS	John F. Murray
	Exquisite Form Brassiere, Inc. (Brassieres)		Grey Advertising Agency
	Quality Goods Manufacturers, Inc. (Anson Men's Jewelry, Jacoby-Bender Watchbands)		Grey Advertising Agency
Story Time, with Madeline Carroll	Duell, Sloan & Pearce (Book publishers)	MBS	
	Gene Byrnes Enterprises (Book publishers)		
Strike It Rich	Colgate-Palmolive Co. (Dental cream, Halo, Fab)	NBC	Wm. Esty
Sunoco Three Star Extra	Sun Oil Co. (Sunoco gas, fuel oil)	NBC	Ruthrauff & Ryan



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunshine Sue	Corn Products Sales Co. (Karo Table Syrup, Niagara Cold Water Starch)	CBS	C. L. Miller
Suspense	Electric Auto-Lite Co. (Spark plugs, batteries, ignition systems, Resistor Spark Plugs)	CBS	Cecil & Presbrey
Swayze, John Cameron	Stewart-Warner Corp. (Alomite CD-2)	NBC	MacFarland, Aveyard & Co.

T

Take A Number	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	MBS	Wm. Esty
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Taylor, Mary Lee	Pet Milk Co. (Evaporated milk)	NBC	Garner Advertising
Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	Buick Div. of General Motors Corp. (Buick cars)	CBS	Kudner Agency
	Manhattan Soap Co. (Sweetheart Soap, Flu-White Flakes)		Scheidler, Beck & Werner
	Toni Co. (Prom Home Permanent)		Leo Burnett
Texaco Sports Final, with Tom Harmon	The Texas Co. (Petroleum products)	CBS	Kudner Agency
Theatre of Today	Cream of Wheat Corp. (Cream of Wheat Cereal)	CBS	BBD&O
This Farming Business	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald
This is Nora Drake	Bristol-Myers Co. (Ipana, Mum, Rollette, Ammens, Minit-Rub, Sal Hepatica, Bufferin)	CBS	Doherty, Clifford, Steers & Shenfield
	Toni Co. (Toni Home Permanent, Creme Shampoo)		Weiss & Geller
Thomas, Lowell	United Motors Div. of General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
	Willis Motors, Inc. (Kaiser-Frazer cars, Willis cars, jeeps, trucks)		Wm. H. Weintraub & Co.
Thomas, Shirley in Hollywood	Lewis Food Co. (Dog food)	NBC	Rockett-Lauritzen
Three Plan, The	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	Carter Products, Inc. (Carter's Little Liver Pills)		Ted Bates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Curtis Publishing Co. (Magazines)		Young & Rubicam Benton & Bowles
	Lewis-Howe Co. (Tums)		Ruthrauff & Ryan
Time for Betty Crocker	General Mills, Inc. (Cake mixes, cereal, flour)	ABC	Dancer-Fitzgerald-Sample
Time for Love	Andrew Jergens Co. (Jergens Lotion, All-Purpose Face Cream)	CBS	Robert W. Orr & Associates
Top of the Morning	Bank of America National Trust & Savings Association (Banking services)	CBS	Charles R. Stuart
Top Secret Files	Esquire, Inc. (1955 Esquire Calendar)	MBS	
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty
Treasury Agent	Esquire, Inc. (1955 Esquire Calendar)	MBS	
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		Wm. Esty
Trout, Robert (news)	Chevrolet Div. of General Motors Corp. (Cars)	CBS	Campbell-Ewald
Trout, Robert (news)	Plymouth Div. of Chrysler Corp. (Cars)	CBS	N. W. Ayer & Son
True Detective Mysteries	Giant Animal Co., Inc. (Giant animal balloons)	MBS	Duane Jones
Truth or Consequences	Pet Milk Co. (Evaporated milk)	NBC	Gardner Advertising
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings)	CBS	Lennen & Newell



Vandercook, John W. (news)	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Association Wyatt & Schuebel
Van, Lyle (news)	Esso Standard Oil Co. (Petroleum products)	MBS	McCann-Erickson

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Voice of Firestone	Firestone Tire & Rubber Co. (Tubes, tires, seat cushions)	ABC NBC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc. (Institutional)	ABC MBS	Western Advertising Agency
W			
Wakely, Jimmy Show	Bristol-Myers Co. (Sai Hepatica)	CBS	Young & Rubicam
Walk a Mile	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC	Wm. Esty
Walton, Sidney (news)	Jackson & Perkins (Rose Bushes) Prentice Hall, Inc. (Books) Giant Animal Co. (Giant animal balloons)	MBS	Maxwell Sackheim & Co. Albert Frank-Guenther Law Duane Jones
Warren, Wendy & the News	Armour & Co. (Armour's Star Franks, Miss Wisconsin Cheese) General Foods Corp. (Maxwell House Coffee, Post Bran Flakes) Procter & Gamble Co. (Gleem)	CBS	Tatham-Laird Benton & Bowles Compton Advertising
Weekend News	Musterole Co. (Cold Remedy)	ABC	Erwin, Wasey & Co.
Welcome Travelers	Procter & Gamble Co. (Spic & Span, Joy, Puff, Gleem, Crisco, Tide)	NBC	The Biow Co.
When a Girl Marries	Carnation Co. (Evaporated milk)	ABC	Erwin, Wasey & Co.
Whispering Streets	General Mills, Inc. (Cake mixes, cereal, flour) Seaman Brothers, Inc. (Deodorants, toilet deodorants) Toni Co. (Prom Home Permanent)	ABC	BBD&O Wm. H. Weintraub & Co. Leo Burnett
The Whistler	Signal Oil Co. (Gas, oil)	CBS	Barton A. Stebbins
Wild Bill Hickock	Kellogg Co. (All Kellogg products)	MBS	Leo Burnett
Wills, Johnnie Lee	General Mills, Inc. (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	Carter Products, Inc. (Carter's Little Liver Pills, Arnid, Nair)	ABC	SSC&B

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Gruen Co. (Watches)		McCann-Erickson
	American Safety Razor Co. (Razors, blades, lighters)		McCann-Erickson
Wings of Healing	Dr. Thomas Wyatt (Institutional)	ABC	Century Advertising Agency
Wings of Healing	Wings of Healing, Inc. (Religion)	MBS	Century Advertising Agency
Wizard of Odds	Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes)	CBS	Scheideler, Beck & Werner, Inc.
	Toni Co. (Prom Home Permanent)		Leo Burnett
Woman in My House	Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes)	NBC	Scheideler, Beck & Werner, Inc.
Woman's News Desk (with Ruth Ashton)	Hills Brothers Coffee, Inc. (Coffee)	CBS	N. W. Ayer & Son, Inc.
World Championship Pro-Football Game	Miller Brewing Co. (Beer)	MBS	Mathisson & Associates
	Buick Motor Div. of General Motors Corp. (Cars)		Kudner Agency
World Series	Gillette Safety Razor Co. (Gillette and Toni products)	MBS	Maxon
World Series Warmup & Roundup	All-State Insurance Co. (Auto insurance)	MBS	Christiansen Advertising Agency
World Today, with Carroll Alcott	Bekins Van & Storage Co. (Storage and moving)	CBS	Brooks Advertising Agency
	Rhodes Pharmacal Co. (Imdriin)		Olian & Bronner
World Tomorrow, The	Radio Church of God (Institutional)	ABC	Huntington, Parmalee Advertising

Y

Years of Crisis	American Oil Co. (Amoco Gas, lubricants)	CBS	Joseph Katz Co.
You Bet Your Life	DeSoto Motor Corp. (Cars)	NBC	BBD&O
Young Widder Brown	Sterling Drug, Inc. (Drug products)		Dancer-Fitzgerald-Sample
	Toni Co. (Prom, Tame, White Rain)		Leo Burnett
Your Land and Mine	General Motors Corp. (Cars and automotive services)	ABC	Kudner Agency
Yours Truly, Johnny Dollar	Wm. Wrigley, Jr., Co. (Spearmint Gum)	CBS	Arthur Meyerhoff & Co.
Youth on the March	Percy Crawford (Institutional)	ABC	J. M. Camp

COMMERCIAL TV PROGRAMS—1954

(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1954. The programs listed are for the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (Campbell's Soup, Baked Beans, V-8)	CBS-TV	Leo Burnett
Action	Sterling Drugs (Drug products)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of Ozzie and Harriet	Hotpoint Co. (Refrigerators, Range Ironers, Air Conditioners)	ABC-TV	Maxon
	Lambert Co. (Toothpaste, tooth powder, combs, brushes, Listerine Antiseptic)		Lambert & Feasley
All About Baby	Swift & Co. (Swift's meats for babies)	DuMont	McCann-Erickson
	Libby, McNeill & Libby (Baby foods)		J. Walter Thompson
Armstrong Circle Theatre	Armstrong Cork Co. (Linenum, floor coverings, building materials)	NBC-TV	B.B.D. & O.
Art Linkletter's House Party	Hawaiian Pineapple Co. (Dole Pineapple)	CBS-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett
	Lever Brothers Co. (Sart)		B.B.D. & O.
	Pillsbury Mills, Inc. (Flour, cake, pie and hot roll mixes)		Leo Burnett
Autry, Gene	Wm. Wrigley, Jr., Co.	CBS-TV	Ruthrauff & Ryan

B

Barker Bill's Cartoons	General Mills, Inc.	CBS-TV	William Esty
Bears-Cardinals Pro Football	Standard Oil Co. of Indiana	ABC-TV	D'Arcy Advertising
Beat the Clock	Sylvania Electric Products, Inc. (Electric products)	CBS-TV	Cecil & Presbrey
Beatty, Morgan & the News	Miles Laboratories (Alka-Seltzer)	DuMont	Geoffrey Wade Advertising
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Best of Broadway	Westinghouse Electric Corp. (All products)	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (Fab, Chlorophyll Toothpaste, Cashmere Bouquet Soap and Hand Lotion)	CBS-TV	William Esty
Big Story, The	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	SSC&B
Big Top, The	Simoniz Co. (Floor Wax Body Guard, Body Sheen)	CBS-TV	N. W. Ayer & Son
Big Town	National Dairy Products Co. (Sealtest Ice Cream, dairy products)	NBC-TV	D. P. Brother
Blue Ribbon Bouts	A. C. Spark Plug Div. of General Motors Corp.		J. Walter Thompson
Bolger, Ray Show	Lever Brothers (Lifebuoy Soap, Rinso Blue, Good Luck Margarine)		
	Pabst Brewing Co. (Beer)	CBS-TV	Warwick & Legler
	Lehn & Fink Products Corp. & Subsidiary, Dorothy Gray, Ltd. (Cosmetics, deodorants)	ABC-TV	Lennen & Newell
Breakfast Club	Quaker Oats Co. (Cereals)	ABC-TV	J. Walter Thompson
	Philco Corp. (Radios, TV sets, electric ranges, refrigerators)		Hutchins Advertising
	A. E. Staley Mfg. Co. (Starch, cornstarch, table syrup)		Ruthrauff & Ryan
Break the Bank	Dodge Div. of Chrysler Corp. (Cars)	ABC-TV	Grant Advertising
Brighter Day	Procter & Gamble Co. (Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broadway to Hollywood	Tidewater Associated Oil Co. (Tydol)	DuMont	Lennen & Newell
Buick-Berle Show	Buick Motor Div. of General Motors (Cars)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (Evaporated milk)	CBS-TV	Erwin, Wasey & Co.
	B. F. Goodrich Co. (Tires, tubes)		B.B.D. & O.
Buttons, Red Show	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Buttons, Red Show	Pontiac Motor Div. of General Motors Corp. (Cars)	NBC-TV	MacManus, John & Adams

C

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Caesar's Hour	American Chicle Co. (Clorets, Dentynex Gum)	NBC-TV	Dancer-Fitzgerald-Sample
	Radio Corp. of America (Products)		Kenyon & Eckhardt
	Speidel Corp. (Watch bands)		SSC&B
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camel and Cavalier Cigarettes)	NBC-TV	William Esty
Campbell TV Soundstage	Campbell Soup Co. (Soup)	NBC-TV	Ward Wheelock
Capt. Hartz & His Pets	Hartz Mountain Products (Bird seed)	NBC-TV	George H. Hartman
Captain Midnight	General Mills, Inc. (Breakfast cereals)		Tatham-Laird
	Wander Co. (Ovaltine)		Tatham-Laird
Carson, Jack Show	Pontiac Motor Div. of General Motors Corp. (Cars)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours, Inc. (Instructional)	ABC-TV	B.B.D. & O.
Cavalcade of Sports	Gillette Safety Razor Co. (Razors, shave cream)	NBC-TV	Maxon
Chance of a Lifetime	Emerson Drug Co. (Bromo-Seltzer)	DuMont	Lennen & Newell
	P. Lorillard Co., Inc. (Old Gold Cigarettes)		Lennen & Newell
	Lentheric (Tweed)		Cunningham & Walsh
Chevrolet	Chevrolet Motor Div. of General Motors Corp. (Cars)	ABC-TV	Campbell-Ewald
Chrysler Medallion Theatre	Chrysler Corp. (Cars)	CBS-TV	B.B.D. & O.
Climax	Chrysler Corp. (Cars)	CBS-TV	McCann-Erickson
Coca, Imogene Show	Griffin Mfg. Co. (Shoe polish)	NBC-TV	Birmingham, Castelman & Pierce
	Johnson & Johnson (Band-Aids, baby products, surgical dressings)		Young & Rubicam
	Lewis Howe Co. (Tums)		Dancer-Fitzgerald-Sample
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Coke Time	The Coca Cola Co. (Coca Cola)	NBC-TV	D'Arcy Advertising

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Colgate Comedy Hour	Colgate-Palmolive Co. (Ajax, Halo, Palmolive Soap, dental creams, shaving creams)	NBC-TV	Ted Bates & Co.
Comeback Story	Sealy, Inc. (Mattresses)	ABC-TV	Weiss & Geller
Como, Perry Show	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories (Bactine, Alka-Seltzer, Tabcin, One-a-Day Vitamins)	NBC-TV	Geoffrey Wade
Contest Carnival	Procter & Gamble Co. (Tide)		Compton Advertising
Crosby, Bob	Quaker Oats Co. (Breakfast foods)	CBS-TV	Wherry, Baker & Tilden
	American Dairy Association (Milk, milk products)	CBS-TV	Campbell-Mithun, Inc.
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
	General Mills, Inc. (Flour, baking mixes, breakfast cereal)		Knox Reeves Advertising
	C. A. Swanson & Sons (Poultry, meat products)		Tatham-Laird, Inc.
	The Toni Co. (Home permanents, hair preparations, cleansing lotions, creams, lipsticks)		Weiss & Geller, Inc.
	Englander Co. (Mattresses, bed springs)		Leo Burnett
	Tappan Stove Co. (Stoves)		Ketchum, MacLeod & Grove
	Calgon, Inc. (Calgon)		Ketchum, MacLeod & Grove

D

Daly, John & the News	Tidewater Associated Oil Co. (Veedol Motor Oil & Greases, Tydol Flying "A" Gas)	ABC-TV	Buchanan & Co.
	American Home Products Corp. (Anacin, Bisodol)		The Biow Co.
Danger	Realemon-Puritan Co. Block Drug Co., Inc. Nash-Kelvinator Corp. Div. of American Motors Corp. (Appliances)	CBS-TV	Schwimmer & Scott Harry B. Cohen Adv. Geyer Advertising Agency
Dear Phoebe	Campbell Soup Co. (Soups)	NBC-TV	B.B.D. & O.
December Bride	General Foods Corp. (Instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	General Mills, Inc. (Cereals and mixes)	NBC-TV	Tatham-Laird

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Disneyland	Gerber Products Co. (Baby foods)		D'Arcy Advertising
	International Shoe Co. (Shoes)		D'Arcy Advertising
	Wander Co. (Ovaltine)		Tatham-Laird
	American Dairy Association (Milk, cream, cheese, ice cream, butter, evaporated milk, non-fat dry milk)	ABC-TV	Campbell-Mithun
	American Motors Corp. (Nash, Hudson cars, Kefinator appliances)		Geyer Advertising
Dixon, Paul Show	Derby Foods, Inc. (Peter Pan Peanut Butter, Corned Beef Hash, Tomatoes with Sauce, Boneless Chicken Ala King)		McCann-Erickson
	River Brand Rice Mills (Rice)	DuMont	Donahue & Co.
Doctor I. Q.	Vitamin Corp of America (Rybutol)		B.B.D. & O.
	Hazel Bishop (Cosmetics)	ABC-TV	Raymond Spector
Dollar a Second	Mogen David Wine Corp. (Wine)	ABC-TV DuMont	Weiss & Geller
Double or Nothing	Campbell Soup Co. (All products)	CBS-TV	Ward Wheelock
Down You Go	Helene Curtis Industries, Inc. (Spray net)	DuMont	Ruthrauff & Ryan
	Western Union Telegraph Co.		Albert Frank-Guenther Law
Dragnet	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC-TV	Cunningham & Walsh

E

Edwards, Douglas with the News	American Tobacco Co. (Pall Mall Cigarettes)	CBS-TV	SSC&B
	American Home Products Corp. (Aman, Aero Shovel)		The Biow Co.
	Avco Mfg. Corp. (Bendix and Crosley Home Appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Geritol)		Edward Kletter Assoc.
Elgin TV Hour	Elgin National Watch Co. (Watches)	ABC-TV	Young & Rubicam
Erwin, Stu Show	Paper Mate Co. (Pens)	ABC-TV	Foote, Cone & Belding
	General Mills, Inc. (Cheerios, Bisquick)		Dancer-Fitzgerald-Sample
Ethyl & Albert	Sunbeam Corp. (Electrical appliances)	NBC-TV	Perrin-Paus

F

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Faith for Today	Faith for Today, Inc. (Institutional)	ABC-TV	World Broadcasters Association
Father Knows Best	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Feather Your Nest	Colgate-Palmolive Co.	NBC-TV	William Esty
Festival of Light	Electrical Industries	ABC-TV, CBS-TV, DuMont, NBC-TV	N. W. Ayer & Sons
Fireside Theatre	Procter & Gamble Co. (Ivory, Crisco, Duz)	NBC-TV	Compton Advertising
First Love	Andrew Jergens Co. (Cosmetics)	NBC-TV	Robert W. Orr
Flack, Colonel Humphrey	American Chicle Co. (Clorets, Chloro- phyll Gum) Allen B. DuMont Laboratories, Inc.	DuMont	Dancer-Fitzgerald-Sample
Football, Professional	Atlantic Refining Co. (Petroleum products) Carling Brewing Co. (Red Cap Ale) Gunther Brewing Co., Inc. (Gunther Beer) Pittsburgh Zone Chevrolet Dealers Goebel Brewing Co. (Beer and ale) Speedway Petroleum Corp. (Gas and oil) Piel Brothers, Inc. (Beer) Schick, Inc. (Electric shavers)	DuMont	N. W. Ayer & Son Lang, Fisher & Stashower The Joseph Katz Co. Ketchum, MacLeod & Grove Brooke, Smith, French & Dorrance W. B. Doner & Co. Young & Rubicam Kudner Agency
Ford Theatre	Ford Motor Co. (Cars, trucks, parts, services)	NBC-TV	J. Walter Thompson
Four Star Playhouse	Singer Sewing Machine Co. (Sewing machines, other products) Bristol Myers Co. (Bufferin, Ipana) Parker Pen Co. (Pens, inks)	CBS-TV	Young & Rubicam Young & Rubicam J. Walter Thompson
Froman, Jane Show	General Electric Co. (GE Lamps)	CBS-TV	B.B.D. & O.

G

Game of the Week	Falstaff Brewing Co. (Beer)	ABC-TV	Dancer-Fitzgerald-Sample
General Electric Theatre	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Gleason, Jackie Show	Schick, Inc. (Electric shavers) Nestle Co., Inc. (Nescafe) W. A. Sheaffer Pen Co. (Fountain pens)	CBS-TV	Kudner Agency Bryan Houston Russel M. Seeds

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George Show	Armour & Co. (Dial Soap, Shampoo)	NBC-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated milk, non-fat dry milk)		Gardner Advertising
Godfrey, Arthur & His Friends	The Toni Co. (Home Permanent Wave)	CBS-TV	Weiss & Geller
	CBS-Columbia (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.
	Pillsbury Mills, Inc. (Flour, mixes)		Leo Burnett
	General Motors Corp. (Frigidaire Line of Home Appliances)		Foote, Cone & Belding
Godfrey's, Arthur Talent Scouts	Thomas J. Lipton Co. (Lipton's Tea, Soup Mixes)	CBS-TV	Young & Rubicam
Godfrey, Arthur Time	Lever Brothers Co. (Peppodent Dentifrices)	CBS-TV	McCann-Erickson
	The Toni Co. (Toni Home Permanent)		Weiss and Geller
	General Motors Corp. (Frigidaire Line of Home Appliances)		Foote, Cone & Belding
	Kellogg Co. (Cereals)		Leo Burnett
	Minnesota Mining & Mfg. Co. (Scotch Tape)		B.B.D. & O.
	Pillsbury Mills, Inc. (Flour, mixes)		Leo Burnett
	National Biscuit Co. (Crackers, other baked goods)		McCann-Erickson
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Knorark Mfg. Co. (Esquire Boot Polish)		Emil Mogul
	Snow Crop Marketeers Div. of Clinton Foods, Inc. (Snow Crop Frozen Foods)		Maxon
	International Cellucotton Products Co. (Kleenex)		Foote, Cone & Belding
	Star-Kist Foods, Inc. (Star-Kist Tuna)		Rhoades & Davis
	Goldbergs, The		Vitamin Corp. of America (Rybutol)
Golden Windows	Procter & Gamble Co. (Clear)	NBC-TV	Young & Rubicam
Goodyear TV Playhouse	Goodyear Tire & Rubber Co. (Tires, Neolite Sales)	NBC-TV	Young & Rubicam
Greatest Fights of the Century	Chesbrough Mfg. Co. (Vaseline Cream, Hair Tonic)	NBC-TV	Cayton

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Greatest Moments in Sports	Mutual Benefit Health & Accident Association of Omaha (Insurance)	NBC-TV	Bozell & Jacobs
Greatest Professional Football Plays of the Week	Theodore Hamm Brewing Co. (Beer) Drewry's, Ltd., U.S.A., Inc. (Beer and ale)	DuMont	Campbell-Mithun MacFarland, Aveyard & Co.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz, Crisco, Gleem)	CBS-TV	Compton Advertising

H

Hallmark of Fame	Hallmark Cards, Inc. (Greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester (Machinery) National Biscuit Co. (Crackers, baked goods)	CBS-TV	Leo Burnett McCann-Erickson
Happy Felton's Spotlight Gang	Sweets Co. of America (Candy)	NBC-TV	Mosselle & Eisen
Hawkins Falls	Wesson Oil & Snowdrift Sales Co. (Shortening, salad oil and dressing, lard, margarine, butter)	NBC-TV	Fitzgerald Advertising
Henrich, Tommy	Emerol Mfg. Co. (Marvel Mystery Oil)	ABC-TV	Hilton & Riggio
Herald of Truth	The Churches of Christ	DuMont	The Martin Co.
Holm, Celeste Show	Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Vitalis, Mum)	CBS-TV	Young & Rubicam
Home	Participations	NBC-TV	
Hope, Bob Show	General Foods Corp. (Swansdown Cake Mixes)	NBC-TV	Young & Rubicam
Horizons	Ciba Pharmaceutical Products, Inc. (Ethicals)	ABC-TV	Keisnetter, Baker, Hedgedorn & Smith
Hour of Decision	Billy Graham Evangelistic Association (Institutional)	ABC-TV	Walter F. Bennett
Howdy Doody	Participations	NBC-TV	
Hunter, The	R. J. Reynolds Tobacco Co. (Winston, Camel, and Cavalier Cigarettes)	NBC-TV	William Esty

I

I Love Lucy, Starring Lucille Ball	Philip Morris & Co. Ltd., Inc.	CBS-TV	The Biow Co.
I Married Joan	General Electric Co. (Appliances)	NBC-TV	Young & Rubicam
Inspector Mark Saber	Sterling Drug Co. (Bayer Aspirin, (Phillips Milk of Magnesia)	ABC-TV	Dancer-Fitzgerald-Sample

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
It's a Great Life	Chrysler Corp. (Cars)	NBC-TV	McCann-Erickson
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cigarettes, Cigarettes)	CBS-TV	William Esty
J			
Jamie	Duffy-Mott Co., Inc. (Mitt Apple Products)	ABC-TV	Young & Rubicam
Jessel, George Show	B. & B. Pen Co. (B.B. Roll-Rite Pen) Gemex Co. (Watchbands)	ABC-TV	Hilton & Riggio B.B.D. & O.
Justice	Borden Co. (Instant coffee, ice cream, dairy products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals, Inc.	CBS-TV	Edward Kletter Associates
K			
King, Rocky Detective	American Chicle Co. (Chlorophyll Gum Chiclets) Pharmaceuticals, Inc. (Genitol, RDX)	DuMont	Dancer-Fitzgerald-Sample Edward Kletter Associates Harry B. Cohen Advertising
Kraft TV Theatre	Kraft Foods Co. (Cheese, other food products)	ABC-TV	J. Walter Thompson
Kraft TV Theatre	Kraft Foods Co. (Food products)	NBC-TV	J. Walter Thompson
L			
Lassie	Campbell Soup Co. (Soups, baked beans, V-8)	CBS-TV	B.B.D. & O.
Leave It to the Girls	Ex-Lax, Inc. (Ex-Lax, Jents)	ABC-TV	Warwick & Legler
Lee, Pinky Show	Participations	NBC-TV	
Lewis, Robert Q. Show	Best Foods, Inc. (Helfman's Mayon- naise, Nurple) Doeskin Products, Inc. (Tissues, paper napkins) General Mills, Inc. (Flour, breakfast cereal, mixes) Helene Curtis Industries, Inc. (Hair dressings, hair spray, permanent waves, shampoo) S. C. Johnson & Co. (Johnson's Wax, Polishes, Cleaners) Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day Multiple Vitamin Tablets, Talin, Nervine)	CBS-TV	Dancer-Fitzgerald-Sample Grey Advertising Agency B.B.D. & O. Earle Ludgin & Co. Needham, Louis & Brorby Geoffrey Wade

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	C. A. Swanson & Sons (Poultry and meat products)		Tatham-Laird
Liebman, Max Presents (Saturday Nights)	Oldsmobile Div. of General Motors Corp. (Cars)	NBC-TV	D. P. Brothier & Co.
Liebman, Max Presents (Sunday Nights)	Hazel Bishop, Inc. (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	Sunbeam Corp. (Electrical appliances)		Perrin-Paus
Life Begins at 80	Serutan Co. (Serutan)	DuMont	Edward Kletter Associates
Life of Riley	Gulf Oil Corp. (Gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	Admiral Corp. (Household appliances)	DuMont	Erwin, Wasey & Co.
Life with Father	S. C. Johnson & Son, Inc. (Wax, cleaners, polishers)	CBS-TV	Needham, Louis & Brorby
	CBS-Columbia (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.
Line-Up, The	Brown & Williamson Tobacco Corp.	CBS-TV	Ted Bates & Co.
Lone Ranger	General Mills, Inc. (Cheerios, Wheaties, Kix)	ABC-TV CBS-TV	Dancer-Fitzgerald-Sample
Longines' Christmas Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett
Longines' Chronoscope	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett
Longines' Thank-giving Day Testimonial	Longines-Wittnauer Watch Co.	CBS-TV	Victor A. Bennett
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lux Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid, Spry, Rinso, Pepsodent)	NBC-TV	J. Walter Thompson
Lux Video Theatre	Lever Brothers Co. (Lux Liquid, Flakes)	CBS-TV	J. Walter Thompson

M

Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	SSC&B
	Dodge Div. of Chrysler Corp. (Dodge Cars)		Grant Advertising
	Speidel Corp. (Watchbands)		SSC&B
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	DuMont	William Esty
Man Behind the Badge	Bristol Myers Co. (Sal. Hepatica, Ipana Toothpaste, Bufferin, Munt, Vitalis)	CBS-TV	Doherty, Clifford, Steers & Shenfield
Martin Kane	U. S. Tobacco Co. (Sara and Empire Cigarettes)	NBC-TV	Kudner Agency
Martin, Tony Show	Toni Co. (Cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	Knemark Mfg. Co., Inc. (Esquire Shoe Polish) Remington Rand, Inc. (Remington Electric Shavers)	ABC-TV	Emil Mogul Co., Inc. Young & Rubicam
Medic	Dow Chemical Co. (Saran Wrap, Saran Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Meet Millie	Carter Products, Inc. (Arid, Rise, Nair, Carter Little Liver Pills) O'Cedar Corp. (Mops, floor wax)	CBS-TV	SSC&B Turner Advertising Agency
Meet the Press	Pan-American World Airways (Transportation) Revere Paper & Brass, Inc. (Institutional)	NBC-TV	J. Walter Thompson St. Georges & Keyes
Meet Your Congress	Benrus Watch Co. (Watches)	DuMont	Cecil & Presbrey
Milland, Ray Show	General Electric Co. (TV, radio sets, small appliances)	CBS-TV	Maxon
Miss America Pageant	Philco Corp. (Radios, TV sets, electrical appliances)	ABC-TV	Hutchins Advertising
Mr. and Mrs. North	Congoleum-Nairn, Inc. (Floor wax, Congowall) Revlon Products Corp. (Lipstick, nail polish)	NBC-TV	McCann-Erickson Wm. Weintraub
Mr Peepers	Reynolds Metals Co. (Reynolds Wrap, aluminum building products)	NBC-TV	Clinton E. Frank
Modern Romances	Colgate-Palmolive Co. (Colgate Dental Cream)	NBC-TV	Bryan Houston
Montgomery, Robert Presents	The American Tobacco Co. (Lucky Strike and Herbert Tareyton Cigarettes) S. C. Johnson & Son, Inc. (Go-Coat, Pride, Car-Plate and Car-Nu Lubric Wax, Paster Wax)	NBC-TV	B.B.D. & O. Needham, Louis & Brorby

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Moore, Gary Show	Best Foods, Inc. (Rit, Shinola)	CBS-TV	Earle Ludgin & Co.
	Economics Laboratories, Inc. (Soilax)		Scheidler, Beck & Werner, Inc.
	Kellogg Co. (Cereals)		Leo Burnett
	Hoover Co. (Vacuum cleaners)		Leo Burnett
	C. H. Masland & Sons (Rugs)		Anderson & Cairns
	Converted Rice, Inc. (Uncle Ben's Converted Rice)		Leo Burnett
	Comstock Foods (Vegetable and fruit pie fillings, apple sauce)		Leo Burnett
	Chun King Sales, Inc. (Chinese, Oriental Foods)		J. Walter Thompson
	Borden Co. (Instant coffee, Starlac)		Doherty, Clifford, Steers & Shenfield
	Toni Co. (Home permanents, cosmetics)		Leo Burnett
	Swift & Co. (Swift'ning)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, vitamins)		Geoffrey Wade
	Yardley & Co., Ltd. (Soap, bath oil)		N. W. Ayer & Son
	Pacific Mills Co. (Sheets, pillow cases)		J. Walter Thompson
	Simoniz Co. (Simoniz, other products)		Tatham-Laird
	Pillsbury Mills, Inc. (Ballar Biscuits)		Campbell-Mithun
	Corn Products Refining Co. (Limit Starch)		C. L. Miller
	Bristol Myers Co. (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	Seeman Brothers, Inc. (Airwick, Nylast, 20-20 Eye Cleaners)		Wm. H. Weintraub
	Norge Div. of the Borg-Warner Corp. (All Norge products)		J. Walter Thompson
Mystik Adhesive Products (Mystik Tape)	George Hartman Agency		
Morning Show	Participations	CBS-TV	
Motorola TV Theatre	Motorola, Inc. (Radio, TV sets)	ABC-TV	Ruthrauff & Ryan
Murray, Arthur Party	Exquisite Form, Inc.	ABC-TV	Grey Advertising Agency
Murray, Arthur Party	Associated Products (5-Day Deodorant Pads)	NBC-TV	Grey Advertising
	Consolidated Royal Chemical Co. (Liquinet & Krank)		Dancer-Fitzgerald-Sample
My Favorite Husband	International Silver Co. (Silverware)	CBS-TV	Young & Rubicam

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Simmons Co. (Simmons Beautyrest, Hickie-A-Bed)		Young & Rubicam
My Friend Irma	Brown & Williamson Tobacco Corp. (Kool Cigarettes)	CBS-TV	Ted Bates & Co.
My Little Margie	Scott Paper Co. (Napping, towels, wax paper)	NBC-TV	J. Walter Thompson
N			
Name's the Same	American Chicle Co. (Chiclets, Chewing Gum)	ABC-TV	Dancer-Fitzgerald-Sample
	C. A. Swanson & Sons (Canned and frozen Chicken, turkey, beef)		Tatham-Laird
	Ralston-Purina Co. (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ky-Krisp)		Guild, Bascom & Bonfigli
Name That Tune	American Home Products Corp. (Anacin, Kolyne, Bisodol, Heet)	CBS-TV	SSC&B
	Carter Products Corp. (Arid, Rose Shave Cream, Nair)		SSC&B
Name That Tune	Block Drug Co. (Toothpaste)	NBC-TV	Cecil & Presbrey
	Speidel Corp. (Wash Hands)		SSC&B
NCAA Football	Carnation Co. (Evaporated milk)	ABC-TV	Erwin, Wasey & Co.
	Humble Oil & Refining Co. (Petroleum products)		McCann-Erickson
O			
Omnibus	Aluminum Co. of Canada (Institutional)	CBS-TV	J. Walter Thomson
	Norcross, Inc. (Greeting cards)		Albert Kimball Co.
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		J. Walter Thompson
One Man's Family	Serutan Co. (RDX, Serutan, Geritol)	NBC-TV	Edward Kletter Associates
On the Line with Considine	Mutual Benefit Health and Accident Association of Omaha (Insurance)	NBC-TV	Bozell & Eisen
On Your Account	Procter & Gamble Co. (Tide, Prell)	CBS-TV	Benton & Bowles
On Your Account	Procter & Gamble Co. (Glens)	NBC-TV	Benton & Bowles
Orchid Award	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	ABC-TV	Ted Bates

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	Pet Milk Co. (Evaporated milk)	NBC-TV	Gardner Advertising
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, (Jello Instant Pudding)	CBS-TV	Young & Rubicam

P

Packard Program Starring Martha Wright	Packard Motor Car Corp. (Cars)	ABC-TV	Maxon
Pantomime Quiz	Revlon Products (Lipstick, hair spray)	ABC-TV	SSC&B
Pantomime Quiz	Benson & Hedges (Parliament Cigarettes)	DuMont	Benton & Bowles
People Are Funny	The Frawley Corp. (Paper-Mate Pens) Toni Co. (Cosmetics)	NBC-TV	Foote, Cone & Belding Leo Burnett
Pepsi Cola Playhouse	Pepsi Cola Co.	ABC-TV	The Biow Co.
Person to Person	American Oil Co. (Amoco Gas) Hamm Brewing Co. (Beer) Noxzema Chemical (Noxzema Skin Cream, Shave Cream)	CBS-TV	The Joseph Katz Co. Campbell-Mithun SSC&B
Philco TV Playhouse	Philco Corp. (Radio, TV sets, ranges, refrigerators)	NBC-TV	Hutchins Advertising
Place the Face	Toni Co. (Prom, White Rain) Carter Products Co. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Leo Burnett SSC&B
Place the Face	Toni Co. (Cosmetics)	NBC-TV	Weiss & Geller
Plainclothes Man	Carter Products, Inc. (Rise, Arrid, Nair) Larus & Brother Co., Inc. (Holiday Cigarettes, Pipe Tobacco; Edgeworth Pipe Tobacco)	DuMont	Ted Bates Warwick & Legler
Pond's Theatre	Pond's Extract Co. (Angel Skin, Dry Skin Cream, Cold Cream, Lipstick, Makeup Mist, Angel Face)	ABC-TV	J. Walter Thompson
Portia Faces Life	General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Coconut, Bran Flakes, La France, Satina)	CBS-TV	Young & Rubicam
Potter, Peter Show	Hazel Bishop (Cosmetics)	ABC-TV	Raymond Spector
Pride of the Family	Armour & Co. Bristol-Myers Co. (Ipana, Vitalis)	ABC-TV	Foote, Cone & Belding Young & Rubicam

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.
Producer's Showcase	Ford Motor Co. (Cars, trucks, parts, services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air conditioning)		Kenyon & Eckhardt
Public Defender	Philip Morris & Co. (Philip Morris Cigarettes)	CBS-TV	The Biow Co.

Q

Quick as a Flash	Thor Corp. (Washing machines)	ABC-TV	Henri, Hurst & MacDonald
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R

Raye, Martha Show	Hazel Bishop Inc. (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	Sunbeam Corp. (Electrical appliances)		Perrin-Paus
Redskins Pro Football	American Oil Co. (Gas, oil)	ABC-TV	Katz Agency
Rin-Tin-Tin	National Biscuit Co. (All products)	ABC-TV	Kenyon & Eckhardt
Rogers, Roy Show	General Foods Corp. (Instant puddings)	NBC-TV	Benton & Bowles
Rooney, Mickey Show	Green Giant Co. (Food products)	NBC-TV	Leo Burnett
	Pillsbury Mills, Inc. (Flour)		Leo Burnett
Rootie Kazootie	Gordon Baking Co. (Silvercup Bread)	ABC-TV	N. W. Ayer & Son

S

Saturday Night Fights	Bayuk Cigars (Phillips, Webster and Goding Wedding Cigars)	ABC-TV	Ellington Advertising Agency
Saturday Night Revue	Participations	NBC-TV	
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Lennen & Newell
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	The Biow Co.
Secret Storm	American Home Products Corp. (Aero Wax, Anacin, Beet, Wizard Wick)	CBS-TV	The Biow Co.
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Seeking Heart, The	Procter & Gamble Co. (Drene, Ivory Flakes, Crisco)	CBS-TV	Compton Advertising
Shore, Dinah Show	Chevrolet Motor Div. of General Motors Corp. (Parts & services)	NBC-TV	Campbell-Ewald
Shower of Stars	Chrysler Corp. (Cars)	CBS-TV	McCann-Erickson
Skelton, Red	Pharmaceuticals, Inc. Pet Milk Co. (Evaporated milk) S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers)	CBS-TV	Edward Kletter Associates Needham, Louis & Brorby
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter)	ABC-TV	Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett
Smith, Kate Hour	Participations	NBC-TV	
So You Want to Lead a Band	Brillo Mfg. Co., Inc.	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (Chocolate candy & cocoa products) Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)	ABC-TV	Cecil & Presbrey Gardner Adv. Agency
Sports Showcase	Boyle-Midway, Inc. (Aero Shave, Aero Lotion, Aero Wax, Anacin, Bisodol)	DuMont	Geyer Advertising
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam
Stafford, Jo Show	Gold Seal Co. (Glass Wax)	CBS-TV	Campbell-Mithun
Stop the Music	Exquisite Form, Inc. (Brassieres) Quality Goods Manufacturers, Inc.	ABC-TV	Grey Advertising Agency Grey Advertising Agency
Stork Club	Gemex Co., Inc. (Watch bands)	ABC-TV	B.B.D. & O.
Stranger, The	Pharmaceuticals, Inc. (Geritol)	DuMont	Edward Kletter Associates
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	William Esty
Studio 57	H. J. Heinz Co. (Canned and bottled foods)	DuMont	Maxon
Studio One	Westinghouse Electrical Corp. (Kitchen appliances; radio, TV sets, Turbo- jet Plane Motors)	CBS-TV	McCann-Erickson
Sunday News Special	Norwich Pharmacal Co. (Aspirin, Unguentine)	CBS-TV	Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Super Circus	Mars, Inc. (Candy products)	ABC-TV	Leo Burnett
	Kellogg Co. (Cereals)		Leo Burnett
	Minute Maid Corp. (Frozen juice)		Ted Bates
Suspense	Electric Auto-Lite Co. (Spark plugs, batteries and accessories)	CBS-TV	Cecil & Presbrey

T

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Texaco Star Theatre	The Texas Co. (Gasoline)	NBC-TV	Kudner Agency
That's My Boy	Plymouth Div. of the Chrysler Corp. (Cars)	CBS-TV	N. W. Ayer & Son
The New Stu Erwin Show	Liggett & Myers Tobacco Co. (Liggett's cigarettes)	ABC-TV	Cunningham & Walsh
They Stand Accused	Consolidated Cosmetics (Laurin Plus Cosmetics)	DuMont	Frank E. Duggan
This Is Your Life	Hazel Bishop, Inc. (Liquor bottles)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (Tissue paper, shampoos, cosmetics)		Compton Advertising
Three Steps to Heaven	Miles Laboratories (Drugs)	NBC-TV	Geoffrey Wade
Toast of the Town, with Ed Sullivan	Procter & Gamble Co. (Beauty Soap)	CBS-TV	Compton Advertising
	Lincoln-Mercury Dealers (Lincoln, Mercury cars)		Kenyon & Eckhardt
Today	Participations	NBC-TV	
Tom Corbett, Space Cadet	Friedman-Shelby Div. of the International Shoe Co. (Retail shoe show)	DuMont	D'Arcy Advertising
Tonight	Participations	NBC-TV	
Tootsie Hippodrome	Sweets Co. of America, Inc. (Tootsie Roll & Caramels)	ABC-TV	Mosele & Eisen
Topper	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	William Esty
Top Plays of 1954	Helene Curtis, Inc. (Laurin Spray, Norel)	NBC-TV	Earle Ludgin
Treasury Men in Action	Chevrolet Motor Div. of General Motors Corp. (Cars)	ABC-TV	Campbell-Ewald
Treasury Men in Action	Borden Co. (Instant coffee, Star line dairy products)	NBC-TV	Young & Rubicam
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Miami Cigars, Briggs Tobacco)	NBC-TV	Lennon & Newell

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Twenty Questions	Florida Citrus Commission (Citrus fruits)	ABC-TV	J. Walter Thompson
Twenty Questions	Bauer & Black (Curads)	DuMont	Leo Burnett
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell
TV Teen Club	Sweets Co. of America (Tootsie Rolls & Carmels)	ABC-TV	Moselle & Eisen

U

Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson
Up for Adoption	Vitamin Corp. of America (Rybutol)	ABC-TV	B.B.D. & O.
U. S. Steel Hour	U. S. Steel Corp. (Institutional)	ABC-TV	B.B.D. & O.

V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, pie crust mix, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Toni Co. (Prom, White Rain)		Leo Burnett
Video, Captain	Walter H. Johnson Candy Co. (Powerhouse Candy Bars)	DuMont	Franklin Bruck Advertising
Vise, The	Sterling Drugs (Aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (Tubes, tires, TV sets, spark plugs)	ABC-TV NBC-TV	Sweeney & James

W

Waring, Fred Show	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Web, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Welcome Travelers	Procter & Gamble Co. (Oxydol, Dreet, Ivory Snow, Camay)	CBS-TV	Dancer-Fitzgerald-Sample
What's My Line?	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
What's the Story	Allen B. Du Mont Laboratories, Inc. (DuMont Telesets)	DuMont	
Where's Raymond	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	ABC-TV	SSC&B

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Sherwin-Williams Co. (Super Kern-Tone Kern-Gly)		Fuller, Smith & Ross
White, Betty Show	Serutan Co. (Serutan, RDX and Cerutan)	NBC-TV	Edward Kletter Associates
Who Said That?	Sheaffer Pen Co. (Pens)	ABC-TV	Russell M. Seeds
Winchell, Paul- Jerry Mahoney Show	Sweets Co. of America (Candy)	NBC-TV	Moselle & Eisen
Winchell, Paul Show	Procter & Gamble Co. (Gleem)	NBC-TV	Benton & Bowles
Winchell, Walter (News)	American Safety Razor Corp. (Blades, razors, shaving creams, brushes)	ABC-TV	McCann-Erickson
	Bayuk Cigar Co. (Phillies & Webster Cigars)		D'Arcy Advertising
	Carter Products Inc. (Carter's Little Lear Pills, Arnd, Hair Rio Shaving Cream)		SSC&B
	Gruen Watch Co. (Watches)		McCann-Erickson
Willy	General Mills, Inc. (Fibut, mixes, cereals)	CBS-TV	Dancer-Fitzgerald-Sample

Y

You Are There	Electric Companies Advertising Program (Electric power)	CBS-TV	N. W. Ayer & Son
	Prudential Insurance Co. (Insurance)		Calkins & Holden
You Asked for It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Eat our Life	DeSoto Div. of Chrysler Motor Corp. (Cars, services, used cars)		B.B.D. & O.
Young, Loretta Show	Procter & Gamble Co. (Tide, Lilt, Gleem)	NBC-TV	Compton Advertising
Your Hit Parade	American Tobacco Co. Warner-Hudnut Inc. (Quik Home Perma nents)	NBC-TV	B.B.D. & O. Kenyon & Eckhardt
Your Show of Shows	Participations	NBC-TV	

Z

Zoo Parade	Quaker Oats Co. (Kern-L. Ration, Kern-L. Meal, Kern-L. Biscuit)	NBC-TV	Needham, Louis & Brorby
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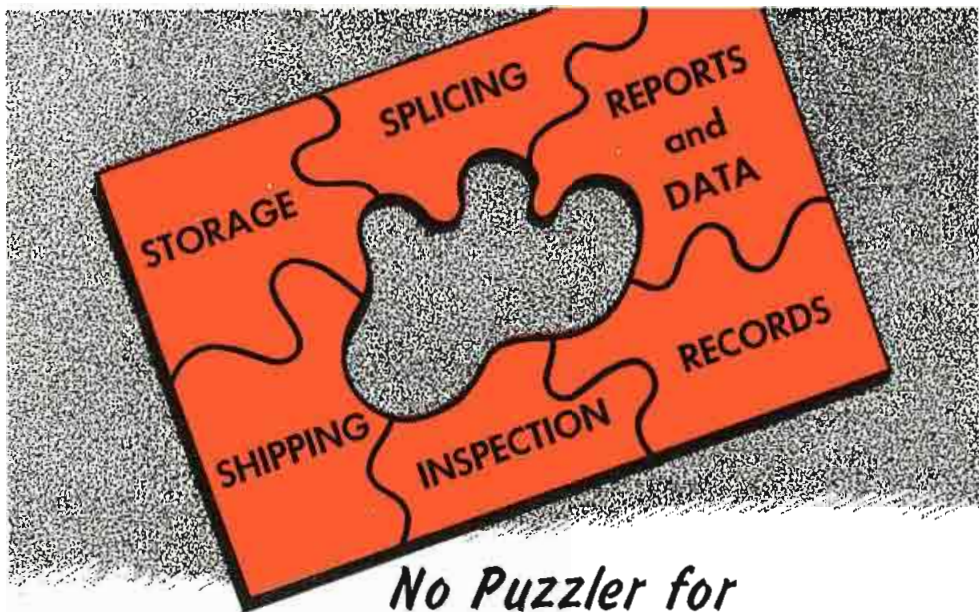
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